

Broadcasting Jun 10

Reaching over 117,000 readers every week

60th Year 1991

TELEVISION / 66

Producers build blocks on prime time; ABC preps for affiliates

RADIO / 70

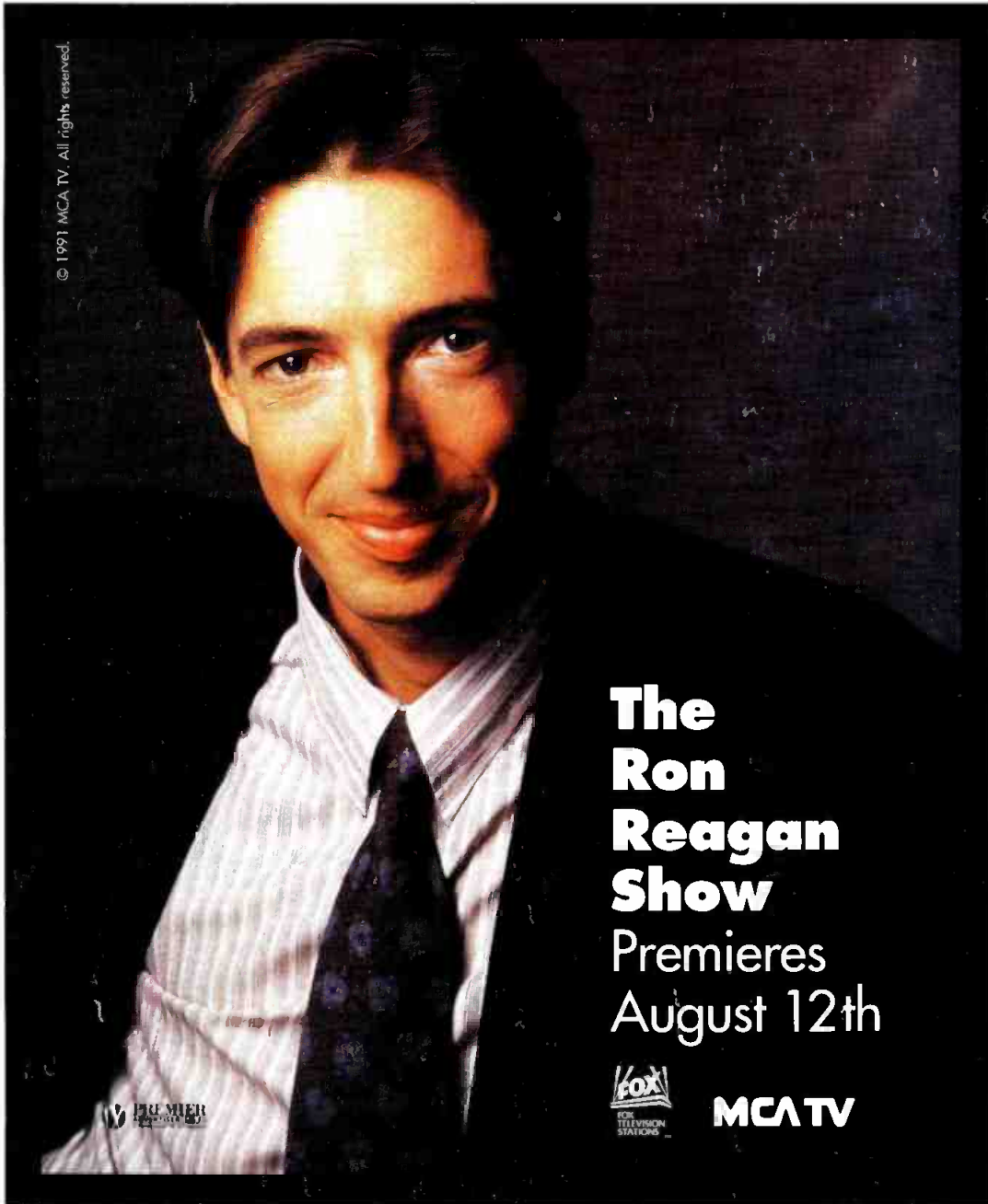
Gammon continues push for Atlanta move-in

BUSINESS / 49

Top 100 companies special report; Coen's '91 forecast

WASHINGTON / 76

Bills introduced to establish nationwide telco fiber optic network



JUN 11 1991

LIBRARY

**The
Ron
Reagan
Show**
Premieres
August 12th



MCA TV



*****3-DIGIT 478
47809SERIA98034 YRK MAR/94
SERIALS
INDIANA STATE U
CUNNINGHAM MEM LIB
TERRE HAUTE IN 47809

Vol. 120 No. 23 \$2.50

**Hughes + Hubbard =
\$100 million for DBS
Broadcasting/Cable
Interface V**

THE #1 SHOW.



The #1 Rated Network Show

**For The Week Ending
May 26, 1991.**

**A
SHUKOVSKY/ENGLISH
PRODUCTION**

THE #1 LINE-UP.

New York	WPIX	Columbus	WTTE	Johnstown	WTAJ
Los Angeles	KTLA	Greenville	WLOS	Huntsville	WZDX
Chicago	WGN	Grand Rapids	WXMI	Madison	WISC
Philadelphia	WTXF	Salt Lake City	KSL	Las Vegas	KTNV
San Francisco	KTVU	San Antonio	KENS	Colorado Springs	KXRM
Boston	WSBK	Birmingham	WVTM	Ft. Meyers	WEVU
Detroit	WKBD	Harrisburg	WHTM	Fargo	KVRR
Dallas	KDFW	Louisville	WDRB	Peoria	WYZZ
Cleveland	WJW	Greensboro	WXII	Monterey	KMST
Houston	KTXH	W. Palm Beach	WFLX	Santa Barbara	KADY
Atlanta	WATL	Albany	WTEN	Harlingen	KGBT
Tampa	WFTS	Tulsa	KOTV	Eugene	KLSR
Seattle	KSTW	Little Rock	KARK	Terre Haute	WTWO
Miami	WBFS	Flint	WSMH	Amarillo	KCIT
Pittsburgh	KDKA	Mobile	WKRK	Yakima	KIMA
St. Louis	KTVI	Fresno	KJEO	La Crosse	WKBT
Denver	KDVR	Wichita	KSAS	Bakersfield	KBAK
Phoenix	KNXV	Albuquerque	KGSW	Wichita Falls	KJTL
Sacramento	KTXL	Rochester	WOKR	Binghamton	WBNG
Baltimore	WBAL	Des Moines	KCCI	Sioux City	KMEG
Hartford	WTIC	Omaha	KETV	Boise	KIVI
Indianapolis	WXIN	Honolulu	KITV	Erie	WETG
San Diego	KNSD	Austin	KTBC	Chico	KHSL
Orlando	WOFL	Paducah	KBSI	Topeka	WIBW
Portland	KPDX	Spokane	KREM	Lubbock	KJTV
Kansas City	KSHB	Cedar Rapids	KWWL	Medford	KTVL
Cincinnati	WXIX	Portland	WCSH	Columbia	KMIZ
Milwaukee	WITI	Springfield	KDEB	Bangor	WLBZ
Nashville	WTVF	Tucson	KMSB	Idaho Falls	KIDK

AVAILABLE FOR STRIPPING FALL '92.

MURPHY BROWN



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

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THIS WEEK

35 / HIGH-POWER DBS: ON AGAIN

Stanley S. Hubbard and Hughes Communications vowed that about \$50 million plunked down by Hubbard-led USSB last week assures the nation's first true direct broadcast satellite will be launched by mid-1994. The deal, said Hughes, not only brings to fruition USSB's plans to deliver 20 or more digitally compressed TV and radio signals to 15-inch dishes nationwide, but also constitutes the first step in Hughes's new incremental strategy to provide another 80 or more signals from the same spot in the sky. Also, TCI reached a settlement that may have cleared the way for the nation's largest MSO to become a high-power power itself.

37 / TIME WARNER'S RIGHTS OFFERING GETS NEGATIVE REACTION

Time Warner's plans to raise equity to reduce its \$11.37 billion debt load by offering its common shareholders rights to buy more common shares at a discount met with criticism by shareholders and securities analysts. The stock dropped 10% with the news, and a Time Warner meeting with shareholder securities analysts was described as "very negative." The media giant hopes that by reducing its debt it will be a more appealing business partner.

37 / ELEVENTH-HOUR OFFER FOR WOOLERY

Sources close to Warner Bros. Domestic TV



Communication industry executives at Broadcasting/Cable Interface V (page 38)

Distribution and Orion TV say the two have talks about Warner getting the distribution rights to *The Chuck Woolery Show*. Group W Productions is said to have bid for the 1991-92 syndication rights to the first-run talk strip. Industry sources say Orion is looking to divest its TV interests. (Orion TV President and CEO Gary Nardino is also said to be moving to Lorimar [see "Closed Circuit"]).

38 / INTERFACE V: FINDING COMMON GROUND

Most of the participants of the fifth Broadcasting/Cable Interface in Washington—including industry executives (page 39) and FCC Chairman Al Sikes (page 40)—addressed the issue of enhancing commonality rather than emphasizing the differences between the two media.

42 / NICHOLAS SAYS \$12 WILL STUNT CABLE GROWTH

Nick Nicholas Jr., co-CEO of Time Warner, warned Congress against passing rules that would "signal the success of a coalition of savvy special interests that puts its agenda ahead of the public's and deprives cable of the resources it needs to make real the age of interactive TV."

43 / PRICE FOR SPORTS RIGHTS

Broadcast and cable executives say there will likely be readjustments in the prices paid for sports rights fees in the next negotiation period, based on the present performance of many of the leagues.

46 / BREAKING NEWS BUDGETS

Cost cutting and the

aftermath of the Persian Gulf war are driving changes in TV news coverage. CNN and growing cable channel capacity for local news coverage are expected to compete with broadcast networks and affiliates. A Broadcasting/Cable Interface panel of journalists predicts reduced network coverage of political conventions and the possible demise of one of the network's evening newscasts.

47 / PTAR REVIEW INEVITABLE

A review of the 21-year-old FCC prime time access rule limiting the amount of network and off-network programming television stations may air during prime time is inevitable, said FCC Commissioners Sherrie Marshall and Ervin Duggan. However, the commission is likely to deal with other issues first, such as fin-syn.

49 / SPECIAL REPORT: BUSINESS & FINANCE

BROADCASTING's special report on business and finance features the Top 100 companies in electronic communications; a look at SEC filings beyond the numbers, and a survey of what top Fifth Estate executives earned last year.

59 / THE COEN FORECAST

Robert Coen, McCann-Erickson senior vice president, director of forecasting, made his semiannual presentation on ad expenditures last week, projecting only a 3.5% growth in national TV advertising to \$20.9 billion in 1991. Network TV, Coen said, will grow 1.5% while spot and local television will grow only 1%. Cable and syndication continue to see double-digit growth, but that rate is also slowing. National radio advertising will increase 2.3% with local improving by 1.5%.

66 / NETWORK PROGRAM DEALS

It seems to be a case of who you know. Established producers are increasingly controlling blocks of time on the broadcast networks in prime time. Some say that makes it harder for new companies to get on the air and that program diversity is suffering.

67 / KOREAN WIDGET

Zodiac Entertainment has agreed with the Korean Broadcasting System and Seyoung, a leading Korean animator, to produce Zodiac's animated show, *Widget*. Under the terms of the deal, KBS will pay close to \$1 million for the next 52 episodes of the show.



Senator Conrad Burns was part of bi-partisan group introducing telco entry bill last week (page 76)

70 / ATLANTA FIRE

The great Atlanta move-in controversy continues. Following FCC modification of its rules regarding changes in new community of license for FM and TV, Sapphire Broadcasting has filed further comments to show why the FCC should grant its proposal to move WHMA-FM Anniston, Ala., to the Atlanta metro. This move has prompted other broadcasters, including Summit and Cox, to file further comments at the FCC showing why the station should remain where it is.

72 / RAB/ANA FORUM

Advertisers and agency executives urged the radio industry to exploit its own strengths and lead the way in breaking through advertising clutter with superior creative and an aggressive partnership with rival media.

73 / 900 NUMBER REVENUE

Cable operators and

programers are looking to 900 numbers as a revenue source and a marketing and promotion tool. One company filling that niche is NuCable Resources, which has launched a CALL2000 service.

74 / PPV OLYMPICS TALKS

The efforts of NBC and

Cablevision's pay-per-view Olympics to secure carriage for the three-channel event for nonaddressable cable homes has led Olympics executives to formally sit down with both the Family Channel and The Discovery Channel. Olympics executives are offering to buy their respective ad inventories at market rates, paying for every subscriber affected by the Olympics.

76 / BI-PARTISAN TELCO BILL

Senators Conrad Burns (R-Mont.) and Albert Gore (D-Tenn.) led a bi-partisan group of congressmen in the introduction of the Communications Competitiveness and Infrastructure Modernization Act of 1991, a measure aimed at establishing a nationwide broadband fiber optic network in the U.S. by the telcos by the year 2015.

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INDEX

Advertisers Index.....	94
Business.....	49
Cable.....	73
Cablecastings.....	74
Changing Hands.....	62
Classified Advertising.....	85
Closed Circuit.....	6
Datebook.....	12
Editorials.....	98
Fates & Fortunes.....	92
Fifth Estater.....	95
Focus on Finance.....	64
For the Record.....	80
In Brief.....	96
Masthead.....	28
Monday Memo.....	30
Open Mike.....	28
Programing.....	66
Radio.....	70
Ratings Roundup.....	69
Special Report.....	49
Top of the Week.....	35
Washington.....	76

CLOSED CIRCUIT

WASHINGTON

Letter of concern

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) have concerns about spectrum lotteries and may express them in letter to FCC. Markey, who voiced dissatisfaction with lotteries during hearing last week on reauthorization of National Telecommunications and Information Administration, was said to be considering introduction of bill outlawing lotteries. But letter may go out instead. Markey said lotteries are "perversion of system." NTIA Director Janice Obuchowski told Markey she agreed that current system does not work and that something needs to be done. However, using comparative process to assign spectrum, she said, would make the "tortoise look like Secretariat."

Note of concern

FCC is exploring rulemaking giving banks secured interest in broadcast stations they finance, according to agency officials. Washington law firm of Hogan & Hartson has petitioned FCC to permit banks to acquire secured interest in hope it will loosen up financing for

broadcasting. But commenting on petition, National Association of Broadcasters and other broadcasters have raised concern secured interest might give banks undue influence over stations.

Money matters

According to Federal Election Commission reports for 1989-90 campaign cycle, Home Shopping Network's political action committee was especially generous to members of Senate Commerce Committee, whose Communications Subcommittee will hold hearing June 20 on whether or not HSN broadcast stations deserve must carry. Issue was raised during Commerce vote on cable bill, S. 12, by Senator John Breaux (D-La.), who objected to HSN stations receiving must carry on grounds that they don't serve public interest (BROADCASTING, May 20). HSN was especially generous to Chairman Ernest Hollings (D-S.C.), who received \$8,500. Larry Pressler (R-S.D.), who challenged Breaux on matter, received \$5,000. HSN Chairman Roy Speer and former HSN executive Lowell Paxson each gave \$1,000 to Pressler. Other recipients of HSN funds include J. James Exon (D-Neb.), \$5,000, Al Gore (D-Tenn.), \$5,000, and Ted Stevens (R-Alaska), \$5,000.

Too expedient?

Recent FCC procedural changes affecting wireless cable and other narrow-band service license lotteries may face Fourth Amendment challenge. Small number of communications attorneys in Washington believe that one or two-day filing windows that follow inadequate notice may violate citizen's right to due process. Not everyone, it seems, receives *Federal Register* in timely enough fashion to file lotteries.

Problem, as some see it, is that commission has made "good cause" exceptions of Administrative Procedure Act's (APA) 30-day public notice in *Register* more frequently of late, often giving as little as two days' notice from time *Register* is published. They believe FCC "good cause" desire to expedite processes and to reduce number of applications (from mills) is inconsistent with APA commission statute and deprives all citizens equal opportunity to play—and win—FCC lottery. Word has it that staff in John Dingell's (D-Mich.) office is looking into issue as part of general displeasure with FCC lotteries.

CINCINNATI

Summer strip

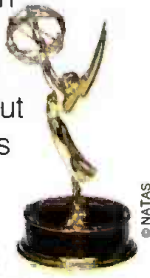
Multimedia Entertainment is devel-



Star Date, June 6: The casts of the original "Star Trek" and its sequel, "Star Trek: The Next Generation," were reunited at the Paramount studios last week to launch the year-long celebration of the series' 25th anniversary. Although "Star Trek" had a short and rocky network voyage in 1966-69, it has been a major hit in off-network and first-run for Paramount—it has been estimated that the Star Trek franchise, including theatricals and a Saturday morning animated version, has grossed over \$1.5 billion in revenues. Culminating the festivities was the naming of a new office building, to house Paramount's domestic television division, after series creator Gene Roddenberry. Shown (l-r) are Leonard Nimoy (Mr. Spock) and William Shatner (Captain James T. Kirk), of original series, with Roddenberry, and "Next Generation" cast: Patrick Stewart (Captain Jean-Luc Picard), Whoopi Goldberg (Guinan), Gates McFadden (Dr. Beverly Crusher), Michael Dorn (Lieutenant Worf), Marina Sirtis (Counselor Deanna Troi), Brent Spiner (Lieutenant Commander Data) and Jonathan Frakes (Commander William Riker).

PANASONIC TAKES M.A.R.C. INTO THE DIGITAL AGE.

Panasonic won an Emmy for the M.A.R.C. Cassette Library System, but that didn't keep us from improving it.

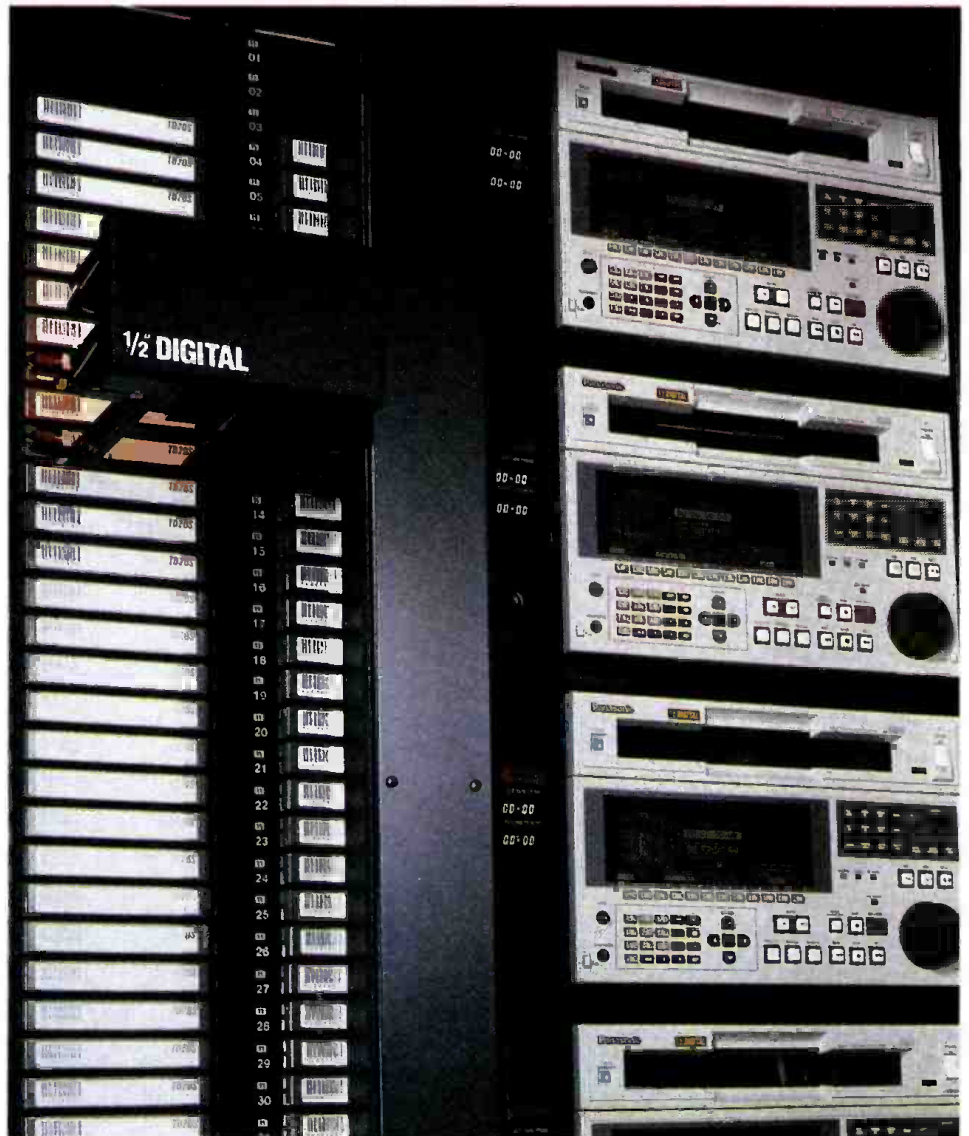


Panasonic's M.A.R.C. now has:

- A multi-user, multi-tasking operating system (Santa Cruz Operation SCO Xenix);
- A new multi-user Data Base Management System (Informix);
- An interconnected Cassette Dub Station for quick and easy spot dubbing and program screening;
- Multi-element cassettes allowing program playback and multiple spots per tape with no change in software;
- Up to seven remote terminals to access M.A.R.C. application software via an Ethernet TCP/IP LAN.

With the new Panasonic Half-Inch Composite Digital VTRs, M.A.R.C. gives today's demanding broadcaster unequalled quality, performance and reliability at a fiscally responsible price.

Cassette interchange is assured—across the room or across the country. The digital system's new 8-14 channel-coding format with its edit guardband breakthrough,



solves the problem of guardbandless recording associated with D-2. Advanced error correction/concealment techniques, full field data shuffle and four individually editable audio channels add up to outstanding performance.

Find out what many broadcasters already know: 40,000 spots a day prove Panasonic's M.A.R.C. a winner, and real winners keep on getting better.

Panasonic

One Panasonic Way, Secaucus, NJ 07094.
For more details call: 1-800-524-0864

NOTHING DISNEY

#

1

**1987-88
DuckTales**

Disney quality
animation comes
to syndication
and becomes an
instant hit.

#

1

**1988-89
DuckTales**

Disney stays on top
in its second year.
104 consecutive
weeks as #1.



The
DISNEY
Afternoon

DRAWS LIKE ANIMATION.

#

1

1989-90 Chip 'n Dale's Rescue Rangers

Chip and Dale
premiere and go
right to the top.
DuckTales is a
strong #2.

#

1

1990-91 Tale Spin

Disney Afternoon
premieres!
Tale Spin and
Chip 'n Dale tie
for #1, and all
4 series place in
animation's top
6 shows (HH).

Source: NTL Households, K 2-11 and K 6-11,
except as noted. (strips)
premiere through 5/18/91.
GAA where applicable.




Buena Vista
Television

© Disney

LORIMAR BOUND?

Orion Television President and CEO Gary Nardino, whose studio is in the midst of divesting itself of TV production, is said to be putting the finishing touches on a series development arrangement with Lorimar Television President Leslie Moonves. "Nardino and Moonves play cards together every Thursday night with some other senior level studio executives and are very close friends," noted the source. Should the deal come to fruition, sources suggest Nardino will be taking some or all of the development executives (including their exclusive producer-studio development deals with the broadcast networks) to Time Warner-owned Lorimar. According to a Lorimar source, if Nardino were to join the studio, it would be in a separate deal from any made for Orion product, which includes currently sparse network series slate—*Bill & Ted's Excellent Adventure* (ordered for Fox) and *American Detective*, which is currently on ABC's midseason schedule. (Word from New York sources, however, is that *Bill & Ted* is being pulled from Fox's Saturday lineup for next fall in favor of *Cops* at 8 p.m., possibly leaving a midseason back end commitment for the Orion series.)

oping new hour-long talk strip with co-owned WLWT-TV Cincinnati and its star anchor, Jerry Springer, who anchors evening and late newscasts. Springer, former mayor of Cincinnati, has large following in market (his broadcasts are usually number one or two in time period), and Multimedia executives hope to export his appeal through syndication. Show will be developed this summer, and several stations will test it in fall, including WKYC-TV Cleveland and few non-Multimedia outlets, according to Robert Turner, president, Multimedia Entertainment. If all goes well, national rollout would follow. Multimedia is developing several talk shows along same lines, including ones with KNSD(TV) San Diego's Paul Bloom and KCBS-TV Los Angeles's Bree Walker.

Meanwhile, Multimedia's Turner confirmed last week company will not renew *Big Break*, weekly music show with Natalie Cole, next season. Jim Dauphinee, who developed and produced *Break* for company, has agreement to develop new magazine strip to which Multimedia has first rights.

Cold reception

NHL could be first major sports league to take bath on television rights if it can't find another bidder or get more money out of current interested parties. Sources say that SportsChannel America is willing to put up just \$3 million-\$4 million for annual rights, down from \$17 million it has paid annually for last three years. Deal would be largely for rights to nationally distribute local games on SC regional sports networks, which have deals with six NHL teams. ESPN is said to be offer-

ing to take 15 weeks of games starting next January (season starts in October) and Stanley Cup semifinals and championship, for price tag, according to one source, of more than \$6 million. But another source said price is more likely to be \$4 million-\$5 million.

Study time

Preliminary findings of new prime time telephone coincidental study show consistency with those of earlier coincidentals, including higher levels of



IN THE MAIL

Above \$100 check from Community Cable Television, Sanborn, Iowa, to Fox Broadcasting Co. for yearly carriage of Fox's FoxNet cable service marks first time cable company has written check to broadcast company for program carriage, according to Fox. Nominal charge is levied on cable systems with fewer than 1,000 subscribers that don't have access to local Fox affiliate but want Fox programming. FoxNet launched last Thursday to nearly one million subscribers (see "Cablecastings," page 74).

younger viewers and lower levels of older viewers than normally found in A.C. Nielsen Co. data. Committee on Nationwide Television Audience Measurement, during presentations last week to Association of National Advertisers and American Association of Advertising Agencies, said comparison to Nielsen data should be available in about three weeks.

LOS ANGELES

Cozier get-together

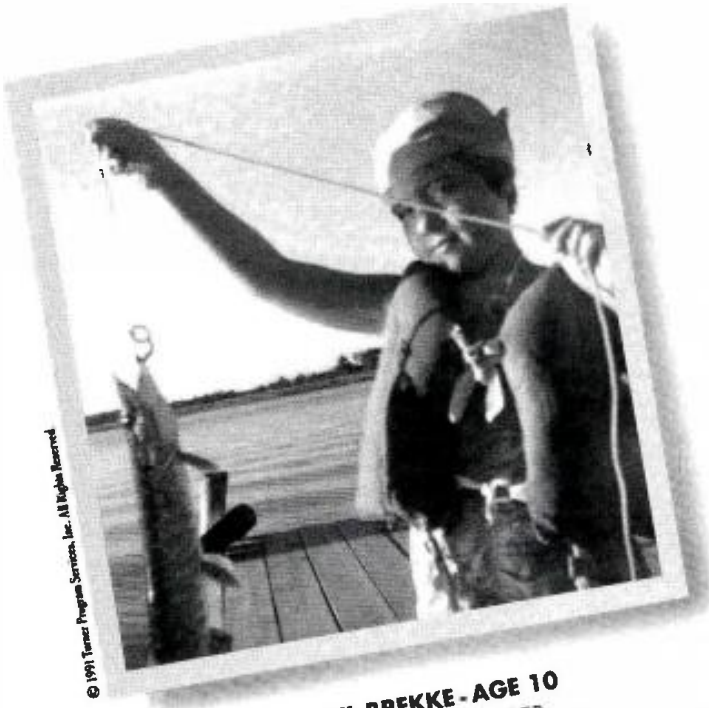
ABC is expecting perhaps as few as half as many attendees at this week's scaled back affiliate meeting (Wednesday and Thursday, June 12-13) as have attended in years past. According to George Newi, senior vice president, affiliate relations, ABC, "We're not discouraging them [station executives] from bringing their spouses, as CBS did, but there will be fewer people from given stations. In some instances just the group station heads will attend, representing several stations." Most of activities usually held will be held again this year—albeit less glitzy—including welcoming reception and last night dinner but "it won't include a big cabaret show or anything like that," he said.

SAN FRANCISCO

Trouble spots

SportsChannel Bay Area's asset purchase of regional rival Pacific Sports Network nears, but several problems remain. Outline of deal includes creation of hybrid basic channel, but with SCBA's chief programming (Giants and A's) scrambled and priced as traditional pay service. One remaining hurdle is concern of SCBA and teams that TCI give specific carriage, marketing and pricing commitment to service. (TCI doesn't carry SCBA.) Sources say age of some TCI-area systems makes it difficult for them to trap out Giants and A's contests. Under proposed deal, Viacom would cease to be owner, with TCI and NBC-Cablevision 50-50 partners. One casualty of asset sale is said to be Pac 10 contract for football and basketball through Prime Network affiliation. Because proposal is structured as asset deal, that particular Pac 10 package won't be part of hybrid channel (although local college teams California and Stanford will be), unless new ownership makes new pact with Prime.

THE WONDER YEARS



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GAIL BREKKE - AGE 10
GENERAL MANAGER
KITN-TV MINNEAPOLIS

**"I lived them...
now I've
bought
them."**

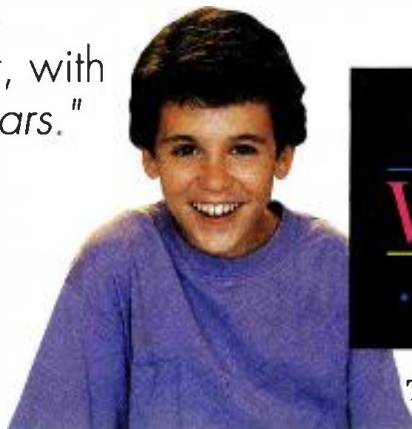


"The Wonder Years reminds me of the magic and bittersweet of growing up. Too old one day, too young the next.

Older brothers, younger sisters, class clowns and trips to the principal's office. Best friends, used bicycles and summer vacations viewed through the rear seat of the family station wagon. Parents struggling to catch the American dream, and keep the family close at the same time.

"This show captures all those values and more, every week. If you could hold those experiences in your hands again, wouldn't you buy them? We did!

"In the Fall of '92, Minnesota will be a magical place for at least 30 minutes every weeknight, with *The Wonder Years*."



Produced By:
NEW WORLD TELEVISION

Distributed By
TURNER PROGRAM SERVICES

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

June 7-11—*American Advertising Federation* national advertising conference, including presentation of National ADDY Awards. Theme: "Hit the High Notes." Opryland Hotel, Nashville. Information: (202) 898-0089.

June 8-11—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 9-11—*New Jersey Broadcasters Association* 45th annual convention. Sands Hotel, Atlantic City, N.J.

June 9-12—*Radio-Television News Directors Association/University of Missouri School of Journalism* management seminar for news directors. Participants include William Bolster, president, Multimedia Broadcasting and Neil Derrough, president, KNSD-TV. University of Missouri,

Columbia, Mo. Information: (314) 882-4201.

June 9-12—*Canadian Cable Television Association* 34th annual convention and "cablexpo." Ottawa Congress Center, Ottawa, Ontario. Information: Christiane Thompson, (613) 232-2631.

June 9-14—International Symposium on the Media, Protest and Political Violence. Jerusalem.

June 9-15—*National Association of Broadcasters* executive management development seminar, "mini-MBA" program taught by professors in Notre Dame's College of Business Administration. University of Notre Dame, South Bend, Ind. Information: (202) 429-5402.

June 11—*Broadcast Capital Fund* second annual awards scholarship dinner. Mayflower Hotel, Washington. Information: (202) 429-5350.

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

June 11-13—*Cable Television Administration and Marketing Society* service management

master course. Alexandria, Va. Information: (703) 549-4200.

June 11-14—16th annual Upper Midwest Communications Conclave. Radisson Hotel South, Minneapolis. Information: (612) 927-4487.

June 12—"Japanese Broadcasters in America," discussion of plans and predictions for the 1990's by representatives of companies including Fujisankei Communications and Tokyo Broadcasting System International. Copacabana, New York. Information: (212) 768-7050.

June 12-15—*NBC* marketing conference. Marriott Inner Harbor, Baltimore.

June 13-14—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

June 13-15—*Radio-Television News Directors Association* Canada annual convention. Montreal. Information: George Clark, (519) 686-8841.

June 13-16—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the

MAJOR MEETINGS

June 7-11—*American Advertising Federation* national advertising conference. Opryland, Nashville.

June 8-11—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 11-13—*Satellite Broadcasting and Communications Association* trade show. Opryland, Nashville.

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

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

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

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

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

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

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

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

Oct. 26-29—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992. Metro Toronto Convention Center, Toronto.

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

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

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

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

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

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

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

Feb. 7-8, 1992—26th annual *Society of Motion*

Picture and Television Engineers television conference. Westin St. Francis Hotel, San Francisco.

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

■ **March 2-4, 1992**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas Hilton, Las Vegas. Information: (212) 486-1111.

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

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

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

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

April 22-25, 1992—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

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

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

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

THE WONDER YEARS



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GORDON WHITE - AGE 15
PROGRAM MANAGER
KPTV PORTLAND

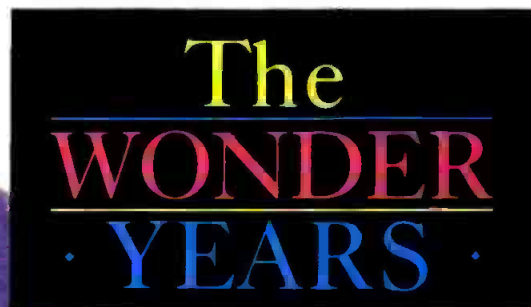
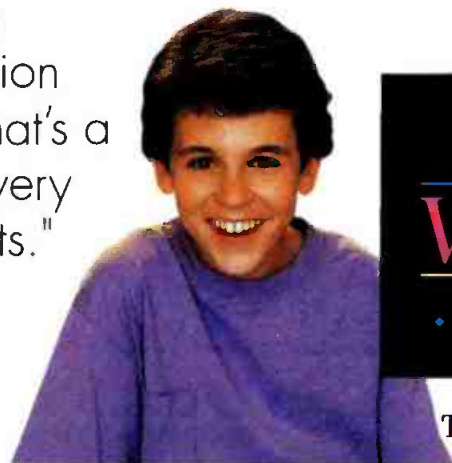
**"I lived them...
now I've
bought
them."**



"I remember my Wonder Years... trying to get into the right position for my first kiss, and feeling very awkward as I put my arm around her. It was just like Kevin when he tried to kiss Winnie - he pretended to hit a bee on her shoulder when his

big move didn't work. I enjoy watching *The Wonder Years* with my grandsons, and any time a parent can sit down with a child and watch television together it's something special.

"That's why advertisers are going to want to be in this program. It's all-American, non-controversial, and a known entity with high quality production and writing. That's a combination every advertiser wants."



Produced By:
NEW WORLD TELEVISION

Distributed By
TURNER PROGRAM SERVICES

Ozarks, Mo. Information: (314) 636-6692.

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

June 14—Presentation ceremonies of 34th annual *The New York Festivals*. New York Hilton, New York. Information: (914) 238-4481.

June 14—Deadline for entries in EDI (equality, dignity and independence) Awards, sponsored by *National Easter Seal Society* and *American Association of Disability Communicators*, honoring journalists for "promoting equality, dignity and independence of people with disabilities through positive portrayals and coverage of issues and conditions which affect them." Information: (312) 726-6200.

ALSO IN JUNE

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

June 16-21—Seventh annual Leadership Institute for Journalism and Mass Communication Education, sponsored by *Gannett Foundation Media Center*. Columbia University, New York. Information: (212) 280-8392.

June 17—*New York Women in Film* fourth annual celebrity softball game and party. Heckscher Field and The Boathouse, both in Central Park, New York.

June 18—"Presidents' Panel," discussion of timely local, regional and national issues affecting the cable industry by three cable executives, sponsored by *Southern California Cable Association*. Ritz Carlton, Marina del Rey, Calif. Information: (213) 398-2553.

June 18—"Cable Jeopardy," sponsored by *Women in Cable, Philadelphia chapter*, with contestants from Philadelphia area cable TV industry. Holiday Inn, Philadelphia. Information: Lisa Stuchell, (215) 443-9300.

■ **June 18**—"She Said," seminar on "the art of business communications between the sexes" sponsored by *New Women in Cable*. HBO Media Center, New York. Information: Audrey Fontaine, (212) 258-7584.

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

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

June 18-21—*Cable Television Administration and Marketing Society* sales management master course. San Francisco. Information: (703) 549-4200.

June 18-21—*Videotex Industry Association* sixth annual conference and exposition. Hyatt Regency, Crystal City, Arlington, Va. Information: (301) 495-4955.

June 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: William Simon and Stephen Unger, partners and co-managing directors, Worldwide Entertainment Division, Korn/Ferry International, on "How the Changing Face of the Television Industry Affects Current and Future Jobs: What Is Needed to Succeed in the Expanding Marketplace." Copacabana, New York. Information: (212) 768-4510.

June 19—*Society of Broadcast Engineers, chap-*

ter 15, facility tour of Lifetime and WFAN(AM) New York. Information: Jim Seaman, (718) 361-9122, or David Bialik, (914) 634-6595.

June 19-25—Second European Documentary Biennial, event created to promote European documentary cinema with public and broadcasters. Marseilles, France. Information: (33-1) 47-63-91-00.

June 20—TV Day luncheon, sponsored by *Advertising Club of Metropolitan Washington*. Keynote speaker: Jim Joyella, president, Television Bureau of Advertising. Washington Hilton and Towers, Washington. Information: (301) 656-2582.

■ **June 20**—Summer YoPrOlympic Games, sponsored by *New York Television Academy Young Professionals*. Sheep Meadow in Central Park, New York. Information: Mike Perry, (212) 768-7050.

June 20-23—Eighth annual management seminar, "Managing Risk in the High Risk Business of Television," sponsored by *NATPE Educational Foundation*. Keynote address: Amy McCombs, president-general manager, KRON-TV San Francisco. San Francisco State University, San Francisco. Information: (213) 282-8801.

June 20-23—*National Federation of Community Broadcasters* annual community radio conference. Royal Sonesta Hotel, Cambridge, Mass. Information: (202) 393-2355.

June 21-23—Eighth annual BROADCASTING-Taishoff seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Theme: "Broadcasting Ethics and Excellence in the Year 2000—What Is Our Image?" Poynter Institute, Tampa, Fla. Information: Tom Powell, (317) 653-3333.

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

June 21-Sept. 15—"A Summer of Soaps," series at *Museum of Broadcast Communications*. 800 South Wells Street, Chicago. Information: (312) 987-1500.

June 22—18th annual Daytime Emmy Awards, non-televised ceremony, primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Beverly Hilton Hotel, Los Angeles.

June 23-27—Videodisk Design Workshop, sponsored by *Nebraska Videodisk Design/Production Group*. Nebraska Educational Telecommunications Center, Lincoln, Neb. Information: (402) 472-3611.

■ **June 25-Sept. 10**—"Basics of Radio Time Sales," summer course at *UCLA Extension*. Boelter Hall, UCLA, Los Angeles. Information: (213) 825-2012.

June 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "Building Comedy Central...The New 24-Hour Advertiser-Supported Basic Cable Service Formed Through the Merger of HBO's The Comedy Channel and Viacom's Ha! The Comedy Network." Copacabana, New York. Information: (212) 768-4510.

June 26-28—*Montana Broadcasters Association* annual convention. Big Sky, Mont.

June 26-28—*Washington State Cable Communications Association* 19th annual convention and business meeting. Sheraton Tacoma Hotel, Tacoma, Wash. Information: Kari Spencer, (206) 473-9697.

June 26-30—*Florida Association of Broadcasters* 56th annual convention. Colony Beach and Tennis Resort, Sarasota, Fla. Information: (904) 681-6444.

June 27—Telecast on CBS-TV of 18th Annual Daytime Emmy Awards sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York.

June 27-30—*Virginia Association of Broadcasters* annual summer meeting. Williamsburg, Va.

June 28-30—*Alabama Broadcasters Association* annual summer convention. Gulf State Park Resort, Gulf Shores, Ala.

June 28—Deadline for paper proposals for 14th annual *Pacific Telecommunications Council* conference, "Regional Interests and Global Issues: The Challenge of Telecommunications Integration for the Pacific." Information: (808) 941-3789.

JULY

July 1—Deadline for entries in "Oscars in Agriculture," awards program recognizing excellence in agricultural reporting, administered by *University of Illinois Office of Agricultural Communications and Education*. Information: (217) 333-4782.

July 1—Deadline for entries in New York Festival's 34th annual competition for television and cinema advertising and public service announcements, sponsored by *International Film and TV Festival of New York*. Information: (914) 238-4481.

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

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

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

July 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jerry Baldwin, senior vice president, Synchronal Corp., on "Infomercials: What They Are and Where They're Going." Copacabana, New York. Information: (212) 768-4510.

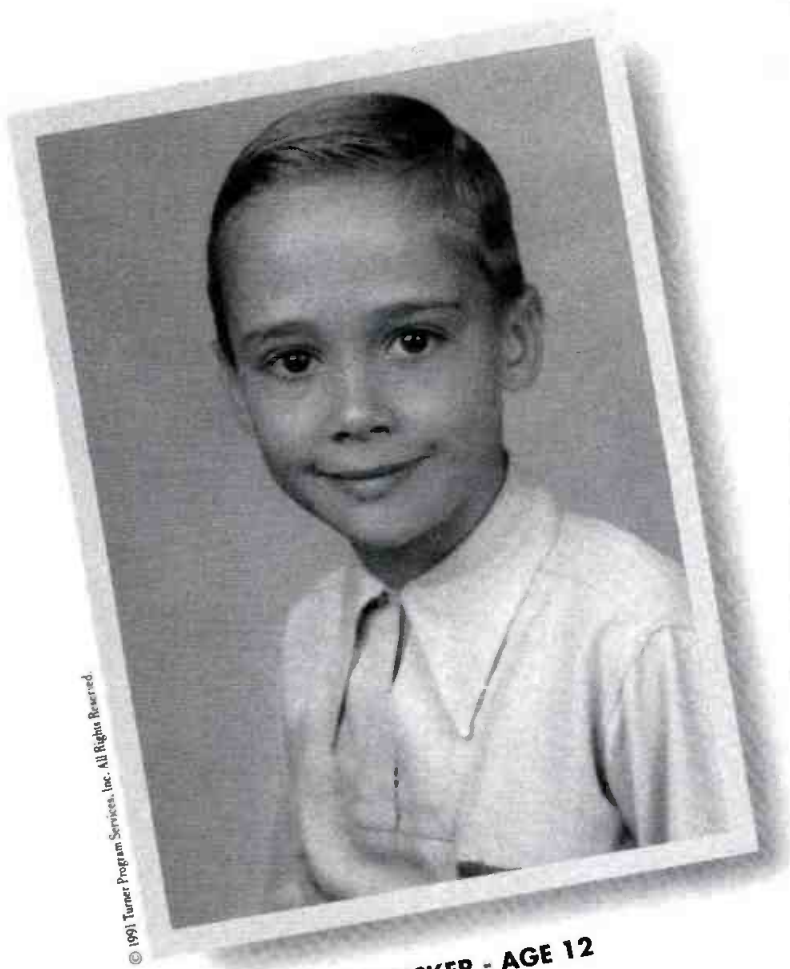
July 10-12—Pro Audio Asia '91, third international trade exhibition for professionals in the recording, public address, sound reinforcement, installation/contracting, sound-for-vision, broadcast and duplication industries in Asia, organized by *Business & Industrial Trade Fairs Ltd.* World Trade Center,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

June 10-12—*National Cable Television Cooperative* eighth annual meeting. Marriott's Tan-Tar-A-Resort, Lake of the Ozarks, Mo. Information: (913) 599-5900.

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

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

THE WONDER YEARS



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BEN TUCKER - AGE 12
PRESIDENT
RETLAW BROADCASTING COMPANY

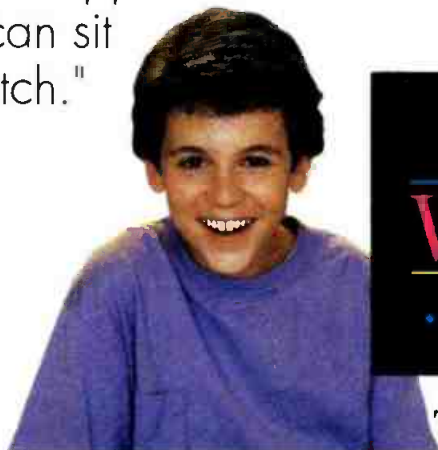
**"I lived them...
now I've
bought
them."**



"The Wonder Years rekindles memories of a time when things were simple. The older we get the more complicated things seem to be...It feels good to reflect on those simpler times growing up.

"It's funny though... While we're going through our Wonder Years they seem like the most traumatic, challenging times of our lives. It's only later that we can look back and say how great those years were.

"The Wonder Years is high quality programming with across-the-board appeal. Best of all, it's the kind of show the whole family can sit down and watch."

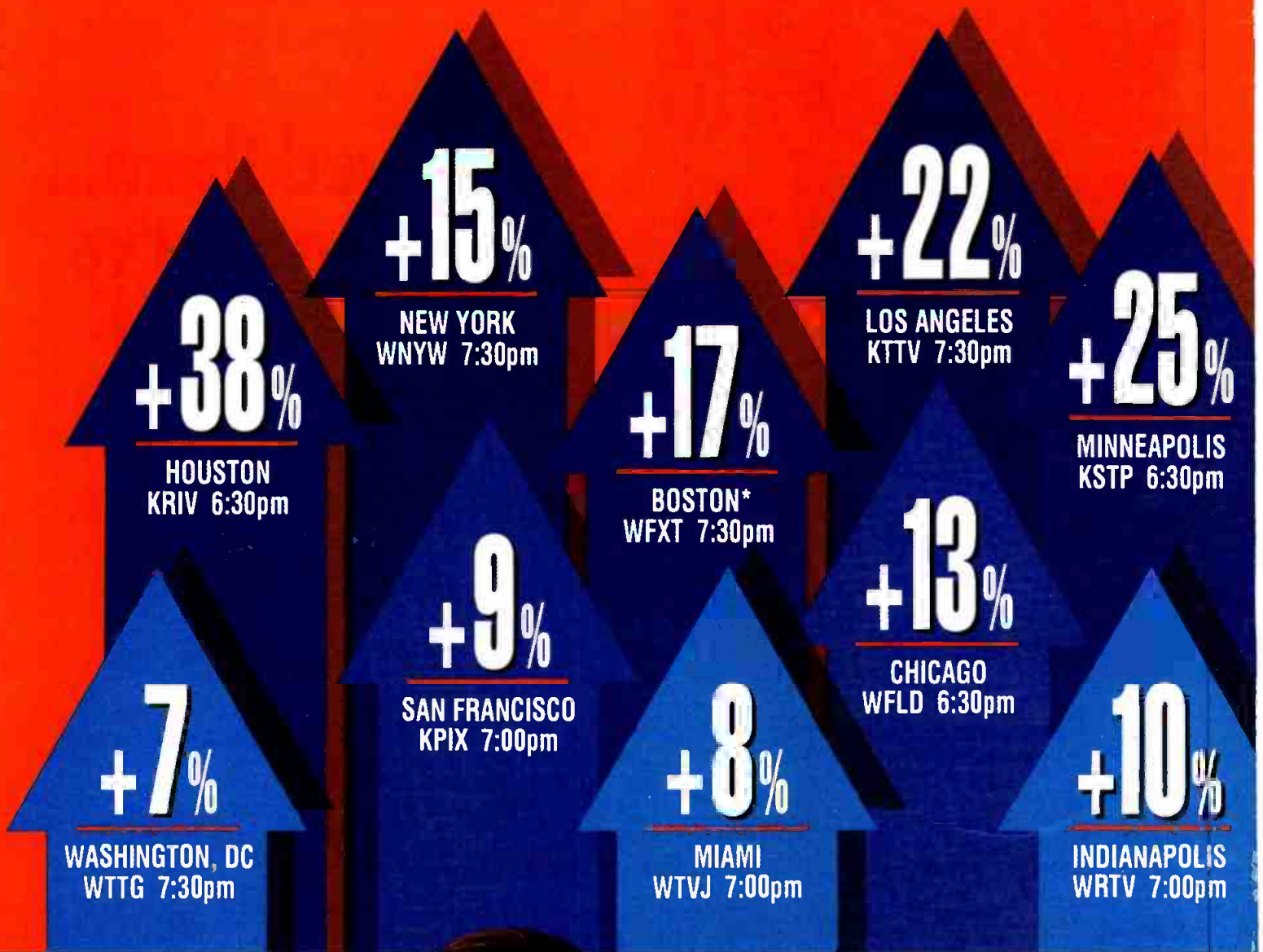


**The
WONDER
YEARS**

Produced By:
NEW WORLD TELEVISION

Distributed By
TURNER PROGRAM SERVICES

THE BEST JUST



SOURCE: NSI/ARB* % HH share change, May '91 vs. Feb '91 TP (SNAP)



The best news magazine on television is even better. Better than "Entertainment Tonight." Better than "Inside Edition." Better than "Hard Copy."

In fact, since February, "A Current Affair" has improved nearly 80% of the metered markets. "Hard Copy" could only improve 54% of its metered markets, "Inside Edition" only 46% and "Entertainment Tonight" a mere 35%.

TWENTIETH
TELEVISION

TM

© 1991 Twentieth Century Fox Film Corp.
All Rights Reserved.

GOT BETTER!

+23%

PHILADELPHIA
KYW 5:00pm

+40%

DALLAS
KDAF 6:00pm

+50%

CLEVELAND*
WKYC 5:00pm

+15%

DETROIT*
WJBK 7:30pm

+25%

SEATTLE
KCPQ 7:30pm

+15%

PHOENIX
KPNX 6:30pm

+20%

DENVER*
KDVR 9:00pm

+11%

TAMPA
WFLA 7:00pm

+9%

HARTFORD
WVIT 7:00pm

+7%

SACRAMENTO
KQVR 7:30pm

And, "A Current Affair" continues to improve from both November and May '90, posting gains in a majority of the metered markets.

"A Current Affair." The Original. The Best. And now...even better.

**A
Current
Affair**

© 1991 STF Productions, Inc.

The Original. The Best.

SOURCE: NSI/ARB MM overnights, % markets improved in HH share
May '91 vs. Feb '91TP (SNAP)

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

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

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

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

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

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

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

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

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

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

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

July 24-26—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville. Information: (703) 549-4200.

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

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

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

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

July 31-Aug. 2—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

AUGUST

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

Aug. 1-4—*North Carolina CATV Association* annual meeting, to be held jointly with *South Carolina Cable TV Association*. Grove Park Inn, Ashe-

ville, N.C. Information: Kelly Edwards, (919) 821-4711.

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

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

Aug. 10-12—*Georgia Association of Broadcasters* 57th annual convention. Callaway Gardens, Ga.

Aug. 11-13—*Arkansas Broadcasters Association* annual convention. Excelsior Hotel, Little Rock, Ark.

Aug. 11-16—*National Association of Broadcasters* development seminar for television executives. Northwestern University, Evanston, Ill. For information: (202) 429-5368.

Aug. 15-17—*Colorado Broadcasters Association* 42nd annual convention. Breckenridge, Beaver Run, Colo.

Aug. 22-25—*West Virginia Broadcasters Association* 46th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (304) 344-3798.

Aug. 25-27—*Nebraska Broadcasters Association* annual convention. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 252-2454.

Aug. 25-30—"Leadership in Photojournalism," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

SEPTEMBER

Sept. 6-10—Beijing International Radio & TV Broadcasting Equipment Exhibition '91, organized by *China Central Television and Chinese Institute of Electronics*. China World Trade Center, Beijing. Information (in Hong Kong): 575-6333.

Sept. 8-13—"Media Criticism," seminar for broadcast and print media critics, ombudsmen, news directors and producers, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Sept. 11-14—Radio '91, sponsored by *National Association of Broadcasters*. Programming keynote: recording executive Quincy Jones. Moscone Convention Center, San Francisco. Information: (202) 429-5420.

Sept. 12—Ribbon-cutting ceremony for scheduled opening of new building for *The Museum of Television and Radio* (formerly known as Museum of Broadcasting). 25 West 52nd Street, New York. Information: (212) 752-4690.

Sept. 12—Second entry deadline (for commercials produced during summer of 1990) for 34th annual New York Festivals, annual awards competition for television-cinema advertising and public service announcements. Information: (914) 238-4481.

Sept. 12-13—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Sept. 14-16—Showbiz Expo East, production industry exhibition for feature film, broadcast television, cable, advertising and corporate video. Meadowlands Convention Center, Se-

caucus, New Jersey. Information: (213) 668-1811.

Sept. 16-18—*Kentucky Cable Television Association* annual fall convention. Campbell House Inn, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

Sept. 17-20—*Cable Television Administration and Marketing Society* sales management master course. Denver. Information: (703) 549-4200.

Sept. 18—Fiber optic technology, "roundtable discussion with people who have implemented fiber in their systems," seminar sponsored by *Society of Cable Television Engineers, Penn-Ohio meeting group*. Cranberry Motor Lodge, Warrendale, Pa. Information: Rich Flanders, (716) 664-7310.

Sept. 19—*International Radio and Television Society* newsmaker luncheon. New York.

Sept. 19-20—41st annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Hotel Washington, Washington.

Sept. 20-21—*Radio Advertising Bureau* radio sales university. Holiday Inn/Downtown, Providence, R.I. Information: (212) 254-4800.

Sept. 20-22—*Maine Association of Broadcasters* annual convention. Sebasco Lodge, Sebasco Estates, Maine. Information: (207) 623-3870.

Sept. 24-29—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Sept. 25—*Association of National Advertisers* media workshop. New York.

Sept. 25-28—*Radio-Television News Directors Association* annual convention. Among speakers: CNN's Bernard Shaw and NBC's Jane Pauley. CBS's Mike Wallace to receive Paul White Award. Colorado Convention Center, Denver.

Sept. 27-28—*Radio Advertising Bureau* radio sales university. Ramada Inn/East, Columbus, Ohio. Information: (212) 254-4800.

Sept. 30—*Cable Television Administration and Marketing Society* Northeast regional conference. Atlantic City, N.J.

Sept. 30-Oct. 4—Basic videodisk design/production workshop, sponsored by *Nebraska ETN Network, University of Nebraska-Lincoln, Videodisk Design/Production Group*. University of Nebraska, Lincoln. Information: (402) 472-3611.

OCTOBER

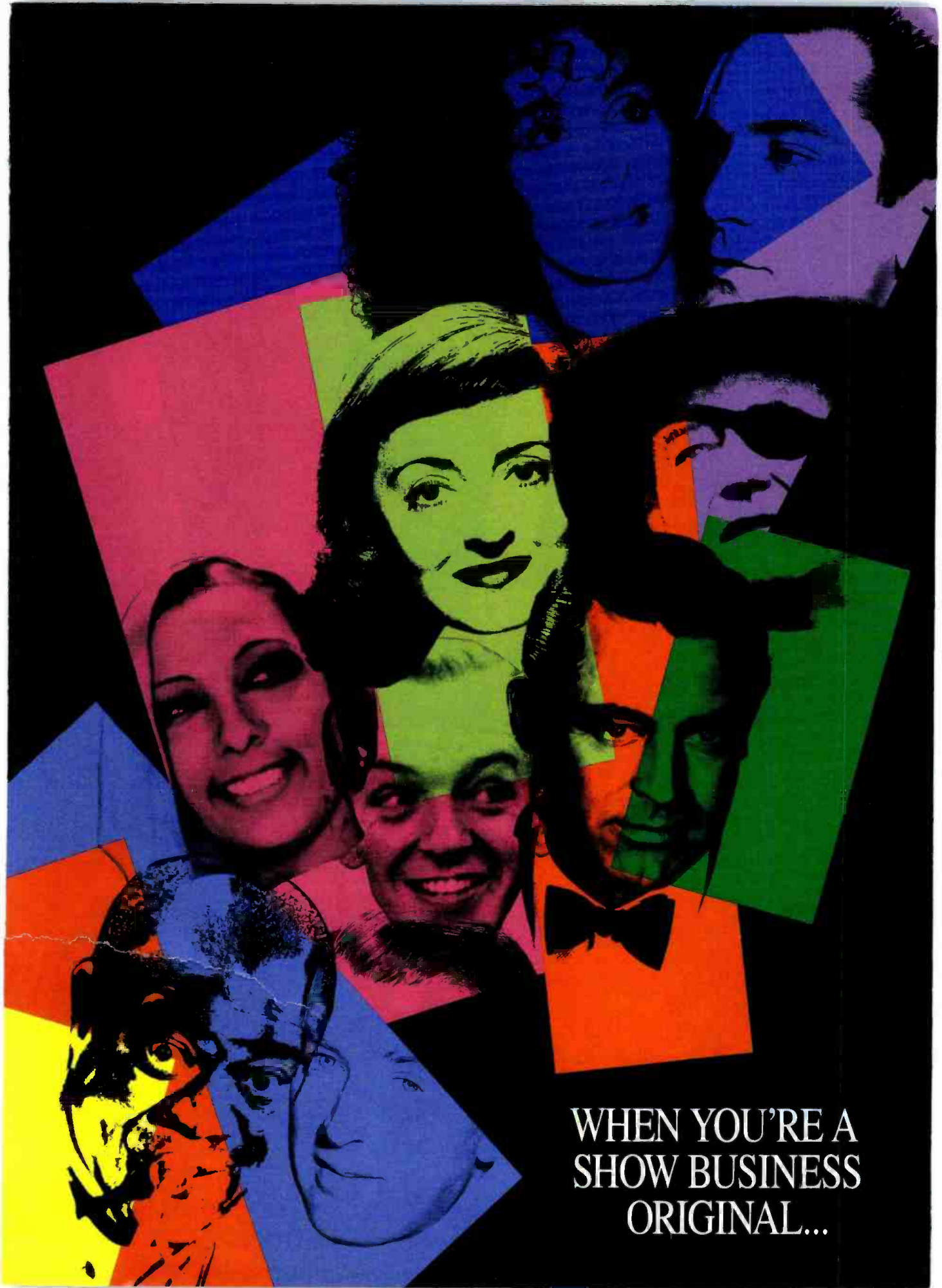
Oct. 1-3—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 2—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421.

Oct. 3-4—*Alaska Broadcasters Association* 27th annual convention. Hotel Captain Cook, Anchorage, Alaska.

Oct. 3-5—*Texas Association of Broadcasters* annual convention. George Brown Convention Center, Houston. Information: (512) 322-9944.

Oct. 3-6—*Society of Broadcast Engineers* sixth national convention, in conjunction with *Texas Association of Broadcasters*. George R. Brown Convention Center, Houston. Information: (800) 225-8183.



WHEN YOU'RE A
SHOW BUSINESS
ORIGINAL...

THE
APPLAUSE
NEVER
STOPS.

1987-88
6.9

1988-89
7.1

1989-90

8.4

1990-91

8.5

ENTERTAINMENT TONIGHT

Star power never goes out of style. That's why this May, **Entertainment Tonight** marked its fourth straight year of ratings growth, remaining the #1 reality show even after 10 years on the air. Over the past decade, we've dedicated ourselves to bringing TV viewers closer to stars like these, and we'll continue to do so

throughout the next decade. As a result, our viewers have made us an access superstar with the power to stay on top. So if you're looking for the biggest star in access, look to **Entertainment Tonight**. After 10 years, we aren't just winning applause. We're still winning time periods.



A Paramount Communications Company

ANNOUNCING ANOTHER FIRST. IT WON'T BE OUR LAST.

You're looking at one of the first GE SATCOM C-band satellites built to be launched for the third generation of commercial satellite communications. It's designed to provide higher power, longer life and greater reliability than any of its predecessors. And along with our other new satellites, it will continue the long GE Americom tradition of leadership in the entertainment and information distribution business well into the next century.

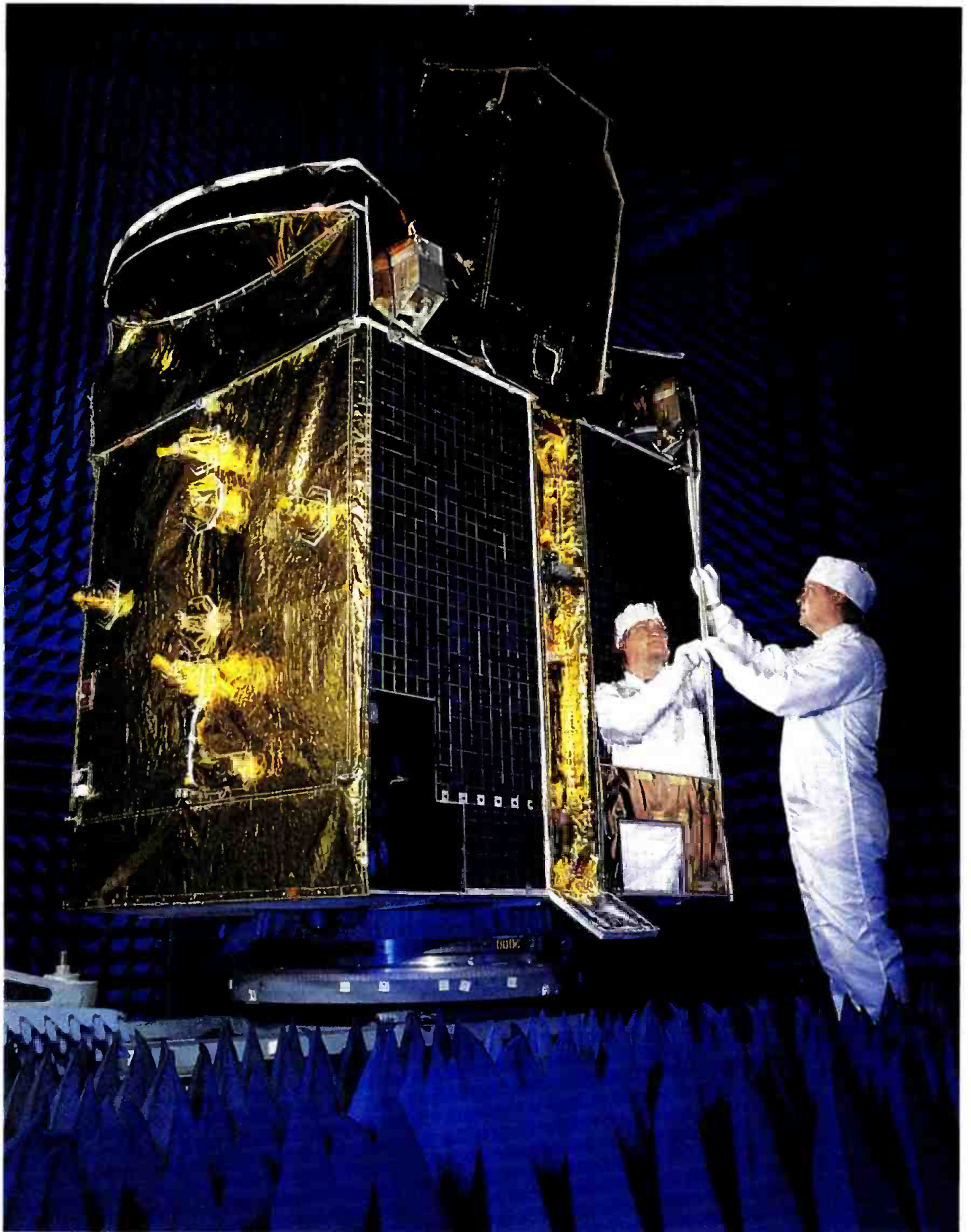
Our next-generation fleet is the latest in a long list of firsts that began way back in 1975. That was when our pioneering SATCOM F-1 was used for the first satellite transmission of cable television programming, a breakthrough that revolutionized the industry. Our innovations continued through the eighties with the first all-digital radio transmissions via satellite, the first solid-state satellite amplifiers and the first dedicated in-orbit protection satellite.

We kept on breaking through technological barriers with the first 24-transponder satellite, the first practical multi-point, two-way teleconferencing via satellite and the first high-power Ku-band satellites.

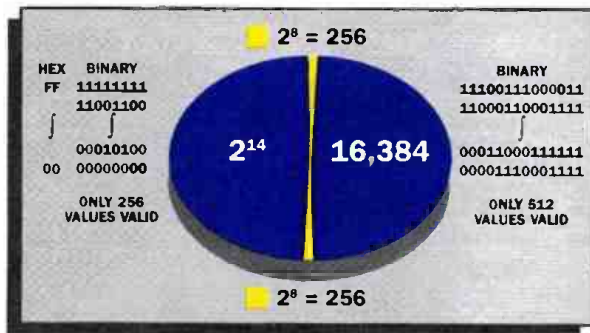
Even after all these major achievements, we're just getting started. So don't be surprised when you continue to hear about GE Americom leading the way in the satellite business. After all, providing the industry with the most reliable, highest-quality transmission capacity remains our first priority.



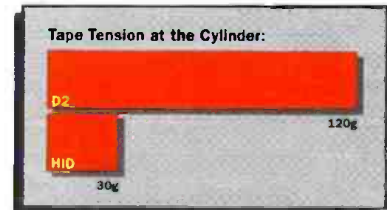
GE American Communications



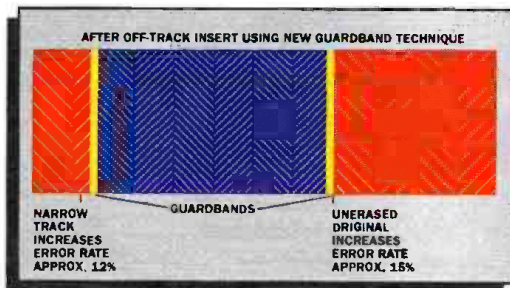
DIGITAL TH



ROBUST 8-14 CHANNEL CODING



LOW-TENSION TAPE TRANSPORT



GREATER EDIT PRODUCTIVITY



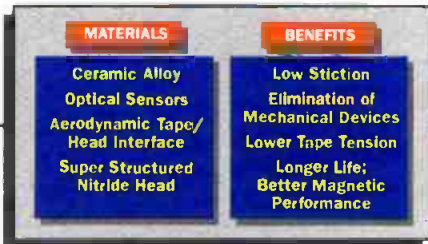
Panasonic's Half-Inch Composite Digital is the first *complete* digital recording system. From a one-piece all-digital camera/recorder to a digital M.A.R.C. cassette library system, Panasonic's system is digital from start to finish. Using today's advanced electronic designs and materials, Panasonic's Half-Inch Composite Digital system includes recorders designed specifically for each application.

The Half-Inch Composite Digital field VTR is truly portable. Its dimensions fit comfortably into today's mobile production and ENG vans. The AJ-D310 one-piece camera/recorder has a 64-minute cassette capability. The AJ-D350 studio VTRs handle cassette lengths up to three hours. The Half-Inch Composite Digital M.A.R.C. cassette library system can control up to seven standard Half-Inch Composite Digital recorders.

Audio editing with Panasonic's Half-Inch Composite Digital is as it should be. A flying erase head and a new approach to audio recording allow true cross fades and perfectly natural audio search in post. All Half-Inch Composite Digital recorders support 4-channels of PCM audio.

Panasonic's Half-Inch lives up to the technical reliability and economic promise of digital. It employs a new 8-14 channel coding method for lower tape consumption with a packing density 2.5

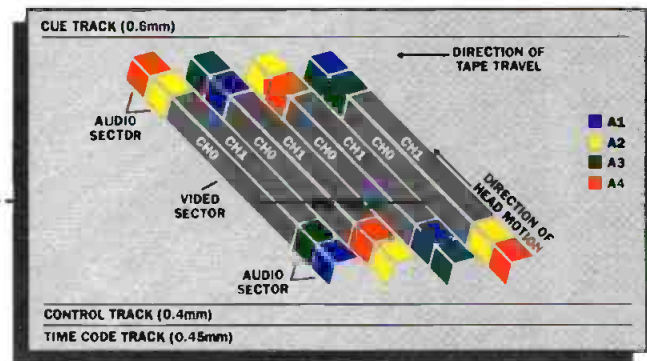
AT WORKS.



NEW PRECISION MATERIALS



EASE OF MAINTENANCE



AUDIO EDITING AS IT SHOULD BE

amorphous head design increases HF output and maintains high carrier/noise ratio. Post production performance includes search speeds up to 100x normal (with picture) and an edit guardband system for greater accuracy.

Panasonic's Half-Inch Composite Digital provides compatibility in every sense of the word. The VTRs provide composite digital and NTSC inputs and outputs as well as an optional D1 interface. Its read-before-write techniques maximize cassette interchange capability. Half-Inch Composite Digital uses the same transport design as Matsushita's proposed component digital and HDTV recording systems.

That's why Panasonic's Half-Inch Composite Digital system is the official video recording system for the production of the 1992 Olympic Games in Barcelona, and the choice of other leading broadcasters here and abroad.

The right way to make a digital video system that works from start to finish is to build it brand new, top to bottom.

Panasonic

One Panasonic Way, Secaucus, NJ 07094
For more details call: 1-800-524-0864

Oct. 4-5—Radio Advertising Bureau radio sales university. Holiday Inn (Pacific Highway South), Seattle. Information: (212) 254-4800.

Oct. 4-6—Oregon Association of Broadcasters annual fall conference. Inn of the Seventh Mountain, Ore.

Oct. 6-11—"Ethical decisionmaking/broadcast," seminar for broadcast journalists sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

Oct. 8-10—Mid-America Cable TV Association 34th annual meeting. Kansas City, Mo. Information: (913) 841-9241.

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

Oct. 11-12—Radio Advertising Bureau radio sales university. Ramada Airport Hotel, Tampa, Fla. Information: (212) 254-4800.

Oct. 12—Women in Communications presentation of Clarion Awards, recognizing excellence in communications. Atlanta. Information: (703) 528-4200.

Oct. 14-16—Broadcast Cable Credit Association 26th credit and collection seminar. Palmer House, Chicago. Information: (708) 827-9330.

Oct. 16-18—Indiana Broadcasters Association fall convention. Indianapolis. Information: (317) 638-1332.

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

Oct. 17-18—C-SPAN invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Oct. 17-19—National Religious Broadcasters Eastern regional convention. Sandy Cove's Chesapeake Lodge, North East, Md. Information: Steve Cross, (703) 534-2000, or Dave Eshleman, (703) 896-8933.

Oct. 17-20—Minnesota Broadcasters Association 42nd annual fall convention. Austin, Minn.

Oct. 22-23—Ohio Association of Broadcasters fall convention. Marriott Inn North, Columbus, Ohio. Information: (614) 228-4052.

Oct. 23—John Bayliss Broadcast Foundation annual media roast. Roastee: Robert F.X. Sillerman, Sillerman Cos. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

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

Oct. 24-26—Friends of Old-Time Radio 16th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 25-26—Missouri Broadcasters Association fall meeting/seminars. Holiday Inn Executive Center, Columbia, Mo. Information: (314) 636-6692.

Oct. 25-27—Illinois Broadcasters Association annual fall convention. Fairmont Hotel, Chicago. Information: (217) 753-2636.

Oct. 26-29—Society of Motion Picture and Television Engineers 133rd technical conference and equipment exhibit. Los Angeles. Information: (914) 761-1100.

Oct. 27-29—Association of National Advertisers 82nd annual meeting and business conference. Arizona Biltmore, Phoenix. Information:

(212) 697-5950.

Oct. 27-29—National First Amendment Congress. Virginia state capitol building and Omni Hotel, Richmond, Va. Information: (303) 556-4522.

Oct. 27-30—Southern Educational Communications Association conference. Omni Charlotte, Charlotte, N.C. Information: Kathleen Kraynick, (803) 799-5517.

Oct. 27-Nov. 1—"Ethical decisionmaking," seminar for broadcast and print journalists, photographers, editors and newsroom managers, sponsored by *The Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: Lesly Stevens, (813) 821-9494.

Oct. 30-Nov. 1—Howard University School of Communications 20th anniversary celebration communications conference and job fair. Main campus, Howard University, Washington. Information: Carol Dudley, (202) 806-5806.

NOVEMBER

Nov. 1-2—Radio Advertising Bureau radio sales university. Ramada Inn/Southwest Airport, Memphis, Tenn. Information: (212) 254-4800.

Nov. 5-7—Cable Television Administration and Marketing Society service management master course. St. Louis. Information: (703) 549-4200.

Nov. 8-9—Radio Advertising Bureau radio sales university. Ramada Inn/Airport East, Phoenix. Information: (212) 254-4800.

Nov. 10—Ninth annual dinner-dance of *Caucus for Producers, Writers and Directors*, featuring presentation of Executive of the Year Award, Member of the Year Award and Distinguished Service Award. Los Angeles. Information: (818) 792-0421.

Nov. 12—Presentation of seventh annual Nancy Susan Reynolds Awards for "outstanding portrayal on television of family planning, sexuality and reproductive health," sponsored by *Center for Population Options*. Beverly Wilshire Hotel, Los Angeles. Information: (818) 766-4200.

Nov. 14-15—C-SPAN invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Nov. 14-17—National Association of Farm Broadcasters annual meeting. Kansas City, Mo.

Nov. 19—Cable Television Administration and Marketing Society's Pay-Per-View 1991. Anaheim, Calif. Information: (703) 549-4200.

Nov. 19-22—Cable Television Administration and Marketing Society sales management master course. Orlando, Fla. Information: (703) 549-4200.

Nov. 20—Meeting of *Society of Cable Television Engineers, Penn-Ohio Meeting Group*. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

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

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

Nov. 23-25—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: (800) 225-8183.

DECEMBER

Dec. 6—Deadline for entries in International Broadcasting Awards for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Information: (818) 769-4313.

Dec. 8-13—"Producing Newscasts," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 9—Foundation of the Motion Picture Pioneers 53rd annual dinner dance. Sumner Redstone, chairman, president, CEO, National Amusements, to receive "Pioneer of the Year" award. Waldorf-Astoria, New York. Information: (212) 247-3178.

Dec. 10-12—Cable Television Administration and Marketing Society service management master course. Atlanta. Information: (703) 549-4200.

Dec. 11-13—Ninth annual Private Cable Show. Westin Resort, Hilton Head, S.C. Information: (713) 342-9655.

Dec. 18—Hollywood Radio and Television Society holiday party. Century Plaza, Los Angeles. Information: (818) 769-4313.

JANUARY, 1992

Jan. 7-10—Association of Independent Television Stations annual convention. San Francisco. Information: (202) 887-1970.

Jan. 10-16—National Association of Broadcasters joint board meeting and legislative forum. Palm Springs, Calif.

Jan. 12-15—"Regional Interests and Global Issues: The Challenge of Telecommunications Integration for the Pacific," 14th annual conference sponsored by *Pacific Telecommunications Council*. Sheraton Waikiki, Honolulu. Information: (808) 941-3789.

Jan. 20-24—NATPE International convention. New Orleans.

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

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

FEBRUARY, 1992

Feb. 7-8—Society of Motion Picture and Television Engineers 26th annual television conference. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 26-28—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

MARCH, 1992

March 2-4—Television Bureau of Advertising 37th annual meeting. Las Vegas Hilton, Las Vegas. Information: Eleanor Pachnik, (212) 486-1111.

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

March 7-10—National Association of Broadcasters state leadership conference. Washington.

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■ **March 18**—Presentation of International Broadcasting Awards for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

APRIL, 1992

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

April 13-16—*National Association of Broadcasters* 70th annual convention Las Vegas Convention Center, Las Vegas.

tion Center, Las Vegas.

April 19-24—MIP-TV, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220 or (212) 750-8899.

April 22-25—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York.

MAY, 1992

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

OPEN MIKE

DAB DEFENSE

EDITOR: Mr. Sepmeier's letter of May 13 on DAB is misleading in many important respects.

A total of 1,550 persons rode the bus demonstration of Eureka 147/DAB during the National Association of Broadcasters 1991 spring convention in Las Vegas. The technology performed flawlessly. The "dropouts" Mr. Sepmeier refers to could not have been caused by interference. The operating frequency was approved by the FCC and our preliminary tests in Las Vegas showed not even a possibility of interference. What Mr. Sepmeier calls dropouts is probably the switching between DAB and FM which was made during the ride to compare the quality of the two systems.

Eureka 147 technology will "drop out" where all broadcast transmission technologies fail: at the very limit of broadcast coverage. Mr. Sepmeier is correct to argue for higher reliability coverage for DAB as compared to AM and FM coverage: this is precisely one of the reasons why Eureka DAB is desirable for broadcasters.

Finally, the cost of a few gap fillers, if desired, will be borne by participating broadcasters. One station will not have to bear all the financial burdens. Eureka transmitters carry multiple programming channels so the cost for the transmitter and each gap filler is split among participating stations. Furthermore, it will not be necessary to construct all gap fillers simultaneously and most expensively. A very desirable feature of Eureka 147 is the opportunity for broadcasters to perfect their coverage in response to market growth and change. This feature is not now available for AM and FM stations.

Regrettably, Mr. Sepmeier's letter shows considerable misunderstanding

of Eureka technology, particularly the performance of Eureka 147/DAB in the presence of interference. So I would be very happy to welcome Mr. Sepmeier to Rennes, France, for any further discussion and demonstration about Eureka DAB technology.—*Daniel Pomnier, deputy director, Centre Commun d'Etudes de Telediffusion et Telecommunications, Cesson, France.*

OVERTIME ANSWER

EDITOR: Your story on the overtime dispute between WAFB-TV Baton Rouge, La., and the U.S. Department of Labor presents an inaccurate portrayal of the relationship between WAFB-TV and its employees. When WAFB-TV was sold in 1988, the management, especially in the news department, did everything possible to minimize the shock of the transition from a bulky, family-owned dinosaur to a corporate-owned station in the more realistic and lean style of the 1990's.

Part of that transition was a change in the overtime policy for reporters. The new policy was unpopular, but contrary to your report it had no negative financial impact on the majority of the reporting staff. It appears that the complaint of a single individual led to the investigation and an undeserved black eye for WAFB-TV.

Lawyers can argue the fine points of labor law. The fact is, television news reporting is still an interesting, rewarding profession. Reporters who approach it as such can find themselves well compensated. Those who don't may feel they have no other recourse but to go whining to an outside authority to solve their problems for them.—*Marsanne Golsby, reporter, WAFB-TV Baton Rouge.*

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Monday Night Show...

MONDAY MEMO

A broadcast intern commentary from Allison Gilbert, student, Georgetown University, Washington

As a veteran of several broadcast journalism internships (and currently a student at Georgetown University in Washington), I believe some stations are not making the most of their internship programs. Many newsrooms tend to see an internship as a one-way relationship that benefits the student alone, and the intern as a nuisance or worse. Interns can, in fact, provide an invaluable resource. They are young, energetic and eager to learn. They are the newsroom staff of tomorrow working for you cheaply, if not free, today. They would like nothing more than to be given real responsibility so they can contribute and become an integral part of the broadcast team.

What, then, can a newsroom do to get the most out of its intern?

■ Assign an intern to one person, not the entire newsroom. A one-on-one relationship means that there is a member of the news team who knows firsthand an intern's unique talents and abilities. The reporter that I worked with during my summer as an intern at WCBS-TV New York became a friend and mentor. An unspoken agreement developed that he would provide a safe harbor—a way for me to ask questions and make mistakes without being embarrassed. This reporter was the one person in front of whom I was allowed to act stupid, as long as I was continuing to learn.

■ Give your intern real responsibility without making yourself vulnerable. Start them out with the basics. Let them go through mail to determine which leads might make potential stories and which ones to discard. Allow them to make follow-up calls on stories already under way and give them some autonomy by allowing them to read through newspapers and magazines for story ideas to present to a reporter or the newsroom in general. After demonstrating ability and initiative, the intern should be given added responsibilities commensurate with performance.

For example, at WCBS-TV, I was given the responsibility of researching and setting up a shoot for father's day. My assignment was to find a "superdad" from among the ranks of foster or adoptive parents. After an extensive search, I found a father who I thought would be



perfect—an enthusiastic, articulate teacher. As such, I wanted to get visuals of him interacting with his students. The principal denied us access to the school because he believed we would be potentially disruptive to the academic environment—it was final exam time. The principal remained adamantly opposed, even after I got the school district superintendent's permission to enter the school. No visuals, no story. And I was expected to have a subject lined up for

the next day's shoot. I panicked. I thought I had failed. I had to work fast and find a substitute. After another search I found one. After explaining to my assigned reporter what the subject was and why I thought it would make a good piece, he said it sounded good and to set up the shoot. My story was going to air. I felt the most awesome sense of accomplishment.

Given real responsibility, with all its deadline pressures and consequences, an intern is forced to work within the chaotic real world of broadcast news and to learn by doing, not observing.

■ Let your intern be an active participant in the editing room as well as the field. On shoots, encourage your intern to make suggestions about possible questions and camera angles. The reporter and photographer will get a fresh perspective, and the intern will get real-world experience. In the edit room, allow the intern to offer opinions—on the degree of continuity in the piece, or

about which shots to use at specific points in the voice track. The reporter I worked with may not have agreed with me all the time—quite often he disagreed entirely—but he listened. He took the time to explain why my suggestions didn't work or were inappropriate, and did so without belittling or ridiculing. He helped me understand why I was wrong so that I could apply those lessons the next time—and he provided a "next time" in which to apply them. These were the times I learned the most.

■ Talk to your interns. That advice would seem gratuitous, but some of the interns I spoke with were given explicit directions from their supervisor—whether a reporter, producer or station services manager—and expected to follow them without comment. Suggestions were discouraged. In such an atmosphere, these interns could not demonstrate either their talent or their initiative. Both sides lost. The interns were denied a golden opportunity to learn by being an active part of a broadcast news

team; the station denied itself a fresh perspective and possibly more.

By contrast, I was allowed to learn by doing. I had to observe, of course, but there were possibilities for active participation as well. I

learned to seize those opportunities and came to understand that having initiative, ambition and determination were as important as having skills. Six of my story ideas were eventually produced, and I was given additional responsibilities in the production of those pieces.

If newsrooms around the country will make the effort to give their interns responsibilities as well as tasks, interns will leave with valuable experience under their belts and the organizations they worked for will have gained workers who actively and productively contributed to their news operations. More specifically, newsrooms will come to understand that internships are reciprocal relationships—and both parties stand to gain a lot. ■

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TOP OF THE WEEK

USSB, HUGHES REVIVE DBS IN \$100 MILLION + DEAL

Both parties vow 'initial bite into billion-dollar system' assures high-power by mid-1994; at same time, TCI removes barrier to its DBS application

Early last Monday morning (June 3), Hubbard Broadcasting-led United States Satellite Broadcasting wired around \$50 million to Hughes Communications, committing Hughes to build and launch at least one high-power direct broadcast satellite by mid-1994.

"This is television all over again," said Stanley S. Hubbard, president of Hubbard Broadcasting and USSB.

Under terms of their deal, USSB will pay Hughes more than \$100 million over several years for five transponders on the first of what Hughes hopes will be two 16-transponder DBS birds. Hughes will cover the balance of the cost of building two birds and launching at least one—estimated at well in excess of \$300 million. Hughes will control the remaining capacity.

At 120 watts each, the satellites' transponders are powerful enough to deliver television signals to homes through satellite antennas as small as 15 inches in diameter.

The deal constitutes "the initial bite into a billion-dollar system," said Hughes President Steve Petrucci. "We're biting off the DBS mountain a little bit at a time."

With USSB, "we've sought first to insure there will be a facility," said Petrucci. "There's no question about that now. The next step is to develop partnerships or arrangements" to fill the satellites' capacity.

The USSB commitment will "take lots of people off the fence," added Hughes Senior Vice President Eddy Hartenstein. "Once you get an anchor customer signed up, all of a sudden it becomes real," he said. Hughes's year-long effort to form a \$1 billion DBS partnership with NBC, top-10 cable operator Cablevision Systems and Rupert Murdoch's News Corp. ended in failure four months ago (BROADCASTING, Feb. 18).

Hubbard declined to divulge the specific investments of USSB partners Columbus, Ohio-based Nationwide Insurance and its group broadcasting subsidiary Nationwide Communications



"I really felt I was a witness to history," said Nationwide Communications President Steve Berger of the June 4 contract signing in Minneapolis. The history makers (l-r): Hughes Sr. VP Eddy Hartenstein, USSB VP's Stanley E. Hubbard II and Robert Hubbard, USSB Chairman and President Stanley S. Hubbard, Berger, Nationwide VP's Ben McKeel and Don Watkins and Pittway President King Harris.

(owner of three AM, 12 FM and four TV stations), Chicago-based manufacturer Pittway and long-time cable operator-broadcaster Burt Harris (BROADCASTING, July 9, 1990).

Despite the hefty upfront payment, USSB still owes Hughes well in excess of \$50 million more. Hubbard said he may bring in additional partners to help carry the load. "We'll be very careful who we choose."

USSB will also begin lining up programming, said Hubbard, adding he has already talked to two major cable programmers, which he declined to identify. "Cable programmers will all be there to protect themselves and to take advantage of the opportunities," he said.

Hubbard already has a relationship with Viacom, whose cable services include Showtime, The Movie Channel, MTV, VH-1 and Nickelodeon. Hubbard's Conus Communications and Viacom are partners in the All News Channel, a 24-hour-a-day news service.

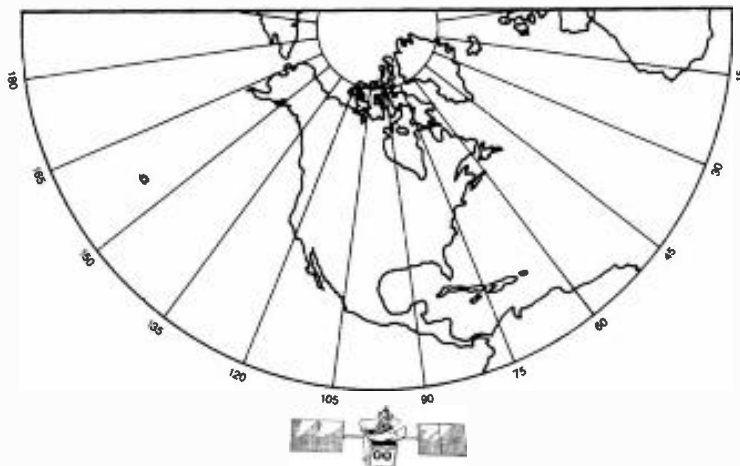
As he envisions it, Hubbard said, USSB will offer free, subscription and pay-per-view TV, CD-quality stereo au-

dio and "HDTV from the first day." If a consumer buys the \$300 dish and receiver, he said, he will be guaranteed the ability to receive several channels of free advertiser-supported programming.

Hubbard and Hughes anticipate employing video compression systems to offer scores of channels over their 16 transponders. At a minimum, Hubbard said, compression will permit four channels of live programming over one transponder and six channels of taped programming. HDTV programming will require an entire transponder, he said.

The USSB-Hughes deal could give new impetus to other would-be DBS operators. In an apparently unrelated development, Tele-Communications Inc., the nation's largest cable operator, inched closer toward the DBS business, reaching a settlement with the public-interest Media Access Project, by which MAP has agreed to withdraw its petition to deny the DBS application of TCI's Tempo Satellite Corp. Under terms of the settlement, MAP will receive \$50,000 to cover its legal expenses.

In the petition, MAP charged TCI-



The USSB-Hughes system will operate from unquestionably the best of eight DBS orbital positions, 101 degrees west longitude. Each 120-watt transponder will boast the most even spread of signal across the lower 48 states, and users will find the birds high in the sky—above trees, buildings and other impediments.

Tempo was unfit to be a DBS licensee due to a cable franchising-related anti-trust judgment against TCI in the mid 1980's. Even without the petition, the FCC could still deny TCI-Tempo its license on its own initiative. However, in the absence of MAP, there is no one to challenge in court a grant of channels to TCI-Tempo.

A Tempo DBS system could become the eventual home of PrimeStar, the medium power direct-to-home service launched last November by nine cable operators, including TCI. "We have the Tempo option and are seriously looking

at high-power, but we have not made a decision on that," said David Beddow, PrimeStar chief operating officer.

Bob Thomson, TCI vice president of government relations, described high-power DBS as inevitable. And, he said, it could provide a "check on cable if cable's prices get out of line."

Congress is currently contemplating legislation reregulating cable rates and guaranteeing access to cable programming services for DBS and other competitors to cable.

The Hubbard-Hughes deal "demonstrates that this market operates well

without government interference," Thomson said. In an apparent reference to the mandatory access legislation, Thomson attributed high-power DBS's slow start, not to potential anticompetitive forces, but to its "capital intensive nature."

"It would be nice, useful, if Congress" were to mandate access, said Hughes's Petrucci, but it is not necessary, he added. "Supply and demand will work, and there is plenty of other programming available," he said.

Nationwide's Berger agreed: "After this, people in video are going to have to be in the software business. The days of loyalty to a network are gone," he said. "I'll bet [the networks] are going to produce software for other forms of distribution, because they have the machinery," adding, Nationwide "will be an aggressive investor [in] programming."

"We're protecting our business," Berger said. "We missed cable in the beginning, and cellular; we're not interested in missing this."

Like Hubbard, Hughes may have to find partners willing to spend their own money up front without the help of lending institutions. Pointing to current economic constraints, insufficient market research and unproven technology, Gerald Hassell, executive vice president in charge of communications, entertainment and publishing for The Bank of New York, said he believes that "no banks are going to invest in DBS."

But Cablevision Systems Chairman Charles Dolan said his company has not ruled out involvement in a DBS venture, despite the collapse of Sky Cable earlier this year. "We continue to look at it, study it, learn as much as we can and consider whether we should make it part of our plans. I would be encouraged by any development that shows commitment."

In contrast to cable's "advantage of incrementally" expanding channel capacity, said Dolan, "the great leap of faith with DBS is making a very considerable investment and waiting several years to see what happens." Dolan suggested that USSB's five-channel first bite could create a model for "the way to go" in DBS—"reduce the risk and divide it" by launching in segments. But in channel capacity, he said, no one knows yet "How high is up?"

HUBBARD'S DBS DREAM: 10 YEARS IN THE MAKING

For Stanley Hubbard, last week's announcement of his deal with Hughes to launch a direct broadcast satellite in 1994 culminated a decade-long struggle to find partners and investors to make real his dream of a national broadcast station in the sky.

And having finally sealed the deal, his overriding emotion was relief. "I felt like the wife who was abused for 10 years," he says. "I woke up one morning and nobody was beating me."

Hubbard says he was driving his son to school one rainy morning in 1981 when "it came to me like a vision that DBS was nothing less than a national broadcast license."

Driven by the same entrepreneurial spirit that made his 93-year-old father, Stanley E., a pioneering radio and then television broadcaster (BROADCASTING, July 1, 1933), he applied for a DBS license in April 1981 and was one of a dozen or so to receive construction permits in 1982.

But Hubbard found few shared his vision. Other group broadcasters and scores of investors turned their backs on him, recalling the failure of Comsat's Satellite Television Corp. and other pioneering satellite broadcasting efforts in the early 1980's.

To keep alive the dream, Hubbard gave hundreds of speeches and presentations and spent millions of dollars on lawyers, researchers and consultants. At one time Hubbard's DBS venture, United States Satellite Broadcasting, had a president and other front-office staff.

Hubbard was eventually able to persuade Nationwide Communications and Pittway Corp. to join him in USSB. And together they joined Hughes, whose interest runs not only to operating a DBS service, but to building DBS satellites.

Hubbard does not anticipate suffering the same angst in his search for programming as he did in looking for kindred spirits. "The programming will be there," he says. "This is television all over again."

-MAJ

-PDL,MAJ

TIME WARNER'S CURE FOR DEBT WORRIES WALL ST.

Rights offering meets with criticism by shareholders and causes stock to drop; TW hopes to raise \$2.1 billion-\$3.5 billion; stock split, buyback also planned

Time Warner has long been worried that its stock price was weak because of excessive debt. However, the company found out last week that not all methods to rid itself of that \$11.4 billion debt would be enthusiastically accepted by shareholders. Its announced multi-billion dollar rights offering met with shareholder criticism and a 16% drop in the Time Warner share price.

Rather than bring in an outside investor or renegotiate with debtholders, Time Warner has asked existing shareholders to put in more money. The company is doing so by offering shareholders rights to buy more common shares at a discount from June 5's closing price of \$110.75. Time Warner also said its board has approved a stock split and a buyback "from time to time" of the company's series D convertible preferred stock.

According to the prospectus filed at the Securities and Exchange Commission, Time Warner will put about 34.5 million shares of common stock in a "pool" to be distributed in full to those shareholders who exercise their rights. The offering is contingent on at least 60% of the 34.5 million shares being exercised. The purchase price per share and the effect on Time Warner ownership will be determined by what percentage of shares are exercised. Last week, Time-Warner chief financial officer Burt Wasserman said he expects between 85% and 90% of the rights offering to be exercised.

Market reaction to the news has not been favorable—last Friday the stock closed at \$94.50, down five, continuing a downward trend that started when news that Time Warner was planning on either issuing stock or selling part of its cable and entertainment segments reached the public. On Wednesday (June 5), the stock fell from \$117.75 to \$110.75. On June 6, the day of the announcement, the stock dropped another 10% to close at \$99.50. Since earlier reports that the media giant was considering merging or selling part of its business segments caused the stock to rise, it may be safe to assume the market is disappointed in Time Warner's approach to reduce debt. Time Warner met with securities analysts last week, and the meeting, according to one analyst, was "very negative" and the stock price "accurately reflects the reaction to the

deal." Analysts and shareholders are also questioning the cost of the rights offering, which could range anywhere from \$62.2 million to \$179 million.

If the stock stays at its current level, below \$105, or continues to drop, it will obviously be harder for Time Warner's rights offering to be successful. Although Time Warner said the rights offering would not dilute present shareholders' holdings, not everyone sees it that way. Said Jay Nelson, analyst, Brown Brothers Harriman & Co.: "How much does it behoove me to have rights to the stock at \$105 when it is trading at \$99? Is the market saying: 'Don't do this, we won't play along,' or is it saying: 'I thought these guys didn't need equity, let me out of here?'"

There are several reasons Time Warner might want to reduce its debt now, even though principal repayment of its \$4.3 billion bank debt is not finally due until March 1993. One positive result for reducing its debt load

would be to make Time Warner a more appealing business partner. The company has been in joint venture talks with both Canal Plus, France's leading pay-TV network and the only pay-TV entity in major European countries, and Japanese consumer electronics manufacturer Toshiba Corp., but both are said to have expressed concern about the debt situation.

Reducing the debt load would also reduce cash outflow to service that debt. One analyst's report said the company in 1990 and 1991 had negative free cash flow after interest.

Once the SEC declares the offering effective, shareholders can sell their rights in the open market. Analysts had not yet estimated at what price the rights would trade, separate from the stock. Time Warner said the rights offering will expire 18 days after the record calendar date, expected to be around June 17. If they choose not to exercise the rights they will simply expire. —#

WOOLERY MAY GO TO GROUP W

According to sources close to Warner Bros. Domestic Television Distribution and Orion Television, the two companies broke off talks June 29 about Warner acquiring the distribution rights to *The Chuck Woolery Show*, with Group W Productions said to be on track to win the 1991-92 syndication rights to the first-run talk strip with an 11th-hour offer last week. Industry sources say that, in seeking to avoid deficit-financing of syndicated and network series, cash-strapped parent Orion Pictures is looking for the most expedient means of cutting its long-term debt through divestiture of its television properties.

A well-placed source said Orion desires only to maintain a scaled down syndication division for the sale of movie packages, adding that the rumored exit of Orion Television President and CEO Gary Nardino for an independent studio development deal with Lorimar Television apparently signals the demise of Orion's network, off-network and first-run syndicated TV divisions (see "Closed Circuit").

"Orion is looking to recoup the deficits it had to carry on its network se-

ries," said a close observer of the situation. "Orion just wants to sell them off [series and pilot projects] to be out of the business as soon as possible. I don't think it is any secret that almost every Orion television executive is out looking for other jobs." (Executives from Orion, Lorimar and Warner Bros. all declined comment on this story.)

However, on the syndication side, the source said, Orion wanted to recoup its development costs on *Woolery* faster than Warner Bros. Domestic Television Distribution negotiators were willing to structure payments for acquiring the hour talk strip, which is sold in over 80% of the U.S.

As reported previously (BROADCASTING, May 20), Group W has also been considered a prime player for *Woolery* because Group W Media Sales is already contracted to handle all national barter sales, and all five of Group W's owned stations will carry the program.

As for Orion's syndication unit, one source ventured to predict that Bob King, station sales president, and Joe Indelli, executive vice president, sales, would be retained to oversee sales of Orion Pictures' movie packages. —#



INTERFACE V: THE TWAIN EDGE CLOSER

FCC Chairman Alfred Sikes put the concept best—that the greatest advantage to broadcasting and cable lies in enhancing their commonality rather than in magnifying their differences. Indeed, he concluded: “By 1995...we might all be participating in a broadcast-cable-computer-telecommunications conference.” To greater or lesser degree, most of the day’s speakers amplified that theme, although the divisions among television, cable and telephone remain more conspicuous than their linkages. In all, Broadcasting/Cable Interface V—a full day of speeches and panels in Washington’s ANA hotel, co-sponsored by the Federal Communications Bar Association and BROADCASTING magazine—was a comprehensive rendition of the state of the art throughout the media, from politics to business to sports to news, as the next eight pages demonstrate.

CABLE AND BROADCASTERS FIND COMMON GROUND

Fifth Estate executives share mutual distrust of telcos; NYNEX chairman says telcos should be able to go beyond video dial tone

In our view there is a lot more that ties broadcasters and cable together than pushes them apart," said Burt Staniar, chairman of Group W Broadcasting, and a participant on the industry leaders panel at last week's Broadcasting/Cable Interface V.

Indeed, it was clear the two industries share a mutual distrust of the telephone industry and are concerned about its desire to enter the video business. Staniar

teed rate of return." And, he said, Robbins and Staniar's arguments were a "smokescreen," used to "protect their own little niche."

Asked if he thought there would be multiple fiber into the home or just one provider, Ferguson replied that there would be more than one. Furthermore, he said it would be the "worst thing" to happen if only one fiber network is allowed into the home.

Cotton did not present a positive picture. He predicted the networks would lose money this year. "That is unprecedented," he said. And he warned that they will be in a "worse situation" if the regulatory landscape is not "fundamentally changed." Despite the financial pressures facing the networks, Cotton believes the network-affiliate relationship will survive.

The NBC executive also said reports



Staniar



Robbins



Ferguson



Cotton



Lambert

said broadcasters are in "jeopardy" if the phone company "monopoly has access" to viewers. It could, he added, "eliminate free, over-the-air broadcasting." It is a "risky proposition," said Staniar. "I am not in favor of it."

Jim Robbins, president of Cox Cable Communications, also expressed vehement opposition to letting the telcos into his business. He said they had a decided advantage with their guaranteed rate of return. And, Robbins said, it would be unfair for them to use revenue from rate payers to develop new business opportunities. Moreover, Robbins criticized the telcos for failing to "reach out to rural areas" and provide cable services.

NYNEX Chairman William Ferguson defended the phone industry. He said it could provide "quality service at reasonable prices." And, the telco executive argued that his company wants to use new technologies for the "benefit of consumers," and that he did not see why they should be restricted to only offering a "video dial tone" service. Nor, said Ferguson, should cable be prohibited from entering the telephone business. He later said he would "welcome" cable into the telecommunications business.

Ferguson also challenged Robbins's assertion that the telcos have a "guaran-

As for some of the other panelists and their views on broadcaster-cable relations, Richard Cotton, NBC executive vice president and general counsel, said the current regulatory scheme "tilts strongly in favor of cable." Cotton was supportive of broadcaster efforts to gain a retransmission consent right and control the use of their signal. He said cable's free use of broadcaster signals is a "clear subsidy."

Staniar thinks "inevitably there will be some sharing of revenues" between the two industries. And, he emphasized, there is a lot they can do for each other.

But Robbins thinks retransmission consent is "ill-conceived" and will cost subscribers more. He also said he wished the "rhetoric" over the issue would "calm down inside the beltway" because it "masks" all of the cooperation between cable and broadcasters. Asked to elaborate further, Robbins said it raises a number of public policy questions concerning broadcasters' public interest obligations. Plus, he said, it would "interfere dramatically with the marketplace." Robbins was also asked if DBS will succeed. He told the interface audience the service has a "major potential" to become a competitor to cable.

Asked what future the broadcast networks have in a multichannel world,

that NBC was considering cutting back its broadcast to 15 hours were "blown way out of proportion." Any "pull back," he said, was "simply unrealistic."

Michael Lambert, president, domestic syndication, television division, 20th Century Fox Film Corp., told the Interface audience he does not think the FCC's proposed new fin-syn rule, which lets the networks into foreign syndication, will have much impact. He said including the networks as "players" would not "change the landscape in terms of a competitive environment."

Lambert also said that Fox Broadcasting has formed a "very productive" working relationship with cable, resulting in what he described as a "pleasant marriage."

Asked how the production community will fare in a multichannel world, the Hollywood executive admitted the future presented "a challenge." "It's harder than ever to get market share in the current environment," said Lambert.

He said it is up to programers to "find innovative ways" and develop new programming genre. And although the "challenge is great," Lambert is confident that Hollywood will "find the niche programming" for a multichannel world. -MM

SIKES SEES SLIM CHANCE OF FIN-SYN CHANGE

FCC Chairman Alfred Sikes last week said he does not expect much to come of any requests to modify the FCC's newly adopted financial interest and syndication rules.

Short of significant developments in the network programming marketplace in the upcoming month, Sikes said in a speech at the Broadcasting/Cable Interface in Washington, "I don't anticipate dramatic changes on reconsideration."

Hollywood and possibly one or more of the big three broadcast networks are expected to petition the FCC to reconsider portions of the fin-syn rules, which impose more moderate restrictions on networks' involvement in program ownership and syndication than the 21-year-old rules they replace (BROADCASTING, April 9).

Picking up where it left off before the



rules were adopted April 9, Hollywood will call for more restrictions on the networks, while networks will ask for fewer.

NBC and CBS and possibly ABC are also expected to challenge the new rules in court.

Sikes, who favored repeal of the old rules and joined Commissioner James Quello in voting against the new rules, reiterated his prediction that the rules will fall to the expected court challenges. He said he believes the continuing restrictions on the networks are unjustified. "The courts might well find that to be the case," he said.

Despite his dissenting opinion, Sikes added, the FCC will do all it can to defend the rules, which enjoy the support of an FCC majority.

Sikes also conceded the FCC would move slowly on its planned review of television's national and local ownership restrictions, saying: "It's an area full of little land mines."

According to Sikes, a reexamination of how many stations a broadcaster may own nationally and locally has an "emotional" dimension that must be considered along with the economic dimension.

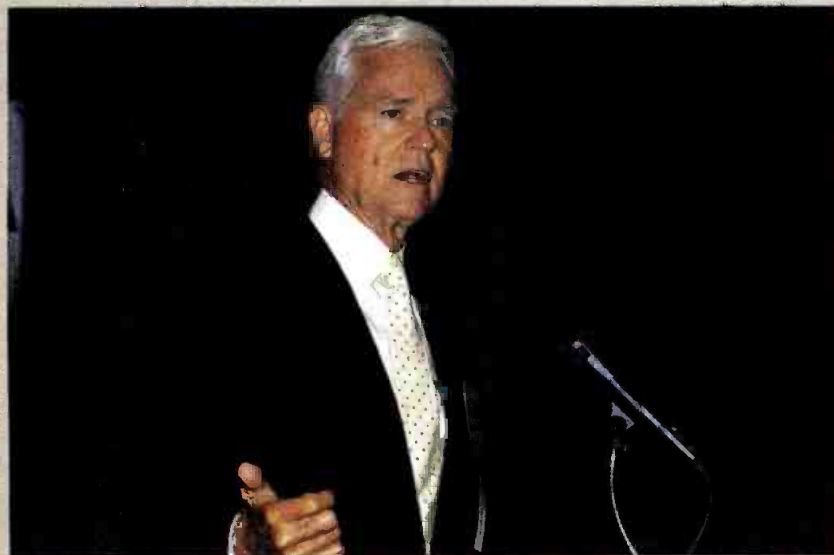
Rather than "emotional," Sikes could have said "political." An FCC rulemaking aimed at relaxing the radio ownership rules launched last month has produced rumblings on Capitol Hill. The proceeding aimed at the TV rules will likely amplify them.

In the context of the TV proceeding, which is expected to get underway this summer, Sikes indicated he would favor relaxing the prohibition against common ownership of broadcast networks and cable systems. However, he said, the relaxation would have to include safeguards against "predatory acts" by network-owned cable systems.

Sikes also reaffirmed his commitment to come up with an FCC recommendation of what to do about the statutory prohibition against common ownership of telephone and cable systems in the same market. At the very least, he said, he favors permitting telephone companies to offer video services on a common carrier basis.

Sikes called on the telephone, broadcasting and cable industries to cease their incessant battling in Washington over government rules and regulations to look for ways of cooperating.

"Faction and divisiveness are the natural enemies of progress," Sikes said.



HOLLINGS OPPOSES AUCTIONS, TELCO ENTRY

Senator Ernest Hollings (D-S.C.) reaffirmed his opposition to spectrum auctions at the Broadcasting/Cable Interface V. Hollings, chairman of the Senate Commerce Committee, said auctions "don't work."

The chairman also reiterated his opposition to letting the Bell operating companies get into the information services business. The senator is the author of a bill that would let the BOC's manufacture telecommunications equipment. (The Senate passed the measure last week.) However, when asked if that bill was "step one" before allowing telcos to compete in the television business, Hollings made clear his view. "I don't have a step one in mind," he said. Nor does he think the idea "will fly." Said Hollings: "We will not allow them to control the conduit and content."

The majority of the Senator's remarks were in reference to the Senate vote on his telco manufacturing bill. Hollings said he was trying to put some "common sense" back into communications policymaking. The main point, said Hollings, is that "we must get moving...win this economic war." —KM

"Many of our international rivals are internally organized," he continued. "They are marshalling an increasingly united front. We need to remember that, in the final analysis, we are not immune to [being] competitively eclipsed."

Sikes said the industries should try to settle their conflicts privately. "I intend

to ask the heads of contending industries when they ask me to take this or that action whether they are meeting with their rivals, whether they are independently trying to work out their conflicts. Or, are they just counting on the FCC to solve their problems," the commissioner added.

Today, the industries simply rely on their lawyers and trade associations to "chuck brickbats in each other's direction," he said. "That...is harmful to the national interest," he said. "Purely defensive efforts don't expand opportunities, enlarge markets or provide consumers with more choices." **-KAI**



Coen



Rattner



Hassell



Epstein



Doerfler

SLOW ECONOMIC RECOVERY, CABLE MOMENTUM SEEN

Broadcasters will continue to suffer profit margin pressure as cable operators weather growth, debt, says industry panel

Television and radio industry revenues can only go up, although probably slowly, from a "disastrous" 1991 first quarter, agreed a panel of experts assembled for the Broadcasting/Cable Interface V in Washington last week. But, even given a best case recovery by year's end, they said, as program services proliferate and broadcast network shares drop, over-the-air TV will face more profit margin pressure than will cable, which continues to exhibit the ability to roll over its relatively higher debt as it comes due.

None of the panelists representing the banking, advertising, network and syndication sectors of the business argued with Robert Coen, senior vice president and director of forecasting for McCann-Erickson, when he opened the June 5 economic forecast panel with a litany of growth projections for the year, nearly all revised down since last December (see page 59).

However, Coen's predictions of "an excellent year-to-year comparison by the fourth quarter this year" and 8.5% overall growth in U.S. advertising in the first quarter of 1992 were countered by less optimistic projections from Steve Rattner, founder of Lazard Freres & Co.'s Communications Group; Gerald Hassell, executive vice president, Bank of New York, Jeff Epstein, chief financial officer for King World and Ron Doerfler, senior vice president-chief financial officer, Capital Cities/ABC Inc.

Consensus gathered around Hassell's "gut feeling that a recovery is going on," despite indications to the contrary, including flat automobile sales. Hassell predicted steady interest rates and a "recovery so gradual you're hardly going to feel it." He called Coen's estimates for early 1992 "lovely, but optimistic; we wouldn't bank any loans on it."

Also seeing "signs of recovery," Rattner rejected the notion of a "bottomless slide." Nevertheless, he said, variables make predicting the magnitude and pace of a recovery "problematic." Key among the unknowns, he said, is whether a several-year trend away from advertising growth outpacing gross national product growth will continue.

In the broadcast arena, said Rattner, "over time, over-the-air TV is likely to underperform" other segments of the industry, including cable, to which he granted momentum in buying power. "Increased pressure on the margins" for broadcasters will continue to compare unfavorably with the 10%-20% revenue increases major cable operators have reported "even in a bad quarter," he said. Hassell agreed that erosion in broadcast viewership has made it difficult to raise ad rates, "and there's only so much you can do with cutting costs."

After several years cutting expenses, conceded Capacities' Doerfler, the networks "run out of options." Predicting "modest" growth, he said that drops in entertainment and sports programing

costs constitute "the only possible significant cuts" left to the networks.

Arguing that "the right programs can get dominant shares and dominant revenue," Epstein agreed that, even given an upward economic turn, "the question is: 'What share do the networks have of the total pie?'" Maintaining share could require developing pay per view and other "new ways to charge people" as the average number of channels into the home doubles in the 1990's, he said. Noting the still significant cash flow generated by the networks, Doerfler said a return on investing further in production would be a "long, long run."

At the local level, Epstein said, King World client stations are economically "better than they were several months ago, but certainly not over it." Many stations that sold out inventory for the current quarter just before some major advertisers returned to the scene now expect to be able to raise rates.

However, said Hassell, "pessimism for broadcasting is being overstated. TV stations aren't getting credit for having a business that doesn't require much capital investment," in contrast to cable systems with plants to expand and upgrade.

Overall, said Hassell, digital compression, direct broadcast satellite and other technologies "will continue to fragment the market, more to the benefit of programmers than to the distribution business." **-PDL**



NICHOLAS TO CONGRESS: SCRAP S.12

Nick Nicholas Jr., co-chief executive officer of Time Warner, took advantage of the Washington location of the Broadcasting/Cable Interface V to warn lawmakers against passing rules that would strangle the growth of cable television.

"Should cable deregulation be gutted by enactment of S.12, it will signal the success of a coalition of savvy special interests that puts its agenda ahead of the public's, and deprives cable of the resources it needs to make real the age of interactive TV," Nicholas said.

Retransmission consent, Nicholas said, was "cooked up by cable's rivals frustrated by real competition in the television marketplace.... The ultimate cost will be borne by the consumer. Talk about standing logic on its head: Here's an outrageous consumer rip-off disguised as an attempt to serve the consumer. The cable industry is going to fight retransmission consent—and beat it."

Nicholas also touched on the HLT situation. Federal banking definitions "should differentiate between those who are credit worthy and those who aren't," said Nicholas. "The real measure of cable's strength," said Nicholas, "is its ability to service its debt—that is, its

cash flow. Few industries anywhere can surpass the predictability and robust growth of cable's cash flow."

If America is going to continue its lead in cable software and hardware (Nicholas said representatives from over 40 countries have visited TW's planned



150-channel cable system in Brooklyn-Queens), "we desperately need more intelligent banking regulations. America's impressive leadership will be rapidly lost if the cable industry is deprived of the investment capital it needs."

Nicholas said it's a myth that cable is an unregulated monopoly, saying it is neither unregulated (cable will pay \$10 billion in franchise fees in this decade, he said), nor a monopoly (because 40% of the homes choose not to subscribe).

"There have been a few bad actors," he continued, "and the ones the market doesn't weed out, those who grant local franchises should. But for Congress to repeal or significantly alter any part of the Cable Act—or for the FCC to reinterpret its regulations so as to resubject most cable systems to basic rate regulation—is unjustified by the facts and in clear defiance of economic reality.

"Through an ill-advised policy of re-regulation, and through self-defeating restrictions on borrowing that cripple the industry's ability to invest in innovation, we can reduce our leadership position to rubble," said Nicholas. "I think we're smarter than that." But the question is, he asked, "do we have the political will to turn that wisdom into action?" —MS



Durso, McGuirk, Pilson, Rogers and Wussler

SPORTS RIGHTS PRICES: OUT OF SYNC?

Broadcast, cable executives predict readjustments in prices paid for sports license fees during next negotiations

There will likely be readjustments in the prices paid for sports rights in the next negotiations, based on the present performance of many of the leagues, according to broadcast and cable executives on a panel at the BROADCASTING/Cable Interface.

Said Neal Pilson, president of CBS Sports: "We'd pay less if we renegotiated now." He added that unless the market increased by the end of the contract, "we may be looking at a reduced license fee from the network." However, he said, the World Series, along with other major sports properties, will give CBS a real boost for promoting its next season's schedule. He said CBS programmers have estimated the sports events could provide an incremental ratings increase of 0.7.

Terry McGuirk, executive vice president, Turner Broadcasting System, said, "The next time around, there is going to be an adjustment." But, while today's sports rights may be out of sync, McGuirk said, "It's all very cyclical."

Comsat Video Enterprises President Robert Wussler, who has negotiated sports contracts as an executive at both CBS and Turner, related how he asked NFL Commissioner Pete Rozelle for a rebate in 1974 while working at CBS and was told no. Overpaying for sports is not new, he said. The problem now, however, he said, is that such missteps cost a company a lot more money than in earlier years.

A key concern to Pilson about rising sports rights fees is the continued availability of games on over-the-air TV. "The three networks have made a very real effort to maintain for free TV the major sports events," he said. "We have a real concern if we can't make it work," he said, because "we may be seeing the high point in the ability of free TV to support rights fees."

But Ed Durso, senior vice president,

ESPN, disputed that cable has caused sports migration. Compared to 10 years ago, the networks have roughly the same number of games, he said, saying that cable has just added more choice. In some cases, events that had migrated from broadcast to cable television, such as early round NCAA basketball tournament coverage and college baseball, have migrated back to the broadcast networks.

One reason why the escalating sports rights disparity seems so large is that ratings and advertising dollars have not kept up. NBC Cable President Tom Rogers said advertisers are clearly voting against new and secondary sports. "The marketplace has dried up, except for major events," he said. Pilson added that advertisers have also reduced sports budgets, as they have in entertainment, compounding the problem.

One of the few bright spots in professional sports has been the NBA contract. McGuirk said that while "we're not making money," the NBA "is a very valuable part of the cable sports offering." Rogers said the NBA has been a bright spot for NBC, and that the network "will make a little bit of money.... Nobody makes barrels of money in network sports."

In the future, many panelists said, PPV will become a revenue stream, but how large is a matter of debate. Comsat's Wussler said PPV won't work today, except for major fights, because "we don't have enough of a delivery system." But there will come a time, he said, when the structure will be in place "to allow PPV to be more effective on a regular basis." Wussler foresees selling packages of outer market rights, such as a 41-game Laker package on the East Coast. "Those rights have an inherent value," he said. "This will help all sports owners in the second half of the 90's," he said.

Although McGuirk allowed that that scenario was plausible, he said, "I don't see PPV, in a meaningful way, altering any of the rights distribution of major sports." It will be a supplementary, niche business, he said.

One issue the teams and leagues will have to confront, said Rogers, will be the dichotomy between weak and strong teams, and how each team's revenue is protected. PPV is much easier to implement at the regional level, he said, where rights contracts are more flexible.

As to the future of superstations, both Durso and Wussler pointed out that while the leagues have tried to curb the growth of superstations, events have gone against them. The NBA tried to force WGN-TV Chicago to reduce the number of Bulls games it carries. The station took the NBA to court and has won round one. Citing other league defeats, Durso said: "I'm not sure the leagues can do anything."

McGuirk said: "The superstation business is going to hum along exactly as it has been, unless there is outside public policy or business pressure." The existing arrangements, whereby teams on widely distributed superstations pay the league an extra fee, will likely continue, he said. "We don't see any change in that environment," McGuirk said.

As to the brave new world of compression, all the panelists were encouraged by the thought of delivering more product to viewers. Durso said ESPN is "encouraged by more opportunities," citing the expansion of sports news, but adding that "I don't know how many channels consumers can internalize."

Rogers said an abundance of new channels would allow for different forms of televised interactivity. Viewers could decide among four or five different camera angles in watching a particular sporting event.

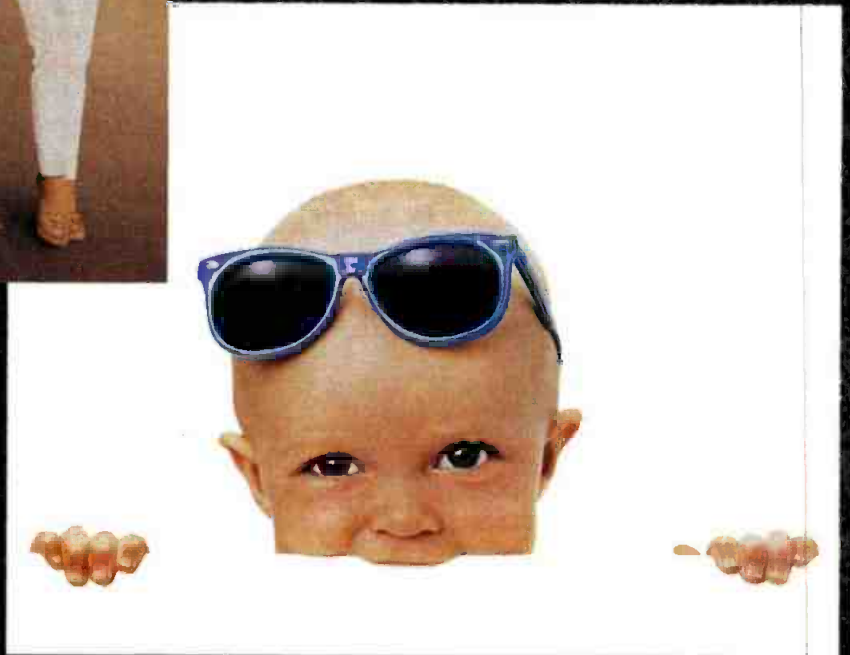
-MS



Steel Magnolias



PE



LOOK WHO'S TALKING



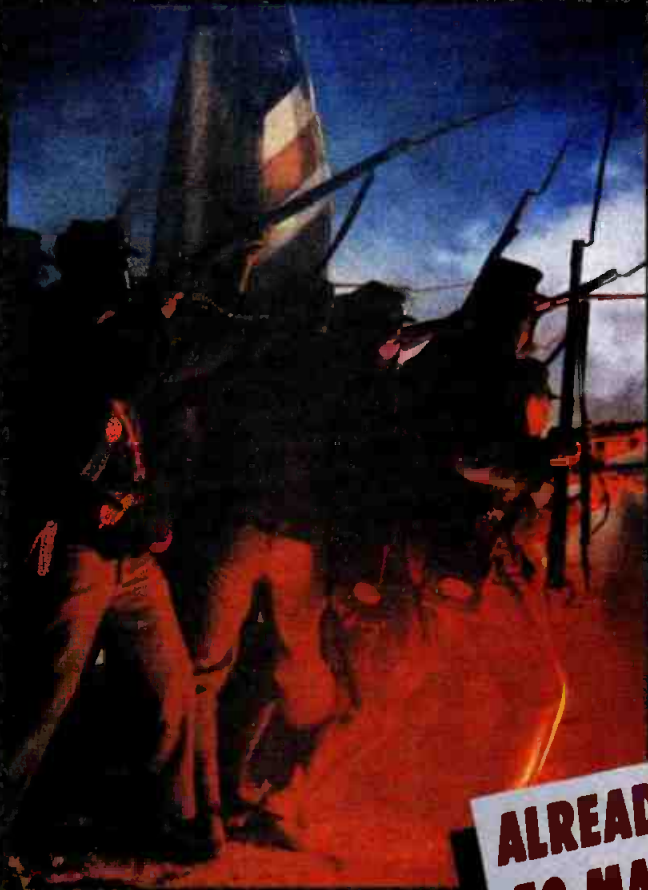
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WAR, ECONOMY USHER RAPID CHANGES IN TV NEWS

Gulf conflict raised news viewers' expectations, panel says; tighter budgets could lead to network pools, reduced coverage of political conventions

The Persian Gulf war and CNN's coverage of it have significantly changed public expectations of television journalism, according to members of a Broadcasting/Cable Interface panel. Viewers now expect quickly delivered and comprehensive news coverage, especially for events of the war's magnitude. "It changed the expectation the viewers worldwide now have of us. I don't know that we will be able to deliver next war. Each war is different," said CNN Executive Vice President Ed Turner.

Even greater changes in TV news will grow out of the evolving economic realities over the next five to 10 years, the panel said. The broadcast networks may sharply reduce their coverage of the political conventions in 1992. There may be a greater reliance on pool coverage among the networks. Cable systems could have a greater role in local news coverage. One panelist even predicted the demise of one of the broadcast networks' evening newscast.

"I think we have to complement one another and not go after each other," said Steve Friedman, executive producer, *NBC Nightly News with Tom Brokaw*. "I think CNN is sort of like the wire service and [the networks] are sort of like the newspaper."

After the Gulf war, both broadcast and cable newspeople said, it has been harder to keep the public interested in news. "How are you going to sell them on the budget crisis now that Norman Schwarzkopf is gone?" asked Barbara Cohen, vice president and Washington bureau chief, CBS News. CBS and the other networks have attempted to introduce innovative, in-depth techniques for covering domestic issues, she said.

"People are kind of exhausted. They're kind of newsed out and Bangladesh is far away, Ethiopia is far away,



Bartlett, Cohen, Dolan, Friedman, Turner

and [viewers] have their own problems," Friedman said. "I think they'll get a little rest and come this fall, people will say: 'What's going on? What's in the news.'"

The most bothersome aspect of the war's aftermath was the possibly precedent-setting censorship imposed on journalists there. "Americans as viewers, as consumers of news, as readers of news, are not used to censorship.... For people here it came as kind of a shock," Turner said. The most offensive part of the Pentagon's restrictions was the press pools. "For the first time ever in American history, there was this widespread form of control of American journalists covering American military forces in action," Cohen said.

Ironically, economic pressures may soon lead the networks to set up pools among themselves. "I think we've made some progress doing that in the White House. We showed that there were benefits to it," Cohen said. Cost savings there have not been at the expense of journalistic integrity, she added.

The Pentagon's pools and the networks' will be extremely different. "It's the difference of covering a set-piece event," Cohen said. While the Pentagon pools were seen as tools to divert network coverage from the main news events of the war, the network pools will be designed to replace unnecessary expenditures on multiple camera crews where all networks will get exactly the same pictures. CBS studies have found up to 35% of network stories could be pooled, Cohen said.

Friedman and Cohen predicted cost-cutting measures for political convention coverage. Fewer hours will be covered, and anchors may be based in New York. "The conventions themselves are not worth covering. They're paid commercials for the political parties," he said.

Turner disagreed. CNN will have full coverage of the 1992 conventions, and the anchors will be on-site. With so many newsmakers in one place, it is inconceivable that there is no news being made, Turner said, adding it is the news department's job to find it. "Just because they put it out on the platform doesn't mean you have to swallow it whole," Turner added.

Friedman also predicted the discontinuation of one of the evening network newscasts for economic reasons within the next five years. Cohen differed, saying the hours, formats and production methods used by the networks may change, but all three would continue to offer some form of evening news. "I find it very hard to imagine the decision-making that would cause one of the networks to drop their evening newscast," she said.

"We have a definitional problem," said Radio-Television News Directors Association President David Bartlett. "We're using terms like 'network' based on a definition which may be changing. Five to 10 years from now, the network we think of today may not exist at all." Bartlett cited the large number of network affiliates that used the CNN feed during the early days of the Gulf war as an example of the blurring meaning of the word "network."

While CNN has begun changing perceptions of network news, Cablevision Systems Corp.'s News 12 Long Island, the 24-hour news service on its 525,000-subscriber Long Island, N.Y., system, is beginning to change the face of local news coverage. Channel capacity is the greatest factor cable brings to local news, said Charles Dolan, Cablevision chairman and CEO. "As channel capacity increases, there's more opportunity to localize and regionalize and also to address specialties," Dolan said. —RMS

THE WORLD ACCORDING TO MARSHALL AND DUGGAN

PTAR review not in immediate future although FCC will deal with it; fin-syn and other issues will come first

A review of the 21-year-old FCC rule limiting the amount of network and off-network programming television stations may air during prime time is in the FCC's future, but probably not its immediate future, two of the agency commissioners said last week.

Fielding questions at the Broadcasting/Cable Interface, Commissioners Sherrie Marshall and Ervin Duggan agreed a reexamination of the prime time access rule (PTAR) is inevitable.

But before the FCC takes up PTAR, said Marshall, she hopes the agency will wrap up work on "our other contentious docket"—reform of the financial interest and syndication rules. The FCC cannot "continue to ignore" the pending petitions to either repeal or relax PTAR, she said. "At some point, we are going to have to pick it up and look at it."

The FCC, by a 3-2 vote, adopted on April 9 new fin-syn rules restricting the broadcast networks' ownership and syndication of network programming. But before the FCC can put the issue behind it, it will have to consider various petitions to modify the new rules. That process could take several months.

With some exceptions, PTAR limits to three-and-a-half hours the amount of network and off-network programming network affiliates in the top 50 markets may air during prime time.

First Media Corp., licensee of WCPX-TV Orlando, Fla., has asked the FCC to repeal PTAR, arguing government's intrusion into stations' programming decisions is no longer warranted.

Disney, on the other hand, has petitioned the FCC to relax the rule to exclude off-network programming from the PTAR limits.

Duggan said he might favor "fine tuning" PTAR. "I would have no problem looking at the Disney proposal," he said. But, he added, he would not support a "sweeping jettisoning of the rules." Anybody who wants the FCC to "junk the rules" will have to meet a "high burden of proof," he said.

According to Duggan, the rule, as intended, has fostered diversity. It has helped spawn the first-run syndication business and create another revenue stream for network-affiliated television stations, he said.

Duggan and Marshall are Bush appointees who voted to relax the fin-syn

rules, even though the Bush administration made it clear it would have preferred repeal of the rules.

Asked whether they felt their fin-syn votes had damaged their standing at the White House, Marshall said she doesn't stay awake at nights worrying about it. Making tough decisions is "part of the job," she said.

Duggan also dismissed the possible fallout. "I don't think the President lies awake at night thinking about fin-syn,"

because the potential audience of children is small.

Marshall speculated the FCC would take a "hybrid approach" to setting up the DAB service, creating a terrestrial service for AM and FM stations that want to upgrade, but also permitting a satellite service that may compete with them.

Duggan agreed, saying a satellite service might be established as an "adjunct" to the terrestrial service.



FCC Commissioners Duggan and Marshall

he said. Nonetheless, when his voting record for his full five-year term is tallied, he said, any misgivings the White House may now have will be dispelled. He and Commissioner Jim Quello are about "as deregulatory a Democrat as you are going to find," he said.

Guided by the session's two moderators, the commissioners also addressed the agency's enforcement of broadcast indecency, the establishment of a digital audio broadcasting service, must carry and retransmission consent.

Marshall offered no apologies for the FCC's trying to enforce a 24-hour-a-day ban against broadcast indecency, which was struck down as unconstitutional by the U.S. Court of Appeals in Washington last month. Congress had mandated the ban, she said, and the FCC had tried to enforce it to the "best of our abilities."

In the wake of the court decision, the FCC must carve out a "safe harbor"—a period each day when broadcasters may air indecent programming with impunity

Duggan and Marshall did not think a must-carry provision requiring cable systems to carry local broadcast signals should be attached to its new "effective competition" standard for cable regulation, which it expects to adopt June 13.

However, they said they would support an effort to impose a must-carry requirement through a separate rulemaking. Duggan said he is willing to follow the lead of Commissioner James Quello, who has been must carry's chief advocate. If he wants to adopt a rule, Duggan said, "I don't resist making that try."

Marshall endorsed a related proposal by Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) to grant broadcasters must-carry rights or retransmission consent rights. The latter would let broadcasters charge cable systems for carrying their signals. The Inouye plan "may be the best way to resolve the conflict," she said.

Duggan stopped far short of an endorsement, saying only he was "intrigued" by it.

—NAJ

TWO VIEWS ON PTAR: HAS ITS OBJECTIVE BEEN ACHIEVED?

Attorneys disagreed on whether 21-year-old rule is responsible for plethora of programing now available to TV stations

Washington communications attorneys Nat Emmons and John Lane agreed the objective of the 21-year-old prime time access rule has been to give local stations access to multiple and diverse program providers, but disagreed on whether the rule had achieved its objective.

"It's a great success story," said Lane. "Television stations have a plethora of programing now that was not available to them [before] PTAR....The only ones that want to get rid of the rule are the studios and the networks. It's the only thing they have ever agreed on."

Said Emmons: "There isn't any evidence at all that the rule achieved what it was intended to achieve...the explosion of diverse program sources [has] come about because of the development of cable television."

Emmons, of Mullin Rhyne Emmons & Topel, represents First Media Corp., licensee of CBS affiliate WCPX-TV Orlando, which petitioned the FCC to repeal PTAR last year ("In Brief," Apr. 23, 1990). Lane, of Wilkes, Artis, Hedrick & Lane, represents Group W, licensee of five network affiliated TV stations, believes the rules should be preserved.

The rule, with a few exceptions, prevents network owned or affiliated sta-



Lane



Emmons

tions in the top 50 markets from airing more than three hours of network or off-network programing during prime time.

"Historically, the regulation of broadcasting under the First Amendment can be justified under the rationale of spectrum scarcity...what used to be spectrum scarcity is now channel abundance. The concept of spectrum scarcity has been rendered obsolete for purposes of First Amendment analysis by the fact that cable television video programers do not need spectrum to reach the mass audience," Emmons said.

In 1987, the FCC decided "there is no longer relevance to the concept of spectrum scarcity," and as a result, the fair-

ness doctrine was abandoned, Emmons said.

A similar fate should befall PTAR, he said, because it "is a rule that usurps the freedom of broadcasters to broadcast what they want when they want, and requires them to broadcast something they may not want to...I think the prime time access rule is unconstitutional."

But Lane said: "The courts have validated this rule time and time again...and [has upheld] the basic proposition that allocations scarcity exists...I think that we should look at scarcity like the courts still do. It's sort of a red herring to say that there are other media and more channels."

"The economics of local television is such that they have to make approximately 50% of their revenue in the narrow window given to it by the network. [Before PTAR] the squeeze was on for local television stations in having any meaningful role in programing...to fulfill their public interest obligations. In adopting the prime time access rule, [the FCC] was trying to provide the opportunity for the competitive development of alternative sources of television programing so that licensees can exercise something more than a nominal choice in selecting programs to present to their community."

Local broadcasters, Lane said, "have the opportunity to select programs and not blindly accept what the networks give them...If stations are going to be outlets or satellite [stations] for the network, what justification is there for must carry and retransmission consent? This goes to the heart of what a local television station is."

-PJS

BURNS SAYS S.1200 WILL HELP U.S. TO COMPETE

Senator Conrad Burns's (R-Mont.) introduction of a telco-entry bill last week was the centerpiece of his remarks at Broadcasting/Cable Interface V.

The measure, S.1200, would allow the phone companies to deliver video services (see story, page 76). Burns would initially restrict the telco's ability to become a programer and would later limit their ownership of programing to 25% of channel capacity.

"National broadband networks and telecommunications infrastructure goes to the heart of our nation's ability to compete," said Burns, whose bill would also encourage the deployment of a fiber optic network. By removing the restraints that keep the telcos out of the television business, Burns believes it will give them the financial incentive to invest in fiber.

He said S.1200 will remove "obstacles to competitiveness." Burns said the regulations discourage investment. "But there's more to all this than just meeting the competitive challenge on the international playing field. My vision in S.1200 also promises to enhance the quality of life for American citizens here at home. All Americans deserve to have access to information, and broadband communications networks—both wire-based and wireless—will make that information available."

-KM



BUSINESS

Special Report

BUSINESS FINANCE

Featuring The Broadcasting Top 100
Companies in Electronic Communications

Rarely have so many aspects of the Fifth Estate been as much in flux as they were in 1990 (and remain much so today). Foremost affecting last year's operating results, presented on the following pages, was the economic slowdown that arrived late last year. But as the increased revenue total of BROADCASTING's exclusive Top 100 Companies in Electronic Communications shows, a substantial portion of the industry appears less cyclical than was previously the case.

The operating results that follow also show the effect on the bottom line of high interest costs, much of which were incurred as a result of past acquisitions. Another key component of the marketplace in which

PANASONIC ANSWERS TOUGHTEST VIDEO

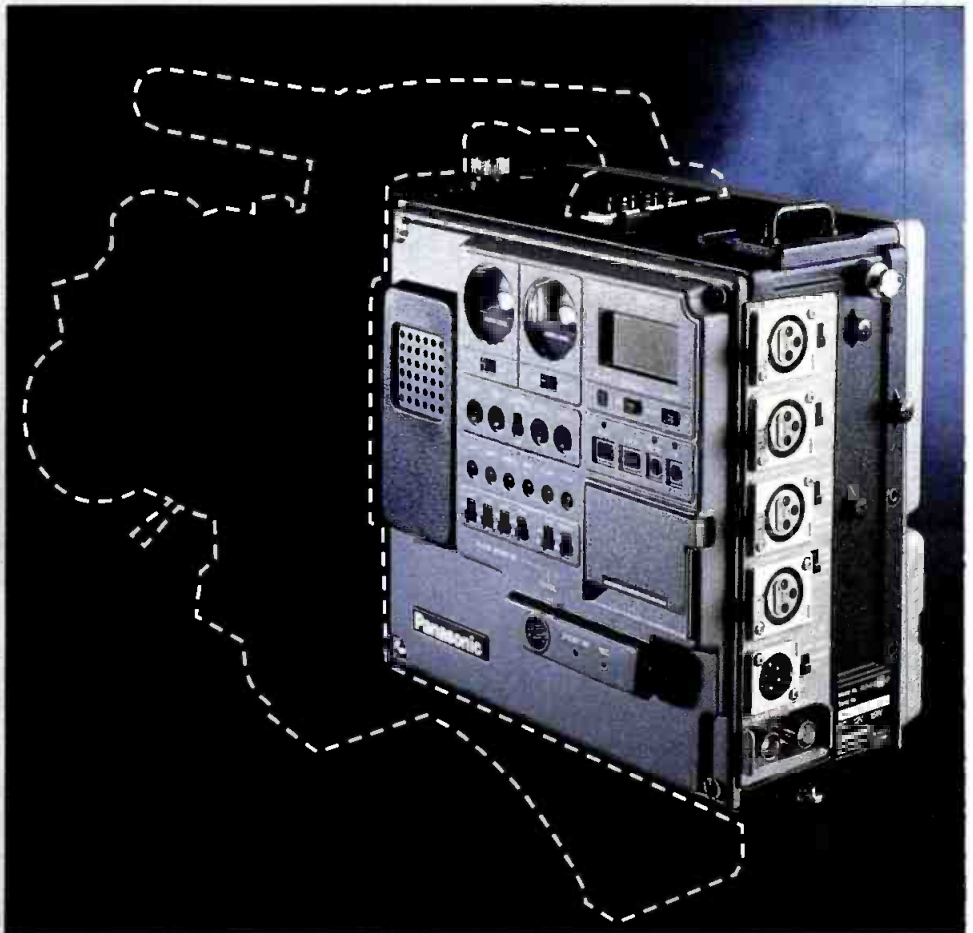
How do you obtain high quality and performance with today's tight budgets? Where do you get a video system that can deliver top quality video from acquisition to master tape? How do you reduce the appetite for archive and machine real estate? And what system do you choose for compatibility with other machines already in the mix?

Panasonic's answer is the lower-cost, high quality 1/2-inch videotape recording system, a family of recorders priced like 3/4-inch, but with performance and quality more like one-inch. With cassettes nearly 50% smaller than 3/4-inch (and providing up to 50% more recording time), Panasonic's MII not only pro-



AU-520 Portable Field Recorder with 90 minute cassette record capability.

vides much more flexibility in the field; it takes up far less archival real estate. Matsushita's engineering and VLSI technologies combine to make a new series of



AU-410 Dockable Recorder mates with camcorder cameras of all the major brands.

recorders that work smarter, fit better, and cost less than comparable systems.

FIELD ACQUISITION SYSTEMS

If you're thinking 3/4-inch systems for the field, think again. You can compare 3/4-inch to the MII for price, but you can't compare the quality, features or performance. And, you simply can't get a 3/4-inch camera/recorder.

The AU-410 Dockable Recorder mates to virtually any video camera designed for camcorder operation. Now, your favorite camera can make pictures with quality that rivals that of one-inch VTRs. The AU-520 Field Recorder provides *all* the high-end production features required in the real world, and, unlike 3/4-inch, offers full 90-minute video cassette record capability in the field.

ANSWERS TODAY'S VIDEO QUESTIONS.

STUDIO AND POST PRODUCTION SYSTEMS

Don't let the low prices of these studio production VTRs fool you. All use full bandwidth video and an advanced analog component CTCM video signal system for video excellence, generation after generation.



AU-62 Studio Player, the ultimate in low-cost, high performance utility players.

Each recorder has digital time base correction built-in, and advanced VLSI techniques have cut the total PC board area by 40 percent, power consumption by 40 percent, and system weight by 20 percent.

Want the machine to wake-up in a specific mode? A non-volatile memory and on-screen menus allow you to program each machine's operating personality to suit yours: shuttle knob speed, machine status and time code displays, machine address, ballistics emulation (C, Beta, MII, SMPTE time code* or CTL, pause-to-standby characteristics, etc.) or revert to the factory default settings with one touch.

To ensure reliability, all these MII machines feature self-cleaning heads, a drum motor confidence check during edits, a modular power supply, plus a Super Dropout Compensation* (SDOC) system, which corrects for up to one field.

For systems compatibility with almost any mix of VTRs in use today, each of the MII production VTRs includes a 9-pin RS-422A serial/parallel input via an optional interface board.



AU-65 Studio VTR, the perfect editing platform for sourcing from MII or other formats.

Each MII VTR is completely conversant with today's edit controllers, and is plug-compatible



AG-7750 S-VHS Recorder with Y/C 3.58 component I/O, time code, RS-422A and digital TBC assures maximum quality dubbing to and from MII.

with 3/4-inch VTR machines. Acquire in S-VHS or distribute in S-VHS at the highest quality

levels using the system's Y/C in/out for dubbing to or from S-VHS.

The AU-62 Studio Player is the ideal utility machine for high



AU-63 Studio Player with AT™ Auto Tracking for superior slow-motion is the perfect companion for an AU-65-based suite.

quality, low-cost video playback. The AU-65 Studio VTR is the perfect editing platform with 1-event assemble and insert editing for video and audio.

Variable memory editing makes the AU-65 incomparable for slow-motion inserts. The AU-63 Studio Player with AT™ Auto-Tracking is the perfect companion for an AU-65-based suite or wherever the best in variable speed performance is important.

Panasonic's MII is a standing invitation to every producer to step up to the world of full bandwidth video. Now, the question becomes, "Can you afford to pay more for less?" That's a question only you can answer.

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companies now operate is technological growth, which promises to fuel the equipment manufacturing sector, as well as the capital spending of broadcasters and cable operators. Meanwhile, regulatory uncertainty represents an x factor that threatens to change the equation at a moment's notice. With so much at stake, and so much in question, the need for vision and clarity at the top is evident. Also evident is the price tag of that vision, which is examined in this special report's survey of executive compensation.

And finally, for the careful reader, there are curious facts and valuable insights to be gleaned from the marching columns of figures and text in each company's annual report.

Together, the three views comprise an official, yet revealing, look at the financial fortunes of the industry.

TOP 100 REVENUE TOPS \$44 BILLION IN 1990

BROADCASTING's 13th annual survey of the Fifth Estate's Top 100 companies shows electronic communications-related operations of publicly reporting companies generated \$44.7 billion in revenue, a 9% increase over last year's Electronic Communications Index (ECI) of \$40.9 billion. (The Top 100 chart follows on pages 54 and 55.)

Most of the \$3.8 billion jump was concentrated in the top 10 companies which, at \$24.8 billion, accounted for 55% of the ECI pie. In 1990, ECI revenue for the top 10 was \$21.4 billion.

ECI revenue comprises a company's business interest in radio, TV, cable, satellite, allied services and manufacturing. The service industry, for example, includes advertising agencies and ratings services. Items not included in ECI revenue for programers include revenue from theatrical releases and the home video market. For manufacturers such as Sony and Zenith, it includes revenue from sales of television sets or products for the general public not built specifically or primarily for Fifth Estate commercial use.

There was a change in the top three companies this year: CBS moved up to second behind Capital Cities/ABC and General Electric dropped to third. CBS and NBC parent General Electric were separated by only \$25,200. Capital Cities/ABC's ECI revenue increased almost 10% in 1990, while CBS's was up

10% and General Electric's was down 5%, compared to a year ago.

Finishing fourth this year was cable MSO Tele-Communications Inc. (TCI), up from fifth last year. TCI's ECI revenue increased 26% in 1990. Time Warner, which dropped from fourth to fifth in 1990, had an ECI gain of 5.5% compared to 1989. In sixth again was Sony, with an ECI revenue of about \$2.7 billion.

Rounding out the top 10 were Viacom, WPP (parent company of advertising agencies J. Walter Thompson and Ogilvy & Mather), News Corp., falling back one to nine in 1990, and Turner Broadcasting, also falling back one.

Advertising agency Saatchi-Saatchi, which last year jumped from four to number 10, fell back four to number 14. Paramount, boosted by revenue from the TVX Broadcast Group, moved from 16 last year to 11.

Gone from this year's chart are General Instrument, which went private (General Instrument was ranked 13 in last year's survey), and MCA, which was acquired by Matsushita, and was ranked 14.

Last year, the 100th company listed was Fries Entertainment, with an ECI revenue of \$23 million. This year, Fries moved up seven to number 93 with an ECI revenue of \$29 million, and All American TV was the 100th company with an ECI revenue of \$18.5 million.

As has been the case for the past few

years, the price of admission to the Top 100 was reduced. One reason: mergers and buyouts have opened up more space. Companies on the 1990 chart not appearing on this chart include TVX Broadcast Group, which is now 100%-owned by Paramount Communications, and Oak Industries, which sold its communications division. Also gone are Quintex, MGM (now part of Pathe) and Univision Holdings. Already one can see how next year's list will change, since 78th-ranked Financial News Network is now owned by number three-ranked General Electric.

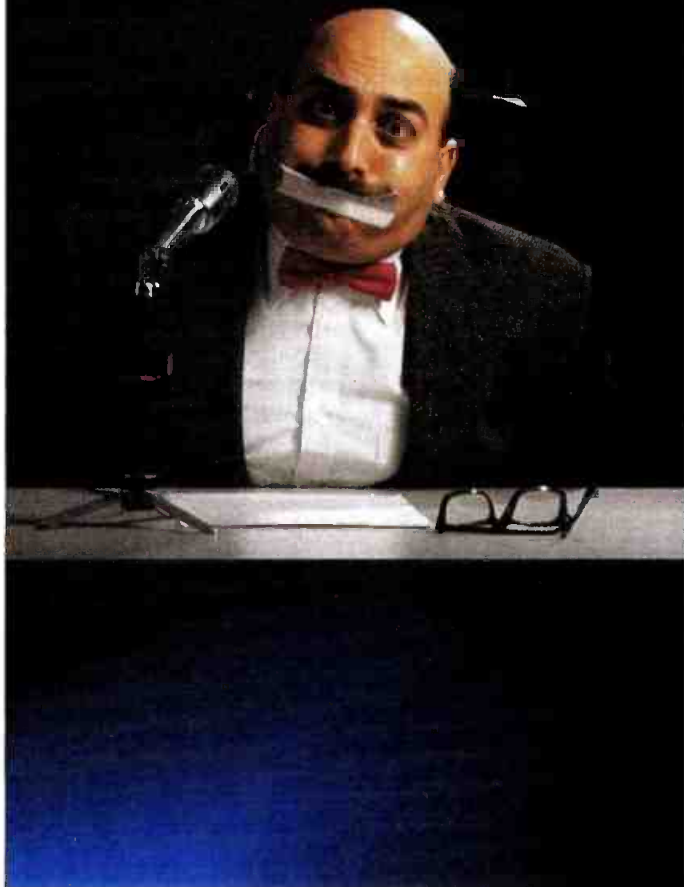
The following two-page chart lists each company's ECI ranking, revenue and percentage of total revenue. The fourth column shows the company's total revenue, followed by the percent change in revenue from the previous year. Total earnings and percent change from the previous year in that category complete the information on the chart. Comparisons to last year's chart may not be an effective barometer of change in revenue or income because companies often adjust financial statements on a year-to-year basis because of consolidations or reclassifications of business subsidiaries. Those percent changes from 1989 are provided by the companies and not from BROADCASTING's 1990 Top 100 chart.

To determine ECI revenue, BROADCASTING used information provided by the companies and analysts. —JF

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The Broadcasting

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev.	1990 Total Revenue (in millions)	% Chg. From '89	1990 Total Earnings (in millions)	% Chg. From '89
1	Capital Cities/ABC	\$4,283.6	80%	\$5,385.6	9%	\$477.8	-2%
2	CBS	\$3,261.2	100%	\$3,261.2	10%	\$100.8	-63%
3	General Electric	\$3,236.0	6%	\$58,414.0	7%	\$4,303.0	9%
4	TCI	\$2,942.0	81%	\$3,625.0	20%	(\$287.0)	NM
5	Time Warner	\$2,533.8	22%	\$11,517.0	6.8%	\$-256.0	NM
6	Sony	\$2,667.4	10.4	\$25,649.0	39%	\$829.3	26.6%
7	Viacom	\$1,599.6	100%	\$1,599.6	11%	(\$89.8)	NM
8	WPP	\$1,509.6	66.8%	\$2,259.2	37%	\$90.3	53.8%
9	News Corp.	\$1,442.0	21%	\$6,719.7	5%	\$263.2	-72%
10	Turner Broadcasting	\$1,316.7	94%	\$1,393.5	31%	\$4.6	NM
11	Paramount	\$1,193.5	31%	\$3,869.0	14%	\$259.1	-82.3%
12	HSN	\$1,008.0	100%	\$1,008.0	30.2%	\$38.8	NM
13	Continental Cablevision	\$938.0	100%	\$938	20%	(\$197.4)	NM
14	Saatchi-Saatchi	\$835.2	61%	\$1,369.2	-16.7%	(\$166.4)	NM
15	Matsushita	\$819.6	1.75%	\$46,800.0	24%	\$1,836.0	23.8
16	QVC Network	\$776.0	100%	\$776.0	71%	(\$17.0)	NM
17	Westinghouse	\$750.0	6%	\$12,915.0	1%	\$268.0	(71%)
18	Interpublic	\$684.1	50%	\$1,368.2	8.9%	\$80.1	13.4%
19	Tribune	\$623.9	27%	\$2,353.0	-4%	(\$63.5)	NM
20	Comcast	\$591.8	90%	\$657.0	17%	(\$178.4)	NM
21	Walt Disney	\$584.4	70%	\$5,843.7	27%	\$824.0	77%
22	Cablevision Systems	\$563.0	100%	\$563.0	14%	(\$271.4)	NM
23	SCI Holdings	\$553.1	100%	\$553.1	7%	(\$148.9)	NM
24	Harris Corp.	\$549.5	18.5%	\$3,052.7	38%	\$130.7	513%
25	Omnicom	\$530.2	45%	\$1,178.2	17%	\$52.0	11%
26	Times Mirror	\$475.8	13%	\$3,633.2	3%	\$180.5	-40%
27	King World	\$453.7	100%	\$453.7	14.4%	\$84.1	10.5%
28	Scientific Atlanta	\$430.0	70%	\$614.3	12%	\$44.3	22%
29	Gannett	\$396.7	12%	\$3,441.6	-2%	\$377.0	-5%
30	Multimedia	\$345.4	72%	\$480.7	3.8%	\$45.6	17.8
31	Scripps Howard Broadcasting	\$325.6	100%	\$325.6	8%	\$30.0	43%
32	Washington Post	\$324.9	23%	\$1,438.6	—	\$174.6	-12%
33	Tektronix	\$301.5	21.4%	\$1,408.3	-1.7%	(\$92.6)	NM
34	BHC Communications	\$278.1	100%	\$278.1	13%	\$481.2	-41%
35	Grey	\$269.5	56%	481.3	17%	\$14.6	4.5%
36	Great American Communications	\$263.3	82%	\$322.4	7%	(\$39.0)	NM
37	3M	\$260.4	2%	\$13,021.0	8.6%	\$1308.0	5.1%
38	Century **	\$257.6	93%	\$277.0	20%	(\$64.5)	NM
39	Dun & Bradstreet	\$240.8	5%	\$4,817.7	11.5%	\$508.2	-13.3%
40	SCI Television	\$234.0	100%	\$234.0	3%	\$22.9	NM
41	Control Data Co.	\$230.6	13.6	\$1,691.0	-42.3	\$2.7	NM
42	Adelphia	\$229.6	100%	\$229.6	22%	(\$156.9)	NM
43	Orion	\$209.7	36%	\$584.2	20%	(\$63.0)	NM
44	GM Hughes	\$205.0	1.75%	\$11,723.0	3.2%	\$726.0	-7%
45	A.H. Belo	\$192.5	44%	\$439.1	5%	\$29.6	26%
46	Eastman Kodak	\$189.0	1%	\$18,908.0	3%	\$703.0	33%
47	Pinelands Inc.	\$181.1	100%	\$181.1	15%	(\$5)	NM
48	Spelling Entertainment	\$154.0	97.4	\$158.0	9.7%	\$6.5	-48%
49	Media General	\$153.4	25%	\$613.2	1%	\$25.5	23%
50	Midwest Communications	\$152.4	80%	\$190.5	18%	(\$1.6)	NM

Top 100 Companies

ECI Rank	Company	ECI Revenue (in millions)	ECI % of Total Rev.	1990 Total Revenue (in millions)	% Chg. From '89	1990 Total Earnings (in millions)	% Chg. From '89
51	Varian	\$139.1	11%	\$1,264.8	3.7%	(\$4.1)	NM
52	LIN Broadcasting	\$134.5	36%	\$378.1	51%	(\$222.8)	NM
53	Westwood One	\$131.3	90%	\$145.9	11.7%	-\$18.2	NM
54	FCB	\$128.4	38%	\$338.1	3.7%	\$21.6	10.2
55	Telemundo Group	\$127.8	100%	\$127.8	10%	(\$11.9)	NM
56	Jefferson-Pilot Corp.	\$127.3	11%	\$1,162.6	2%	\$157.6	14%
57	Pulitzer Publishing	\$115.5	29%	\$402.8	—	\$12.5	-33%
58	TCA Cable TV	\$113.7	100%	\$113.7	44%	\$4.8	-56%
59	Infinity	\$112.1	100%	\$112.1	4%	(\$39.7)	NM
60	Meredith	\$111.8	15%	\$735.4	6%	(\$26.4)	NM
61	Malrite Communications	\$108.9	100%	\$108.9	-1%	(\$17.7)	NM
62	Gillett Holdings**	\$105.0	13%	\$790.0	2%	NA	NM
63	McGraw-Hill	\$104.0	5%	\$1,938.6	8%	\$172.5	261%
64	Emmis **	\$103.0	100%	\$103.0	38%	NA	NM
65	ML Media	\$93.6	100%	\$93.6	6%	(\$41.5)	NM
66	Jones Intercable	\$91.1	100%	\$91.1	38%	(\$22.9)	NM
67	Liberty Corp.	\$87.3	26%	\$334.1	-6%	\$25.2	-26%
68	Zenith	\$84.6	6%	\$1,409.9	-8.9%	(\$63.3)	NM
69	Jacor	\$80.0	100%	\$80.0	4%	(\$20.7)	NM
70	Pathe	\$78.8	15%	\$525.9	50%	(\$107.6)	NM
71	Park Communications	\$71.8	45%	\$159.6	-2%	\$18.9	1%
72	Lee Enterprises	\$71.3	25%	\$278.5	7%	\$43.5	1%
73	Comsat	\$68.5	15%	\$456.8	11%	(\$16.3)	NM
74	IDB	\$64.8	75%	\$86.5	42%	\$0.65	-96.3%
75	C-TEC	\$63.9	31.9%	\$200.4	24.4%	(\$9.6)	NM
76	Ackerly	\$63.4	33%	\$159.1	9%	(\$14.5)	NM
77	Burnham Broadcasting	\$62.9	100%	\$62.9	15%	(\$18.2)	NM
78	Clear Channel Communications	\$60.3	100%	\$60.3	32%	(\$0.4)	NM
79	American Family Corp.	\$59.8	2%	\$2,678.3	10%	\$117	53%
80	Outlet Communications	\$55.7	100%	\$55.7	-44%	\$6.1	-62%
81	FNN	\$52.6	100%	\$52.6	18%	(\$72.4)	NM
82	Heritage Media	\$51.0	25%	\$203.9	24%	(\$28.8)	NM
83	New York Times	\$50.4	3%	\$1,776.8	—	\$64.8	-76%
84	C-COR	\$48.2	80%	\$60.3	12.1%	\$5.5	6.2%
85	Unitel Video	\$47.0	100%	\$47.0	21.7%	\$1.3	NM
86	Carolco	\$42.1	15.7%	\$269.1	90%	\$17.3	23.2%
87	Burnup & Sims	\$39.8	20.6%	\$192.7	8%	\$0.785	-91.5%
88	Falcon Cable	\$39.3	100%	\$39.3	30%	(\$11.6)	NM
89	Chyron	\$33.0	100%	\$33.0	-25%	(\$10.0)	NM
90	Motorola	\$32.6	0.3%	\$10,885.0	13.1%	\$499.0	0.2%
91	dick clark	\$30.3	100%	\$30.3	18.3	\$1.4	-46%
92	Republic Pictures	\$30.1	52.5%	\$57.3	23.2%	\$0.727	-24.7%
93	Fries Entertainment	\$29.0	66%	\$44.0	26.4%	(\$5.6)	NM
94	Reuters	\$27.4	2%	\$1,369.0	15.3%	\$320.1	13%
95	Stauffer Communications	\$26.7	20%	\$133.6	0.8%	\$5.0	-2.2%
96	Playboy	\$26.0	15.4%	\$168.0	1%	\$6.2	NM
97	Cohu Inc.	\$24.5	55.8%	\$43.9	24.6%	\$4.4	3.3%
98	Osborn Communications	\$23.8	100%	\$23.8	22.4%	(\$4.5)	NM
99	Wegener Corp.	\$22.4	81%	\$27.6	-9.2%	(\$2.6)	NM
100	All American TV	\$18.5	100%	\$18.5	9.4%	\$0.255	-60%

** All data for company based on estimates

NA - Not available

NM - Not meaningful

ROSS TOPS LIST OF MEDIA MONEY MAKERS

Annual Fifth Estate survey shows Time Warner chairman doubling his 1989 salary; Disney Chairman and CEO Michael Eisner is again second

Topping BROADCASTING's annual sampling of Fifth Estate salaries was Time Warner Chairman and Co-Chief Executive Officer Steven Ross, who made \$78.1 million in 1990. That more than doubled his 1989 salary of \$34.2 million and put him well above Time Warner President and Co-Chief Executive Officer Nick Nicholas, who earned \$2,362,306 in 1990, compared to \$1,973,559 in 1989.

Disney Chairman and Chief Executive Officer Michael Eisner was again second behind Ross with a salary of \$11,233,229, compared to the \$9,589,360 he made in 1989. Disney President and Chief Executive Officer Frank Wells earned \$5,641,615 in 1990, compared to \$4,819,680 in 1989.

On the network side, CBS Chairman, President and Chief Executive Officer Larry Tisch made \$1,457,489 in 1990 compared to \$1,325,866 in 1989. Other top CBS executives made the following: Howard Stringer, president, CBS/Broadcast Group, \$896,627; Jeff Sagsansky, president, CBS Entertainment Division, \$775,594, and CBS News President Eric Ober, who made \$550,530 in 1990. Peter Lund, executive vice president, CBS/Broadcast Group, made \$1,586,882, \$1,487,500 of which represented the agreed upon loss to him of anticipated benefits from stock options that lapsed upon leaving his previous employment, according to CBS's proxy statement.

Salaries at Capital Cities/ABC declined slightly this year. President, Chief Executive Officer and Chief Operating Officer Dan Burke made \$907,100 in 1990, compared to \$1,042,507 in 1989, while Chairman Thomas Murphy made \$891,000 last year, compared to \$1,089,132 in 1989. John Sias, executive vice president, ABC TV Network, made \$771,900 in 1990, off by over \$100,000 from his 1989 salary of \$883,132. Michael Mallardi, senior vice president and president of the Broadcast Group, saw his 1990 salary increase to \$760,500 compared to \$753,314 in 1989.

Among the highest compensated in the group owner category are Ward L. Huey, vice chairman and president, A.H. Belo Broadcasting (five TV's), at \$607,883 (compared to \$526,574 in 1989); Ken J. Elkins, senior vice president, broadcasting, Pulitzer Publishing (one AM, one FM, seven TV's), at \$373,634 (compared



Top earner Steve Ross of Time Warner

to \$466,037); and Lawrence Fraiberg, Pinelands (wwor[TV] New York) chairman and chief executive officer at \$478,510 and Michael B. Alexander, Pinelands president and chief operating officer at \$349,103.

On the cable side, Tele-Communications Inc. President John C. Malone, made \$454,140 in 1990, compared to \$400,000 in 1989. John W. Goddard, senior vice president and chief executive officer, Viacom Cable, made \$1,103,795 in 1990, compared to \$1,056,598 in 1989.

The term "cash compensation" includes salary and bonuses, but not the exercise of stock options, which typically allow an executive to purchase stock at any time during a period of years at a set price. At King World, for example, Steven Hirsch exercised options on 38,160 shares for a net value of \$679,439, and Jeffrey Epstein exercised options on 30,000 shares for a net value of \$847,200.

Bonuses can also be a significant source of compensation. Disney head Michael Eisner has a base salary of \$750,000. However, he made \$10,483,229 in bonuses. Eisner's agreement with Disney provides an annual bonus equal to 2% of the amount by which the company's net income for the fiscal year exceeds the amount representing a return on stockholders' equity of 9% for 1990 and prior years and 11% after 1990.

The huge salaries of some chief executives are rubbing Senator Carl Levin (D-Mich.) the wrong way. Levin, who is chairman of the Senate Oversight of Government Management Subcommittee, said he has introduced a

bill to allow stockholders to vote on salaries and other compensation of chief executives. Levin was quoted in one published report as saying stockholders "ought to have the right to question inappropriate executive pay at their annual shareholder meetings—after all, it is their money."

[The chart below provides information on executives' salaries. An asterisk by a name means that a person is no longer in that position.] —*J.G.F.*

Company	1990 Title	Cash Compensation
Ackerley Communications		
Barry A. Ackerley	Chair/CEO	\$571,000
Donald E. Carter	Pres/COO	\$223,000
Adelphia Communications		
John J. Rigas	Chair/Pres/CEO	\$506,731
Michael J. Rigas	VP ops	\$84,231
Timothy J. Rigas	Senior VP/CFO/treas	\$84,231
James P. Rigas	VP ops	\$84,231
Daniel R. Milliard	VP/sec/gen counsel	\$150,000
American Television & Communications		
Joseph J. Collins	Chair/CEO	\$1,550,000
James H. Doolittle	Pres/COO	\$1,035,000
A.H. Belo		
Robert W. Dechard	Chair/CEO	\$1,014,250
Ward L. Huey Jr.	Vice Chair/Pres bst	\$607,883
CBS		
Laurence A. Tisch	Chair/Pres/CEO	\$1,457,489
Howard Stringer	Pres CBS/Bst Group	\$896,627
Peter A. Lund	Ex VP CBS/Bst Group	\$1,586,882
Jeffrey F. Sagsansky	Pres CBS Ent	\$775,594
Eric W. Ober	Pres CBS News	\$550,530
Cablevision Systems Corp.		
Charles F. Dolon	Chair/CEO	\$1,100,000
John Tatta	Pres	\$950,000
James Kolatt	Ex VP/COO	\$700,000
William J. Bell	Vice Chair	\$660,000
Marc A. Lustgarten	Vice Chair	\$660,000
Capital Cities/ABC		
Daniel B. Burke	Pres/CEO/COO	\$907,100
Thomas S. Murphy	Chair	\$891,000
John B. Sias	Ex VP/Pres. ABC-TV Net	\$771,900
Michael P. Mallardi	Sn VP/Pres. Bst Grp	\$760,500
Ronald J. Doerfler	Sn VP/CFO	\$748,600
Carolco Pictures		
Mario Kassar	Chair	\$1,500,000
Peter Hoffman	Pres/CEO	\$881,250
Clear Channel Communications		
L. Lowry Mays	Pres/CEO	\$574,349
Cornsat		
Robert Wussler	Pres/CEO Video Ent	\$450,012



Disney's Michael Eisner

Company 1990 Title Cash Compensation

Disney		
Michael Eisner	Chair/CEO	\$11,233,229
Frank Wells	Pres/COO	\$5,641,615

Durham Co.		
F.P. Coley	Executive VP	\$159,763

Fries Entertainment		
Charles W. Fries	Chair/CEO	\$1,034,816

Great American Communications		
George E. Castrucci	Pres/Ex VP/COO	\$370,000
Charles S. Mechem Jr.	Pres	\$314,000*

Gannett		
John J. Curley	Chair/Pres/CEO	\$1,300,000
Douglas McCorkindole	Vice Chair/CFO	\$1,030,000

General Electric		
John F. Welch Jr.	Chair/CEO	\$2,982,873

Heritage Media		
David N. Walthall	Pres/CEO	\$323,939
Paul W. Fiddick	Ex VP/Pres Radio Grp	\$185,265
James J. Robinette	Ex VP/Pres TV Grp	\$172,680

Imagine Entertainment		
Ron Howard	Co-CEO	\$1,221,600
Brian Grazer	Co-CEO	\$1,221,600

International Broadcast Systems		
Earl L. Jones	Chair/CEO/Pres	\$251,098

Interpublic Group		
Philip Geier	Chair/Pres/CEO	\$1,635,232
Robert James	Chair McCann-Ercksn	\$966,466

Jacor		
Terry S. Jacobs	Chair/Pres/CEO	\$400,635

Jones Intercable		
Glenn R. Jones	Chair/CEO	\$575,000

King World		
Roger King	Chair	\$1,885,000
Michael King	Pres/CEO	\$1,885,000
Stephen Palley	Ex VP/COO	\$722,000
Steven Hirsch	Pres Camelot Ent.	\$500,000
Jeffrey Epstein	CFO	\$300,000

Kushner-Locke		
Donald Kushner	Co-Chair/CEO/CFO	\$636,250
Peter Locke	Co-Chair/Pres	\$636,250

LIN Broadcasting		
Gary Chapman	Pres LIN TV Group	\$425,000
Frank A. O'Neil	Pres KXAS-TV Ft. Worth	\$180,000*

Company 1990 Title Cash Compensation

Meredith		
Jack D. Rehm	Pres/CEO	\$532,484

McGraw-Hill		
Joseph L. Dionne	Chair/CEO	\$1,153,127

Multimedia		
Walter E. Bartlett	CEO	\$596,169
James T. Lynagh	Pres/COO	\$424,756*

Orion Pictures		
Arthur Krim	Chair	\$809,500
Eric Pleskow	Pres/CEO	\$809,500
William Bernstein	Ex VP	\$809,500
Gary Nardino	Chair/CEO Orion TV	\$807,077

Paramount Communications		
Martin S. Davis	Chair/CEO	\$3,645,600

Pinelands		
Lawrence Fraiberg	Chair/CEO	\$478,510
Michael B. Alexander	Pres/COO	\$349,103

Pulitzer		
Joseph Pulitzer Jr.	Chair	\$655,200
Michael E. Pulitzer	Pres/CEO	\$615,800
Ken J. Elkins	Sn VP Broadcasting	\$373,634

Scripps Howard		
Richard J. Janssen	Pres	\$394,000
Frank Gardner	VP	\$218,000*
Kenneth W. Lowe	VP	\$200,000
James P. Fox	VP	\$195,000
Thomas C. Griesdorn	VP	\$193,000



CBS's Laurence Tisch

Company 1990 Title Cash Compensation

TCA Cable TV		
Robert M. Rogers	Chair/CEO	\$162,721
Fred R. Nichose	Pres/COO	\$135,066

Tele-Communications Inc.		
Bob Magness	Chair	\$454,136
John C. Malone	Pres	\$454,140
Donne F. Fisher	Treas/Sn VP	\$329,133
J.C. Sparkman	Ex VP	\$329,128
John J. Sie	Sn VP	\$251,211


Telemundo		
Donald G. Raider	Ex VP/COO	\$451,831*
Carlos R. Barba	Sn VP prog, promo	\$362,250*

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Company	1990 Title	Cash Compensation
Peter J. Housman II	Sn VP/Treas/CFO	\$283,958
W. Gary McBride	Sn VP mktg, sales	\$273,722
Times Mirror		
Robert F. Erburu	Chair/CEO	\$881,971
David Laventhol	Pres	\$584,462
Donald F. Wright	Sn VP	\$319,189
Time Warner		
Steven Ross	Chair/Co-CEO	\$78,176,492
N.J. Nicholas Jr.	Pres/Co-CEO	\$2,362,306
J. Richard Munro	Chair ex comm	\$1,524,326
Turner Broadcasting Systems		
R.E. Turner	Chair/Pres	\$879,603
Terence F. McGuirk	VP/Dir	\$584,777
Tribune		
James C. Dawdle	Pres/CEO bestg	\$603,502



TCI's John Malone

Company	1990 Title	Cash Compensation
United Artists Entertainment		
Stewart D. Blair	Vice Chair/CEO	\$493,191
Fred Viero	Pres/COO	\$323,393
United Television		
Garth S. Lindsey	Ex VP/CFO/Sec	\$185,000
Viacom		
Frank J. Biondi Jr.	Pres/CEO	\$1,459,229
Neil S. Braun	Sn VP/Chair Pictures	\$631,442
John W. Goddard	Sn VP/Pres/CEO Cable	\$1,103,795
Henry S. Schleiff	Sn VP/Chair/CEO Bestg	\$1,051,923
Washington Post		
Katharine Graham	Chair	\$554,986
Howard E. Wall	Pres cable div	\$422,875
Westinghouse		
B.B. Stoniar	Chair Bestg	\$729,996

SEC FILINGS: BEYOND THE NUMBERS

Details are present in financial statements that provide insights into the workings of companies and their executives

The media recession has made annual report reading a more sobering experience this year. But beyond the numbers, there are insights in the text that accompany the financial statements that are diverse and sometimes even entertaining. Some examples:

■ Details provided in the financial statement of Pinelands Inc., parent company of WWOR-TV, suggest it had a reason to hope NBC would not renew *Cosby*: "If there is an eighth network season of *The Cosby Show*, the company will become committed to the third and final automatic extension of the license agreement in the fall of 1991. Based upon the company's current revenue estimate for *The Cosby Show*, it is likely that the company would be required to record a writedown at that time if an eighth season is produced."

■ Carolco Pictures Inc. Chairman Mario Kasser was reimbursed \$259,000 by the studio for security services, according to Carolco's 10-K. Kasser was also reimbursed \$42,200 for nonaccountable travel and entertainment expenses.

■ Fries Entertainment, which is in the process of trying to obtain additional equity, spent \$205,400 for a car and chauffeur for Chief Executive Charles Fries and \$122,000 for a new screening room at his home.

■ As previously noted ("Closed Circuit," March 11) TCA Cable TV's proxy details a substantial reduction in

controlling ownership of the Tyler, Tex.-based MSO. TCA Chairman Bob Rogers now solely owns about 20% of the stock, down from roughly 35% in the prior-year reporting period. The missing 15% is now in the hands of his ex-wife, Louise Rogers, from whom he was recently divorced. Both continue to jointly own a corporation that has an additional 5% of stock.

□

One line that has begun to appear in financial statements is "cash flow." Several years ago, several broadcasters attempted to inform shareholders of cash flow data they felt to be more meaningful than net earnings, but efforts were frustrated by the Securities and Exchange Commission. But in the latest annual reports, companies such as A.H. Belo and Outlet Communications include the figure. The former defines it as operating income before depreciation and amortization; the latter, as operating income before depreciation.

■ Another radio group owner may join the ranks of broadcasters with ownership in a major league baseball team. Jacor Communications noted it has the right, subject to approval from its lenders, to invest \$1 million as a limited partner in the application for a major league baseball franchise in Denver. The Cincinnati-based group owner also said that because Universal Broadcasting's Martin Kosofsky now has an attributable—for FCC purposes—interest in Jacor, "the company is currently restricted

to the future acquisition of two AM stations and three FM stations and may not be able to acquire stations in the major markets of New York, Los Angeles, Chicago, Pittsburgh, St. Louis and Indianapolis."

Acquisition footnotes in two annual reports detail the range of how TV station prices are allocated. Pulitzer said slightly more than half of the \$37.8 million it paid for WDSU-TV New Orleans was allocated to intangibles, including FCC licenses, network affiliations and "...programming contracts and advertising client base." Only 1% of the price was allocated to "goodwill." Heritage Media said roughly half of the \$4.2 million purchase price for stations it bought went to goodwill.

■ Meredith noted that at the time its year-end statement was compiled, Internal Revenue Service rules prohibited the company from claiming any income tax benefit upon the sale of MMT, a television ad sales representation firm. Meredith had realized an economic loss on the wholly owned subsidiary. But since the statement was issued, the IRS has revised its rules and the current year's statement will include the tax gain.

■ Among other legal matters, Telemundo updated references to a lawsuit filed against it by John Blair Communications. In *John Blair Communications et al. v. Reliance Capital Group L.P.*, the plaintiffs allege Telemundo's parent company, Reliance Capital, made fraudulent representations in connection with

the sale of John Blair. The suit, in the Supreme Court of the State of New York, since December 1987, is seeking \$69 million in compensatory damages and \$25 million in punitive damages.

■ Walt Disney Co. has an investment-participation-incentive program under which certain key creative employees selected each year were granted an opportunity to invest in the company's live-action theatrical motion pictures. Although certain of the executive officers or directors participated in the program in prior years, none participated in fiscal 1990, and it is not currently anticipated that any further participants will be granted under the program. But E. Cardon Walker, board member, did receive a payment of \$25,516 for films in which he invested between 1963 and 1979.

■ At Comsat, Robert Wussler repaid the \$300,000 the company loaned him to buy a house in the Washington area.

■ The contract of board member Richard King, brother of Michael and Roger King and consultant to King World since 1984, and who earned \$15,600 in fiscal 1990, will expire Aug. 31, 1991. Richard King had an oral consulting agreement with King World.

■ Because Midwest Communications President and Chief Executive Officer James Rupp is on the board of King World, the programmer disclosed that Midwest Communications last year paid King World 6.1% of reported consolidated revenues, or about 5.3% of estimated consolidated gross revenues for Midwest Communications' last fiscal year. The recession did not lower Midwest's payments this year, which came to about 7.1% of Midwest's reported consolidated revenues, or 6.1% of estimated consolidated gross revenues for fiscal year ending Aug. 31, 1991.

■ News Corp. Chief Executive Rupert Murdoch resigned from the Reuters board of directors before his term expired. The reason for the resignation was, according to a spokesperson, in part due to the fact that he had to devote more time to News Corp.'s restructuring and that News Corp.'s ownership of Reuters has decreased lately. News Corp. currently holds two million ordinary shares.

A random sampling of advertising expenditures by group owners shows different philosophies regarding advertising during a recession. Osborn Communications spent \$823,056 on advertising in 1990, down 9.5% from 1989. Also reducing expenditures were Tribune, which cut advertising by 19.3% to \$45 million, and A.H. Belo Corp., down 10.6% to \$6.7 million. —GF, JF

COEN CUTS ADVERTISING FORECAST

Network up 1.5%, spot up 1%; cable and syndication continue double-digit growth but at slower rate; turnaround expected in fourth quarter

National television advertising revenue will increase only 3.5% in 1991 to \$20.9 billion, according to Robert Coen, senior vice president, director of forecasting, McCann-Erickson. Coen also said at a semiannual presentation of the ad agency executive's "Insider's Report" that total advertising expenditures in the U.S. will rise 3.1% to \$132.6 billion in 1991. The 3.1% projection is about 1.5% lower than the 4.6% growth projection Coen estimated last December.

Coen said: "We are now definitely working our way out of a recession, but we can expect an advertising upturn during the fourth quarter of this year."

The advertising picture is especially grim for network and spot television. Spending by advertisers on network tele-

vision, according to Coen, will increase only 1.5% in 1990 to \$9.5 billion. Spot television spending in 1991, he said, will increase just 1% to \$7.9 billion. In 1990, network television posted a 5% increase over 1989 and spot television was up 7.5%.

Local television is also not immune to the recession: Coen projects growth of 1% to \$7.9 billion, compared to 3.5% growth in 1990.

Once again, cable and syndication (which includes Fox) should see double-digit growth in 1991. Coen projects cable television ad revenues will increase 12% this year to about \$1.6 billion and syndication revenues will go up 20% to \$1.9 billion. While double-digit increases are impressive, growth declined for both cable and syndication in 1991



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McCann-Erickson's Robert Coen

3% and 5%, respectively. Coen has previously said that without Fox, syndication growth could be cut in half. Also, lowered network rates may have pulled dollars out of syndication and cable and back into the networks.

National radio advertising will increase only 2.3% in 1991 to about \$2.2 billion, with local radio advertising increasing 1.5% to \$6.7 billion.

Coen's report on the first quarter of 1991 was—as had been anticipated—grim. Network television advertising revenues dropped 6%, compared to 1990, when the networks enjoyed their biggest gains in five years. Individually, CBS dropped 13% and NBC, 12%, while ABC, given a big boost with its Super Bowl broadcast, gained 6%. In January, ABC was up 28%, compared to January 1990. The recession, along with tougher competition from Fox and cable, severely hurt the networks' scatter rate. The Persian Gulf war also delayed many advertising campaigns planned for television.

Spot television's slump has continued into April 1990. According to Coen, spot television advertising revenues dropped 8% in the first quarter, compared to first quarter 1990. April was also off 8%.

On the other hand, cable network advertising revenues increased 11% in the first quarter. Cable, Coen said, did not "experience any significant revenue losses as a result of preemptions for Gulf news coverage." However, he said, preliminary reports indicate cable's double-digit growth is "slowing."

Syndication growth also continued into 1991 partly because of Fox's programming expansion. Advertising revenues for syndication increased throughout the first quarter and ended up showing a gain of 27% over 1990 figures. However, Coen said, "As both of

these two relatively new competitors grow in dollar revenue, their ability to sustain soaring advertising growth will weaken."

National spot radio advertising actually increased by 2% in the first quarter, rebounding from a 10% decline in January. Coen said while the increase "was not by itself outstanding, it is somewhat noteworthy in contrast to the declines reported by other media sectors." Coen did not have available numbers for radio networks because the Radio Network Association said it decided to discontinue ad spending reports until the end of the Gulf war. Coen said: "We can only guess that, like many other media, the radio networks are experiencing reductions in advertising expenditures."

Advertising on local television stations saw first-quarter declines of 7% and a 6% decline for the first four months of 1991. Said Coen: "The absence of a snapback in April was further confirmation that the recession was holding back any significant improvement following the end of hostilities in the Gulf."

Almost all key advertisers on local television cut spending in 1991. In the first quarter, spending by auto dealers dropped 30% and department-discount store spending both dropped 11%. Among major advertisers, only appliance stores, at 17%, and banks and savings and loans, at 7%, increased local television spending.

Local radio advertising revenues,

Coen said, "frequently hold up quite well in periods of business slowdown because outlays are usually smaller than those required for newspaper and television campaigns. But in the first quarter of 1991, most radio stations experienced local advertising declines of 5% to 10%."

Among major advertising categories in the first quarter, advertisers clearly left network for syndication and cable. For example, spending in the food category dropped 15% on network, while increasing 17% on cable and 12% in syndication. Passenger car manufacturers decreased network spending by 13%, while increasing cable spending 28% and syndication spending 57%.

The Fifth Estate's main competitor for advertising dollars, national advertising in newspapers, is expected to increase 2.5% in 1991 to almost \$4 billion, while magazines are expected to be flat at \$6.8 billion. Local newspaper spending, Coen projected, will increase 1.5% to \$28.8 billion.

Internationally, advertising revenues will continue to show solid growth. While Coen projects U.S. advertising expenditures will increase only 3.1% in 1991 to \$132.6 billion, he said overseas advertising is expected to increase at least 6.1% to \$153.5 billion, bringing total worldwide advertising spending to \$286.1 billion, an increase of 4.7% over 1990. Only the United Kingdom and Australia will see growth under 2% this year, he said. —JF

BOTTOM LINE

GOLDSTAR-ZENITH DEAL

GoldStar Co., a Korean TV set manufacturer, closed its agreement to buy 1.45 million shares of common stock in Zenith Electronics Corp., Glenview, Ill. Zenith and GoldStar agreed to the \$10.34 per share purchase for 4.97% of the outstanding Zenith shares last February, when GoldStar paid \$1.45 million out of the total \$15 million purchase price. The remaining \$13.55 million was paid two weeks ago following regulatory approval of the purchase by the Korean government. Under separate agreements, GoldStar is also licensed to sell consumer TV models of Zenith's flat tension mask

picture tubes and is promoting Zenith's Digital Spectrum Compatible HDTV for approval as the Korean HDTV transmission standard.

BACK TO SQUARE ONE

Chyron Corp., a designer and manufacturer of graphics equipment, said the letter of intent it entered with Recovery Group LP has been withdrawn. That letter was to replace a prior letter of intent with Carlton Communications (BROADCASTING, April 29). Chyron executives were unavailable for comment on the company's next step.

WIRELESS CABLE COMING TO MOSCOW

A U.S. and Soviet joint venture will launch a 13-channel wireless cable system in Moscow, according to Richard Sherwin, president of International Telcell (IT), the venture's managing partner. Groundbreaking for the system, Kosmos TV, could take place as soon as Sept. 1, said Wireless Cable Association President Robert Schmidt, one of the U.S. partners. The two spoke with *BROADCASTING* June 5 at the WCA headquarters in Washington.

Other American partners include Comsat Video Enterprises (CVE); Met Telcell, headed by John Kluge and Stuart Subotnick of Metromedia; investment bankers Moran & Associates, and new firms headed by John Stanton (McCaw Cellular) and Wayne Perry, and former MCI Vice President Brian Thompson.

Kosmos TV will carry five broadcast signals and eight channels currently carried on Astra, Eutelsat and Intelsat satellites. Schmidt said programmers will have to reduce their fees (initially) for the



WCA President Robert Schmidt

venture to reach early penetration goals of 22%-23%. So far, no programmer has committed to it, he said. Programming plans call for channels dedicated to news, local programming, children's programming, sports, music and movies.

Kosmos TV will target three distinct markets in Moscow, Sherwin said, relying initially on the city's large foreign population and growing hotel business. "Foreign residences will start the business." Foreigners and hotel guests will generate convertible capital for Kosmos

TV, while Russian customers will pay with rubles. Schmidt said the hotel plan keeps things simple (and less expensive) and will rely on pay-per-stay, not PPV.

Key to the plan's early success will be reaching foreign residences and hotels early and keeping the installation costs per dwelling low, Schmidt said. In the U.S., the average installation cost for wireless cable is about \$400. Sherwin said lower labor costs will keep installation below \$70 per subscriber. Break-even, he said, will be about 20,000 subscribers.

Sherwin said Soviet viewers are willing to spend up to a third of their income on quality multi-channel video programming. To American consumers upset at their cable bills, that may seem like a lot, Schmidt said, but Soviet citizens have costs disproportionate to American citizens.

Both Sherwin and Schmidt said there have been few bureaucratic hoops to jump through, although it took several trips at great expense to finally reach decision makers. The one government

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CHANGING HANDS

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

obstacle left is securing every available wireless channel, to foreclose the possibility of a wireless overbuilder.

The two men described the current Soviet telecommunications as similar to the U.S.'s in 1950, and said they are part of a movement that will bring it into the 1970's. The biggest challenge—and worry—for the venture, he said, was not overdoing it at first. For better or worse, Schmidt said: "We're going to change their lives."

-PJS

WSPD(AM)-WLQR(FM) Toledo, Ohio □ Sold by Toledo Broadcasting Co. to Stratford Research for \$4 million cash. Stations were purchased in 1986 for \$15 million ("Changing Hands," Sept. 15, 1986). Seller is subsidiary of Commonwealth Communications Services Inc., headed by

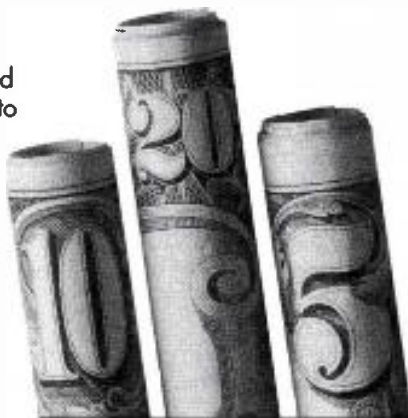
David M. Detweiler, and is also licensee of WHP-AM-FM-TV Harrisburg, Pa. Buyer, headed by Lewis W. Dickey Jr., is Toledo-based national market research and strategy consulting firm. WSPD is fulltime with news-talk format on 1370 khz and 5 kw. WLQR has adult contemporary format on 101.5 mhz with 19.1 kw and antenna 810 feet. Broker: *The Ted Hepburn Co.*

WCRJ-FM Jacksonville, Fla. □ Sold by Hoker Broadcasting to Paxson Broadcasting for \$3.5 million. Hoker Broadcasting recently sold co-owned WRXJ(AM) Jacksonville, Fla. for \$425,000 ("Changing Hands," May 27). Sale of combo to Ragan Henry Group in 1989 for \$8.6 million fell through ("Changing Hands," June 26, 1989). Seller is headed by Jay Hoker, and also owns WCRJ-FM Jacksonville, FL; WMLX(AM) Florence (Cincinnati), Ky.; WDFX(FM) Detroit (sold pending FCC approval); KCFX(FM) Harrisonville (Kansas City), Mo., and WOFX(FM) Fairfield (Cincinnati), Ohio. Buyer is headed by Lowell "Bud" Paxson, former president and CEO of Home Shopping Network; he presently has no other broadcast interests. WCRJ-FM has country format on 107.3 mhz with 100 kw and antenna 350 feet above average terrain. Broker: *Media Venture Partners.*

KMCE(AM) Rancho Cordova, Calif. □ Sold by Minority Communications of California Inc. to Fuller-Jeffrey Broadcasting Corp. for \$1 million. Price includes \$950,000 cash at closing and \$50,000 escrow deposit. Sale is contingent on either sale of contour-overlapping KRCX(AM) Roseville, Calif., or waiver of FCC regulations until applicant can divest itself of

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,740,450 □ 4

FM's □ \$337,000 □ 3

AM-FM's □ \$4,203,634 □ 3

TV's □ \$1,800,000 □ 2

Total □ \$8,081,084 □ 12

Year to Date:

AM's □ \$46,653,668 □ 108

FM's □ \$81,663,772 □ 114

AM-FM's □ \$125,283,542 □ 88

TV's □ \$258,499,000 □ 38

Total □ \$512,099,982 □ 348

For 1990 total see Jan. 7, 1991 BROADCASTING.

station. Also, power of KMCE will be reduced so as not to overlap with KSRO(AM) Santa Rosa, Calif., also owned by Fuller-Jeffery. Seller is headed by Paul Neuhoff, and has no other broadcast interests. Buyer is headed by Robert F. Fuller and Joseph N. Jeffrey and is licensee of KRCX(AM) Roseville and KHOP(FM) Modesto, both California, and is 100% owner of licensees of WOKQ(FM) Dover, N.H.; WBLM(FM) Portland, Me.; KRXQ(FM) Roseville and KSRO(AM)-KHIT(FM) Santa Rosa-Healdsburg, all California, and KKSQ(AM)-KJYY(FM) Ankeny (Des Moines), Iowa. Fuller-Jeffery is also applicant for new KHRA(FM) Mariposa, Calif. KMCE has Spanish format on 650 khz with 25 kw day and 1 kw night.

WQQB(TV) Bowling Green, Ky. □ CP sold by Word Broadcasting Network Inc. to Southeastern Communications Inc. for \$1 million. Station is operating under special authority of FCC; broadcast license is pending. Price includes \$750,000 cash at closing, of which \$250,000 is for three-year noncompete covenant, and \$250,000 promissory note at 12%. Seller is headed by Robert W. Rodgers and has no other broadcast interests. Buyer is headed by Jeff Bland, and has no other broadcast interests. WQQB is independent on ch. 40 with 1,096 kw visual, 10.9 kw aural and antenna 340 feet above average terrain.

KUTF(TV) Salem, Ore. □ Sold by Willamette Valley Broadcasting Co. Ltd. to Com-Bedros Dahglan, Charles W. Jordan, Gor-

munications Programing Agency Inc. for \$800,000. Price includes \$100,000 three-year noncompete covenant. Seller is headed by Steve W. McGee, Jerry E. O'Neill, dan Thiessen and Dove Broadcasting Corp., and has no other broadcast interests. Buyer, headed by Glen A. Chambers (40%) and Beverly Chambers (40%), husband and wife, and Ronna Scott (20%), is advertising agency with no other broadcast interests. KUTF is independent on ch. 32 with 3,577 kw visual, 358 kw aural and antenna 1,786 feet above average terrain.

WSKI(AM) Montpelier, Vt. □ Sold by Ski Communications Inc. to Galloway Communications Inc. for \$400,000. Price includes \$200,000 cash at closing and \$200,000 assumption of liabilities. Seller is headed by Michael D. Kaplan and has no other broadcast interests. Buyer is headed by Edward F. Flanagan (100%), Steven A. Silberburg and Jane N. Cole. Silberburg and Cole are directors and shareholders of Northeastern Broadcasting Co. Inc., licensee of WHAV(AM)-WLYT(FM) Haverhill, Mass. Northeastern Broadcasting owns 100% stock of Montpelier Broadcasting Inc., licensee of WNCS(FM) Montpelier, Vt., of which Silberburg and Cole are directors and shareholders and Flanagan is officer and general manager. WSKI is fulltimer with adult contemporary format on 1240 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 80.

COURT CLIPS WINGS OF ATLANTA VIDEO CLIPPING SERVICE

WSB-TV is awarded \$108,000 plus legal fees in case of copyright infringement; video clipper barred from copying its broadcasts

In a decision that strengthens the copyright of news material aired by a station or a network, a federal judge in Atlanta has ordered a company to stop selling copies of programming produced by a local broadcaster.

The decision could directly affect the video "clipping" business, which has boomed in the past five years as more and more corporations and government agencies have become interested in monitoring their presence on newscasts. As the business has grown, so have copyright concerns.

While the Atlanta case does not mark the first time that a station and a monitoring service have clashed over a copyright, the May 30 decision marked an unusual victory for broadcasters. It made permanent an order WSB-TV Atlan-

ta obtained against TV News Clips of Atlanta on grounds of copyright infringement, and awarded the station damages in the amount of \$108,000 plus legal fees and costs.

"This court's decision could have broad ramifications throughout the media, permitting broadcasters to secure better control over third-party exploitation of their programs," said Arnold P. Lutzker, an attorney representing WSB-TV. "There is a significant market value for this service; hopefully, this verdict will establish a value and send a clear warning to these monitoring companies."

TV News Clips based its defense in part on Sony Corp. of America v. Universal City Studios Inc., which held that certain private, noncommercial copying

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FOCUS ON FINANCE

Media stocks generally outperformed broader market indices, which were up 1%-2% for week ending last Wednesday. One reason for gains, particularly among publisher/group owners, may have to do with semi-annual advertising forecast by Robert Coen, senior VP of McCann-Erickson (see page 59). Coen said he thought advertising turnaround would start in fourth quarter. Predicted TV advertising gains of 1% for local and 3.5% for national, while below estimated inflation, would still be above many analyst's current expectations. Most

noteworthy news-related stock was Time Warner which announced offering (see "Top of the Week") that would try to reward existing shareholders who put more equity into company, by giving them rights to buy additional stock at discounted price. Existing shareholders, however, appear to have been impressed by earnings dilution from proposed 60% increase in shares outstanding. Time Warner stock fell Wednesday from \$117 to 110 $\frac{3}{4}$ on advance word of offering, and fell additional 1 $\frac{1}{4}$ on Thursday following official announcement.

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 Jun 5	Closing Wed May 29	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	56	3/4	57	-	1/4	-00.50	-4	1,056	
N (CCB) Cap. Cities/ABC	476		445	31		06.90	23	9,997	
N (CBS) CBS Inc.	165	3/8	153	7/8	11	07.40	90	2,656	
A (CCU) Clear Channel	14	1/2	15	--	1/2	-03.40	-179	61	
O (JCOR) Jacor Commun.	2	7/8	2	7/8				-5	42
O (OSBN) Osborn Commun.	7		7	3/8	--	3/8	-11.20	-14	71
O (OCOMA) Outlet Comm.	7	3/4	8	--	1/4	-03.20		128	
N (PL) Pinelands	15		14	1/2	1/2	03.40	-3	23	
A (PR) Price Commun.		7/16		7/16		00.00	133	7	
O (SCRIP) Scripps Howard	44	1/2	41	1/2	3	06.75	27	635	
O (SUNNC) SunGroup Inc.							-1	1	
O (TLMD) Telemundo	3	1/2	3	1/2		00.00	-3	177	
O (UTV) United Television	30		29	7/8	1/8	00.40	3	382	

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	32	1/2	31	3/4	3/4	02.30	27	671	
A (AK) Ackery Comm.	3	1/8	2	7/8	1/4	08.60	-33	551	
N (AFL) American Family	23	3/8	22	3/4	5/8	02.70	10	1,252	
O (ACCMA) Assoc. Comm.	16	1/2	16	1/2			56	590	
N (CCN) Chris-Craft	28	5/8	28	3/8	1/4	00.80	14	876	
O (DUCO) Durham Corp.	32	3/8	30	5/8	1	3/4	05.70	14	241
N (GCI) Gannett Co.	43	1/4	42	1/4	1		02.30	19	6,717
N (GE) General Electric	76	7/8	74	5/8	2	1/4	03.00	14	61,009
O (GACC) Great American	2	1/8	2	1/16	1/16	03.00	-2	211	
A (HTG) Heritage Media	4	1/8	4	1/4	--	1/8	-03.00	-7	231
N (JP) Jefferson-Pilot	43	5/8	43	1/8	1/2	01.10	9	1,471	
N (LEE) Lee Enterprises	27	5/8	28	1/4	--	5/8	-02.30	13	588
N (LC) Liberty	45	5/8	43	3/8	2	1/4	05.10	16	390
O (LINB) LIN	68	1/2	66	1/2	2		03.00	-16	3,769
N (MHP) McGraw-Hill	64	3/4	61	1/2	3	1/4	05.20	16	2,727
A (MEGA) Media General	19	5/8	18	3/8	1	1/4	06.80	31	782
N (MDP) Meredith Corp.	29	5/8	29	3/4	--	1/8	-00.50	17	529
O (MMEDC) Multimedia	28		27	5/8	3/8	01.30	57	2,785	
A (NYTA) New York Times	24	3/8	22	5/8	1	3/4	07.70	35	1,912
N (NWS) News Corp. Ltd.	14	3/8	13	5/8	3/4	05.50	9	4,228	
O (PARC) Park Comm.	16	1/4	16		1/4	01.50	24	434	
O (PLTZ) Pulitzer Pub.	25	1/2	25	5/8	--	1/8	-00.50	24	264
O (SAGB) Sage Bcsg.	1	3/4	1	3/8	3/8	27.20	-1	6	
O (STAUF) Stauffer Comm.	116		116			00.00	48	144	
N (TMC) Times Mirror	31		29	1/4	1	3/4	06.80	28	4,416
N (TRB) Tribune Co.	46	3/8	43	5/8	2	3/4	06.30	31	2,879
A (TBSA) Turner Bcsg.'A'	14		14	1/8	--	1/8	-00.90	-124	7,814

	Closing Wed Jun 5	Closing Wed May 29	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	219	1/2	215	1/2	4	01.80	20	3,052	
N (WX) Westinghouse	30	1/8	28	1/4	1	7/8	06.60	69	10,930

PROGRAMING

O (IATV) ACTV Inc.	2	1/2	2	1/2				9	
O (AACI) All American TV	1	3/8	1	1/2	--	1/8	-08.40	7	
N (CRC) Carolo Pictures	7	7/8	6	5/8	1	1/4	18.80	13	177
O (DCPI) dick clark prod.	5	1/2	6		--	1/2	-08.40	32	51
N (DIS) Disney	117	1/2	119		-1	1/2	-01.30	23	17,051
A (FE) Fries Entertain.		5/8		3/4	--	1/8	-16.70	7	
A (QHIB) Heritage Ent.		11/16		3/4	--	1/16	-02.20	-1	11
N (HSN) Home Shop. Net.	5	5/8	5	3/4	--	1/8	-02.20	29	697
O (IBTVA) IBS	1	1/8	1	1/8			00.00	100	26
N (KWP) King World	32	5/8	33	1/4	--	5/8	-01.90	15	1,335
O (KREN) Kings Road Ent.		5/16		5/16			00.00	1	
N (MC) Matsushita	121		121					1	29,383
A (NNH) Nelson Holdings	1	1/4		3/4		1/2	66.66	-4	26
O (NNET) Nostalgia Net.		11/16		11/16			00.00	-1	4
N (OPC) Orion Pictures	4	5/8	4	5/8				-44	444
N (PCI) Paramount Comm.	39	5/8	37	3/4	1	7/8	04.90	25	5,779
N (PLA) Playboy Ent.	5	7/8	5	7/8				138	231
O (QNTXQ) Qintex Ent.	1/8		1/8		6	5/8		26	
O (QVCN) QVC Network	11	1/4	11	3/8	--	1/8	-01.10	-14	253
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-16	85
O (RPICA) Republic Pic.'A'	10		9		1		11.10	47	34
A (SP) Spelling Ent.	4	3/4	5		--	1/4	-05.00	58	272
O (JUKE) Video Jukebox	6	1/4	6	1/2	--	1/4	-03.90	-59	81
O (WONE) Westwood One	2	3/4	2	7/16		5/16	12.80	-4	97

CABLE

A (ATN) Acton Corp.	5		5				-2	16	
O (ATCMA) ATC	42	1/2	42		1/2	01.10	32	4,089	
A (CVC) Cablevision Sys.'A'	28	1/2	27	5/8	7/8	03.10	-2	618	
A (CTY) Century Comm.	9	7/8	10		--	1/8	-01.30	-9	642
O (CMCSA) Comcast	16	1/2	16	1/2			-9	1,661	
A (FAL) Falcon Cable	8	3/8	8	3/8			-8	97	
O (JOIN) Jones Intercable	10	3/4	10	3/4			-3	119	
N (KRI) Knight-Ridder	57		52	5/8	4	3/8	08.30	18	2,572
T (RCI.A) Rogers'A'	12	1/4	12	1/4			-8	349	
O (TCAT) TCA Cable TV	15	3/8	15	5/8	--	1/4	-01.60	65	382
O (TCOMA) TCI	16	3/8	15	7/8	1/2	03.10	-18	5,369	
N (TWX) Time Warner	110		118		--	8	-06.80	-8	6,336
O (UAECA) United Art.'A'	15	3/4	15	1/4	1/2	03.20	-12	2,159	
A (VIA) Viacom	29		30	1/4	--	1/4	-03.40	-77	5,856

of broadcasts would not constitute copyright infringement.

WSB-TV originally took the company to court when it learned that the local city government was paying TV News Clips to monitor the station's coverage of the Democratic convention. Lutzker said the Mayor's office had purchased 27 different taped programs from TV News Clips in order to see how the city's image was portrayed on WSB-TV. According to TV News Clips, its monitoring and dubbing service costs \$65 for the first program, and \$30 for each additional program.

TV News Clips had been the subject of a prior injunction obtained by WXIA-TV Atlanta in 1984, in which the court prohibited the service from clipping the station's newscasts. But the court in that case awarded the station only \$35 in damages, said Lutzker, which for years had served as a "wet blanket" on any potential legal action by broadcasters.

Carolyn Duncan of TV News Clips said the company planned to appeal the WSB-TV case. Duncan added that TV News Clips, which has been in business since 1980 and has monitors in several states nationally, often gets referral business from stations that cannot handle requests for copies of their newscasts.

"Most of the broadcasters have liked

to have monitors out here," said Duncan. "We are not charging for a copyrighted work; we are charging for our services."

Coincidental to her legal battle with WSB-TV, Duncan and some other representatives of the International Association of Broadcast Monitors were planning to meet in Washington last week to seek the reintroduction of a Senate bill on the matter. The bill, originally introduced in October, would make the monitoring of news reports a fair use exception to the exclusive rights of a copyright owner.

"It's an area of the law that has a lot of gray areas," said Richard Cotton, executive vice president and general counsel, NBC. The network was itself in the position of aggressively defending its copyrighted news material last November, when NBC News programming was being used without permission in political campaign material for Delaware senatorial candidate Jane Brady. Cotton said the fair use question is an "evolving issue" that has made the copyright of news programming a continuing concern for the network.

Additional legal action on the matter has been taken at KCNC-TV Denver which, like WSB-TV, has taken an ag-

gressive approach toward monitoring companies. Following a legal battle with New York-based Video Monitoring Services, one of the nation's largest monitoring services, the Denver station last month reached an agreement to license its video reproduction rights to the company. An earlier court decision also required VMS to pay damages to KCNC-TV.

"This is not a revenue source as much as it is to protect a principle and a copyright," according to James MacDermott, vice president and station manager of KCNC-TV.

Legal action is still pending on another suit between VMS and Cable News Network, which licenses duplication rights to its material exclusively through a New York-based monitoring service, Radio and TV Reports, and the network itself. Both parties declined to comment on the case.

"Nobody ever got into this business because they thought they were violating copyright," said Robert Cohen, president of VMS, whose clients include federal agencies, congressmen, senators, top-500 corporations and the Drug Enforcement Agency. "Obviously, technology has outpaced what Congress has intended." -RB

STOCK INDEX (CONT.)

	Closing Wed Jun 5	Closing Wed May 29	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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	Closing Wed Jun 5	Closing Wed May 29	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
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EQUIPMENT & MANUFACTURING

SERVICE

N (MIMM) 3M	95	90	1/2	-4	1/2	04.90	14	18,630		
N (ARV) Arvin Industries	22	7/8	22	1/4	5/8	02.80	12	314		
O (CUBI) Co-Cor Electronics	5	3/4	5	3/4		00.00	1325	59		
O (CTEX) C-Tec Corp.	15	15	1/2	-	1/2	-03.30	-25	337		
N (CHY) Chyron		9/32	11/32	-	1/16	-18.20	-4	18		
A (COH) Cohu	10	1/4	10	1/8	1/8	01.20	10	24		
N (EK) Eastman Kodak	42	5/8	40	3/4	1	7/8	04.60	18	12,985	
N (HRS) Harris Corp.	27	5/8	25	3/4	1	7/8	07.20	51	1,390	
N (IV) Mark IV Indus.	11	7/8	11	3/4	1/8	01.00	8	201		
O (MATT) Matthews Equip.	4	1/4	3	7/8	3/8	09.60	81	9		
O (MCDY) Microdyne	10	3/8	10	3/8			-6	16		
O (MCOM) Midwest Comm.		5/8	11/16	-	1/16	-09.10	10	10		
N (MOT) Motorola	69	1/2	68	1/2	1	01.40	22	10,898		
A (PPI) Pico Products		3/4	3/4				-1	4		
N (SFA) Sci-Atlanta	14	13	12	1/2	03/70	18	620			
N (SNE) Sony Corp.	45	44	58	38	00.80	28	18,576			
N (TEK) Tektronix	23	22	38	58	02.70	42	408			
N (VAR) Varian Assoc.	46	44	34	1	1/4	04.50	63	527		
O (WGNR) Wegener	1	13/32	1	1/2	-	3/32	-	06.30	-5	14
N (ZE) Zenith	7	1/2	7	18	18	05.20	-2	889		

O (AFTI) Am. Film Tech.	5	5/8	5	1/2	1/8		02.20	165	
O (BSIM) Burnup & Sims	7	7	1/2	-	1/2	-06.70	-41	173	
A (CLR) Color Systems	3	3/4	3	3/4			-1	14	
N (CQ) Comsat	30	3/4	30	5/8	1/8	00.40	-39	668	
N (CDA) Control Data	11	3/8	11	1/2	-	1/8	-01.10	297	1,520
N (DNB) Dun & Bradstreet	48	1/2	47	5/8	7/8	01.80	17	8,618	
N (FCB) Foote Cone & B.	25	5/8	24	7/8	3/4	03.00	13	320	
O (GREY) Grey Adv.	139	141		-2		-01.90	15	186	
O (IDBX) IDB Commun.	8	3/4	8	1/8	5/8	07.60	94	65	
N (IPG) Interpublic Group	45	1/8	43	7/8	1	1/4	02.80	14	1,230
N (OMC) Omnicom	29	7/8	30	1/4	-	3/8	-01.30	12	718
O (RTRSY) Reuters	41	1/8	45	1/4	-4	1/8	-09.20	21	26,514
N (SAA) Saatchi & Saatchi	15/16	1	1/8	-	3/16	-16.70	-5	891	
O (TLMT) Telemation		1/4	1/4				4	10	
O (TMCI) TM Century		5/16	5/16			-40.00		4	
A (UNV) Unitel Video	8	5/8	8	7/8	-	1/4	02.90	12	13
O (WPPGY) WPP Group	5	1/2	5	5/8	-	1/8	-02.30	2	267

Standard & Poor's 400	458.92	456.60	2.32	0.5
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PROGRAMING

FAMILIARITY BREEDS PROGRAM DEALS

A growing number of network time slots are being filled by well-known producers, making it harder, some say, for new companies to get on the air

Established producers are, increasingly, controlling blocks of time on the networks in prime time, not unlike the way certain syndicators tend to dominate time periods in syndication. In part, the growing trend is due to the conservative strategies the networks have developed for next season. Some producers say that program diversity is suffering as a result.

Disney Network Television, one of the two biggest gainers in prime time (Disney and Lorimar each added four new shows), will program a two-hour block on NBC's Saturday night from 8 to 10 p.m. The studio is doing it with four half-hour comedies, including two new shows, *The Torkelsons* and *Nurses*, and two returning shows, *Golden Girls* and *Empty Nest*.

Paramount controls two smaller comedy blocks on NBC—Thursday, 9-10, with *Cheers* and *Wings*, and Friday, 9-10, with *Dear John* and *Flesh 'N' Blood*.

ABC continues to rely on Lorimar and Miller-Boyett to produce half its Friday night schedule, with *Family Matters*, *Step by Step* and *Perfect Strangers*, while Carsey-Warner continues to program Thursday's 8 p.m. to 9 p.m. on NBC, with *Cosby* and *A Different World*.

The trend is not new. Networks have traditionally rewarded successful producers by giving them an order for a new show compatible with one they have on the air. But it's a growing phenomenon, particularly at a time when networks are playing conservative program hands and seem less willing to take risks.

The trend is also more noticeable with fewer time periods available for comedy and drama entertainment as news and reality shows, cheaper to produce, continue to grab a bigger share of the prime time pie.

"There is the appearance of more of that going on," said John Pike, president of Paramount's network television division. "The chips are so big right now. [The network mindset is] if you

can't sell a show to an advertiser, you may be able to sell a producer." Which is why, Pike said, the studios gobble up all the high-profile talent they can, such as Gary David Goldberg, who is aligned with Paramount, or Witt-Thomas-Harris (linked with Disney) or Miller-Boyett (Lorimar Television).

Clearly, those are the people the networks want producing their shows. Between 75% and 80% of next season's prime time comedies and dramas will come from major studios or independents with a business tie to a studio. "It's just like the NBA finals," said Leslie Moonves, president, Lorimar Television. "Who do you want in the game shooting the ball, Magic Johnson or a rookie?"

However, producers and network executives insisted last week that producers are rarely in a position to force a network to make available a time period it would prefer to program some other way. But that's not to say that producers don't try. And sometimes they win.

According to Rich Frank, president, Walt Disney Studios, the studio "pushed very hard" to get *Nurses*, the new show from Witt-Thomas-Harris (whose programs are distributed exclusively by Disney), scheduled as a lead-

out to *Empty Nest* on NBC. "It was developed as a compatible show, and we felt Witt-Thomas deserved the time period. But NBC did not have an obligation to schedule it there."

But even the biggest producers lose scheduling battles, sometimes at a high cost. Last season, NBC decided to shift Lorimar's *Midnight Caller* from Tuesday, where it won its time period, to Friday, where it failed and was ultimately canceled. "Clearly that is an example of where, if we had the leverage to control a time period, we would have used it," said Lorimar's Moonves. "The networks are in control."

Lorimar and Miller-Boyett placed another new show in ABC's family-oriented comedy block on Friday's—*Step by Step*. But the network also moved a Miller-Boyett show out of the block to Tuesday at 8. "I would like to have stopped that move," said Moonves.

But as network executives acknowledge, relationships in Hollywood are critical, and they do, to some extent, drive deals that put some shows on the networks. "There is some consideration given to give producers an opportunity to share in the success where they have created success," said Perry Simon, vice president, current programming,

75 COMPANIES RESERVE EXHIBIT SPACE AT NATPE

NATPE International has received reservations from 75 companies for its 29th annual program conference (Jan. 20-24, 1992) at the New Orleans Convention Center. That represents more than 60% of the convention's exhibition floor booked, according to Nick Orfanopoulos, NATPE vice president, conference and special events. Orfanopoulos said that almost all of the major studios and New York-based syndicators have already reserved booth space at the convention, with Paramount, Columbia and Warner Bros. each booking a maximum of 8,800 square feet exhibition spaces, making last January's total record of 245,000 square feet of rented space (representing 281 exhibitors) an "attainable" goal for next year's program conference, he said.

Foreign distributors, broadcasters and other international media companies, he noted, are usually late in reserving space for the convention. Orfanopoulos mentioned that USPA, a French umbrella organization representing 29 companies, and other nationalist programming groups, brings large contingents to the convention and sometimes books space "up to the last minute" at the on-site reservation desk.

VENEZUELA GETS ABC NEWS

ABC Distribution Co. has signed an agreement allowing *World News Tonight* and a number of other ABC News broadcasts to appear on a new Venezuelan channel devoted to American programming. The channel, owned by Sistemas Cablevision, will air the ABC News shows live as part of the agreement, which runs through March 1, 1993.

NBC Entertainment. "But ultimately we have to schedule in the best interests of the overall network schedule."

Simon also makes a distinction between deals that are done simply to maintain a relationship, and ones done for the sake of compatibility and cross-over appeal. "With Witt-Thomas there is a certain tone to the comedy that is consistent," he said. "There were times this season when *Golden Girls* and *Empty Nest* created a seamless hour with all the characters crossing over, right down to Dreyfuss [the dog]. Clearly that can be done more effectively if the shows are produced by the same company."

Peter Tortorici, senior vice president, planning and scheduling, CBS Entertainment, said the network is not averse to letting a producer program a block of time. "But when it does happen, hopefully it is undertaken with a sane end goal. And that is: 'Here is what the audience seems to be looking for at that time, so let's try it.'"

While the networks seem intent on outbidding each other for the Magic Johnsons of network production, is there room left for the rookies? Yes, but the odds are increasingly against them. "With fewer time periods available for scripted entertainment programming, I think there is less opportunity for diversity and experimentation," said Paramount's Pike. "Ultimately that is not good for the viewers."

Producing a reality show for a network seems to be one way for new producers to break into prime time. Cosgrove-Meurer did it with *Unsolved Mysteries* a couple of years ago. Next season, it will add its first entertainment program, *Eerie, Indiana* (Sunday on NBC), in a joint venture with Hearst Entertainment, also new to prime time series production. And TWI, which brought *American Gladiators* to syndication, made it to Fox with a new reality show called *Ultimate Challenge*, which for many smaller producers is getting a network executive to return their calls, let alone buy their show. —SM

'WIDGET' GOES KOREAN

Zodiac enters into co-production agreement

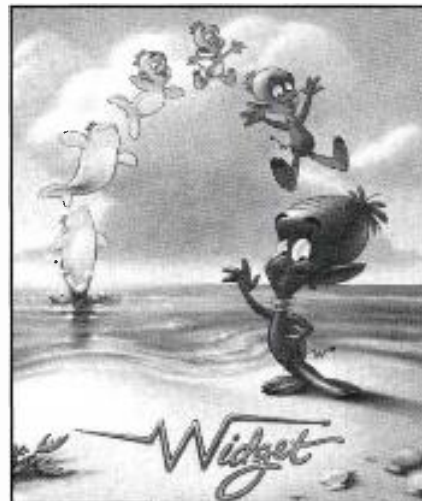
Zodiac Entertainment has entered into a co-venture arrangement with the Korean Broadcasting System, the nation's major state broadcaster, and Seyoung, a leading Korean animator, to produce Zodiac's animated *Widget*. The cartoon debuted last season as a weekly, and is going to strip in the fall.

The deal was done through KBS Media Enterprises, a KBS subsidiary established two months ago to fund program ventures around the world, similar to NHK's MICO subsidiary in Japan.

Under the terms of the deal, KBS will pay close to \$1 million for the next 52 episodes of the program, perhaps three times—or more—the going rate for series rights in Korea. In return, the company will receive exclusive rights to air the program on its own network, as well as distribution and merchandising rights to the show for seven years in a number of Asian countries, including mainland China and Taiwan, Indonesia, Hong Kong and Thailand.

As part of the agreement, Seyoung, which produces most of KBS's animation, will share in the distribution and merchandising rights spun off to KBS. Seyoung has also animated U.S. cartoons such as *Real Ghostbusters* and *Alvin and the Chipmunks*. This season it is also doing the animation for Hearst Entertainment's *Prince Valiant*.

Zodiac is paying \$100,000 per episode, or \$5.2 million, to Seyoung for the animation work the company will do on the strip. According to Zodiac partner Peter Keefe, the deal with KBS and Seyoung is a precedent-setting venture in children's programming. "It's really a strategic alliance that guarantees our animation will be of the finest quality and



delivered on time," he said.

Last season, many U.S. cartoon producers were plagued by delays in getting animation back from Asia, the result of bad weather and more work than animators there could handle. By cutting KBS and Seyoung in on distribution and merchandising rights, Zodiac hopes to insure that such problems do not plague its own program next season.

KBS Media sees the Zodiac deal as a first step toward bigger ones in the U.S. market. "In the American market right now they will never buy if we produce our own," said Sung Ryul Kim, executive director, KBS Media Enterprises. "We have to co-produce, and by linking up with skilled producers, we can learn a lot about American production, editing and direction and the type of presentation American viewers want."

Zodiac and KBS are talking about a similar deal for a new Zodiac show, *Mr. Bogus*, and KBS is talking to other U.S. producers as well. —SM



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ABC AFFILIATES HAVE COMPLAINTS FOR NETWORK

Among areas of concern expected to be discussed during affiliate meeting: late night lineup, prospects for overnight news service and ABC's poor showing in May sweeps

Perhaps ABC will look back after the completion of this week's one-day affiliate meeting and be thankful the annual gathering wasn't the traditional three-day affair it has been in the past. Although the meeting isn't expected to generate hostile discussions, ABC affiliates will present network executives with a list of complaints ranging from concern about their current late-night lineup, prospects for an overnight news service, another "disappointing" second-place finish in the prime time ratings and a poor showing in the May sweeps.

"There's been a lot of disappointment," said Ed Quinn, vice president and general manager, KGTV San Diego, and chairman of the ABC affiliates board, referring to the network's performance in prime time and also in the May sweeps. "ABC was being heralded as the successor to NBC last year, but so far we've fallen short."

Quinn called ABC's May sweeps performance "disappointing," not only for the ratings but because of the amount of schedule changes. "There seemed to be a lot of testing going on, and the schedule didn't seem to have much stability," he said.

Michael Fiorile, president and general manager, KOVR-TV Sacramento, Calif., also questioned the network's scheduling during May. "ABC seems to have the horsepower, but they're not putting it in the right places. Why, for instance, wasn't the last episode of *thirtysomething* in the May book like CBS did for the final episode of *Dallas*?"

Fiorile also suggested it might be time to reevaluate the network's sweeps strategy. "ABC had been on a roll, but to our chagrin, CBS has done well with their stunting. ABC's view has been to go in and try to win the old-fashioned way [with series]. But maybe it's time to rethink the strategy and to program more specials and other sweeps-type programming."

George Newi, ABC senior vice president, affiliate relations, agreed the May sweeps would be a point for discussion. "We didn't do very well, and I think we'll discuss things to correct that in the future," he said.

Late night is also expected to be a central topic during the meeting with discussion centered on the future of low-rated *Into the Night with Rick Dees*. Phil

Beuth, president, early morning and late night, ABC Entertainment, said the series will remain on the air until at least October and may receive another renewal beyond that if its ratings improve. He said he's waiting to see whether recent changes in the show—attempts to add more humor, "attitude and edge"—will result in higher ratings. The series, starring radio personality Dees, is cleared in 88% of the country, with only 45% of those clearances live, in the midnight to 1 a.m. time slot. Beginning last Friday (June 7) Dees was cut back to four nights a week when the network began airing *In Concert '91*, a weekly hour-long concert series. The show will air every Friday night from midnight-1 a.m. for 14 weeks. ABC has 98% clearance for the series.

Beuth will also unveil to affiliates several development projects under consideration for week-end and weekday late-night time periods including a series to program against NBC's *Saturday Night Live*.

However, all talk about entertainment programming in late-night may soon become moot as, according to Quinn, "most affiliates would like to see an overnight news service following *Nightline*." On Tuesday, June 4, the day before the meeting begins, affiliates will be polled as to their preference for an overnight news service. The results will no doubt be discussed during Thursday's closed door session between ABC exec-

utives and affiliates.

Affiliates are also expected to query network executives about the possibility of delaying the start of *Nightline* by five minutes in light of the announcement by NBC that *The Tonight Show* would be delayed by five minutes beginning next fall to enable stations to sell additional ad time and also accommodate late news runovers. "We're going to want to talk about what effect it would have on sales and revenue," said Quinn.

And also like NBC, the ABC meeting will likely touch on the possibility of a rollback of prime time to 7 p.m. to 10 p.m. on the West Coast and possibly on a national basis. "We'd like to know where ABC sees that going. I think there's mixed support for it on the West Coast," said Quinn. "If what they're saying about changing lifestyles and changing viewing patterns [is true], it may be something to look at on a national scale," he said.

Despite the problems, ABC affiliates remain confident, albeit somewhat impatient, about ABC's future. "All in all, I'd rather be with ABC. I still think it's the up and coming network. I don't think it'll be as quick and steep a victory as I once did, but it'll happen," said Fiorile.

In addition, the meeting will mark the end of Quinn's term as affiliate board chairman with Peter Desnoes, managing general partner, Burnham Broadcasting, as the new chairman. —SC

PBS, BUSH AND 'EDUCATIONAL POWER' IN ORLANDO

Live via satellite, on June 11, President George Bush is expected to address about 800 noncommercial television executives gathered at Walt Disney World's Dolphin Hotel near Orlando, Fla. The speech will almost certainly focus on the President's Education 2000 initiative and provide a flashpoint for a PBS annual meeting expected to focus special attention on "the educational power of public TV," said Eric Sass, Public Broadcasting Service senior vice president of video marketing and corporate and member relations.

One year after the Corporation for Public Broadcasting, PBS and the Association for America's Public Television Stations agreed to better assure public TV's survival in a multichannel environment by centralizing money and power at PBS, attendees will devote significant attention during the June 11-13 meeting to national programming—next fall's schedule will feature *Childhood* and *Columbus and the Age of Discovery*—and promotion. PBS last week retained San Francisco-based Hal Riney & Partners to promote the 1991-92 PBS season and to create "image advertising to communicate public television's value to the nation." And concurrent "nuts-and-bolts sessions" will focus on "effective media skills" and on local, as well as national, strategies for boosting visibility and viewership, said Sass.

RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/27	ABC 8.9/16		MACGYVER (56) [7.0/15] 7.3/14	8.4/15	ABC MONDAY NIGHT MOVIE—B. L. STRYKER: PLATES (41) [9.5/17] 8.6/15 9.2/16		10.3/19	9.8/19
	CBS 10.8/20		EVENING (33) SHADE 9.9/19	MAJOR (20) DAD 11.4/21	MURPHY (5) BROWN 13.8/24	DESIGNING (5) WMN. 13.8/24	GOOD (51) SPORTS 8.6/16	GOOD SP. (63) SPORTS 7.0/14
	NBC 8.8/16		FRESH (24) PRINCE 11.0/21	BLOSSOM (48) 8.8/16	NBC MONDAY NIGHT MOVIE—THREE ON A MATCH (53) [8.3/15] 8.1/14 8.4/14		8.6/16	8.2/16
	FOX 6.3/11		FOX NIGHT AT THE MOVIES—BLOOD TIES (67) [6.3/11] 6.1/12 6.7/12		6.3/11	6.0/10		
TUESDAY 5/28	ABC 13.6/24		WHO'S THE (25) BOSS 10.7/20	HEAD OF (28) CLASS 10.5/19	ROSEANNE (1) 17.2/29	COACH (2) 15.6/26	THIRTIYSOMETHING (4) [13.9/24] 13.8/24 14.0/25	
	CBS 11.9/23		RESCUE 911 (8) 13.3/24 12.3/23 14.3/26		CBS TUESDAY NIGHT MOVIE—BLUEGRASS PT.2 (13) [12.7/22] 12.0/20 12.4/21		13.3/23	13.1/23
	NBC 10.0/18		MATLOCK (25) [10.7/20] 10.3/19	11.0/20	NBA PLAYOFF—L.A. LAKERS VS. PORTLAND (31) [10.1/18] 8.8/16 9.8/17		9.6/16	10.5/18
WEDNESDAY 5/29	ABC 9.0/17		WONDER (37) YEARS 9.8/19	GROWING (37) PAINS 9.8/18	DOOGIE (22) M.D. 11.3/20	ANYTHING (40) B.I.LOVE 9.6/17	EDDIE DODD (64) [6.8/13] 6.8/13 6.8/13	
	CBS 9.3/18		ROCKY & (69) BULLW. 6.1/12	CLAY- (74) MATION 5.9/11	JAKE AND FAT MAN (31) [10.1/18] 9.5/17 10.7/19		48 HOURS (16) [11.9/23] 12.4/23 11.3/22	
	NBC 10.5/19		UNSLVD. MYSTERIES (12) [12.8/24] 11.7/23 13.8/25		NIGHT (33) COURT 9.9/18	DEAR (44) JOHN 9.1/16	QUANTUM LEAP (44) [9.1/17] 8.9/16 9.3/18	
THURSDAY 5/30	ABC 7.6/14		FATHER DOWLING (60) [7.2/14] 6.8/13 7.6/15		MY LIFE & (66) TIMES 6.5/12	MY LIFE & (69) TMS. SP. 6.1/11	PRIMETIME LIVE (43) [9.2/17] 9.0/16 9.3/18	
	CBS 9.2/17		TOP COPS (48) [8.8/17] 8.2/16 9.4/18		ANTAGONISTS (48) [8.8/16] 8.5/16 9.1/16		AMERICAN STORY (33) [9.9/18] 9.3/17 10.5/20	
	NBC 11.0/20		COSBY (27) 10.6/21	CHEERS SP.(23) 11.1/21	NBA PLAYOFF—PORTLAND VS. L.A. LAKERS (17) [11.8/22] 9.8/18 11.0/20		11.4/20	12.0/22
	FOX 8.6/16		SIMPSONS (39) 9.7/19	BABES (67) 6.3/12	BEVERLY HILLS 90210 (44) [9.1/16] 8.6/16 9.6/17			
FRIDAY 5/31	ABC 12.6/26		FULL (10) HOUSE 12.9/28	FAMILY (9) MAT. 13.2/28	PERFECT (15) STRGN. 12.1/24	GOING (30) PLACES 10.3/20	20/20 (7) [13.6/27] 13.2/26 13.9/28	
	CBS 6.6/13		GUNS OF PARADISE (80) [5.3/11] 5.2/11 5.5/12		CBS FRIDAY NIGHT MOVIE—BABY GIRL SCOUT (60) [7.2/14] 6.5/13 7.1/14		7.5/15	7.9/16
	NBC 5.3/11		HUNTER (83) [5.1/11] 5.0/11 5.2/11		L.A. LAW SP. (80) [5.3/10] 4.8/10 5.8/11		MIDNIGHT CALLER (76) [5.5/11] 5.3/10 5.7/11	
	FOX 4.7/10		AMERICA'S MOST (78) [5.4/12] WANTED 5.1/11 5.8/12		DEA: SP. TASK FORCE (88) [4.0/8] 3.8/8 4.2/8			
SATURDAY 6/1	ABC 5.9/13		YOUNG RIDERS (78) [5.4/13] 4.9/12 5.9/14		ABC SATURDAY NIGHT MOVIE—RHINESTONE (69) [6.1/13] 5.3/11 5.6/11		6.5/13	6.9/14
	CBS 6.6/14		FLASH (84) [5.0/12] 4.6/11 5.5/13		CBS SATURDAY NIGHT MOVIE—KISS SHOT (59) [7.4/15] 5.6/12 7.2/15		8.1/16	8.7/18
	NBC 8.4/18		AMEN (65) 6.7/17	AMER. (58) DREAM. 7.5/18	GOLDEN (33) GIRLS 9.9/21	EMPTY (28) NEST 10.5/21	SISTERS (55) [7.9/16] 8.0/16 7.8/16	
	FOX 4.0/9		TLY. HID. (90) VIDEO 3.7/9	YEAR- (91) BOOK 2.5/6	COPS (85) 4.5/10	COPS 2 (82) 5.2/11		
SUNDAY 6/2	ABC 8.5/16	LIFE GOES ON (75) [5.6/12] 4.9/11 6.3/13		AMR. FUN (18) VIDEO 11.7/22	AMR. FUN (19) PLP. 11.6/21	ABC SUNDAY NIGHT MOVIE—BABY M PT. 1 (52) [8.4/15] 7.1/12 8.3/14 8.8/16 9.6/18		
	CBS 11.4/22	60 MINUTES (3) [15.2/34] 14.3/33 16.2/34		SUNDAY * (20) DINNER 11.4/22	ALL IN THE (10) FMLY 12.9/24	TONY AWARDS (47) [8.9/16] 10.2/18 9.2/16 8.7/15 8.3/16		
	NBC 8.8/17	OUR SHINING SP.(87) [4.1/9] MOMENTS 4.2/10 4.0/8		EXPOSE (72) 6.0/11	REAL LIFE (60) 7.2/13	NBC SUNDAY MOVIE—MURDER IN HIGH PLACES (14) [12.3/22] 12.0/21 12.4/21 12.6/22 12.2/23		
	FOX 6.3/12	TRUE CLR.(89) 3.8/9	P. LEWIS (86) 4.4/9	IN LIVING (57) COLOR 7.7/15	GET A LIFE (72) 6.0/11	MRD. WITH (41) CHILD. 9.5/17	TOP OF (54) HEAP 8.1/14	SUNDAY COMICS (76) [5.5/10] 5.7/10 5.2/10

WEEKLY PRIME TIME AVERAGE ABC 9.4/18 CBS 9.6/18 NBC 9.0/17 FOX 6.0/12 YELLOW = 1/2 HR WINNER

SEASON PRIME TIME AVERAGE ABC 12.1/20 CBS 12.0/20 NBC 12.4/21 FOX 6.4/11 *—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

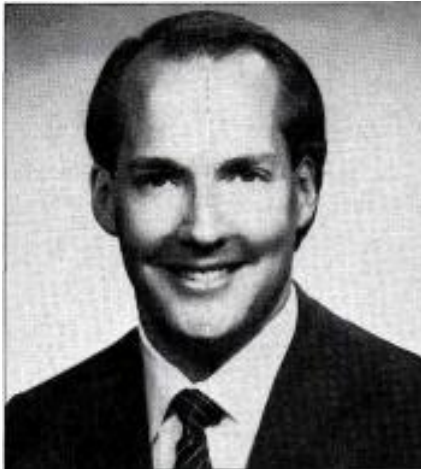
GAMMON CONTINUES FIGHT FOR ATLANTA MOVE-IN

Responding to FCC rule modification, Crown pleads case for moving station to Atlanta; existing stations file further comments against proposal

In response to the FCC's reconsideration of its rules regarding modification of FM and TV authorizations to specify a new community of license, Sapphire Broadcasting (formerly Emerald Broadcasting of the South) has filed further comments to show why the FCC should grant its proposal to move WHMA-FM Anniston, Ala. to the Atlanta metro.

Sapphire Broadcasting, a subsidiary of Washington, D.C.-based Crown Broadcasting, last year proposed to move WHMA-FM from Anniston to provide first service to Sandy Springs, Ga., an Atlanta suburb (BROADCASTING, March 12, 1990, May 7, 1990). Since then, the commission has amended that portion of its community of license rule to state that, where a suburban community bears sufficient connection to a central community, that suburban community will be treated as the central community for purposes of evaluating competing applicants in a comparative license proceeding.

Tom Gammon, president of Crown Broadcasting, said that this most recent filing was simply in response to the FCC's request in a rule modification to



Tom Gammon

look at Sandy Springs as part of Atlanta. "We always were the first to admit that our main objective was to serve the 3 million listeners in the Atlanta metro area," he said. "But, we also sought to find a community that would benefit from the licensee's public service obligation and, because of that, we concentrated on Sandy Springs."

Sapphire/Crown's comments attempt to show that FCC approval of WHMA-



Mike Faherty

FM's move to Atlanta will provide that city's first new commercial FM service in 25 years (as well as providing first local service to Lineville, Ala., continued wide-area service to the Anniston area, and first local service to Sandy Springs).

The filing also attempts to demonstrate how Atlanta currently is the most underserved top-25 radio market in the U.S., with 15 fulltime city-grade signals, compared to 26 in similar sized markets. "Atlanta operates as a closed shop, a market with exploding growth and burgeoning demand for service where existing broadcasters have sought to turn back newcomers at the gate," the filing reads.

Cox Enterprises and Summit Communications, both of which have radio interests in the Atlanta market, have filed further reply comments in response to Sapphire/Crown's comments. The Summit-Cox (WSB Inc.) filing states that retention of the status quo—keeping WHMA-FM out of the Atlanta market—best serves the public interest. "Notwithstanding [Sapphire's] empty rhetoric to the contrary, Atlantans enjoy a rich diversity of radio stations [that] operate in a highly competitive and economically balanced market," the filing states. Cox' comments further stress that the removal of WHMA-FM from Anniston

WWI, GOLDEN WEST GET GREEN LIGHT FOR DAB TESTS

The FCC has granted Los Angeles-based Westwood One Inc. and Golden West Broadcasters authority to conduct experimental digital audio broadcasting tests in Los Angeles in the L-band frequencies between 1551 mhz and 1557 mhz, as well as on the existing FM band. Both companies previously had been granted initial FCC authorization for experimental DAB operations in the S-band frequencies.

Eric Weiss, Westwood One vice president, business and legal affairs, said that with the tests the two companies plan to "provide much needed test data to the FCC and broadcasting industry concerning the competing DAB systems that are being developed. We trust that this data will clear up much of the confusion that currently exists about the workability of these systems."

Stating that "the time is long overdue" for the broadcasting industry and the FCC to obtain hard data regarding the viability of different DAB systems, Golden West President Bill Ward said any decision by the FCC before analysis of such DAB test data "would be premature."

Both companies are seeking cooperation and participation of the developers and manufacturers of DAB technologies for inclusion in the proposed DAB tests. Westwood One and Golden West expect to test each of these systems on similar criteria and to submit the data to the FCC.

would "adversely affect the nearly 100,000 potential station listeners who reside within that station's service contour."

The Summit-Cox filing also says Sapphire/Crown's move-in proposal is "technically and substantively defective," in part, because Crown's proposed Sandy Springs allotment is 32 kilometers short-spaced to WUSY-FM Cleveland, Tenn. By contrast, the Sapphire/Crown filing suggests that "case law and common sense support the creation of short-spaced allotments under the special condition of decreasing overall short-spacing." In fact, Gammon told BROADCASTING that Crown's proposal actually would decrease a 40-year-old short space by 25 kilometers. "The FCC doesn't have an opportunity to reduce short-spacing very often, and to cut one almost in half is a rare opportunity," he said.

Mike Faherty, president of the radio division at Cox Broadcasting in Atlanta, said Gammon's latest filing confirms what Cox and other opponents of the move-in proposal have told the FCC: "Gammon basically tells the FCC: 'we were only kidding about Sandy Springs, and really wanted to move it to Atlanta all along.' How many stories does the FCC have to listen to before they question whether [Gammon] should be a license holder, either in Atlanta or in Anniston?" Faherty asked.

Several brokers contacted by BROADCASTING estimate that the sale price of \$7 million was far more than the station was worth in Anniston, but is considerably less than the \$20 million the station would fetch in Atlanta.

Charles Giddens, president of Media Venture Partners in Washington and former owner of WHMA-FM, said the station is worth considerably less than it was when Gammon bought it. The closing of nearby Fort McClellan has severely hurt the retail and ad base in the area, and the introduction of a new FM in Oxford, Ala., have helped deflate the value of the property, Giddens said. He suggested a realistic value of the station price now was somewhere between \$1 million and \$2 million.

The move-in proposal should not hinge on the needs or wants of Crown or existing Atlanta broadcasters, but whether the move-in proposal is good for the public, Gammon said. "Forget whether Tom Gammon should get a benefit in life, or whether the Atlanta guys should have a right to protect a market from service," he said. "This is one of the best opportunities the FCC has ever had to reallocate spectrum, and if it benefits the public it should be granted. And if it does, everybody wins—existing Atlanta licensees accepted."

-REB

GRAFMAN SUES GREYHOUND

Howard Grafman, founder and former president of Century Broadcasting Corp., has filed suit against Greyhound Financial Corp. of Phoenix for Greyhound's alleged role in illegally transferring the corporate assets of Century's KMEL-FM San Francisco and WPNT-FM (formerly WLOO-FM) Chicago. The suit seeks the return of \$20 million, based on the amount of loans Greyhound has extended to the company and the depreciation of Century's assets.

The suit charges that Greyhound "knowingly induced, financed and participated in breaches of fiduciary obligations by Century Broadcasting's officers to its shareholders."

According to Grafman, the complaint—filed in Cook County Circuit Court—charges that Century directors/shareholders George Collias, Anthony Karlos and Richard Bonick Jr. breached their fiduciary duties to the company by "continuing acts of self-dealing, bad faith, fraud and overreaching to enhance their own financial positions." Grafman, Collias and Karlos each hold 30% of Century's stock, while Bonick owns less than 10%.

Grafman claims that Collias, Karlos and Bonick "fraudulently created a San Francisco limited partnership" and placed KMEL-FM into that partnership. A similar limited partnership was created to hold the assets of WPNT-FM in Chicago, according to Grafman. Limited partnership interests were conveyed to Collias and Karlos to the exclusion of other shareholders, in exchange for funds provided in part by the proceeds of a Greyhound loan of \$10 million, he contends. Greyhound, in providing the funding for these limited partnership transactions, had "actual knowledge that crucial details concerning the transaction were be-

ing withheld [from him] and that the true purpose [of the loans] was misrepresented to Grafman and other corporate directors," he further alleges.

The suit also claims that, under the "mismanagement" of Collias, Karlos and Bonick, Century's WPNT-FM has dropped substantially in the ratings since 1987, "resulting in a precipitous decline in the sale of advertising air time and causing a drastic reduction in the station's value." According to court papers, Century's loan agreement with Greyhound imposes cash flow standards that are "utterly unattainable as a direct result of the mismanagement of Collias, Karlos and Bonick, [and place] Century's assets in imminent danger of foreclosure," Grafman said.

A Century spokesperson told BROADCASTING that Grafman's suit is an attempt to forestall Greyhound from foreclosing on the properties. "These guys don't know what they're doing, and as a result the [Chicago] station has fallen into the cellar," he explained. "Howard Grafman built this company into a Midwest broadcasting empire, and was ousted by a palace coup in the middle of the night. The quality and stewardship [of Collias, Karlos and Bonick] is very poignantly and eloquently attested to by the ratings."

Brad Parker, spokesman for Greyhound Financial Corp., said the suit really has nothing to do with Greyhound and apparently is a dispute between Grafman and his former partners. "We plan to defend ourselves vigorously, and we're confident a lot of this will be settled as soon as the confusion settles," Parker said. "Our dealings are with Mr. Grafman's former partners, and doesn't have much to do with us and Mr. Grafman."

-REB

TALK NEWS

Jack Anderson, syndicated columnist, investigative reporter and author, has been named international adviser for the National Association of Radio Talk Show Hosts. Anderson will advise the organization on developing an advisory board on member actions and involvement in a variety of national and international issues. NARTSH's stated goal: "To protect Americans' constitutional right to unbridled freedom of speech."

As part of the last, CNN correspondent Peter Arnett was to be honored for his coverage of the Persian Gulf war with the first freedom of speech award during the third annual NARTSH convention in Seattle June 6-8. NARTSH President Mike Siegal said, "Peter Arnett has sought and spoken the truth throughout his illustrious career, and his recent actions in Iraq, reported throughout the world, are typical of a man who puts free speech before personal gain, at all costs. We believe he is a real media hero."

About 150 of 400 NARTSH members were expected at the meeting, a spokeswoman said.

RAB/ANA FORUM: HOW TO FIGHT RADIO CLUTTER

Speakers urge advertisers and radio executives to rethink way they use and sell medium and to gain listener attention and involvement

Radio's flexibility and its ability to target a specific audience are essential to today's cluttered environment, according to speakers at the Radio Advertising Bureau/Association of National Advertisers Radio Advertising Forum. The day-long event, held June 3 at the Waldorf-Astoria in New York, was chaired by Jane Kleban, advertising manager, AT&T Business Communication Services, and chairwoman of the ANA radio advertising committee.

Page Thompson, executive vice president and director of media and programming, DDB Needham New York, urged advertisers and radio executives alike to rethink the way they use and sell the medium. In the current advertising climate, said Thompson, advertising has become less effective. "Finding the consumer has become more difficult," he said. "Radio has to think strategically because micro-targeting will be the answer for the future."

Thompson encouraged radio to "refocus" its sales pitch. "Look at how to work with other media on client needs," he said. "Your presentations are too general—you need to show how you are going to sell a product." In his view, radio is positioned to serve clients because it provides many of the benefits they need, including flexibility; integrated communications; lower clutter and greater receptivity opportunities (60% of shoppers are reached by radio within an hour of the time they make a purchase).

Other strategies radio should adopt, said Thompson, include calling on ad agency planners and learning what the client's needs are. "Sell selectively," he said, "and encourage creative excellence."

Thompson also encouraged agencies to put their media planning up front in the development stages of strategy. "Media must lead the creative," said Thompson. He encouraged agencies to implement some of the changes made at DDB Needham New York, where planning and buying teams are integrated, and creative is vehicle specific.

George Marhlig, director of media services, and Rick Dellacquila, manager of media resources, Campbell Soup Co., presented their guidelines for identifying and analyzing the effectiveness of good radio advertising.

The first Campbell guideline is to immediately gain listener attention and in-



Among those at the ANA-RAB Radio Advertising Forum: RAB President-CEO Warren Potash, ANA President DeWitt Helm Jr., broadcast personality Larry King and RAB Executive Vice President George Hyde.

volvement. Follow that with stating the product name early in the spot—and often. Keep the sales message simple. Make sure the product benefit is recognizable. Campbell guidelines also dictate not using a 60-second spot if the 30-second spot is sufficient to deliver the message. Delivery of the sales message should be done through one presenter or in a dialogue between two voices. Messages tend to get lost, said Marhlig and Dellacquila, if multiple voices are used, if foreign accents are not clear or if children speak in unintelligible voices.

One of the resources radio can tap more effectively is the listener's imagination. Campbell guidelines suggest trying to engage that asset by using varied techniques, including sound effects and music. Music also provides emotional tones for the sales messages and should not overpower the message. Jingles and slogans are also pertinent and effective, they said, and should be used to reinforce the product's name and sales message. Lastly, Campbell guidelines recommend "tickling the listener with relevant humor." **-1C**

COUNTDOWN TO LAUNCH

TNNR is launching a two-tier promotion for its syndicated weekly country countdown program, *The Nashville Record Review*, which in April switched distribution from satellite to disk.

The first phase of the promotion runs June 11 to July 5 and targets viewers of The Nashville Network with 15- and 30-second spots that encourage audience members to contact their local country radio stations and request that they carry the program. The second phase begins July 8 and runs through Aug. 2, and includes a "watch, listen and win" Trivia Question Sweepstakes that runs for four weeks on TNNR and TNN. Each week TNN viewers will be asked a trivia question in a 30-second spot, with the correct answer supplied during TNNR's *The Nashville Record Review* over the weekend. Listeners will submit their answers to TNN, and a weekly winner will be selected from all correct entrants. All entries will be eligible for a grand prize, an all-expense-paid Caribbean cruise and/or a four-wheel, drive pick up.

TNNR is jointly owned by Group W Satellite Communications and Opryland USA Inc.

CABLE

OPERATORS LOOKING FOR REVENUE FROM 900 NUMBERS

Cable operators and programmers, for differing reasons, are increasingly turning to 900 numbers as a revenue source and a marketing and promotion tool.

The growing evidence of the industry's interest in 900 numbers is reflected in NuCable Resources' launch of a CALL2000 service. About 65 to 70 systems serving five million subscribers will be carrying a schedule of 900 number commercials in unsold ad avails beginning this month. Home Shopping Network is about to go into the market with their own set of 900 commercials for cable operators to run in local avails.

In July, a host of cable industry executives, including C-SPAN Chairman Brian Lamb, TCI Cable Management President J.C. Sparkman and Weather Channel President Paul FitzPatrick, as well as representatives from BET, Discovery, HSN, Jones, Prevue Guide and Turner Broadcasting, are listed as speakers at an Enhanced Information Services Conference at the Opryland in Nashville, days before CTAM's annual convention at the same site.

NuCable Chairman Tom Wheeler said, "The opportunities to use unsold local ad inventory to generate pay-per-call revenues are significant." What NuCable has set up in CALL2000, a joint venture with Network Telephone Services, is a service that will do the leg work for operators of what numbers do and don't work.

Wheeler said the 900 numbers that NuCable has tested have ranged from telephone versions of *Wheel of Fortune* and *Jeopardy*, to astrology, to horoscopes, to the values of used and new cars. NuCable has tested 18 commercials and winnowed the number it's providing to operators to 12. "We're learning that quality is more important than quantity," he said. For instance, NuCable tested a diet line and the response was minimal. "We do the winnowing for them," he said. "We've taken the work out of it."

Wheeler said commercials will be used in CALL2000 until they stop performing. After the local telephone and AT&T are paid, the bulk of the remaining money is split between the operator and the service provider. Operators are

paid by the minute. NuCable gets a small service fee, said Wheeler.

Overall, Wheeler has signed 10 of the top 15 MSO's serving 10 million subscribers to CALL2000. Wheeler recommends that if operators carry the service, "they carry it for real." He said NuCable has found out that 900 numbers post strong cumulative numbers, and they prefer that each commercial run at least four times per day on their particular network. (Horoscopes don't perform well on ESPN, for instance, while automotive material does.) Time of day is also important, he said. Horoscopes play best between 8 and 10 a.m., 2 and 6 p.m. and 10 p.m. and midnight. NuCable receives call reports 30 days after the month ends, tallies the results and will be distributing the operator's revenue.

Although CALL2000 does have talk lines, there are no adult services, which have garnered so much 900 number attention. "Our operating standards are stricter" than the proposed FCC regulations, said Wheeler. On notification procedures, Wheeler said all callers are informed of the cost in the first 15 seconds of a phone call and are given the chance

to hang up. If they do hang up, NuCable picks up the charge. "We make sure there are no surprises," Wheeler said.

A Home Shopping Network subsidiary, HSN 800 900 Corp., expects to have a 900 commercial program service for operators to use in unsold local avails in the next 30 to 45 days, according to company president Howard Lefkowitz. The idea, said Lefkowitz, is to provide operators with "a revenue stream they can count on....We're providing tried and tested programs. We'll use our database system to analyze which would benefit" an operator's particular demographics. He said HSN expects to have about 12 spots per month.

Another plus from HSN, he said, was the 24-hour customer service line the company has in place. "If there is a complaint, an operator needs to know the consumer has a place to go," he said. Lefkowitz declined to discuss the revenue split, but said, "we are definitely competitive." HSN's Diversified Media Services company is now marketing the service to operators.

Jim Krejci, vice president, Jones Intercable, said although use of 900 num-



CABLECASTINGS

COOKE PLANS

Disney Channel President John Cooke said cable operators must be willing to experiment with pricing and packaging to further growth among pay cable programming services. In a speech to the Washington Metropolitan Cable Club, Cooke said systems need to be flexible and program services need to "adjust to operator and subscriber needs." Each system, he said, "has unique demographics and opportunities."

Cooke said Disney's experiments on several Jones systems where Disney is including in the highest basic tier is such an example. Cooke said that while Jones system managers like the test, "it's too early to say" what the real benefits may be. He reiterated that despite the move to being packaged with basic, Disney will sell no advertising. And, he said, "there are no plans to go beyond the Jones experiment."

The industry has "to create

[pay] packages similar to basic," said Cooke, and get away from highly priced and a la carte offerings. He also said cable will have to market towards the value of their service options, compared to other entertainment options, such as going to the theater.

FOXNET LAUNCHES

Fox Broadcasting launched its Fox Net feed to 250 cable systems serving nearly one million subscribers last Thursday at 8 p.m., with a premiere of *The Simpsons*. Fox also said its stations were shifted from the UHF to VHF band in 3.5 million cable homes, primarily TCI.

HBO TALLY

HBO said its analysis of Nielsen ratings has found that HBO outperformed the three broadcast networks in HBO homes during prime time on Saturday nights. HBO said it scored a 11.3 rating/18

share in its homes, compared to ABC's 7/11, CBS's 7.2/12 and NBC's 10.9/18. HBO said its Saturday night ratings were up 14% over the 89-90 season.

CABLE NOTES

VISN said additional launches by Time Warner, TCI and UA will add 1.4 million subscribers to its base, now reaching 9.2 million. Among new VISN markets are Chicago (TCI), Denver and Tulsa, Okla. (UA), and New York (TW)... Comedy Central said it reached its 18 million subscriber mark last week... A&E said premiere of *The Green Man* scored 3.1 rating June 2, highest viewership ever for single program on network.

The California state senate has passed a bill preventing schools from signing contracts for advertising-based classroom television programs. State's CAL-SPAN network expanded its programming to 35 hours per week, beginning last Monday, June 3.

bers for cable systems isn't new, the notion of running a dedicated schedule in local ad avails is. He said Jones will set up a test of 900 numbers in ad avails, but it's "been largely undetermined what the revenue could be."

Kerjci said he doesn't want to flood ad avails with 900 numbers. Although there may be lots of open time, Jones' ad sales efforts are growing, and the use of 900 numbers may only be a window in time. Second, operators are encouraged to use up to 20% of unused avails for cross-promotion, with Jones having its own program service, Mind Extension University, to promote. And if the only open slots are 2 to 3 a.m., that may not do much good, he said. "We want to look [at this] before making a large commitment," he said. "There is no reason to rush into it."

Jason Gould, director of broadcast programming, Northern Lights Communications, said Times Mirror will be using its 900-number Classic TV Trivia service this month. Gould said the spots will run on MTV, Nickelodeon and TNT and will promote the classic television on cable. The spots also carry six trivia questions. Viewers call a 900 number and can win \$500.

Cable programmers have used 900 numbers for some time for marketing and promotion purposes. Discovery

Channel has been using a nonprofit 900 number since November as part of its Global ReLeaf program. Chris Mosley, senior vice president, marketing and communications, Discovery, said the network had been logging about 70 calls per week, with 900 number commercials running three times per day. It is \$5 per phone call, with all proceeds going to planting trees, roughly one tree for each call. Discovery picks up the cost for the

calls.

Mosley said that when Christopher Reeve began doing the spots in April, the weekly call rate jumped from 70 to 600. The campaign will continue until December 1992. Mosley said that while Discovery could associate itself with a number of 900 number causes, it has chosen to stick with only one 900-related business, so as not to bombard viewers.

-MS

PPV OLYMPICS TALKS START WITH FAMILY, DISCOVERY

Olympics executives offer to buy networks' ad inventories at market rates, paying for subs affected by Olympics

The efforts of NBC and Cablevision's pay-per-view Olympics to secure carriage for the three-channel event for nonaddressable cable homes has led Olympics executives to formally sit down with both the Family Channel and The Discovery Channel. Olympics executives are asking the two networks to give up their channel space and share one composite feed in return for NBC subsidizing the advertising rev-

enue, paying a fee for every cable subscriber affected, and promoting the networks' support wherever possible.

The main elements of what the PPV Olympics are offering is to buy the entire advertising inventory from both networks at market rates and pay the networks a certain amount for every subscriber who is affected by the Olympics. Marty Lafferty, PPV Olympics vice president, wouldn't say how much

NBC is offering the networks, beyond the fact that it is under \$1 per affected subscriber. Payment would only apply to cable systems that use this "national turnkey" plan, as opposed to those who find three other channels to clear for the games. That would mean payment would be undetermined until after the Olympics are over, although Lafferty said there would be a minimum payment guaranteed to the networks. All cable systems would continue to pay the networks' affiliate fees.

Lafferty said of the 40 million cable subscribers who are expected to have access to the PPV Olympics, cable systems representing only about 15 million subscribers will likely need to use this national plan instead of finding their own channels. A survey is now circulating among MSO's to see exactly what channels they would most likely preempt.

Although Discovery's largest owner, Tele-Communications Inc., with 35%, is said to be in favor of the arrangement, sources say Cox Cable and Newhouse, which each own nearly 25% of Discovery, remain steadfast in their objections to the Olympics carriage plan. Olympics PPV executives, however, are visiting both MSO's this week to try to convince them otherwise. Discovery's decision is likely to come at the network's board meeting at the end of the month, although a network spokesman would neither confirm nor deny that the subject would be brought up at the meeting. Lafferty has already been to see Discovery executives twice in the past two weeks and seems to be having less trouble with Family, which he has visited just once, and which is also partly owned by TCI. Family Channel President Tim Robertson said through a spokeswoman that Family is evaluating the matter.

TCI is the common denominator of the two networks, and the nation's largest MSO also seems willing to let the PPV Olympics gain carriage by using Prime Network, which along with NBC and Cablevision's SportsChannel America and affiliates will make up the third channel. The Olympics plan calls for Family and Discovery each to get 12 hours of a composite channel. CNBC will make way for that composite channel by going off the air for two weeks, although the stock ticker will continue to run on the composite feed ("Closed Circuit," May 27). The regional sports networks will simply have to find other channel space, such as local origination, on which to carry baseball games and other sporting events for the duration of the Olympics.

The blueprint of the plan now calls for the red channel, which will carry track and field, swimming, boxing, baseball and synchronized swimming, to be on Discovery; the white channel, with gymnastics, diving, equestrian, tennis, rhythmic gymnastics and soccer, to be carried on Family; and for SportsChannel America/Prime Network to carry the blue channel, which will feature basketball, volleyball, wrestling and water polo. Station breaks on the PPV Olympics telecasts will identify the cable net-

work being preempted.

For the month preceding the Olympics, two feeds of both Family and Discovery will be available to cable operators. The original feed will be used by cable systems that do not elect to participate in the national channel clearance plan. For those who do participate, the second feed will feature promotional spots for the Olympic carriage on the network. The PPV Olympics will provide the transponder space to allow for the two feeds. -SDM

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WASHINGTON

BI-PARTISAN GROUP INTRODUCES TELCO ENTRY BILL

Burns and Gore introduce Senate version; Oxley and Boucher lead House in measure to build nationwide fiber optic network by telephone companies by 2015

Senators Conrad Burns (R-Mont.) and Albert Gore (D-Tenn.) last Wednesday (June 5) led a bi-partisan group of congressmen in the introduction of the Communications Competitiveness and Infrastructure Modernization Act of 1991, a measure aimed at the establishment of a nationwide broadband fiber optic network in the U.S. by the telephone companies by the year 2015. As expected, the language of the legislation is similar to that of a bill introduced last year by Burns (BROADCASTING, May 6). The fiber network construction would be financed through limited telephone company distribution of video, in competition with the cable TV industry.

At the same time, Representatives Rick Boucher (D-Va.) and Mike Oxley (R-Ohio), introduced a nearly identical bill under the same title in the House. (A slight difference is a must-carry provision in the Senate version, excluded in the House bill. "From my perspective, I felt it was out of the scope of what we were trying to do in the House bill, that is, to encourage the fiber optic network of the future," Oxley said.) Boucher and Oxley were joined by 41 co-sponsors. House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) immediately scheduled a June 18 hearing on the bill.

Under current U.S. policies, a fiber optic network of the type envisioned in the bill will not be in place until 2040, Burns said. The Japanese "have set 2015 to have this network in every home, school, business, health care facility in their nation because they understand that infrastructure is going to be very important. In fact, they think one-third of their GNP by 2015 will come from telecommunications and related technologies," Burns said during a joint press conference with Gore, Boucher and Oxley.

Many of the provisions of last year's Burns telco entry bill failed to pass through the Senate Commerce Committee, coming under heavy opposition from the cable and broadcasting indus-



At telco entry bill press conference (l-r): Boucher, Burns, Gore and Oxley

tries. It will be "a great debate," Burns said.

"Some of you who are familiar with this issue are probably wondering to yourselves: 'Does this have a realistic chance of passing?' Well nobody knows the answer to that," Gore said. "If it doesn't come in this Congress, it could well come in the next Congress. It is the right thing to do."

Under the provisions of the bill, telco fiber network construction plans would have to be approved on a local level by state public utility commissions and then on a federal level by the FCC. After approval, telcos may control the content of up to 25% of the channel capacity on the video network, leaving the remaining 75% to outside program providers.

Several "safeguards" are written into the bill to protect against possible telco domination of video distribution. Telcos will not be allowed to buy existing cable systems and will be required to set up separate video programming subsidiaries independent of the regular voice service. The bill would prohibit cross-marketing and cross-subsidization of voice and video services. The safeguards are sturdier

than those written into earlier legislation "because ours carries a death clause. If you break the rules, the hammer comes down and it's all over," Burns said. A telco caught breaking the cross-subsidy rule would be forced to divest its video service.

Boucher and Gore both emphasized a second stated goal: the creation of new competition for the cable industry. "Competition really works. There are a handful of communities nationwide in which there is some competition in the offering of cable TV service. In those communities, the rates for cable TV service tends to be half the national average," said Boucher, who described the cable industry as a provider of poor, over-priced service in urban areas that also underserves rural regions.

Burns and Oxley seemed to put a different spin on the cable issue. "This is not a cable-bashing.... It is a bill that deals with building the infrastructure. It is something I think we can look back on in a few years and say this was a seminal moment in communications in this country," Oxley said.

"There would seem to be a bit of an

inherent conflict between those who want to use this bill to punish cable and those who genuinely believe in the goal of a broadband infrastructure," a cable industry spokesman said after the press conference.

Amid the discussion of advanced fiber networks and cable competition, the congressmen assured that broadcasters also will have a place in the future communications infrastructure. "We all believe the broadcast industry has a bright future. The philosophy of localism is one which we expect will be preserved and strengthened by this legislation," Gore said.

Burns and Boucher talked of a possible broadcaster-telco alliance forming out of the debate on the communications competitiveness and infrastructure bill. "The broadcasters will have some concerns about it, but I think those concerns can be quieted as soon as they know more about the legislation," Burns said.

The first broadcaster reaction to the bill was complete opposition to telco control of video content. "The packaging is new, the labeling is improved, but the product itself hasn't changed since last year," National Association of Broadcasters President Eddie Fritts said. "We continue to oppose telephone companies' entry into program content and believe the porous safeguards set out in the bill are inadequate to protect consumers and telcos' competitors."

Reaction from the cable and telephone worlds fell along predictable lines. National Cable Television Association President James Mooney called the bill "thinly disguised industrial policy under which consumers would be taxed hundreds of billions of dollars in the form of higher phone bills to subsidize the construction of a phone company-controlled telecommunications infrastructure that would not be completed for 25 years." While the door is opening for video distribution by phone companies, the bill does nothing to change laws in several states barring cable companies from competing in voice communications, another cable spokesman said.

"Allowing telephone companies to compete in the video marketplace will stimulate the deployment of a modern communications network as well as giving consumers a true choice.... The legislation introduced today is an important first step in that direction," said John Sodolski, president, United States Telephone Association. "I've heard mention that this 2015 mandate is to the communications industry what America's challenge to put a man on the moon was to the space industry," said Julia Spicer, spokeswoman for GTE.

-RMS

FCC SPELLS OUT PROPOSED RADIO RULE CHANGES

It seeks comments on plans to ease ownership restrictions, allow joint ventures, time sharing under certain conditions

While the principal thrust of the FCC's "attic-to-basement" review of radio rules is deregulation—a relaxation of the national and local ownership restrictions on radio—it is also somewhat regulatory in proposing guidelines and limits on joint ventures and so-called time brokerage arrangements among separately owned radio stations in the same market.

In the rulemaking notice released May 30, the FCC proposes using, "at a minimum," four criteria for reviewing agreements among stations for cooperative sales, newsgathering and marketing and for sharing of studios and other technical facilities.

The four criteria would limit joint ventures to those that:

- comply fully with the antitrust laws;
- involve a "sufficiently limited number of stations in sufficiently large and diverse markets so that price and service competition outside the arrangement remain effective and robust";
- insure that each station retains "control, in particular, editorial control sufficient to comply with all [FCC] rules and public interest requirements"; and
- allow for "prompt termination of the arrangement when individual participants believe that it is no longer consistent with the public interest or their responsibilities as licensees."

The notice also asks whether the FCC should limit the stations that may be involved in a joint venture. "What should be the maximum number of stations in a market permitted to participate?" it asks. "Should we instead use an audience share limitation, or a combination numerical limit-audience share limit?"

The notice also seeks comments on whether, and to what extent, limits should be placed on time brokerage agreements, by which one station buys time and programs on another station in the same market.

"Such comments should address market size and the amount of common programming and advertising sales permitted in relation to the amount of service area overlap," the notice says. "Should there be a limit on the number of stations in the same market [or service] a single program supplier may serve? Should simulcast agreements be treated different-

ly from other programming agreements? Should agreements involving 24 hours per day of programming be permitted?

"We also seek comment on the possible impact at renewal time for stations with these types of agreements, particularly those that involve the provision of programming approaching 24 hours per day," it says.

The section of time brokerage responds to questions raised by House Energy and Commerce Committee Chairman John Dingell (D-Mich.).

In the area of ownership limits, the notice proposes several possible alternatives to the current national multiple ownership rules, which limit a broadcaster to no more than 12 AM's and 12 FM's (14 and 14 in the case of minority broadcasters), and the local duopoly rules, which prohibit ownership of more than one AM or one FM in a single market.

All the proposals deal solely with AM, although parties are invited to comment on whether they should be extended to FM.

The proposals include raising or eliminating the numerical cap on AM ownership. "A third option would be to eliminate the restriction on the specific number of AM stations...but retain an absolute cap on the total number of aural services," the notice says. "For instance, the commission could establish a total limit of 30 stations, all of which could be AM stations, but no more than 12 of the 30 could be FM stations."

Another option is an "audience reach" cap. "This approach would permit a single entity to increase its ownership of AM stations beyond the current 12-station limit, as long as the combined national audience reach of all group-owned radio stations does not exceed some set percentage of the national radio audience," it says. "Should the limit be the same as that employed for television multiple ownership rules—25%—or should it be some other number?"

Yet another suggested approach would cap ownership based on cumulative local market shares. The FCC "might permit acquisition of AM stations beyond the numerical limit if the cumulative local market shares of a group's AM and FM stations, weighted by population, would not exceed a given

percentage of the national radio audience, such as 10%," it says.

Borrowing from the standard used in considering waivers to the rule prohibiting common ownership of radio and TV stations in the same market, the notice also proposed considering waiver to the multiple ownership rules involving stations in top-25 markets with at least 30 separately owned stations or "voices."

As for the duopoly rules, the notice proposes allowing a broadcaster to own two or more AM's in the same market if the combined audience share of the sta-

tions falls below a cap of, say, 5% or 10%. A 10% audience cap would permit the top-rated station in Los Angeles, San Francisco and Philadelphia to acquire at least three additional low-ranked stations or one additional mid-ranked station, or would permit three or four mid-ranked stations to be combined in each of those markets.

FCC Chairman Alfred Sikes has put some relaxation of the ownership restrictions at the top of his personal agenda. However, at least three of the other commissioners harbor strong reservations

about the initiative, believing it could have an adverse effect on the program diversity the rules were originally adopted to foster (BROADCASTING, June 3).

The National Association of Broadcasters has yet to take a position on any of the specific proposals, but the NAB's Jeff Baumann, executive vice president and general counsel, said the proceeding is on the agenda for the association's board meeting, June 18-21, in Washington.

Comments are due Aug. 5; replies, Sept. 5. —MAJ

KIDS' TV RULES STILL IN PLAY

As comment deadline nears, FCC says most fundamental issues remain unsettled

Key elements of FCC rules implementing the Children's Television Act of 1990 remain "open issues" and are not likely to be settled before mid-summer, Regina Harrison, Mass Media Bureau attorney and primary author of the rules, told a lunchtime gathering at the commission last Tuesday, June 4. With 25 days remaining for comment on the rules, Harrison said, the FCC "hopefully will have a complete record" from which to rule by July.

Issues raised by petitions to reconsider the rules—issues, therefore, still in play, she said—include how broadcasters and cable operators must keep records of their compliance with commercial time limits set in the Children's TV Act; whether or when the licensees must make such records available for public inspection or commission audit; whether

broadcasters will be allowed a waiver on ad time limit compliance until existing barter contracts with syndicators expire; whether cable operators will be held responsible for ad time limit record-keeping and compliance within national cable programming; whether programming requirements should be quantified and whether the commission should go back to the drawing board on its "program-length commercial" definition.

Not in play, said Harrison, is the fact that "the rules apply to home shopping just like they do everything else"—an issue raised by the Media Access Project (MAP). "I don't know how they [licensees that program home shopping services] are going to do it, but I don't think anybody is going to get special treatment," she said.

Early last week, the Community An-

tenna Television Association (CATA) joined MAP, Action for Children's Television (ACT), the American Psychological Association, the Association of Independent Television Stations, the National Association for Better Broadcasting and the National Association of Broadcasters in filing its own petition to reconsider the rules. CATA's filing included requests that cable operators be held liable only for ad time limit compliance in locally originated programming and not be required to keep records for cable networks.

Responding to questions concerning ACT's request that the commission redefine "program-length commercial," Harrison said the FCC believes its definition—a program in which a product or service associated with the program is advertised—is "fair and clear" and would stand up to First Amendment scrutiny. Pointing to broad use of product licensing associated with "good and bad programming," Harrison said, "it's difficult to rely on government judgment based on quality."

As for enforcing compliance with the requirement that licensees air "some" educational and informational programming specifically designed for an audience 12 years old or younger, Harrison said, "You'd start looking at the programs and try to divine the intent." Programmers, she contended, have demonstrated the ability to target age-specific audiences.

Noting several times the commission's intent to frame the rules so as to allow licensees "flexibility, discretion and creativity" in providing educational programming to children, Harrison said the FCC must walk a bit of a tightrope. "No one wants to see children overreached, and no one wants to limit the First Amendment rights of broadcasters," she said. —PDL

BATTLE OVER 92.3 IN N.Y.

Infinity Broadcasting, licensee of WXRK(FM) New York, will likely face a comparative hearing thanks to a competing application for its frequency, 92.3 mhz, by Greater New York 92.3 FM Broadcasters. What makes this filing different from others is that Greater New York is headed by Edward Atsinger III and Stuart Epperson, the respective chief executive officer and chairman of Camarillo, Calif.-based Salem Communications, licensee of 10 AM's (including WMCA(AM) New York) and six FM's.

Steve Lerman, Infinity's Washington attorney, said: "It is a highly unusual instance...for an established broadcaster to file a competing application against another established broadcaster."

Infinity, licensee of six AM's and 11 FM's, was fined, pending the outcome of its appeal, \$6,000 last November following a 1988 complaint from a New Jersey woman who said indecent material was broadcast by WXRK and two stations that simulcast Howard Stern's morning program that originates on the New York station—WYSP(FM) Philadelphia and WJFK(FM) Washington. Infinity is also the licensee of KROQ(FM) Los Angeles, the station that broadcast a false murder confession in June 1990 (BROADCASTING, April 22, 1991).

James P. Riley, counsel for Epperson and Atsinger, would not comment on the application except to emphasize that no issues against Infinity have been raised thus far and that the application is not a petition to deny WXRK's license renewal. Neither Epperson nor Atsinger would comment.

RADIO OWNERSHIP LIMITS, DAB AMONG ISSUES FOR NAB BOARD MEETING

FCC Chairman Al Sikes's desire to relax the commission's radio ownership restrictions (see page 77) is likely to be a major topic for next week's National Association of Broadcasters board of directors meeting in Washington.

Even though the idea of lifting the ownership cap is not a problem for most radio operators, there could be some disagreement over how broad the change should be. Small- and medium-market stations may be less eager to see large radio groups expand without limitations. Currently, rules prohibit the common ownership of any more than 12 AM's, 12 FM's and 12 TV stations. Group operators can have an interest in up to 14 stations in any one service if at least two of the stations are minority controlled.

Actually, the proposal to liberalize the local duopoly rules prohibiting the ownership of more than one AM and FM in the same market could ignite an intense debate among radio directors. "I don't want to see carte blanche relaxation, where someone could own 100 stations," said Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif. "I would hate to see no limits like the cable industry, where half a dozen companies own most of the systems," he said.

But what has Fox especially worried is the current economic slump. The Ventura, Calif., broadcaster sent a seven-page letter to his fellow directors on the subject. He believes broadcasters should form a coalition with other media interests to "help us move out of the recession."

Walter May of WPKE(AM)-WDHR-FM Pikeville, Ky., thinks the board should establish a short-term task force to form an industry consensus on the FCC radio ownership initiative. "I lean toward less regulation. I have no problem with removing the duopoly rules for AM stations, but doing it for FM presents other problems," said May, who has not made up his mind what position NAB should take.

May is challenging Group W's Dick Harris for the radio vice chairmanship. It is the only contested executive committee race, and May thinks the outcome will be close but that he has the votes to win. TV Chairman Gary Chapman of LIN Television Corp. is seeking the joint board chairmanship. Ron Townsend of Gannett is running for TV chair-

man, and Michael Conly of KENS-TV San Antonio, Tex., has announced for TV vice chairman. Dick Novik of WKIP(AM)-WRNQ-FM Poughkeepsie, N.Y., is running for radio chairman.

Digital audio broadcasting is another key radio issue. The FCC's recommendation to the State Department on international allocation of L-band spectrum (frequencies near 1500 mhz) is expected to be known when the board meets and will be a factor in any discussion. NAB supports co-primary allocation of L-band to terrestrial and satellite service internationally, with only terrestrial DAB using the European-developed Eureka 147 system in the U.S. Opposition has arisen to the NAB position, especially among large FM broadcasters supporting FM in-band technology.

The TV board will hear more on the subject of new technologies from John

Abel, executive vice president for operations. Abel will look at what the telephone and cable industries are doing with the deployment of fiber, advancements in digital video switches and video compression.

For television, NAB's push to gain a retransmission consent right and must carry are key issues. The TV directors will undoubtedly be distracted when they meet June 20, the same day the Senate Communications Subcommittee convenes a hearing on broadcasters' public interest obligations. At issue is whether Home Shopping Network stations should be granted must-carry protection if they do not serve the public interest. The question was raised during the Senate Commerce Committee's consideration of a cable reregulation bill, S.12, which would give HSN stations must carry. -KM

WYDEN ASKS GOVERNMENT TO STUDY JUNK FOOD ADS

Representative Ron Wyden (D-Ore.) wants to rid the airwaves of "junk food advertising" aimed at children. Wyden, chairman of the Subcommittee on Regulation, Business Opportunities and Energy, held a press conference last week announcing that he has asked the Surgeon General, FCC, Federal Trade Commission and the Department of Health and Human Services to research the issue and "report to Congress on how diets promoted by these ads compare to diets recommended in government agency guidelines."

Wyden was joined by Michael Jacobson of the Center for Science in the Public Interest. Jacobson revealed the results of CSPI research showing that "nine out of 10 food ads on Saturday morning television are for candy bars, sugary cereals, salty canned foods and chips and other nutritionally flawed foods."

Wyden also intends to ask the National Institutes of Health to study the impact of the Saturday morning ads on children's diets. In a statement, the congressman said the FCC should be asking "questions as to whether broadcasters carrying these ads are meeting their responsibilities to the communities they serve." Wyden's initiative is being backed by the American Academy of Pediatrics, Action for Children's Television and the National PTA.

The National Association of Broadcasters said broadcasters devote more than \$1.5 billion of air time each year to public service campaigns on "issues of concern in their local communities." And the association said it would be "happy to meet with Representative Wyden to discuss his interest in child nutrition."

Said Wyden in a statement, "What's in the Saturday morning televised diet? Lots of fat, refined sugar and sodium, and not a whole lot of what we'd call balanced nutrition." The Oregon Democrat said the industry needs to do a "better job of self-policing." He also called for an agreement among broadcasters and advertisers to air "more public service announcements or programing encouraging kids to build their diets around fruit, grains, vegetables, lean poultry and meat, and low-fat milk."

In a letter to FCC Chairman Al Sikes, the congressman asked for any information the agency might have on the matter. The letter included a number of questions, including: "Has the FCC in its license renewal process ever compared the number of commercials on Saturday morning television to the number of 'good nutrition' public service announcements?" -KM

FOR THE RECORD

As compiled by BROADCASTING from May 25 through June 5 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

- **KMCE(AM)** Rancho Cordova, CA (BA-P910520EB; 650 khz; 25 kw-D, 1 kw-N)—Seeks assignment of CP from Minority Communications of California Inc. to Fuller-Jeffrey Broadcasting Corp. for \$1 million; sale is contingent on either sale of contour-overlapping KRCX(AM) Roseville, CA or waiver of FCC regulations until applicant can divest itself of station. Also, power will be reduced so as not to overlap with KSRO(AM) Santa Rosa, CA, also owned by Fuller-Jeffrey. Seller is headed by Paul Neuhoff, and has no other broadcast interests. Buyer is headed by Robert F. Fuller and Joseph N. Jeffrey, and is licensee of KRCX(AM) Roseville and KHOP(FM) Modesto, both California, and is 100% owner of licensees of WOKQ(FM) Dover, NH; WBLM(FM) Portland, ME; KRXQ(FM) Roseville and KSRO(AM)-KHIT(FM) Santa Rosa-Healdsburg, all California, and KKSQ(AM)-KJYJ(FM) Ankeny (Des Moines), IA. Fuller-Jeffrey is also applicant for new KHRA(FM) Mariposa, CA. Filed May 20.
- **KNIC(FM)** Lamar, CO (BALH910517GU; 150.7 mhz; 100 kw; ant. 545 ft.)—Seeks assignment of license from John E. Fitzgibbons, interim trustee, to Bauer Properties for \$181,000. Seller has no other broadcast interests. Buyer is headed by Larry E. Bauer (71%) and has no other broadcast interests. Filed May 17.
- **WMCU(FM)** Miami (BTCED910520GV; 89.7 mhz; 100 kw; ant. 981 ft.)—Seeks transfer of control from Miami Christian College Inc. to Trinity Evangelical Divinity School Inc. for no cash consideration. Seller is headed by Larry McCullough, and has no other broadcast interests. Buyer is headed by Kenneth M. Meyer, and has no other broadcast interests. Filed May 20.
- **WSPQ(AM)** Springville, NY (BAL910517EC; 1330 khz; 1 kw-U)—Seeks assignment of license from Brasley Communications Inc. to Lloyd B. Lane for \$127,450. Seller is headed by Carl Brasley, and has no other broadcast interests. Buyer, Lane, is majority shareholder (66.7%) of Lloyd Lane Inc., licensee of WCJW(AM) Warsaw, NY. Filed May 17.
- **KYJC(AM)-KFMJ(FM)** Medford, OR (AM: BTC910521EA; 610 khz; 5 kw-U; FM: BTC910521EB; 96.9 mhz; 25 kw; ant. 2,058 ft.)—Seeks transfer of control from Encore Broadcasting Corp. to Frederick A. Danz for \$63,634. Seller is headed by Arnold Sias, and has no other broadcast
- interests. Buyer, Danz, has no other broadcast interests. Filed May 21.
- **WHLF-AM-FM** Centerville, TN (AM: BAL910514GL; 1570 khz; 5 kw-D; FM: BALH910514GM; 96.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from William A. Potts, receiver, to Hickman County Broadcasting Inc. for \$140,000. Seller has no other broadcast interests. Buyer is headed by Charles Galbreath (51%) and John H. Wiggins (49%). Wiggins is president and 100% stockholder of Queen City Broadcasting System Inc., licensee of WULF(AM)-WKXH-FM Alma, GA; general partner (75% equity) of Wiggins Broadcasting, licensee of WJOT(AM)-WWFN(FM) Lake City, SC, and president and 100% stockholder of Atlantic Broadcasting Inc., proposed assignee of WJCS(FM) Bayboro, NC. Filed May 14.
- **WEKR(AM)** Fayetteville, TN (BAL910516EA; 1240 khz; 1 kw-U)—Seeks assignment of license from Elk River Broadcasters Inc. to Hopkins Broadcasting System Inc. for \$213,000. Seller is headed by Michael R. Freeland, and has no other broadcast interests. Buyer is headed by Claude G. Hopkins (100%), and has no other broadcast interests. Filed May 16.

Actions

- **KXRQ(AM)** Trumann, AR (BAL910402EB; 1530 khz; 250 w-D)—Granted assignment of license from Eagle Communications to Farrell E. Gates for \$30,000. Seller is headed by John J. and John W. Shields, father and son, and has interests in SAS Communications Inc., licensee of KDRS(AM)-KLQZ(FM) Paragould, AR; W-R-J Enterprises, permittee of KWEZ(FM) Trumann, AR, and River County Partners Inc., licensee of KSRB(AM) Hardy, AR. Buyer has no other broadcast interests. Action 28.
- **KZYR(FM)** Avon, CO (BALH910212GN; 103.1 mhz; 1.5 kw; ant. 459.2 ft.)—Granted assignment of license from Rocky Mountain Wireless Inc. to Gardiner Broadcast Partners Ltd. for \$550,000. Seller is headed by Jerrell K. Davis, who is general partner in Roaring Fork Radio, applicant for new FM at Basalt, CO. Buyer is headed by Gardiner Broadcast Corp. (100% GP), Clifton H. Gardiner (75%), Rex R. Miller (15%) and Patrick J. O'Keefe (10%). Gardiner recently purchased KKMJ-AM-FM Greely and KSMT(FM) Breckenridge, both Colorado, and is also purchasing KSNO-AM-FM Aspen and Snowmass Village, both Colorado. Action May 20.
- **WMMK(FM)** Destin, FL (BALH910320GF; 92.1 mhz; 3 kw; ant. 295 ft.)—Granted assignment of license from Gulf Coast Broadcasting Inc. to Reid Broadcasting Corp. for \$701,000. Seller is headed by Mattie M. Kelly, and has no other broadcast interests. Buyer is headed by Paul E. Reid, and has no other broadcast interests. Action May 20.
- **WSGX(AM)** Sarasota, FL (BAL910411ED; 1280 khz; 500 w-D, 340 w-N)—Granted assignment of license from H.K. Communications Inc. to Panamedia of Sarasota Inc. for \$100,000. Seller is headed by Hugh Keith and The Keith Group of Companies, and has no other broadcast interests. Buyer is headed by Carol Goldberg (50%) and Susan Goldsmith (50%). Goldsmith is sole stockholder of SMH Broadcasting Inc., licensee of WSBP(AM) Boca Raton, FL. Action May 23.
- **KTMW(TV)** Caldwell, ID (BAPCT910312KE; ch. 9; 155 kw-V; ant. 2,736 ft.)—Granted assignment of CP from TRC Communications Inc. to Schuyler Broadcasting Corp. for \$105,000. Seller is headed by Donald E. Smullin, and has interests in KLOO(AM)-KFAT(FM) Corvallis, OR. Buyer is headed by William Schuyler and Kristine M. Schuyler, husband and wife, and has no other broadcast interests. Action May 21.

- **WALM(AM)-WELL-FM** Albion and WELL(AM) Battle Creek, both Michigan (WALM: BAL910318EG; 1260 khz; 1 kw-D, 500 w-N; WELL-FM: BALH910318EL; 104.9 mhz; 3 kw; ant. 300 ft.; WELL: BAL910318EH; 1400 khz; 1 kw-U)—Granted assignment of license from TriadCommunication Co. to Statewide Broadcasting Systems Inc. for \$500,000. Seller is headed by C. Wayne Wright, who owns cable TV systems in Albion and Marshall, both Michigan, and throughout U.S. Buyer is headed by Deano Day (30%), Edward Derbabian (30%), William Wilcher (30%) and Mitchell D. Moen (10%), and is also purchasing WACY(AM) Fenton, MI ("Changing Hands," April 8). Action May 23.
- **WQON(FM)** Grayling, MI (BALH910320HW; 100.1 mhz; 1.65 kw; ant. 389 ft.)—Granted assignment of license from Ditmer Broadcasting Co Inc. to Great Lakes Radio Corp. for \$390,000. Seller is headed by Robert D. Ditmer, and has interest in WWSJ(AM) St. Johns, MI. Buyer is headed by David C. Schaberg (75%), Robert Naismith (5%), Richard and Lynnea Winter (10%) husband and wife, Charles Fritz (5%) and Steven Dougan (5%), and is permittee of WTHM(FM) Glen Arbor, MI. Action May 20.
- **WKPG(AM)** Port Gibson, MS (BAL910405EA; 1320 khz; 500 w-D)—Granted assignment of license from David R. Price to Evan Doss Jr. Corp. for \$25,000. Seller is sole owner of KNEK(AM) Washington, LA and WOKJ(AM) Jackson, MS, and has 49% interest in KBRA(AM) Freer, TX. Buyer is headed by Doss (100% voting stock), and is permittee of new FM on 95.1 mhz at Port Gibson, MS. Action May 23.
- **KDBB(FM)** Bonne Terre, MO (BAPLH910326HL; 104.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Owensville Communications Co. to Zindy Broadcasting Inc. for \$350,000 ("Changing Hands," April 8). Seller is headed by Marcus D. Jones and Tracy Jones, husband and wife. Marcus Jones has interest in KEZP(FM) Canadian, TX, and has CP for FM in Alexandria, LA. Buyer is headed by Stephen B. Jones (no relation to seller), and has no other broadcast interests. Action May 21.
- **KXXR(FM)** Liberty (Kansas City), MO (BALH910327HK; 106.5 mhz; 100 kw; ant. 981 ft.)—Granted assignment of license from Olympia Broadcasting Corp. to Capital Broadcasting Inc. for \$2.6 million. Seller is headed by Archie Kovanen, and owns KYAK(AM)-KGOT(FM) Anchorage and KIAK-AM-FM Fairbanks, both Alaska; KTRW(AM)KZZU-FM Spokane, WA and KRZR(FM) Fresno, CA, as well as Olympia Broadcasting Network. Buyer is headed by Bruce Houston (50%) and Adrienne Feldman (50%). Feldman is 50% shareholder of Ardman Broadcasting Corp., licensee of KCKN-AM-FM Roswell, NM, and 100% shareholder of licensees of WVSR-AM-FM Charleston, WV; WPHR(FM) Cleveland and WNWZ(AM)-WEZI-FM Germantown, TN. Action May 15.
- **WEBB(AM)** Southern Pines, NC (BAL910411EA; 990 khz; 10 kw-D, 5 kw-CH, 26 w-N)—Granted assignment of license from Richardson Broadcasting Group to Pinehurst Broadcasting Corp. for \$275,000. Seller is headed by Lawrence E. Richardson, and has application for new FM at Southern Pines, NC. Buyer is headed by Dane F. Adams, and has no other broadcast interests. Action May 22.
- **KBFM(FM)** Edinburg, TX (BALH910321GE; 104.1 mhz; 100 kw; ant. 990 ft.)—Granted assignment of license from Encore Communications Associates Ltd. to May Broadcasting Inc. for \$3.5 million ("Changing Hands," March 21). Seller is headed by George Duncan, and has no other broadcast interests. Buyer is headed by Philip J. Giordano and John J. Murphy Jr. Giordano owns less than 1% of American Cable TV Investors Number 5 Ltd., public limited

partnership, and Giordano and Murphy own less than 1% of other publicly traded broadcasting companies. They are also officers (Giordano 48%) of April Broadcasting Inc., licensee of WBLX(AM)-WBLX-FM Mobile, AL. Action May 21.

■ **WBBC-AM-FM Blackstone, VA** (AM: BAL910410EA; 1440 khz; 5 kw-D; FM: BAL-H910410EB; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Granted assignment of license from Blackstone Communications Inc. to Denbar Communications Inc. for \$175,000. Seller is headed by Michael C. Rau, and has no other broadcast interests. Buyer is headed by Dennis G. Royer Sr. (50%) and Barbara T. Royer (50%), husband and wife. Dennis Royer is 10% owner of CRS Communications Inc., licensee of WJJS(AM)-WXYU(FM) Lynchburg, VA. Action May 15.

■ **WRPQ(AM) Baraboo, WI** (BTC901019EG; 740 khz; 250 w-D)—Granted transfer of control within Baraboo Broadcasting Corp. for \$125,000. Sellers are Robert A. Jones and Patricia Jones, and have no other broadcast interests. Buyer is Jeffery A. Smith, and has no other broadcast interests. Action May 22.

■ **KLGT(FM) Buffalo, WY** (BTCH910320HH; 92.7 mhz; 3 kw; ant. 26 ft.)—Granted transfer of control from Communications System III to Raymond and Karen McLean, et al., for \$41,850 in stock transfer. Sellers are Lee and Emily Keith, husband and wife, who have no other broadcast interests. Buyers are McLeans, husband and wife, and Albert and Judy Wildeman, husband and wife, who have no other broadcast interests. Action May 21.

NEW STATIONS

Applications

■ **San Carlos, AZ** (BPH910516ML)—Desert West Air Ranchers Corp. seeks 103.7 mhz; 3 kw-H; ant. 91 m. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is headed by Ted Tucker, and is permittee of KCDX(FM) Kearny, KTDX(FM) Winslow and KTTZ(FM) Ajo, all Arizona, and FM translators K224BN Sunflower; K265CW, K43CW and K21CX all Tucson; K280BU Flagstaff, and K285DL San Manuel, all Arizona, and LPTV K22CO Flagstaff, Arizona. Filed May 16.

■ **Zolfo Springs, FL** (BPH910503MQ)—Zolfo Springs Broadcasting Ltd. seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 2521C Maryland Ave., Tampa, FL 33629. Principal is headed by Deidra W. Humphrey, and has no other broadcast interests. Filed May 3.

■ **Smithville, GA** (BPH910503MP)—Donald L. Jones seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 3017 Piedmont Rd. NE, Suite 200, Atlanta, GA 30305. Principal has interests in CP's for LPTV's to serve Daytona Beach, Cocoa Beach, Titusville, Sebastian, and St. Augustine, all Florida, and has interest in WNNQ(AM) Ashburn, GA. Filed May 3.

■ **Eagle, ID** (BPH910516MK)—Radio Representatives, Inc. seeks 107.9 mhz; 50 kw; ant. 126 m. Address: 2624 Ocotillo, P.O. Box 5457, Santa Maria, CA 93456. Principal is headed by G. Dawn Delgatty and Norwood J. Patterson, and is permittee of KGDP(FM) Orcutt, CA and KIDH(AM) Eagle, ID, and licensee of KGDP(AM) Orcutt, CA.

■ **Eagle, ID** (BPH910516MM)—Eagle Broadcasting Inc. seeks 107.9 mhz; 1.10 kw; ant. 788 m. Address: 5000 Joe Lane, Nampa, ID 83651. Principal is headed by Humberto F. Fuentes, and has no other broadcast interests. Filed May 16.

■ **Eagle, ID** (BPH910516MN)—Moonbeam Inc. seeks 107.9 mhz; 1.14 kw; ant. 790 m. Address: P.O. Box 526, Nicasio, CA 94946. Principal is headed by Mary F. Constant, and has no other broadcast interests. Filed May 16.

■ **Eagle, ID** (BPH910516MO)—Cynthia A. Siragusa seeks 107.9 mhz; 1.17 kw; ant. 782 m. Address: 50 Park Terrace E., Apt. 3F, New York, NY 10034. Principal has no other broadcast interests. Filed May 16.

■ **Rexburg, ID** (BPED910509MB)—Ricks College Corp. seeks 91.5 mhz; .100 kw-H; ant. 12 m. Address: Ricks College, Rexburg, ID 83460. Principal is headed by Ezra Taft Benson, and is licensee of noncommercial

educational KRIC(FM) Rexburg, ID. Principal is controlled by The Church of Jesus Christ of Latter-Day Saints and governed by board of trustees. Filed May 9.

■ **Mount Morris, IL** (BPH910514MC)—Golf Media Inc. seeks 95.7 mhz; 2.7 kw; ant. 151 m. Address: P.O. Box 9089, Downers Grove, IL 60515. Principal is headed by Daniel G. Dobrowski, sole owner of Golf Media Inc., and has interests in licensees of LPTV's W54BH and W1ICE both Madison, Wisconsin; and W68CF Tampa, FL, and holds CP for W34AW Sarasota, FL, and pending application for CP for K15DB Santa Barbara, CA. Filed May 14.

■ **Searsport, ME** (BPH910503MR)—Jonathan Lee Leveen seeks 101.7 mhz; 1.61 kw; ant. 191 m. Address: 59 Mechanic St., Camden, ME 04843. Principal is 100% owner of Northern Lights Broadcasting Co., permittee of WAVX(FM) Thomaston, ME. Filed May 3.

■ **Marquette, MI** (BPH910515ME)—Iron Range Broadcasting Co. Inc. seeks 94.1 mhz; 4.49 kw; 115 m. Address: 105 E. Kent St., P.O. Box 190, Iron Mountain, MI 49801. Principal is headed by Charles R. Henry and James A. Klungness, who own WMIQ(AM)-WIMK(FM) Iron Mountain, MI. Filed May 15.

■ **Coleraine, MN** (BPH910515MC)—Latto Northland Broadcasting Inc. seeks 96.1 mhz; 100 kw; ant. 176 m. Address: 419 W. Michigan St., Duluth, MN 55802. Principal is headed by Lewis M. Latto, who is 100%

owner of licensees of WAKX(FM) Duluth, MN; KXTP(AM) Superior, WI; WEVE-AM-FM Eveleth, MN; and 14 FM Translator. Filed May 15.

■ **McLain, MS** (BPH910515MD)—Community Broadcasting Co. Inc. seeks 96.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 723, Wiggins, MS 39577. Principal is headed by A. R. Byrd, and has no other broadcast interests. Filed May 15.

■ **Atlantic City** (BPED910509MA)—Atlantic City Board of Education seeks 88.9 mhz; .10 kw-V; ant. 35 m. Address: 1809 Pacific Ave., Atlantic City, NJ 08401. Principal is headed by Mrs. Dorothea W. Dorrington, and has no other broadcast interests. Filed May 9.

■ **Belvidere, NJ** (BPH910516MP)—South Jersey Radio Inc. seeks 107.1 mhz; 3 kw; ant. 100 m. Address: 1601 New Rd., Linwood, NJ 08221. Principal is headed by Howard L. Green, and is licensee of WOND(AM) Pleasantville, WONZ(AM) Hammonton, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and permittee of LPTV W07CE Atlantic City. Filed May 16.

■ **Belvidere, NJ** (BPH910515MF)—W.R.N.J. INC. seeks 107.1 mhz; 3.9 kw; ant. 120 m. Address: Box 1000, Hackettstown, NJ 07840. Principal is headed by Lawrence J. Tighe Jr. and Norman L. Worth. Tighe and Worth are owners, officers and directors of Radio

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
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%

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

New Jersey, licensee of WRNJ(AM) Hackettstown, NJ, and permittee of translator W33AQ Palmerton, PA, and applicant for new LPTV in Hackettstown, NJ. Filed May 15.

■ **New York (BPH910502MQ)**—The Fidelio Group Inc. seeks 104.3 mhz; 22.9 kw; ant. 211 m. Address: 444 Madison Ave. Suite 704, New York, NY 10022. Principal is headed by T'ing C. Pei, and has no other broadcast interests. Filed May 2.

■ **Saugerties, NY (BPH910502MH)**—Thomas L. Williams seeks 92.9 mhz; 6 kw; ant. m. Address: 176 Main St., Lake Katrine, NY 12449. Principal has no other broadcast interests. Filed May 2.

■ **Oxford, NC (BPED910507ME)**—Granville-Vance Community Radio Inc. seeks 91.1 mhz; 5 kw; ant. 118 m. Address: P.O. Box 889, Blacksburg, VA 24063. Principal is headed by Edward A. Baker, and has interests in licensees of WCXN(AM) Claremont and WSGH(AM) Lewisville, both North Carolina; WKDI(AM) Denton, MD; WOKT(AM) Cannonsburg, KY; WBZI(AM)-WDJK(FM) Xenia, OH; WKGM(AM) Smithfield, WKTR(AM) Earlsyville and WKNV(AM) Dublin, all Virginia, and WBNN(AM) Union City, IN. Filed May 7.

Actions

■ **Prairie Grove, AR (BPH900202MJ)**—Granted app. of Vinewood Communications for 94.9 mhz; 1 kw; ant. 236 m. Address: 139 Mock St., Prairie Grove, AR 72753. Principal is headed by Joseph M. Hart and Cheryl Lynn Hart, and has no other broadcast interests. Action May 20.

■ **Prairie Grove, AR (BPH900131MO)**—Dismissed app. of Hoge Broadcasting CO. for 94.9 mhz; 1.8 kw; ant. 119 m. Address: P.O. Box 12, Fayetteville, AR 72702. Principal is headed by Robin Crisler, and has no other broadcast interests. Action May 20.

■ **Fitzgerald, GA (BPH891214MS)**—Granted app. of Margaret H. Graham for 96.9 mhz; 6 kw; ant. 100 m. Address: Rte 1, Box 532, Baxley, GA 31513. Principal has no other broadcast interests. Action May 20.

■ **Fitzgerald, GA (BPH891213MG)**—Dismissed app. of Ben Hill Broadcasting Co. for 96.9 mhz; 6 kw; ant. 100 m. Address: 723 Camillia Dr., Lagrange, GA 30240. Principal is headed by Paul E. Reid and Faye B. Reid, and has no other broadcast interests. Action May 20.

■ **Fitzgerald, GA (BPH891214MT)**—Dismissed app.

of Cole C. Studstill for 96.9 mhz; 3 kw; ant. 100 m. Address: Rte. 3, Box 16, Swainsboro, GA 30401. Principal has interests in licensees of WXRS-AM-FM Swainsboro, GA; WGLC-AM-FM Mendota, IL; WXKO-FM Pana, IL. and WXKO(AM)-WEEG(FM) Fort Valley, GA. Action May 20.

■ **Fitzgerald, GA (BPH891214MV)**—Dismissed app. of Susan P. Eastman for 96.9 mhz; 3 kw; ant. 100 m. Address: 1801 W. Roanoke Dr., Fitzgerald, GA 31750. Principal has no other broadcast interests. Action May 20.

■ **Vidalia, LA (BPH890720MG)**—Granted app. of Vision Broadcasting Inc. for 104.7 mhz; 3 kw; ant. 100 m. Address: Vidalia Meadows, Apt. 19, Vidalia, LA 71373. Principal is headed by Carol Brown, and has no other broadcast interests. Action May 20.

■ **Vidalia, LA (BPH890719MD)**—Dismissed app. of Robert Cupit for 104.7 mhz; 3 kw; ant. 100 m. Address: P.O. Box 1129, Vidalia, LA 71373. Principal is GM of KVLA(AM) Vidalia, MS. Action May 20.

■ **Starkville, MS (BPED910214MF)**—Returned app. of Sean M. Rikard for 88.5 mhz; ant. 0 m. Address: 713 Ponderosa Dr., Starkville, MS 39759. Principal is

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headed by Rikard and Joshua W. Wedge, and has no other broadcast interests. Action May 17.

■ **Maumee, OH** (BPED910225MC)—Returned app. of Side By Side Inc. for 89.3 mhz; 6.3 kw; ant. 98 m. Address: 9035 Salisbury Rd., Moulclova, OH 43542. Principal is headed by James L. Oedy, and has no other broadcast interests. Action May 16.

■ **Altoona, WI** (BPH900517MH)—Granted app. of Altoona FM Radio for 98.1 mhz; 6 kw; ant. 55 m. Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is headed by Dale A. Ganske and Elizabeth J. Harris. Ganske is 50% owner of Dri-Five Inc., licensee of WISM(AM) Eau Claire, WI. Action May 17.

■ **Altoona, WI** (BPH900518ML)—Dismissed app. of Lynn Bushland for 98.1 mhz; 3.9 kw; ant. 124 m. Address: 615 Mt. Memo Apt. C, Eau Claire, WI 54703. Principal has no other broadcast interests. Action May 17.

■ **Altoona, WI** (BPH900607MD)—Dismissed app. of Altoona Broadcasting Inc. for 98.1 mhz; 6 kw; ant. 100 m. Address: 5344 Monroe St., Skokie, IL 60077. Principal is headed by Randal L. Phillips and Stephen A. Sinicropi. Phillips is 15% shareholder of Dekalb County Radio Ltd., permittee of new FM on 94.9 mhz at Dekalb, IL. Sinicropi is vice president of Suburbanair Inc., licensee of WMVP(AM)-WLUM-FM Milwaukee. Action May 17.

FACILITIES CHANGES

Applications

AM's

■ **Champaign, IL** WDWS(AM) 1400 khz—May 16 application for CP to correct coordinates to 40 05 04N 88 14 53W.

■ **Decorah, IA** KDEC(AM) 1240 khz—May 13 application for CP to reduce power to 580 watts; make changes in antenna system & correct coordinates to 43 19 28N 91 47 05W.

FM's

■ **Mobile, AL** WAYF(FM) 88.5 mhz—May 13 application for mod. of CP (BPED860815MB) to change ant.: 190.2 m.; change class to class C1; TL: 30 40 55.5N 87 49 40.8W.

■ **Marco, FL** WGUF(FM) 92.7 mhz—May 15 application for mod. of CP (BPH850712OF as mod.) to change ERP: 4.1 kw H&V.

■ **Waukon, IA** KNEI-FM 103.9 mhz—May 15 application for CP to change freq: 103.5 mhz; ERP: 30 kw H&V; change ant.: 150 m.; TL: Cemetery Rd., .5 km W of Hwy. 76, 2.1 km NW of Waukon, IA; class: C2 (per docket #89-257).

■ **Liberty, MO** KXXR(FM) 106.5 mhz—May 14 application for CP to correct coordinates to: 39 04 24N 94 29 06W.

■ **Rolla, MO** KQMX(FM) 94.3 mhz—May 14 application for mod. of license to increase ERP: 3 kw H&V (pursuant to docket #88-375).

■ **Espanola, NM** KMIO(FM) 102.3 mhz—May 10 application for CP to change ERP: 9 kw H&V; ant.: 164 m.; class: C3.

■ **Edenton, NC** WZBO-FM 102.3 mhz—May 14 application for CP to change ERP: 26 kw H&V; ant.: 210 m.; change TL: County Rd. 1117, 1.3 km SE of Bay Community, NC; class: C2; change freq: 102.5 mhz.

■ **Moore, OK** (no call letters) 88.1 mhz—May 20 application (BMPED910520IA) for mod. of CP (BPED881223MA new station) to change ERP: 30 kw (H&V); ant.: 181.9 (V) m.

■ **Portland, OR** KRRC(FM) 107.5 mhz—May 16 application for CP to change freq: 104.1 mhz; ERP: .07 kw H&V; change ant.: 368 m.; TL: 4700 SW Council Crest Dr., Portland, OR 97201.

■ **State College, PA** WTLR(FM) 89.9 mhz—May 20 application for mod. of CP (BPED891013ME) to change ant.: 178 m.

■ **Block Island, RI** WBLQ(FM) 99.3 mhz—910227 application for mod. of license to increase ERP: 4.6 kw

H&V (pursuant to docket #88-375).

■ **Tazewell, TN** WFWS(FM) 94.1 mhz—May 14 application for CP to change ERP: 2.75 kw H&V.

■ **Harrisonburg, VA** WQPO(FM) 100.7 mhz—May 16 application for CP to change ERP: 3.8 kw H&V; ant.: 493 m.; change TL: 350 ft. N of Massanutten Peak, McGeheysville, VA.

■ **Kelso, WA** (no call letters) 94.5 mhz—May 15 application for mod. of CP (BPH881215ME) to change ERP: 6 kw H&V.

TV

■ **Davenport, IA** (no call letters) ch. 36—May 23 application for mod. of CP (BPCT890111KH) to change ERP: 6.82 kw (vis); change ant.: 65 m; TL: 317 W 13th St., Davenport, IA; antenna: Bogner B-4UA(DA); 41 31 58N 90 34 40W.

Actions

FM's

■ **Sedona, AZ** KSED(FM) 107.5 mhz—May 17 application (BMPH900531IG) granted for mod. of CP (BPH870506MB) to change ERP: 98.4 kw H&V; TL: Mormon Mtn, 16 mi NE of Sedona.

■ **Fort Bragg, CA** KOZT(FM) 95.3 mhz—May 21 application (BMLH910325KC) returned for mod. of license to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

■ **Long Beach, CA** KSKQ-FM 97.9 mhz—May 23 application (BPH901115IC) granted for CP to change ant.: 150 m.; change TL: Baldwin Hills Reservoir, Los Angeles.

■ **Modesto, CA** KJSN(FM) 102.3 mhz—May 21 application (BMLH910509KC) returned for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Erlanger, KY** WIZF(FM) 100.9 mhz—May 17 application (BPH901003IA) dismissed for CP to change ERP: 2.25 kw H&V; change ant.: 158 m.

■ **Duluth, MN** WNCB(FM) 89.1 mhz—May 16 application (BPED900516MG) returned for CP to change ERP: 5 kw H&V; change freq: 89.3 mhz.

■ **Hattiesburg, MS** WHSY-FM 104.5 mhz—May 16-CP is cancelled and forfeited.

■ **Smithtown, NY** WCTO(FM) 94.3 mhz—May 16-CP is cancelled and forfeited.

■ **Edinboro, PA** WXTA(FM) 97.9 mhz—May 22 application (BPH910114IA) granted for CP to change ERP: 10 kw H&V; change class to class B1 (per docket 89-484).

■ **Mechanicsburg, PA** WTPA(FM) 93.5 mhz—May 16 application (BPH901022IB) dismissed for CP to change ERP: 1.25 kw H&V; change ant.: 219 m.

■ **Abilene, TX** KEAN-FM 105.1 mhz—May 14-CP is cancelled and forfeited.

■ **Mirando City, TX** KZZQ(FM) 100.9 mhz—May 23 application (BMPH900507IC) granted for mod. of CP (BPH871216MI as mod.) to change freq: 100.5 mhz; ERP: 42 kw H&V; ant.: 163 m.; TL: 15 km S of SH 359, S Pescadito, TX; change to class C2 (per docket #89-348).

TV

■ **Paducah, KY** WDKA(TV) ch. 49—May 20 application (BMPCT901030KE) granted for mod. of CP (BPCT840424KF) to change ERP: 2786 kw (vis); ant.: 602 m; TL: 1.5 km NNE of intersection of State Rds. 473 & 1782, 6.1 km NNW of Bandana, KY, 37 11 56N 88 58 32W; antenna: Alan Dick & Co. SG-28, (BT).

ACTIONS

■ **Amended** rules to permit use of digital voice (F3Y) emission for encrypting aural communications of remote pickup broadcast stations. (MM docket 90-499, Report DC-1880, May 22 by R&O [FCC 91-166].)

■ **Declined** to reconsider its decision adopted in Report and Order (order) which amended rules concerning abuses of Commission's processes. Law offices of

Dean Gorge Hill, P.C., sought clarification or partial reconsideration of Order. (MM docket 87-314, Report DC-1883, May 24 by MO&O [FCC 91-170].)

■ **Modified** 1990 Policy Statement and Order regarding character qualifications of broadcast licensees and permittees by easing reporting burden imposed on licensees and clarifying reporting requirement. (By MO&O [FCC 91-146] adopted May 1.)

■ **Leesburg-Eustis, FL** Affirmed decision by Mass Media Bureau which denied request by WLBE 790 Inc., licensee of WLBE(AM) for special temporary authorization to increase station's daytime power to overcome Cuban interference. (MM-542 Mass Media Action, May 22 by MO&O [FCC 91-165].)

■ **Chatham, MA** Denied Cannon Communications Corporation's petition for reconsideration and motion for stay of action in proceeding for new FM. This action upholds grant of application of First Class Communications Ltd., for new station at Chatham, and denial of Cannon's competing application. (MM docket 83-976, Report DC-1881, May 24 by MO&O [FCC 91-169].)

■ **Eden Prairie, MN** Denied N. Walter Goins review of Review Board decision affirming ALJ dismissal of Goins' application for new FM station on channel 289A for failure to demonstrate financial qualifications. (MM docket 89-387 by Order [FCC 91-162] adopted May 20.)

■ **Arlington, TX** Granted application of Metroplex Communications, Inc. for construction permit for new TV on channel 68, and denied 8 competing applications. (MM docket 85-234 by decision [FCC 91R-41], adopted May 14 by Review Board.)

■ **Conroe, TX** Denied G-A Communications, Inc.'s application for new TV on channel 55 due to misrepresentation of facts to Commission. (MM docket 85-331 by supplemental ID [FCC 91D-27] issued May 13 by ALJ Edward Lutton.)

■ **Waco, TX** Denied petitions by Chase Communications, Inc. and Excelsior Communications, Inc., for reconsideration of Review Board's decision upholding grant of Kennelwood Broadcasting Company, Inc.'s application for new FM on channel 233A. (MM docket 89-338 by MO&O [FCC 91R-42] adopted May 15 by Review Board.)

CALL LETTERS

Applications

Existing AM's

KIDN(AM) KKMx Gardiner Broadcast Partners Ltd.; Hayden, CO
KSLD(AM) KCSY King Broadcasters; Soldotna, AK
WXRT(AM) WPNT Diamond Broadcasting Inc.; Chicago

Existing FM's

KIDN-FM KKMx-FM Gardiner Broadcast Partners Ltd.; Hayden, CO
WEZV(FM) WKJM BOMAR Broadcasting Co.-Lafayette Inc.; Monticello, IN
WGTK(FM) WCVM Dynamite Radio Inc.; Middlebury, VT
WVHR(FM) WHZZ-FM Milan Broadcasting Co.; Huntingdon, TN

Grants

New FM's

KAJO-FM Grants Pass Broadcasting Corp.; Harbeck-Fruitdale, OR
KBXT(FM) John M. Singer; Bixby, OK
KDAY(FM) Ms. Bennett Kessler; Independence, CA
KQUA(FM) Lutesville Broadcasting Inc.; Lutesville, MO
KQUF(FM) Lucille Ann Lacy; Raymondville, TX

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Sales manager: AM/FM Richmond-Lexington, Missouri. \$30K plus. New facilities. Excellent staff. Shellby Hendee, KMRN, Cameron, MO 816-632-6661. EOE.

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Urban WQMG AM/FM seeks high energy team builder for general sales manager. Must be able to recruit, train, motivate, identify revenue opportunities and deliver above average power ratio! Send resume to Nancy Cooper, WQMG, PO Box 14702, Greensboro, NC 27415 or call 919-275-1657. EOE.

Indiana small market stand alone FM with giant signal seeks community minded, experienced take charge general manager. You will carry a list. We are rated #1, live & local 24 hours a day. Salary, monthly percentage of profits and equity in station over time. Come grow with us! Send resume in confidence to: President, PO Box 502, Roanoke, IN 46783-0502. We are an equal opportunity employer.

Station manager/sales manager/program director: Dame Media, operating two 50 kilowatt FMs and three class-4 AMs in medium markets in PA is expanding operations and looking to add several highly qualified and motivated administrators to the group. Send confidential resumes and references to J. Albert Dame, President, Dame Media Consultants, Inc., 89 Upland Road, Williamsport, PA 17701. EOE.

General manager opportunity: Wanted major market sales manager for GM position or small market GM looking to move up. Minorities encouraged to apply. EEO. Resumes and references to Box D-11. All responses confidential.

Program director: For LA market's only jazz station. Artistic and management skills a must in programing a respected station also involved in concert productions, regional network news, and cable audio worldwide. Must be familiar with all styles of jazz; minimum of 5 years radio and 2 years management experience. Competitive salary and excellent benefits. Send resume, references and tape to: Station Manager, KLON-FM, 1288 No. Bellflower Blvd., Long Beach, CA 90815-4198. EOE.

HELP WANTED SALES

Very lucrative compensation plan for a proven salesperson. If you know small market radio sales you will find this position most rewarding. Advancement plus potential equity position. Immediate opening. Contact Steve Kenny, KSEK/KYPG Radio, 316-232-1340, PO Box 0, Pittsburg, KS 66762. EOE.

New business development specialist: New position devoted entirely to development of new business. Guaranteed salary, plus incentives and incredible benefits. Work with one of the best radio groups in the country in one of the most livable cities in the world. Z-104 (CHR) and WTSO (Full Service-Country) are looking for a killer with a track record. Send or fax your resume, but please no calls. Scott Roeming, GSM, Midcontinent Broadcasting, 5721 Tokay, Madison, WI 53719. Fax 608-275-7125. WTSO and Z-104 are equal employment employers and encourage women and minorities to apply for this and all positions.

Sales: Nationwide Outdoor Advertising company has unique opportunity for experienced media salespeople. Solicit radio stations - salary plus. Maturity not deterrent. Openings in Florida, Long Island, NY, DC area and others throughout the USA. 1-800-368-1669. EOE.

HELP WANTED ANNOUNCERS

PD/OPS mgr. In small, but beautiful, Northeast market. Outdoor recreational opportunities abound. AM satellite MOR, FM automated Classic Rock. Small staff needs cheerleader, direction. Resume, salary needs. Reply to Box D-12. EOE.

HELP WANTED TECHNICAL

Fully qualified engineer to split duties between two small northern California markets. Starting salary: \$25,000. Contact: Rod Chambers 916-257-2121. Equal opportunity employer.

Broadcast technician needed to assist CE with equipment repairs and remotes. Full time. Prefer electronics background with FCC General or SBE certification. Send resumes to John Andrews, WSR5/WTAG, Box 961, Worcester, MA 01602. EOE.

HELP WANTED NEWS

We are looking for a radio talkshow superstar to substantially improve nighttime ratings against strong competition including sports talk, play-by-play, and network syndication. Must be a strong entertainer and display topical range and depth. Must understand strategic programing concepts and demonstrate a track record of improving ratings. If you can generate a buzz in the community and become a household name, if you have boundless energy, work hard on prep, are creative and spontaneous; if you like to surprise and delight listeners, this could turn into a long-term home for you. We're a growing newstalk operation anxious to continue our positive market positioning. Send resumes and a non-returnable tape(s) to: KING Newstalk 1090, Human Resources Department, 333 Dexter Avenue North, Seattle, WA 98109. EOE.

News director, WUFT-FM Gainesville, Florida: Coordinates, administers/implements computerized daily news service with heavy student involvement from nationally recognized college of journalism/communications. Recruits, auditions, trains and evaluates 50-student news staff and 2 news pros in public radio news production and techniques of good broadcast journalism. Monitors student/staff performance, team-teaches news gathering and presentation with staff and j-faculty. Reports to station manager, with cooperation of PD, Telecomm Chair to operate as member of overall station team. Uses ENR computerized AP wire, 9 computerized stations, news vehicle with 2-way and Marti and new facility. Requires bachelor's degree, master's preferred. Minimum 4 years broadcast journalism experience. Writing, fundraising, budget, computer knowledge, public radio experience and management experience are pluses. Demonstrated organizational people skills a must. Salary: \$31,386. Send current resume and 3 reference letters to: News Director Search Committee, WUFT-FM, 2008 Weimer Hall, University of Florida, Gainesville, FL 32611 by June 15, 1991. An EEO/AA employer.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Entry level broadcasters with management goals, sales, news, air production, live Country FM near major market. Short dollars but excellent starting station. Tape, photo (returned) KQSS, Miami, AZ 85539. EOE.

SITUATIONS WANTED MANAGEMENT

Let me bring your AM back to life - 25 years experience in AM management. I turn AM into profit and prestige. Reply Box C-39.

Strategic planner VP/GM delivers results. Group operator/4 stations. Solid history in reversing trends. As GSM doubled sales revenues in 4 years. Seeks challenging position with broadcast group where people make the difference. 22 years radio. Chris Martin. 616-399-1702.

18 year radio pro seeking GM position with stable group. Experienced in programming and sales. Creative and bottom line oriented. Respond to Box D-15.

Dedicated general manager for your small market. This 25 year professional will sell, train and cut cost. Ready to bring community involvement to your station. Call Ed evenings and weekends 806-266-5269.

Your next GM must hit the streets and sell. Recruit the best and keep them, motivate them. Have 20 yrs experience. Make the station profitable. Reply in confidence to: Box D-14.

SITUATIONS WANTED SALES

Jason Jennings trained AE ready to close direct sales on your team. Radio-TV UMass Amherst graduate with telemarketing media direct sales experience. Raised by radio sales pro father. Kathleen Phelps. 413-253-2587 or 517-321-6607. Invest in a winner!

Good all around broadcaster. Now retired. Mostly sales experience. Wants to return as combo sales announcer. Morris Box 67193 Rochester, NY 14617.

SITUATIONS WANTED ANNOUNCERS

Energetic, dynamic, experienced grad of Syracuse University's Newhouse School of Communications with great voice & style looking for announcing/VO/DJ position. East coast preferred, but very willing to travel. Contact: Corey S. Klein, 843 Sumner Ave., Syracuse, NY 13210. 315-476-3166.

Midwest...Plains. Over twenty years all-around air experience. Finest background. Strong production. Wide news background, writing and covering beat. Prefer Country or Easy Listening. 507-334-6678.

SITUATIONS WANTED TECHNICAL

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

SITUATIONS WANTED NEWS

Washington-experienced talk host. No shock jock but authoritative, affable, entertaining. Very knowledgeable generalist with outstanding phone and interview skills. Reply Box D-2.

Sports pro. Sophisticated, exciting PBP and solid anchoring skills. 5 yrs. exp. Looking for college/pro opportunity. All major sports. Impeccable knowledge. Bob, 201-546-5546.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Traffic/continuity/sales service. Experience in TV and radio, using Columbine, J.D.S., Bias and Marktron. Call George 908-417-1923. NY, NJ, CT area.

Recent MA graduate seeks writing, production, or research assistant position. Six years radio experience with managerial, announcing and writing background. Dedicated and responsible, willing to relocate. Call Jules 908-566-0791.

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

Oldies expert seeks major market evenings, or small market PD position. Remote, production and engineering experience. Available now in WI or West of Rockies. Buster J. Keaton 608-362-0086.

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.

Expanding radio broadcaster. Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Milledge Ave., Athens, GA 30605.

Radio station jingles: Collector wants to swap with others. Looking for WLS circa 1961 jingles & more. Rodger 305-480-2727.

TELEVISION

HELP WANTED MANAGEMENT

Controller/chief financial officer: WOKR-TV, the ABC affiliate in Rochester, NY, is seeking a self-motivated achiever with strong accounting, data processing and managerial skills. Candidate should have Big 6 public accounting background and a minimum of 2 years broadcast accounting experience. Position responsible for station accounting functions, budgeting and financial reporting. Position may lead to expanded responsibilities beyond WOKR-TV for the right candidate. Send resume to: Larry Haugen, Gillett Group Management, 555 17th Street, Suite 3300, Denver, CO 80202. EOE.

KIXE-TV in Redding, California, seeks applicants for general manager for a public television station with excellent studio equipment and facilities. Ideal applicant should have five years experience in top level management position, preferably at a public television station, but not mandatory. Candidates should have a strong background in community fundraising, administrative leadership, fiscal planning and personnel management. College degree required, with advanced degree preferred. Position available in early 1992. Applicants should send a cover letter and complete resume, three references, current salary and desired salary to: Sandy Boyd, Search Committee Chairman, 5 Walnut Circle, Chico, CA 95926. Phone: 916-891-5760 before June 30, 1991. EOE.

WITN-TV, an American Family owned NBC affiliate in eastern North Carolina, is currently accepting applications from qualified candidates for the position of General Sales Manager, send resume to WITN-TV, Box 468B, Washington, NC 27889. EOE.

Chief financial officer: Television station group seeking experienced management-oriented candidates. Opportunity to grow with expanding company. Knowledge personnel matters as well as financial aspects of broadcasting needed. Real opportunity. EOE. Reply to Box D-16.

Business manager: Communications service company seeking a highly motivated business manager. Must be able to directly supervise computerized accounting department and clerical staff, generate timely financial information, and work and communicate w/outside accountants. Should be self-starter, detail oriented, organized with excellent analytical and interpersonal skills. Accounting degree or equivalent experience required with 5+ years of accounting and management experience. Experienced with budgeting and planning. Strong PC skills, utilizing Lotus 123 and other accounting software. Send resume with salary history to: Box D-17. M/F EOE.

Promotion manager: WNOL-TV FOX 38 in New Orleans is seeking an aggressive hand-on promotion manager. If you are an innovative, organized, take-charge professional who can visualize, take advantage of marketing opportunities, build a strong creative team and are looking for career growth in an exciting new company we want you as part of our team. Indy experience a must. Fox affiliate a plus. Interviewing at BPME. Send resume, demo tape and promo material to: A. Olivia, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. Deadline: June 24, 1991. EOE.

General sales manager: You'll be taking over where a seasoned pro left off! Southeastern Fox affiliate which is the #3 ranked station in the 34th ADI seeks GSM with good instincts, strong training skills, and the leadership & motivational background to help us continue our success story. Marketing experience with TVScan, Marshall Marketing, or Scarborough very helpful. Send resume and compensation history to L. Cochran, WLFL-TV Fox 22, 1205 Front St., Raleigh, NC 27609. A TVX/Paramount station. EOE.

HELP WANTED SALES

WBRC-TV in Birmingham is seeking an energetic, creative salesperson with exceptional service skills and the ability to develop new business. Three years television sales experience and basic computer skills helpful. A commitment to excellence a must. Respond in confidence to LSM, WBRC-TV, PO Box 6., Birmingham, AL 35201. EOE.

Local account executive: ABC affiliate is seeking motivated individual with previous television experience to handle a full list and develop new business. Candidate must be well organized, have excellent communication skills, and fit into our team-oriented environment. Send resume to Kathleen Van Alstyne, LSM, WIXT, PO Box 699, E. Syracuse, NY 13057. No phone calls please. EOE.

Account executive: WTVO-TV, Rockford, IL. (NBC affiliate), is seeking dynamic, aggressive, highly-motivated individual to handle substantial, established list with special emphasis on developing new business. Fax 815-963-0201, or mail resume, letter, references to: Tim Sharky, General Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

HELP WANTED TECHNICAL

Engineering manager for expanding Pittsburgh International Teleport. Must have solid hands on 8-10 years minimum experience in satellite communications including design, microwave, tape playback, TOC and transmitter maintenance with knowledge of FCC rules. Send resume with salary requirements to: General Manager, Pittsburgh Int'l Teleport, PO Box 14070, Pittsburgh, PA 15239. M/F EOE.

The Weather Channel has an immediate opening for a maintenance engineer. Must have at least two years broadcast engineering experience. If interested, contact Director of Engineering, 2600 Cumberland Pkwy, Atlanta, GA 30339. No phone calls please. EOE.

Satellite truck operator/supervisor for NE NBC affiliate. Ideal candidate should have previous broadcast engineering and/or satellite truck experience, be responsible, mature and be a good driver. Candidate must also keep good records and be technically oriented. Salary \$20,000 negotiable. Send resume to Paul Cassidy, VP/GM, WBRE-TV, 62 S. Franklin Street, Wilkes-Barre, PA 18773. EEO.

Chief engineer: For UHF station WEHT, Evansville, Indiana. Must have experience in all phases of broadcast TV technical operations. SBE Certification a plus. Experience necessary in UHF transmitter, microwave, digital technology, small format videotape, ENG equipment, FCC regulations. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, PO Box 25, Evansville, IN 47701. Fax 502-826-9566. EOE, M/F.

Experienced television maintenance engineer in Ohio. Maintain video equipment, experience with Sony machines and transmitter experience necessary. Salary commensurate with experience and qualifications. EOE. Please respond immediately with resume and references to Box D-18.

HELP WANTED NEWS

We're looking for a weekend or noon anchor with the skills, polish and maturity to fill in on the weekday 6 and 11 as needed. Strong reporting and liveness skills required. Strong writing a must. This is a key position in a growing, aggressive newsroom. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #0601BR9101. No phone calls please. Company is especially interested in seeking qualified women & minority applicants. EOE, M/F.

We're three fourths of the way toward the best anchor team in the market...we need that rare individual who can combine weather skills with personality. We're not looking for either a weather droid or a clown...but a polished performer who can communicate weather to real people. Our timetable is tight, so send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #0601BR9102. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

Chief photographer: Assist news director in managing photography and editing staff. Establish and maintain photography and editing quality standards. EOE. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202.

Co-anchor: CBS affiliate seeks someone with at least 7 years TV anchoring experience to complement existing female for M-F 10pm newscast. Knowledge of Hawaii very important. Send five minute anchor sample and resume to Steve Hunsicker, News Director, KGMB-TV, 1534 Kapiolani Blvd, Honolulu, HI 96814. EOE M/F.

Director of news marketing for Turner advertising and marketing. Responsibilities include: Development and execution of advertising and promotion projects for CNN, Headline News, and CNN International. Must have 3-5 years experience in developing marketing campaigns for news programming involving multi-layered executions and tie-ins with sponsors and affiliates. Strong understanding of television news and programming necessary. Must have solid organizational, communication and computer skills. Send resume to attention of: Ken Christensen, VP of Marketing, Turner Advertising, One CNN Center, 9th Floor, South Tower, Atlanta, GA 30303. No telephone calls, please. EOE.

Prime opportunities! Seeking anchor/reporter, special projects producer, weathercaster, and videographer/editor. Also looking for sportscaster with play-by-play/talk show capabilities. Only applications with resume/demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

Weekly, syndicated, magazine format/entertainment show seeking co-host to complement female co-host. Previous interview skills and field producing capabilities a must. Equal opportunity employer. Send tapes and resumes only (no phone calls please) to: Yvette Lewis Brown, Senior Producer, EBONY/JET SHOWCASE, 820 S. Michigan Ave., Chicago, IL 60605.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production paradise! Commercials, syndication, infomercials, special projects. Searching for executive producer of program development, sales manager, and public relations/promotion coordinator. Also need several producers/directors, program hosts, videographers/editors, segment producers, feature reporters, and production assistants. Applications must include all relevant material. PO Box 22607, Tampa, FL 33622-2607. EOE.

Production manager: To oversee and work with staff of 15. Must know all aspects of production and work well with clients. Small/medium Texas market. Reply to Box D-19. EOE.

Lighting director/designer. Must be motivated individual with designing, supervisory, budgetary and planning knowledge of studio and remote programming. Minimum of 5 years experience in broadcast television. Letter & resume (no calls) to Charles Bradley, Dir. of Programming & Operations, WPVI-TV, 4100 City Line Ave., Suite 400, Phila., PA 19131. EOE.

WBBM-TV, CBS O&O seeks promotion writer/producer, minimum of 3-4 years of news promotion experience with an affiliate required. No beginners please. Excellent creative and writing skills a must. Send tape and resume to: WBBM-TV Promotion, 630 N. McClurg Court, Chicago, IL 60611. M/F/EOE.

Television producer: SD Public Broadcasting seeks TV producer in Brookings, SD. Conceive, write and produce public affairs programming for public television network. Produce coverage of eight week state legislative session, live call-in programs, and segments for various on-going series. Bachelor's degree in Communications with broadcast emphasis and three years experience in TV production such as writing, producing, editing and hosting programs or combination of education and experience. Minimum \$10.25 per hour. Closes July 5, 1991. Questions call Roger Bamsey 605-677-5861. State application form available through SD Job Service or Bureau of Personnel. Send state application to: Bureau of Personnel, 500 East Capitol, Pierre, SC 57501. Equal opportunity employer.

Director of production & creative services: Responsible for supervising and coordinating production and creative services personnel (master control and videotape operators, floor crew, directors, producers and videographers) and facilities, and department budgeting and billing. Applicants should have a minimum of five years in television production including management experience. Send resume to: Judy Carrier, Administrative Assistant, WCYB-TV, PO Box 2069, Bristol, VA 24203. Minorities and women encouraged to apply. No phone calls. EOE.

Major eastern market independent TV station is seeking a promotion manager with hands-on TV promotion experience. Duties include heading a three person department responsible for creative on-air, radio, print and local activities. MAC computer skills desirable. EOE. Send resume to Box D-20.

SITUATIONS WANTED MANAGEMENT

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

Highly motivated 5/91 graduate Calif. State Univ.—Northridge. Degree in radio, TV, film; major in media management; minor in music (voice). Seeking challenging position in television industry with advancement possibilities. Willing to consider relocating to East Coast (NYC). Brett R. Fox 818-508-4908.

Seeking presidency of medium company or division. Lady has strong business & broadcast background. Talent, no baggage. 1-800-441-5127.

SITUATIONS WANTED TECHNICAL

22 years experience hands-on TV maintenance and supervision. Also, system design, radar, computers and cable. Call Marty 405-348-0457.

25 years broadcast engineering. 14 years as hands-on television chief engineer. Start-up and upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply Box D-22.

Experienced TV chief engineer seeking position in the South. Supervisory and hands-on experience. Construction and maintenance background. Union negotiations, budgeting, capital planning. Call Jim 718-361-9122, leave message.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Broadcaster with 6 1/2 years experience in radio news; desires entry level, on-air television position. Phone 717-238-7024.

General assignment and/or weather reporter, extensive experience in production, writing and drawing weather maps in the sixth largest market in the country with a BS degree in Broadcast Journalism seeks on-air position. Attractive, witty and knowledgeable, extensive knowledge of ColorGraphics V. Call 312-944-2468.

Actionline/Hotline editor, crusades TV viewer's problems. Press clip and references. Box 1039, NY, NY 10116.

Urgent! Contact ASAP! Looking for first general assignment position in TV news. Will relocate anywhere! Leaving military Oct '91. Will graduate Jun '91. Experienced in TV production, interviewing, writing, strong camera presence, too! Call Greg Townsend 714-335-1520.

Experienced television host/reporter/producer. Black female currently in top 25 market. Strong field reporting and producing skills. Team oriented. Dynamic on-air personality. Demo available. Leave message 212-234-7660.

Aggressive young sportscaster/producer looking for entry level position in radio or TV. Willing to do anything to get started. Will relocate. Call Tom at 908-665-0431 for tape & resume.

Sports...part time anchor in top 40 market, lots of experience, including p-b-p, looking for medium to large market position. Call John 517-485-0321.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Aggressive young journalist with professional experience in television, radio and print journalism, seeks position behind-the-scenes in sports production. Willing to relocate. Call Seth at 516-295-4332.

Lighting director: Experienced in broadcast television/film lighting with excellent references in working with a wide variety of clients in major market. Supervisory, budgetary, designing, and planning knowledge in the lighting of studio and remote productions. Seeking position in lighting. Contact David 614-592-1059.

Traffic/continuity/sales service. Experience in TV and radio, using Columbine, J.D.S., Bias and Marktron. Call George 908-417-1923. NY, NJ, CT area.

MISCELLANEOUS

Attention job-hunters! Our consultancy offers a full range of personalized services including employment listings nationwide; free referral with no placement fees; individualized coaching/management; write demo tape evaluations with salary assessments; and much more! Now in our 7th year. Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

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

Bill Slatter and Associates gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistant/radio: WIDB, student operated station, at Southern Illinois University at Carbondale, 9 month appointment, \$701/month, year tuition waiver. Responsible for overseeing operations. Radio experience required. Send resume to: Joanne Yantis, SIUC, Student Center, Carbondale, IL 62901. EOE.

Radio/television services-executive director, Indiana University, Bloomington, IN. Unit is organized into three operating divisions: Public Broadcasting Stations, WFUI(FM), WTUI(TV) and instructional television services. Executive director has overall responsibility for administration and reports directly to the office of the vice president and chancellor of the Bloomington campus. Seek the following qualifications: 1) proven leadership ability; 2) meaningful media management experience; 3) support for student participation in operations; 4) demonstrated ability to attract external funding; 5) eligible for academic appointment to the faculty in telecommunications, journalism or related field. Applicants should submit: 1) a current resume/Curriculum Vitae; 2) letter which supplements resume and which responds to specific qualifications outlined above; 3) names, addresses and phone numbers of at least three references. Deadline for full consideration: July 19, 1991. Address applications and/or requests for additional information to: IU/RTS Search Committee; Office of the Vice President and Chancellor; Bryan Hall 100; Indiana University; Bloomington, IN 47405. Indiana University is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Can you live on \$2000 a month in commissions for 3-4 months in order to build a business from the ground floor into a six-figure annual income? CASCOS syndication is the expansion of two well-known, established and respected companies. As our distributor, you'll market the world's largest stock library of animated effects, a stable of custom commercial characters headed by the famous Jim (Hey Vern, it's Ernest!) Varney, generic commercials, music libraries and more. You need to have media sales experience, the ability to manage 3-4 people and the willingness to work full time and harder than you ever have in your life. If you are entrepreneurial in spirit and love to sell, call Lee Michaels at 615-242-8900. Territories closing rapidly! EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PGA TOUR Productions in Jacksonville, Florida is seeking an art director to fill a creative/management position with 3-5 years experience in computer graphics. Must have the ability to create and execute computer graphic designs and storyboards for all of PGA TOUR Productions. Knowledge of a computer paint system is essential. Send tapes and resumes to: Mrs. Beth Larson, PGA TOUR Productions, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32256. 904-737-7001. EOE.

EMPLOYMENT SERVICES

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

Reporters. We market talent to all size markets. Call M.T.C 619-270-6808. News, sports & weather! Demo tape preparation available.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Need personnel for your radio, television station or cable system? I represent the best people in the industry! All positions - all levels. Write on company letterhead for complete free listing. Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street. Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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

Buyers: For used television equipment. Rebuild and warranty available. 615-238-4200, Pauza Company.

ENG truck in good condition with telescoping mast, generator, and accessories. Call Mike McKinnon, Chief Engineer, WXIN-TV, 317-632-5900.

FOR SALE EQUIPMENT

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

1KW AM transmitters: Harris MW1A (1978), Harris SX1A (1988), Cont. 314R1 (1986). Harris BC1H1 (1974), RCA BTA 1S (1976). Transcom Corp. 800-441-8454, 215-884-0888, Fax 215-884-0738.

FM transmitters: BE FM30, 30KW (1983), CCA FM20,000E, 20KW (1979), Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), Harris FM10K, 10KW (1980), RCA BTF 10ES1, 10KW (1975). Cont. 814R-1, 2.5KW (1983), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888. Fax 215-884-0738.

AM transmitters: Collins 820E/F, 10KW (1974), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BA5K, 5KW (1980), McMartin BA2.5K, 2.5KW (1981), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177

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.

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.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

500' utility tower. New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

RCA cameras: 5 complete RCA TK47 cameras, Fujinon lenses, 2 setup terminals, 1 DSU, Anvil cases, RTS intercom. Spare parts, boards, CPU, camera head, operate panel. Also RCA TK86 cameras. Very reasonable prices. Call Eric Address 215-626-6500.

RF components: Transmitters: Philips 110 high band, nearly new low band 60, plus six others from \$10,000. Exciters: TT-44, TT4E, ITS-20. Antennas, waveguide, etc. 9.2M Ku/C band TVRO complete. Klystrons: used, rebuilt, leasing. Call & save! 615-238-4200, Pauza Company, LTD.

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.

Potomac FIM-41 AM field strength meter \$1900.00 Kahn AM Powerside system and stereo modulation monitor, fills in nulls in multi tower arrays. Cost \$14,000.00, for sale \$3,000.00.

Madison: Meters, transformers, big caps, tubes. Receiving tubes \$1.5; Icom, Yaesu - amateur. Madison Electronics, 1-800-231-3057, 1-713-729-7300.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

13GHz Microwave system with two audio sub carriers. Includes 2 antennas with Radome. Approximate 175 feet of waveguide - system like new \$13,000. Mosely MRC1600 transmitter remote control 16 channel - like new upgradeable \$2,600. Automatic instruments transmitter remote control 32 channels upgradeable \$6,000. Call 1-404-528-1400.

20 KW FM: CCA FM-20000DS, good condition. \$17,500 FOB Nashville, TN. Bill Barry, WAMB, 615-889-1960.

RADIO

Situations Wanted News

**THE MOTHER OF ALL MORNING SHOWS!
SHOCK RADIO WITHOUT THE SHOCK!**

Bright, topical, funny personality combines with clever, astute newshound sidekick, for a provocative and entertaining show that is **not** obnoxious. Ideal for full-service, news/talk, or personality A/C.

**WE'LL SAVE YOU FROM THE RATINGS DESERT!
WRITE TODAY! BOX D-26**

TELEVISION

Help Wanted News

**SENIOR WRITER
PRODUCER**

Strong written & verbal communications skills; substantial experience in generic & topical news on-air promotions. Prefer college degree in communications or equivalent work experience.

Send resume and tape to:

Steve Johnson
Creative Services Manager
KYW-TV 3
5th & Market Streets
Philadelphia, PA 19106
EOE M/F

Help Wanted News Continued

FIELD PRODUCER

For highly successful Evening Magazine show with flexibility to work on other programming and news projects. 2-3 years field production experience; strong writing, organizational skills.

Send resume and tape to:

Susan Cohen-Dickler
Executive Producer
KYW-TV 3
5th & Market Streets
Philadelphia, PA 19106
EOE M/F

Weekend Sports Anchor/Reporter

KGO-TV, a Capital Cities/ABC owned station in San Francisco is seeking a Weekend Sports Anchor/Reporter to anchor weekend sports and report for the sports department on weekdays. Candidate must have excellent reporting and liveshot skills as well as extensive knowledge of national, state and local sports. A minimum of 3 years reporting experience is required.

Please send tape and resume to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

**HANDS-ON
EXECUTIVE PRODUCER
NEEDED FOR SAN DIEGO'S
ONLY TEN O'CLOCK NEWS!**

If you are creative, possess leadership ability and are hardworking, this is the job for you. We need a seasoned professional who wants to build great news programs and work with our desk, reporters and anchors.

Send non-returnable tapes and resume to (NO PHONE CALLS, Please):

KUSI-TV
ATTN:HUMAN RESOURCES
P.O. BOX 719051
SAN DIEGO, CA 92171

KUSI-TV 51
AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Management

ADVERTISING MANAGER

With extensive TV background willing to relocate in Richmond, Indiana and operate an in-house, one person advertising agency.

Must be a strong negotiator with broad experience in all facets of media buying and commercial production. Competitive salary.

Send resume to:
TOM RAPER INC.
P.O. Box 1365,
Richmond, IN 47375

EXECUTIVE VICE PRESIDENT CHIEF OPERATING OFFICER/ CHIEF FINANCIAL OFFICER

WTVS/Detroit public TV seeks high level executive to handle day-to-day planning, development and management of WTVS activities and professional staff including operations, administration, personnel, finance, marketing and program development. Working with the President/CEO, this person shall develop and implement financial and management strategies for overall station needs. Requires enthusiastic personal commitment to public television; minimum ten years' experience managing a broadcasting or telecommunications facility; proven financial planning and management skills. To apply, send resume to:

Jonette Trainor,
Assistant Secretary,
Board of Trustees,
WTVS/Channel 56,
7441 Second Blvd.,
Detroit, MI 48202.

An equal opportunity employer. Minorities and women are encouraged to apply.

Help Wanted Sales

**ACCOUNT
Executive**
GANNETT
BROADCASTING GROUP

WLVH-TV is currently seeking a local Account Executive. This position requires an aggressive and innovative individual. Applicants must have at least 2 years of strong broadcast sales experience.

Please send resumes to Julie Miglietta, WLVH-TV, 75 Morrissey Boulevard, Boston, MA 02125. No phone calls, please.

WLVH-TV is an Equal Opportunity Employer.

Help Wanted Programing, Promotion & Others

**MEDIA SPECIALIST/ADVISOR
SAUDI ARABIA**

U.S. Government seeks a Media Specialist/Advisor for a two year assignment in Riyadh, Saudi Arabia with the U.S.-Saudi Arabian Joint Commission on Economic Cooperation. Individual will serve as a member of the Department of Treasury's National Center for Financial and Economic Information project team which provides economic and financial information, and science and media communications assistance to the Saudi Arabian Ministry of Finance and National Economy (MFNE). The Media Specialist/Advisor will advise the MFNE on the production of multi-image and TV programs, and provide a broad range of guidance relating to multi-image, television, photography and training. Position requires U.S. citizenship; a Bachelor's degree; 10 years of practical experience, plus demonstrated ability to provide training in multi-image/multi-media/video. Salary range: \$44,348 - \$68,129, plus benefits. To apply, send resume to:

Dept. A-2,
1730 Rhode Island Avenue, NW
Suite 910
Washington, D.C. 20036.

The U.S. Government is an Equal Opportunity Employer.

Employment Services Continued

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

TV'S JOB LISTING LEADER

As little as a TOTAL OF \$6 PER WEEK taps you into MediaLine's unparalleled TV job listing service.

NO OUTRAGEOUS PER MINUTE CHARGES

NO STALE, OUTDATED LISTINGS

JUST 60-75 NEW, CONFIRMED

TV LISTINGS PER WEEK

TV'S JOB LISTING LEADER SINCE 1986

To subscribe call 800-237-8073/California 408-646-5200



Situations Wanted Management

GENERAL MANAGER

Successful, Motivated
Experienced. Seek
medium market with a
committed broadcast group.
Box D-21

Video Editor

Growth opportunity w/expanding Atlanta audio-video production facility incorporated in '77 Full-time position. Required: Minimum 1-yr. commercial broadcast post-production experience w/1", Betacam, D.V.E., & TWO M.L.E. Switcher
Call BOB BYRD,
404/329-0806

Miscellaneous

REWARD

ON SEPTEMBER 24, 1990, A JURY DETERMINED BEYOND A REASONABLE DOUBT THAT THE PLAYBOY INTERFERENCE ON SUNDAY, SEPTEMBER 6, 1987 ORIGINATED FROM CBN, VIRGINIA BEACH. CBN HAD A KNOX K50 CHARACTER GENERATOR WHICH MEASURED CLOSE TO THE INCIDENT TAPE AND CBN ALLEGEDLY HAD THE TRANSMITTER POWER AND ANTENNA CAPABLE OF OVERRIDING SATCOM F4 #24. EMPLOYEE THOMAS HAYNIE, WHO HAPPENED TO BE ON DUTY AT CBN, WAS CONVICTED OF THE CRIME. THE FRIENDS OF THOMAS HAYNIE WILL PAY A \$10,000 REWARD FOR INFORMATION WHICH WILL REVERSE THE CONVICTION AND EXONERATE THOMAS HAYNIE.

PLEASE CONTACT: READ SMARTT
VIRGINIA BEACH, VA 23463
(804) 523-7323

FM & TV TOWERS WANTED

Does your station need to pay down debt, buy new equipment, maybe buy another station??? Sell us your tower, lease back its use. Purchase price based on tower cash flow. No naked towers. Call Keith B. Miller, Miller Tower Company.

212-582-2063



CHICAGO

One Half Hour Time Periods For Sale

- 5,000,000 Watts covering all of Chicago and Northern Indiana
 - Reaching over 7.5 Million Viewers
 - Affiliate with Home Shopping Network
- Agency Representatives Welcome
Call (708) 633-0001



ALLIED FIELDS

Help Wanted Sales

SALES MANAGER

Top company serving the broadcasting industry seeks an experienced advertising sales representative for Los Angeles office to manage West Coast territory. Minimum ten years of sales experience required. Position involves travel. Qualified persons send resume, references and salary requirements to:

Box D-33
M/F EOE

Employment Services

JOBPHONE

- Press: 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "talking resumes"
4 To record "talking resumes" and employers to record job openings
5 Weekly memo to improve your job search technique

1-900-726-JOBS
\$1.00 per min. (5 6 2 7)

**SCA Channel For Lease
Atlanta, Georgia
Class "C"**

Reply to Box D-28

For Sale Stations

AVAILABLE

North Dakota Class C with coverage into major state market and great Canadian coverage. New station facility and equipment. Great community lifestyle adjacent to state's largest recreational area. \$750,000 with terms or make a cash offer. This is a super opportunity with very limited competition.

Reply to Box D-29

**For Fast Action Use
Broadcasting's
Classified
Advertising**



FAX (202) 293-FAST

MEDIA BROKERS • APPRAISERS

RADID • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC

4171 Dundee Rd., Suite 268, Northbrook, IL 60062

708-272-4970



For Sale Stations Continued

THE RADIO FINANCE SPECIALISTS

- New Financings
- Refinances
- Smaller Markets
- Restructures

SIGNAL PROPERTIES

99 State St., Brooklyn Hts., N.Y. 11201
(718) 643-5825

S. FLA FULL C FM

**Booming Market
For sale by owners**

Reply Box L-73

FOR SALE

**Top Rated AM/FM
Eastern Montana
\$495,000 - Terms**

Reply to Box D-23

**MIDWEST C BARGAIN
\$500.00 PLUS CASH FLOW
GREAT MARKET PLENTY OF UPSIDE**

**EXCELLENT FACILITIES
CONFIDENTIALITY BY
BOTH SIDES A MUST.**

REPLY TO BOX D-24

OPPORTUNITY KNOCKS

Turn failing stations into satellites
programed from your station making
them profitable. Call Dan Marti
for details of **PLAN A.**

(817) 645-9163

SUBCARRIER

**ALL SCA SERVICE
AVAILABLE
SACRAMENTO, CA.
50 KW ERP**

REPLY BOX D-27

CLASS "A" FM FOR SALE

**S.W. ARK 1 STATION MARKET
MODERN EQUIPMENT 240' TOWER
STUDIO/PROD. ROOM
STL REMOTE CONTROL**

**CALL DAN WINN
501-372-2443**

**SOUTHWEST TWO C2
COVERING THE SAME METRO
WITH TWO DIFFERENT
FORMATS**

**PRINCIPALS ONLY
REPLY TO BOX D-25**

**FOR SALE OR OPERATION
UNDER LOCAL MANAGEMENT
OR BROKERAGE AGREEMENT
1000 WATTS - FULL-TIME
NORTHERN NEW JERSEY - 14
ACRES PROPERTY.
REPLY TO BOX D-30**

SOUTHERN NEW ENGLAND

Full-time power AM
with cash flow history.
Unique and dominant.

No other stations
located within
primary service area.

Asking \$750,000 on
terms to qualified buyer.

Contact - Richard Kozacko
Kozacko-Horton Company
607-733-7138

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

REDUCED

Six of our clients have instructed us to restructure the price and terms of their stations to assure "fast action" - even in these days of lower prices. If you're interested in CPs, AM, FM, A/F TV or Towers, in ME, NH, MA, VT or NY, we have some terrific opportunities. Cash requirements for acquisition and working capital as low as \$100k

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

**POWERFUL AM ON LOW FREQUENCY
IN RAPID GROWTH AREA OF FLORIDA.
WE EXHAUSTED OUR RESOURCES AC-
QUIRING, BUILDING AND OPERATING
THE STATION TO DATE. NEED HELP TO
FUND THE GROWTH CURVE, OR CAN
BE TAKEN OUT COMPLETELY. 50KW
WITH DIRECTIONAL POSSIBLE, RELO-
CATION TO SERVE ONE OR DUAL MA-
JOR MARKETS COULD MAKE THIS A
VALUABLE PROPERTY TO SOMEONE
WITH ACCESS TO SUFFICIENT CAP-
ITAL TO RELOCATE AND BUILD.
\$700,000 CASH.**

DIRECT INQUIRIES TO BOX D-31.

**WHITLEY
MEDIA**

TEXAS 100KW FM

**Top 175 market
Asking Price \$530,000
1 times 1991 Gross
Terms to Qualified Buyer**

**5495 Beltline Rd. Suite 340
Dallas, TX 75240 Ph. 214-788-2525**

NO. CALIF. BAY AREA

**1KW AM Full Time. New full-term
renewal. Established 56 years ago.
Available for immediate sale.**

**Call Mr. Beaton
(213) 245-2388**

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 (Information only)

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 rate-card. 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.

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. Frequency rates available.

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., N.W., Washington, DC 20036. Please do not send tapes.

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.

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.

FATES & FORTUNES

MEDIA

Jim Paymar, anchor and correspondent, *The Reporters*, New York, joins KWBB(TV) San Francisco, as general manager. **Diane Masciale**, senior field producer, *The Reporters*, joins KWBB as assistant general manager and director of programming.

Paula Collis, office manager, personnel coordinator, *USA Today*, joins KUSA-TV Denver, as personnel coordinator.

Deborah Gallant, from Dow Jones Broadcast Services, joins ABC FM Radio Network, New York, as network manager.

John Bowen, station manager, WSOY-FM Decatur, Ill., joins co-owned WYNG-FM Evansville, Ind., as VP and general manager.

David F. Metz, general manager, WLYH-TV Lancaster, Pa., elected VP.

Patricia Stevens, senior producer, creative services, WSYX(TV) Columbus, Ohio, joins Conus Communications there as regional manager, Ohio Valley regional cooperative.

Claudia Ziemann, former senior media buyer, Saffer Advertising, joins Kelly Scott and Madison Inc. media management company, Chicago, as senior broadcast negotiator.

Rochelle McReynolds, director of development, Laguna Art Museum, joins KOCE-TV Huntington Beach, Calif., as director of major gifts and grants.

Jay Christian, station manager, WPHC(AM)-WVRY(FM) Waverly, Tenn., named general manager.

Dirk W. Johnston, VP, Hilliard Group, joins KTEN(TV) Ada, Okla. (Ardmore), as VP and general manager.

SALES AND MARKETING

John O'Neil, partner, Johnson & O'Neil Associates, joins DDB Needham Worldwide, McLean, Va., as senior VP, account group director.

Jeffrey S. Hill, account executive, WCKG(FM) Elmwood Park, Ill. (Chicago), named national sales manager, succeeding **Jamie Slone**, resigned.



Wysocki

Rick Wysocki, director of broadcast promotion, Backer Spielvogel Bates Inc., New York, adds duties as executive VP, director of creative services.

William C. Borneman, former account executive, WLEX-TV Lexington, Ky., joins WLWT(TV) Cincinnati, in same capacity.

Laurie Wax, former account executive, Cablevision, joins CBS Radio Networks, New York, as district director, North Central region.

Bruce Pfeiffer, local sales manager, WMTV(TV) Madison, Wis., joins WKBT(TV) LaCrosse, Wis., as general sales manager.

Lee K. Strasser, general sales manager, WPBG(AM)-WIRK-FM West Palm Beach, Fla., named VP and director of sales.

Gene Bryan, VP, national sales manager, Katz Hispanic Radio, New York, named VP, general sales manager.

Joanne Burke, VP, corporate media research director, Foote Cone & Belding Communications Inc., New York, named senior VP, corporate media research director.

Valerie Kegley, assistant broadcast manager, D'Arcy Masius Benton & Bowles, Chicago, joins TeleRep, St. Louis, as account executive.

Albert J. Romano, from CBS Spot Sales, joins Seltel, New York, as sales manager, rockets team.

Dom Fioravanti, VP, business development, Financial News Network, joins Court TV, New York, as senior VP, media marketing.

Chris Bailey, local sales manager, KTHV(TV) Little Rock, Ark., joins WOWT(TV) Omaha, as general sales manager.

Tommy DeRamus, account executive, WBRC-TV Birmingham, Ala., named local sales manager.

Marty Leonard, regional sales manager, WNFT(TV) Jacksonville, Fla., named group regional sales manager, parent company Krypton Broadcasting Corp.

Marguerite Turner, traffic manager, WEJZ(FM) Jacksonville, Fla., joins WNFT in same capacity.

Charlie Slaight, from Greater Rochester (N.Y.) Cablevision, joins Tampa Bay Interconnect, Tampa, Fla., as national sales manager.

Andy Ellis, creative director, Hawley Martin, Richmond, Va., joins W.B. Doner & Co., Baltimore, as VP, associate creative director.

Cheri Pridgen Parsons, account executive, WVEC-TV Hampton, Va. (Norfolk), joins WAVY-TV Portsmouth, Va., as local sales manager.

Appointments at Backer Spielvogel Bates Inc., New York: **Walt Bishop**, VP, senior copywriter; **Mike Ciranni**, VP, senior art director; **Grant Pace**, senior copywriter, named VP, associate creative director, and **Ted Trautwein**, VP, senior copywriter, named associate creative directors; **Tod Brubaker**, copywriter, named VP, senior copywriter; **Buddy Gumpfer**, senior art director, named VP, art director; **Michael Jann**, senior copywriter, named VP, copywriter; **Patt Levine**, senior copywriter, named VP, copywriter, and **Steve McCabe**, music producer and senior copywriter, named VP, music director and senior copywriter.

Ed Robbins, formerly from KTNS(AM) Oakhurst, Calif., joins KUII(AM) Dallas-Fort Worth, as general sales manager.

PROGRAMMING



Friedman

relations.

Robert H. Friedman, consultant, Viacom Enterprises, New York, named director, special projects/marketing. **Hilary E. Condit**, director of corporate relations, Viacom International Inc., New York, named VP, corporate relations.

Kimberly Brightman, director, television production accounting, Twentieth Television, Los Angeles, named VP, finance, television production division.

Judy Ranan, VP, television movies and

SCHOLARSHIP FUND STARTED AT OU



Cleveland-based Regional Reps. Corp. has formed a \$15,000 scholarship fund at Ohio University. The Leonard F. Auerbach/Regional Reps. Corp. scholarship will be awarded annually to an upperclass student in the college of arts and sciences who has demonstrated a strong interest in broadcast advertising sales. The recipient will be determined by the school's scholarship committee in conjunction with the Ohio Association of Broadcasters (OAB).

The foundation of the scholarship was announced by Stuart Sharpe, president of Regional, during an OAB luncheon. Sharpe said the scholarship honored "the vision and dedication" of Auerbach, founder of Regional, who is now retired and living in Largo, Fla., on the company's 35th anniversary. Added Sharpe: "It also pays tribute to the tremendous impact Ohio University has had on broadcasting in Ohio and the nation."

In attendance during the presentation were (l-r): Sharp; Archie Greer, OU professor emeritus; Paul Nelson, dean of communications; Auerbach; Glen Kerkian, assistant dean of development, college of communications, and Joseph Slade, director of the school of communications.

mini-series, Imagine Entertainment, joins Citadel Entertainment, Los Angeles, as VP, development and production.

Tom Porter, director of program enterprises, The Discovery Channel, Bethesda, Md., named VP, program enterprises.

Lenny Bart, VP, research, Warner Bros. Domestic Television Distribution, Burbank, Calif., named VP, administration.



Bart



Barba

Carlos Barba, pioneering Hispanic programmer and most recently Telemundo's senior vice president of programming and promotion, has been named president

and chief executive officer of Venevision International, Miami-based international distribution arm of Venevision, Latin American producer, distributor and broadcaster of Hispanic television programming. In addition, he will serve as VP of parent company, Organizacion Diego Cisneros.

Phil Howort, president, LBS Communications, joins Reg Grundy Productions Inc., New York, in consultancy agreement designed to accelerate Grundy Worldwide's activities in barter, syndicated and network television programming.

Randall Cunningham, quarterback, Philadelphia Eagles, joins WCAU-TV Philadelphia, as co-host, *The Randall Cunningham Show*.

Susan Gould, account executive, National Cable Advertising, joins Group W Sports Marketing, New York, in same capacity.

Cindy R. Rubin, manager of Reiss Media Productions, joins Top Rank Inc., Garden City, N.Y., as director of marketing.

Edward J. Fulginiti, program director,

WDAF-TV Kansas City, Mo., joins Nostalgia Television, Los Angeles, as director of program operations.

Donald McGill, VP, business development, Viacom Networks Group, joins The Monitor Channel, Boston, as VP, affiliate sales and marketing, Eastern region.

John C. Moran, director of national accounts, Financial News Network, joins Court TV, New York, as director of national accounts. **Diana M. Rubin**, account manager, Southeast region, Financial News Network, joins Court TV, New York, as regional manager, affiliate relations staff.

NEWS AND PUBLIC AFFAIRS

Doug O'Brien, former VP, radio, WYNC-AM New York, joins WQCD(FM) New York, as news director and morning air personality.

Maria Dubraska Pineda, international correspondent, Venevision, joins KVEA-TV Corona, Calif. (Los Angeles), as assignment desk editor.

Appointments at KUSA-TV Denver: **Larry Martin**, from Health Management Resources, Denver, named producer; **Mike Nelson**, chief meteorologist, KMOV-TV St. Louis, named 5 p.m. and 10 p.m. weathercaster, and **Debra Kohler**, news manager, Financial News Network, Los Angeles, named 6 a.m. producer.

Cathy Clark, assistant news director, KUSI-TV San Diego, named 10 p.m. anchor.

Joe Izbrand, managing editor, KTRH(AM) Houston, named news director, succeeding **Melanie Miller**, resigned.

Keith King, reporter, WTHI-TV Terre Haute, Ind., and **Mike Wagner**, reporter, KOMU-TV Columbia, Mo., join KCRG-TV Cedar Rapids, Iowa, in same capacities.

Ken Stone, reporter, WITF-FM Harrisburg, Pa., named news director, WITF-FM-TV Harrisburg, Pa.

Richard W. Walker, former director of news programming, KRLD(AM) Dallas, joins KUII(AM) Dallas-Fort Worth, as news consultant.

Brian Durst, weekend weather anchor, WWL-TV New Orleans, joins WOWT-TV Omaha, as chief meteorologist.

Bruce Henrickson, director of advertising sales, American Television & Communications' Mile Hi Cablevision, Denver, joins Pennsylvania Cable Network, Meadville, Pa., as director of marketing and public affairs.

PROMOTION AND PR

Lucy Kraus, senior writer and editor, The Corporate and Cultural Marketing Group, Rogers & Cowan Inc., joins ABC News' 20/20, New York, as publicist.



Wexner

Lou Wexner, VP, advertising and promotion, Fries Entertainment, joins Reg Grundy Productions Inc., Los Angeles, as director, marketing and promotion.

Lloyd Weintraub, executive VP, Rastar Television, joins Di Bona Productions, Los Angeles, as executive VP, creative affairs.

Julia Arosteguy, account manager, Keller-Crescent Co., Evansville, Ind., named senior public relations account manager.

Ken Ashley, intern, WVIT(TV) New Britain, Conn., named promotion coordinator.

Appointments at KPTM(TV) Omaha: Donna Ridgley, former local and regional sales manager, KETV(TV) Omaha, named director of promotion and public affairs; Chris Beeler, senior promotion producer, named creative director, and Patty Moore, from accounts payable, named accounts supervisor and payroll administrator.

Michael Caplanis, creative director, Mouncey Ferguson & Associates, joins Abramson Associates, Washington, in same capacity.

Theresa Ward, VP, James Phillips Distribution Co., joins SAS Communications, Los Angeles, as director of international media relations.

TECHNOLOGY

Brian Hutchins, from First Source Distributors, joins Penstock Microwave Distribution, Sunnyvale, Calif., as field sales engineer for Sacramento and Central Valley.



Rawley

Curt A. Rawley, VP, sales and marketing, Avid Technology Inc., Burlington, Mass., named president and chief operating officer.

Robert Keiper, president, Keiper Associates videoconferencing consulting firm, joins Vyvx RSI, New York, as marketing and sales specialist.

Scott Padell, formerly from Post Perfect, joins Editel, New York, as colorist.

Reid McLeod, account executive, KWIZ-AM-FM Santa Ana, Calif., joins Michaels Media in-house radio-TV production facility, as senior account executive.

ALLIED FIELDS

Renee Simmons, manager, National Captioning Institute, Washington, named director of program marketing.

Charles L. Gray, chief, Internal Control and Security Office, Office of Managing Director, FCC, Washington, retires June 28.

Baraff, Koerner, Olender & Hochberg law firm, moves to 5335 Wisconsin Ave., N.W., Suite 300, Washington, 20015; phone number: (202) 686-3200.

Ed Subkis, station manager, WSFP-FM Fort Meyers, Fla., elected treasurer of

radio council for Southern Educational Communications Association.

Ed Hurley, controller, WQCD(FM) New York, named radio chairperson, Broadcast Cable Financial Management Association's radio committee.

Sanders Hickey, account executive, The Arbitron Co., Atlanta, named Southeastern manager, radio station services. Barbara McElroy, account executive, television station services, Arbitron, New York, named national accounts supervisor, advertiser/agency services.

Heidi P. Sanchez, special counsel, Rosenman & Colin law firm, Washington, joins Home Shopping Network Inc., St. Petersburg, Fla., as senior counsel, legal department.

DEATHS

Larry Hatzi, 37, financial editor and host, *Morning Business Journal*, WOR(AM) New York, died of apparent heart attack June 4 there. Hatzi returned to station one day before his death after 3-month absence during which he received treatment for heart ailment. Originally joining WOR as freelance reporter in 1983, Hatzi was named financial editor in 1987. He additionally contributed to morning show, *Rambling With Gambling*. His previous experience came from WROC(AM) Rochester, N.Y., where he was newscaster, reporter and economics correspondent from 1979 to 1981; WEBR(AM) and WGR(AM) both Buffalo, N.Y., and WEVD(AM) New York. Surviving him is mother, Cleo, and father, George.

Robert Regalbutto, 47, veteran television station executive who most recently had been working to put together partnerships to acquire stations, died May 31st in St. Paul, Minn., of what is believed to have been self-inflicted gunshot wound. Until June 1986, Regalbutto had been general manager of KSTP-TV Minneapolis, and before that had been general manager of WCPO-TV Cincinnati and WPTV(TV) West Palm Beach, Fla., where he began his broadcast career as account executive in 1968. He is survived by his wife, Marlena, and four children.

Edmund Demaitre, 85, retired political analyst, Voice of America, died of respiratory failure May 24 in Washington. He joined VOA in 1949 and worked in New York, Washington and Munich offices until his retirement in 1976. He remained as contract employee until 1988. He was co-author of *The Liberation of Manhattan*. He is survived by daughter, Christina, and two grandsons.

INDEX TO ADVERTISERS

Association of American Railroads Cover 4 ■ AT&T Commercial Finance 57 ■ Atlantic Cable Show '91 75 ■ Buena Vista TV 8-9 ■ Classified ads 85-91 ■ Columbia Pictures TV 27, 29, 31, 32-33, 44-45 ■ GE American Communications 22-23 ■ Greyhound Financial Corp. 62 ■ MCA TV Cover 1 ■ MediaProfessional Insurance, Inc. 53 ■ Media Venture Partners 63 ■ Panasonic 7, 24-25, 50-51 ■ Paramount Domestic TV 19, 20-21 ■ Professional Cards 83 ■ Services Directory 82 ■ Smithwick & Belendiuk, P.C. 59 ■ Turner Program Services 11, 13, 15 ■ Twentieth Century Fox Film Corp. 16-17 ■ Unda-USA 67 ■ VyvxNVN 34 ■ Warner Brothers Domestic TV Distribution Cover 2pg.3 ■ Xerox Corp. 61 ■

FIFTH ESTATER

CBS'S TORTORICI: PICKING THE WINNERS

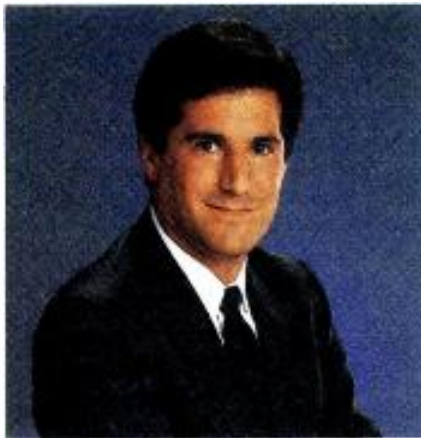
Were it not for his need to "be in an artistic medium," Peter Tortorici would probably be one of the more successful trial attorneys in New York today. After a six-year legal career with the State of New York, investigating and prosecuting complaints about unethical lawyers, and with the opportunity to go into lucrative private practice, Tortorici turned his back on the legal profession to "be at a place where creativity and imagination were the essence." His career change 11 years ago at age 31 has brought Tortorici to the position of second in command at CBS Entertainment as well as acknowledgment from members in the industry as one of the premiere network schedulers.

In addition to making key scheduling moves during the crucial sweeps months, particularly in February, when his lineups helped CBS to a surprising win, Tortorici's series moves on the season-long schedule have positioned the network to challenge for first place next season. The most obvious example is the move of *Evening Shade* to Monday night where it solidified the evening and has observers drawing comparisons to NBC's Thursday night franchise.

Although he went to law school and practiced for six years, Tortorici says he always had a fascination with network television. "During the times I was studying contract law and probably was supposed to be studying the Uniform Commercial Code, I was also studying Fred Silverman, Paul Klein, Harvey Shephard and Brandon Tartikoff."

In 1980, while contemplating offers to enter private practice, he decided to allow himself the chance to "answer that question people had been asking me since I was six years old: 'What did I want to be when I grew up?'" The one thing "that kept coming back to me over and over again," he says, "was that I just loved television. So instead of trying to make apologies for this interest, I decided to pursue it."

Because of his interest in sports and because the network sports departments were located in New York, where he was living, he got a job as a production assistant for ABC Sports. "I was a passionate reader of the life and times of Boone Arledge and ABC Sports. I didn't want a job in legal or business affairs, I



wanted to learn things from the ground up. The guys that hired me looked at me like I was one part fairy tale and one part lunatic, because here was this 31-year-old guy with legal experience who wanted to become a production assistant. And take a 60% pay cut to do it."

Less than six months after taking the job at ABC, he was offered a position at CBS Sports as director, program acquisition. Coincidentally, his counterpart at ABC was Bob Iger, currently president, ABC Entertainment. "It began a shadow-box that we've been continuing until now where we've had very similar positions at parallel networks," he says.

After a series of promotions within the sports division, leading to vice president in charge of sports programming in 1987, Tortorici lobbied for a spot in the Entertainment department. "About half-way through my tenure in sports I found, as much as I loved sports and what I was doing, it was definitely an end of the road for me. I started to meet some of the people on the West Coast and got to be friendly with Kim LeMasters. We were both young guys in the senior management group, and I told him I would do whatever it took to come out to the West Coast because I'd like to work in

entertainment programming."

Shortly thereafter, in November 1987, LeMasters was named president of CBS Entertainment. His first hiring move was to make Tortorici head of planning and scheduling. "It was such a courageous move on his part because it was his first hire. Everyone is watching to see what Kim is going to do, and he hires a guy out of sports as his scheduler. And I'm sure that was met with a lot of head scratches."

Tortorici spent two years working with LeMasters and credits him with helping develop his scheduling skills. "He was great. He taught me a lot and protected me in the beginning when I needed to find my legs."

Tortorici weathered the upheaval in late 1989 when LeMasters resigned and was replaced by Jeff Sagansky, then president of Tri-Star Pictures. At the time, the network was in the midst of its second straight third-place finish in the

prime time ratings. "When Jeff came on, the two of us, fortunately for me, hit it off real well, and he decided to make me his number two."

When scheduling today, Tortorici refers back to lessons learned when he was new to the job and CBS was mired in third place with little hope in sight. "Kim and I had been in our jobs for only a short period of time when we decided we wanted to put on a four-stack comedy night on Tuesday. The writers strike had just started and a

show starring Christopher Lloyd called *The Dictator* had to be scratched, but we had these four other shows and decided to line them up on Tuesday night (*Trial and Error*, *My Sister Sam*, *Coming of Age* and *Frank's Place*). Well, I think we averaged about a ten share for the two-hour block. It was a very sobering lesson about how to launch shows, how many you can launch and how strong they have to be in order to get noticed."

Peter Frank Tortorici

Senior VP, program planning, CBS Entertainment. Television City, Calif.; b. June 19, 1949, New York; BA, political science, Ohio State University, 1971; JD, St. Johns School of Law, 1974; attorney, state of New York, Appellate Department, 1974-80; production assistant, ABC Sports, New York, 1980-81; director, program acquisition, CBS Sports, New York, 1981-83; VP, sports programming and development, CBS Sports, 1983-87; VP, programming, CBS Sports, 1987; VP, planning and scheduling, CBS Entertainment, Los Angeles, 1987-1990; present position since 1990; m. Susan Dupar, June 21, 1986; children: Caitlin, 4; Dayna, 2.

IN BRIEF

TCI and UA announced signature of definitive merger agreement last Friday, day after UA board met and approved increased in share conversion level. Outstanding UA class A and B shares common stock will be converted into class A TCI shares on basis of 1.02 TCI shares for each share of either class of UA stock. Original merger proposal set conversion level at 0.95 shares. Part of agreement is for dissolution of lawsuits brought by various shareholders. Rights portion of deal remains same, although deadline is likely to be extended.

FCC voted last week to assert its sole authority to determine violations of its lowest-unit-charge rules in Alabama state court case—*Dickenson vs. Cosomos Broadcasting Co.*—in which television stations are being sued by political candidates for alleged overcharges under

rules. Agency has yet to decide whether it should also assert exclusive authority to impose penalties, said Sandy Wilson, of FCC General Counsel Office. "It's still under discussion."

Paramount Communications Inc. called reports that it was holding merger or sales talks with Kohlberg Kravis & Roberts irresponsible and denied rumor. Stock had risen 10.4% to close at \$45 on June 6. It closed last Friday at 42 $\frac{7}{8}$, down 1 $\frac{5}{8}$.

During NTIA authorization hearing last week, **Representative Billy Tauzin (D-La.) alluded to survey of his constituents that suggested viewer displeasure with cable TV service** and support for telco entry into video distribution business. According to Tauzin spokesman, Dan Tate, survey of about 1,500 conducted within last three months covered several different issues of interest in Tauzin's district. In

response to TV issues, 71% of respondents said they were unhappy with prices and service provided by cable companies, and 65% supported reregulation of cable industry. Telco entry was favored by 72%.

MCA TV and Fox Television Stations Inc. jointly announced that ***The Ron Reagan Show* has received firm production commitment**, with its syndication debut set for Monday, Aug. 13.

MGM/UA Television has been given go-ahead from ABC to produce two-hour movie as finale of *thirtysomething*. Series was canceled three weeks ago when ABC announced its fall schedule. Movie has not been given schedule date.

FCC last week extended syndicated exclusivity protection to three network affiliates in Colorado Springs-Pueblo, Colo.,

HEEEERE'S JAY!

NBC made it official last week: Jay Leno will take over full time as host of *The Tonight Show* when 29-year-incumbent Johnny Carson departs from the show next spring (May 22, 1992, to be exact).

Leno has been a regular guest host on the show since 1986, and was named permanent guest host in 1987. Leno will earn a reported \$3 million per year as the new host of *Tonight*.

Estimates of Carson's annual take from the show vary. Since 1980, his production company has owned and produced *Tonight* for NBC, and between producer fees and salary, Carson reportedly took in between \$10 million and \$20 million annually. Once Carson leaves the show, production will revert back to NBC, where the show will continue to originate from Burbank, Calif. Departing with Carson next year will be long-time sidekick Ed McMahon and band leader Doc Severinsen. There is no word on their replacements, or whether Fred de Cordova, long-time executive producer of the show, would continue in that role.

Tonight has dropped in the ratings the past year, by more than 10% in both household and young adult demographics. ABC's *Nightline*, which got a large boost in viewership from the Persian Gulf war, took first place in the ratings in the first quarter.

NBC is banking on Leno to recapture some of the program's lost young adult viewers. And over the next season, there will be several new syndication properties gunning for the same viewers. Viacom's *On the Loose with Johnny B* debuts in two weeks. Next fall, MCA will launch *The Ron Reagan Show*, and in January of 1992, Tribune is launching a new late night strip with former *Saturday Night Live* star Dennis Miller. —SM

'OPRAH' SOLD THROUGH 1995

King World Productions late last week completed additional 1993-94 and 1994-95 renewals for *The Oprah Winfrey Show*, in what industry observers say are precedent-setting commitments with seven of Capcities/ABC's O&O's and several other broadcast groups. Combined with individual station deals, King World says the renewal deals account for over 60% of the U.S., (including all of the top-10 markets), virtually locking in a guaranteed multi-million dollar revenue stream for the hour talk show over the next four seasons.

In the top three markets, where ABC's WABC-TV New York, KABC-TV Los Angeles and WLS-TV Chicago have dominated sign-on to sign-off ratings, ABC doubled its total O&O license fees from roughly \$17 million to over \$35 million annually, according to industry sources. Talk in New York was that NBC's and CBS's station groups went to bat this time around with approximately \$30 million bids.

Apparently, King World Chairman Roger King, who was reached in Chicago last Thursday after closing the WLS-TV deal, was negotiating licensing terms on an individual basis with ABC's top O&O's. However, King said that Larry Pollock, president of ABC's O&O group, was the prominent figure in negotiating extensions. Besides ABC's top three stations, Pollock also renewed WPVI-TV Philadelphia and KGO-TV San Francisco.

In New York, WABC-TV, according to an industry source, nearly doubled its weekly license fee with a \$220,000 winning bid; KABC-TV Los Angeles reportedly beat out KNBC-TV at \$200,000 per week, and WLS-TV Chicago reupped at \$150,000 weekly. One Capcities/ABC source said those figures were high, but if true, the New York, Los Angeles and Chicago stations alone, over the two-year period, would account for \$59.3 million in gross licensing revenues. —MF

market against Denver stations imported by Colorado Springs Cablevision. Even though Denver stations signals cover Colorado Springs, FCC said, KRDO-TV and KKTV(TV) Colorado Springs and KOAA-TV Pueblo "have a reasonable expectation of exclusivity."

Bill approved last week by House Interior Appropriations Subcommittee includes 22% increase in Forest Service fees for broadcasters who have towers on federal land. Originally, bill proposed increase of up to 8000%, but Congressman Norman Dicks (D-Wash.), offered amendment to limit increase to 22%. National Association of Broadcasters President Eddie Fritts called action "major victory" for industry.

MTV President John Reardon resigned post last week to "pursue business opportunities outside the company," according to network. Reardon will not be replaced, but **job will be divided between two current MTV executives. Sara Levinson,** formerly executive vice president of new business development, becomes executive vice president, business operations, responsible for all of channel's business issues. **Judy McGrath,** formerly senior vice president for MTV, becomes creative director for cable channel, with responsibility for all programming. Both will report directly to MTV Networks Chairman and CEO Tom Freston.

Cable News Network will no longer join three broadcast networks in experimental pooled coverage of some routine events inside White House. CNN vice president and Washington bureau chief, Bill Headline, said eight-week experiment required CNN to ultimately provide more personnel and equipment than usual, in part because pool tended to cover more "photo opportunities" than would normally be attended by cable network.

Henry Catto was sworn in as 12th director of United States Information Agency by Supreme Court Justice Anthony M. Kennedy last Friday morning (June 7). President Bush attended ceremony and announced he would nominate Charles G. (Chase) Untermeyer to replace Richard Carlson as director of Voice of America. Untermeyer is currently Bush's personnel assistant.

Supreme Court upheld \$1 million sanction against former Louisiana broadcaster G. Russell Chambers, who had represented himself in series of lawsuits stemming from his agreement to sell KPLC-TV Lake Charles to NASCO for \$18 million in 1983. After agreement, Chambers changed mind and NASCO sued to force

TCI JUMPS INTO ADDRESSABILITY WITH JERROLD...

Tele-Communications Inc., a long-time bear on PPV, took the plunge last week in announcing it will begin rolling out Jerrold Communications (General Instrument) Impulse 7000 addressable converters to subscribers interested in PPV events, including the 1992 summer Olympics.

TCI would not specify the number of converters it will order, but said it will offer them to subscribers immediately. TCI noted that some in the industry predict a buy rate of 8% for the Olympics. The highest performing PPV boxing events have drawn buy rates of 6%-8%.

Although many of TCI's subsidiaries (such as UA) and its affiliates (such as Cencom) are heavily into PPV, the vast majority of TCI systems are not. Using a figure of 6.2 million nonaddressable TCI homes, an 8% buy rate would mean 496,000 potential subscribers. Industry sources peg the cost of the Impulse 7000 converters at roughly \$100 each, meaning the high end of a TCI order could mean \$50 million for Jerrold.

TCI said the units will include an RF bypass switch, to allow subscribers to easily move between PPV events and cable programming on their cable-ready TV sets and VCR's.

...AND RAISES WHITE FLAG ON NEGATIVE OPTION

Tele-Communications Inc. backed away from the negative option portion of its addition of Encore to its basic package last week, in an attempt to cool the brush fires that have erupted in several states over the company's marketing plans.

In the face of seven state lawsuits and an initial court defeat in Florida, TCI revised its marketing plan for Encore, essentially eliminating the negative option.

Originally, subscribers had to inform TCI if they no longer wanted Encore after a one-month free preview. Otherwise, their bills would jump between \$1 and \$5, depending on how many pay services the subscriber has taken. Last week, TCI said those subscribers who wish to continue receiving Encore would have to affirmatively pay the separately listed amount on the bill. The notification in the July bill, TCI said, will read: "You may choose to subscribe to Encore by paying the separate charge for it shown on your bill. If you do not pay the optional charge for Encore, you will not receive it and your account will be credited for the amount billed."

Encore's biggest battles have been in Florida and Washington. In Florida, a state circuit court, on June 1, granted the state's injunction request to halt distribution of Encore on Storer systems in Dade, Broward and Seminole counties, which serves 200,000 subscribers. Storer filed a motion for emergency appeal, and initial briefs are due today (June 10). In addition, Storer has moved to stay the effect of the appeal and was hoping to hear last week whether that request would be granted and the service could be launched. In addition, TCI has filed suit against State Attorney General Robert Butterworth in Tallahassee, but also wrote the attorney general, asking the state to vacate the Storer injunction in light of TCI's revised marketing policies. "If this is acceptable, we would propose that all parties dismiss all pending litigation and appeals listed above with prejudice," TCI wrote. -MS

sale. Federal court determined that Chambers had acted in bad faith while defending himself and ordered Chambers to pay NASCO's legal fees. NASCO was granted control of station March 31, 1986, but then sold station Nov. 13, 1986, to Cosmos Broadcasting for \$68 million (sale included KAIT-TV Jonesboro, Ark. ("In Brief," Sept. 29, 1986).

George Holliday, amateur cameraman whose widely publicized **video of police brutality** in Los Angeles has aired on newscasts coast-to-coast, **has sent about 900 letters to television stations asking each to pay \$7,500 for past use and**

\$2,500 for five-year nonexclusive rights. Holliday, who has received total of \$4,000 from broadcasters for use of tape, will later this month seek national restraining order, said lawyer James F. Jordan.

Federal judge in San Francisco on Friday upheld ban on cameras at executions in California, thereby turning down public TV station KQED's request to cover execution. U.S. District Judge Robert Schnacke overturned San Quentin State Penitentiary ban on all reporters but prohibited cameras for security reasons. Station plans to appeal.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

STAN HUBBARD AND DBS: MAJORITY OF ONE

It's hard to know how to read this week's lead story: as the breakthrough of a new telecommunications medium or the triumph of one man over insuperable odds. It's both, really. At last, a direct broadcast satellite is assured of becoming a reality in this country. And all because Stanley S. Hubbard, the never-say-die scion of a pioneering broadcast family in Minnesota, refused to heed the conventional wisdom that DBS can't make it in a wired world.

Thanks to Hubbard, we'll find out. He has put up \$50 million to assure that Hughes Communications will build and launch a 16-transponder bird in 1994. Hubbard will occupy five transponders, and 11 will be available to others. Every home in the U.S. will come within the footprint—overnight. Each must have a special antenna/receiver in order to tune in, but at \$300 that's not the same barrier to entry that, for example, a \$3,000-\$4,000 HDTV receiver might be.

The big thing about DBS is that it shares the same magic that has made terrestrial broadcasting so wonderful: its reach is universal. Wire, on the other hand, suffers from the same problem faced by print media: it must custom deliver its signal to each customer. Now, wire has its own advantages, not the least in the number of signals it can deliver, presently projected into the hundreds, but broadcasting has always been able to aggregate the largest audiences to its attractions. There's plenty of room for both.

This much is certain. Television will never be the same again, thanks to the vision and the courage of Stan Hubbard. Both the medium and the country are in his debt.

FAIR WARNING

The industry won an important copyright victory in court two weeks ago when TV News Clips of Atlanta Inc. was ordered to pay \$108,000 and court costs to WSB-TV Atlanta for copyright infringement of the station's programming, and was permanently barred from "copying or selling copies of WSB-TV's broadcast news, public affairs and other locally produced programs, in whole or in part." The court rejected all of TV News Clips' arguments and served notice on it and other video news clipping services:

"Defendants argue that by recording and selling only portions of plaintiff's news broadcasts, defendants are not infringing plaintiff's copyright, since the underlying facts reported in the broadcasts are not subject to copyright. Defendants have repeatedly made this argument without comprehending the distinctions between the facts reported in a broadcast and the broadcast itself. The plaintiff does not claim any copyright in the underlying facts of the news broadcasts.... Rather, plaintiff rightfully challenges the defendant's business of copying and

selling the particular news presentation of the plaintiff.... Such activity directly implicates the creative work of plaintiff and is a direct infringement of plaintiff's copyright."

It can't get much clearer than that.

LOTS OF BARKING, WRONG TREE

Unfortunately, the "broad" in broadcasting is interchangeable with that in the phrase "broad side of a barn" when it comes to being a target for social reformers—or limelight seekers—of various stripes. The latest exercise in messenger stalking comes from Representative Ron Wyden (D-Ore.), who wants to rid the airwaves of "junk food" ads on Saturday morning. He held a press conference last week and fired off a sheaf of letters to various agencies, including the FCC. Although one person's junk is often another's treasure (we did relish an occasional Twinkie in our youth), even if the congressman is sincere in wanting to improve the diets of children and has evidence that the situation warrants his high-profile attention, he is going about it in the all-too-familiar wrong way.

If there are not enough commercials on Saturday mornings for foods from the congressman's menu of choice, it is not because broadcasters wouldn't love to have them, but because advertisers don't choose to place their ads there. That is not to say the congressman can't change all that, but restricting the media is not a healthy diet plan.

As a citizen with more than the average access to industry (not to mention a brand-new congressional gymnasium, where perhaps this passion for health food was born), Mr. Wyden is free to encourage packagers of the healthiest and most nutritious foods imaginable to advertise on Saturday mornings in great numbers. Bring on your purveyors of nuts, dates, raisins, cottage cheese, carrot sticks and broccoli (sorry, President Bush). Broadcasters will welcome them.



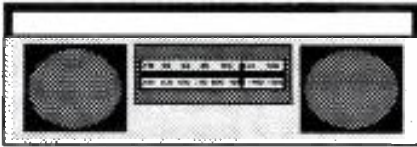
Drawn for BROADCASTING by Jack Schmidt

SPECIAL
REPORT

RADIO

Advertising This opportunity knocks three times.

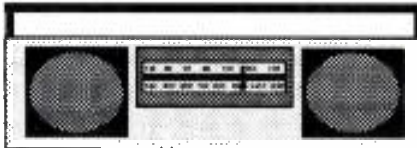
Radio Syndication



June 24

- This special report will examine the effective and creative use of syndicated long- and short-form programming.
- The pros and cons of satellite-delivered programming.
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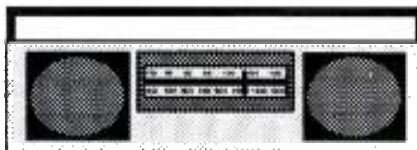
Radio '91 Convention



September 9

- Spotlighting Marketing and Sales, Advertising, Research, Station Trading, Programming and Technology.
- The Radio '91 convention agenda and advance.

Radio Business



November 11

- 1991 Radio revenues.
- Projections for the radio industry in 1992.
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- Network predictions for 1992.
- Rep predictions for spot radio in 1992.
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