

# Broadcasting Oct 28

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## TELEVISION / 44

*Some network series get back-end orders; gamedy, talk for Tribune*

## RADIO / 53

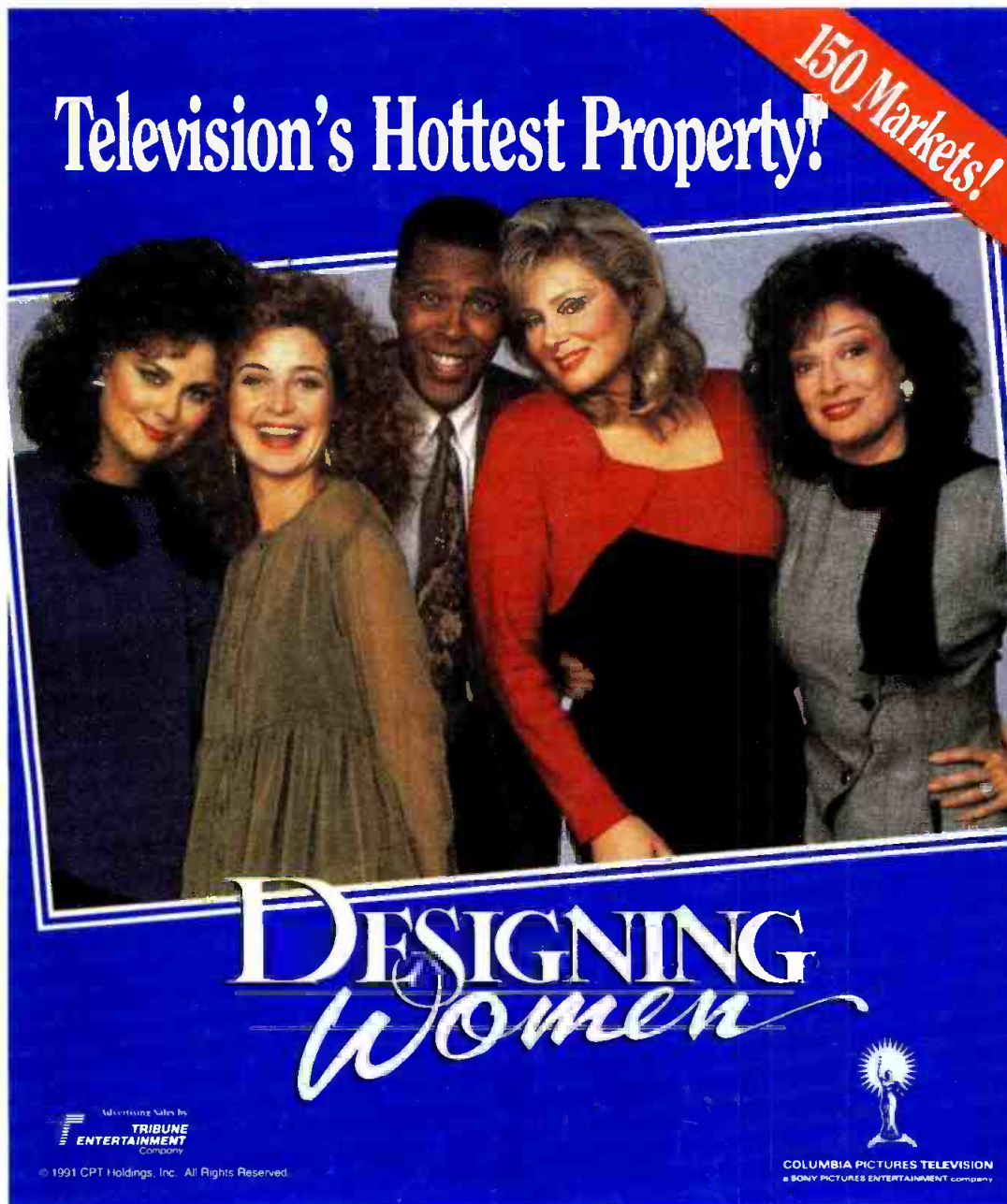
*New RAB president promises national marketing for radio*

## CABLE / 56

*Sports news channel on the horizon; small events big help for PPV*

## WASHINGTON / 59

*NTIA study says allowing telcos into cable would boost U.S. competitiveness*



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winning post-season  
SPECIAL REPORT  
TV digitization:  
In and beyond  
the studio



Actually,  
Empty Nest has  
been a top 10 show  
every year since  
its premiere.

## Empty Nest

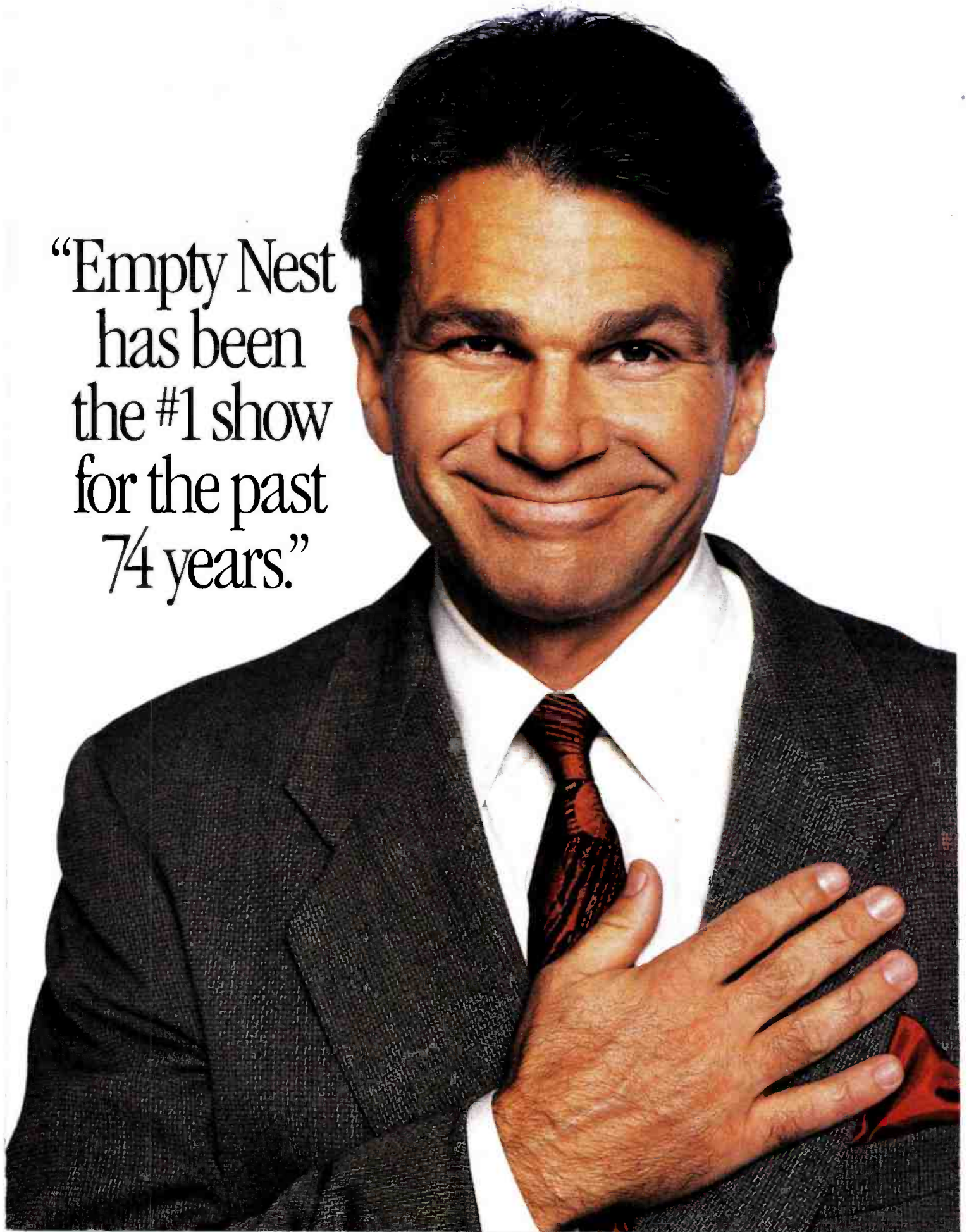
Available Fall 1993.





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Source: NTI HHshr, 1988-90 season, Sept.-Apr.

“Empty Nest  
has been  
the #1 show  
for the past  
74 years.”



**THIS WEEK**NORTH DAKOTA  
UNIVERSITY

OCT 31 1991

LIBRARIES

**23 / GREAT SERIES,  
BIG LOSS**

High ratings and a hotly contested match-up for the World Series could not stem another annual loss on CBS's \$1.06-billion contract with Major League Baseball. The network is expected to show a \$20-million pretax loss above the reserves already set aside for the season and above the \$190-million reserve set for the final three years. The network probably broke even or made money on the series but lost on the playoffs. Ratings were down for the regular season.

**25 / SUPER BOWL  
PRICES FLAT**

A 30-second commercial spot during CBS's Super Bowl coverage is currently going for about \$800,000, the same as last year, but as one advertising executive said, "In this environment flat is very good. What else is flat?" Ratings and unit prices are down for regular season games on both NBC and CBS, while ABC's *Monday Night Football* has improved over last year.

**26 / FCC PUSHES  
VIDEO DIAL TONE**

The FCC last week proposed establishing a regulatory framework for the so-called video dial tone in which telcos could build broadband networks capable of delivering video services for unaffiliated programmers as well as electronic information services and conventional telephone services. Under the

set-up, consumers could order TV programs and networks over their local phone system.

**27 / PUSH ON HDTV**

FCC Chairman Alfred Sikes last week told broadcasters urging delays in HDTV implementation that UHF spectrum for HDTV could not be held indefinitely. Some broadcasters, worried about the millions of dollars they will need to invest in HDTV transmission and production equipment over the next 10 to 15 years, have called for a two-step approach to HDTV through enhanced-definition television systems broadcast on NTSC channels.

**28 / FCC'S ABILITY TO  
MONITOR RBOC'S  
QUESTIONED**

Telecommunications Subcommittee Chairman Rep. Edward Markey (D-Mass.) and other members of the committee expressed doubt last week about the FCC's ability to monitor potential anticompetitive practices by the regional Bell operating companies in the information-services business. FCC Chairman Alfred Sikes responded that the commission staff, together with state and city regulatory agencies, will be enough to watch the Bell companies.

**30 / SKYPIX ORDERS  
CONSUMER RECEIVERS**

SkyPix last week placed a \$46.5-million order with Compression Labs Inc. to



Stellar World Series couldn't stem CBS's losses on baseball (page 23).

build an unspecified number of consumer receivers for its planned 80-channel PPV movie service. On the same day, the company announced formation of SkyPix Joint Venture LP, with investment partners said to include Paul Allen, cofounder of computer giant Microsoft. Sources said tens of millions of dollars of cash exchanged hands—"a very significant amount of money," said SkyPix President Brian McCauley, "enough to do all that we need to do."

**44 / THE BACK NINE**

The networks started alerting producers two weeks ago to which shows will get orders for additional programs. NBC ordered two additional episodes of the low-rated *The Adventures of Mark & Brian*; ABC's *Home Improvement*, the

season's highest-rated new show, received an order for nine; Fox has signed on for more episodes of *Roc*, and CBS has asked for nine more episodes of *Northern Exposure*.

**44 / OPTIMISM IN  
SYNDICATION**

Early station pick-ups for Carsey-Werner's *You Bet Your Life* have perked up activity in the first-run syndication market, with Group W Productions officially rolling out the soft-talk *Vicki Lawrence Show* and the marital-relationship game show *That's Amore* after extensive testing.

**48 / DIARY DISPUTE  
IN DAVENPORT**

Fox affiliate KLTJ-TV in Davenport, Iowa, earned a competitor's—and



When it comes to chips  
the only ones you should

these are  
gamble with.



Wagering a few chips on the  
blackjack table or  
roulette wheel  
may be loads of fun

for some people. But when it comes to studio  
cameras, you can't afford to take a chance.  
After all, the chip is the heart of the camera—  
the one component that image quality  
ultimately depends upon.

That's why you should only consider a  
camera from the leader in CCD technology.  
A camera like the Sony BVP-370 or BVP-270.

You can always bet on the quality since  
we design and build our own camera chips.  
And we load our chips with the most  
advanced technology available.

Sony's unique Hyper HAD™ sensor  
with On Chip Lens technology provides  
increased sensitivity of one full stop—



F8 at 2000 lux. And it

- dramatically reduces



vertical smear to a mere  $-140\text{dB}$  in the  
BVP-370 and  $-105\text{dB}$  in the BVP-270. Taken  
together, these features combine to give you  
the highest quality CCD imager available.

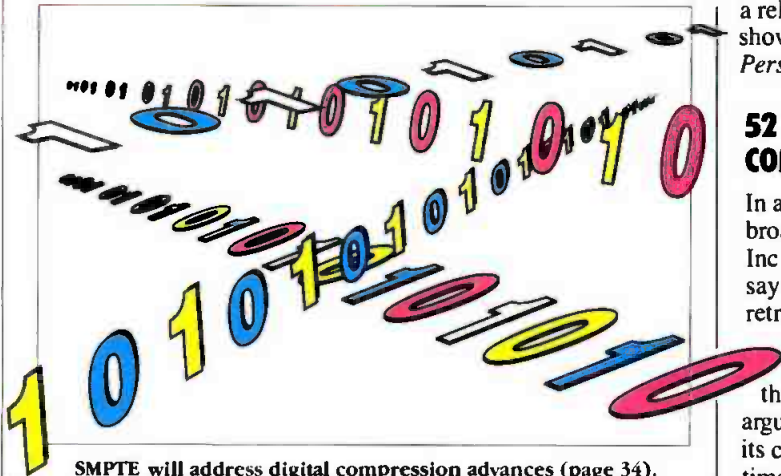
The result is a picture with 700 lines of  
resolution and such remarkable colorim-  
etry that no other chip camera would dare  
lay odds against it.

So if you're considering a studio camera,  
consider the BVP-370 or BVP-270. They're  
as close to a sure thing as you can get. To  
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SMPTTE will address digital compression advances (page 34).

## 34 / SPECIAL REPORT THE DIGITIZATION OF TV CONTINUES

### 36 / COMPRESSION FIELD TESTS BY MARCH

Digital satellite TV takes a major step on its way from the drawing board to the living room Nov. 29, the due date for developers and manufacturers to submit their compression design proposals to Cable Laboratories Inc. Field tests are expected to begin as soon as February or March, and Tele-Communications Inc. and Viacom International, co-issuers of the request for proposals, expect to sign satellite transmission and reception equipment contracts with providers by mid-1992.

### 40 / GROUP OWNERS' CAUTIOUS MOVES

In their equipment purchases, group owners say they are looking for both improved technology and operating savings—advantages offered by digital—but few are rushing to replace their working analog equipment before they absolutely have to. Instead, the move to digital has been slow but steady.

### 41 / DIGITAL'S OLYMPIC HURDLES

Often a proving ground for exciting new state-of-the-art equipment, the winter and summer Olympics in '92 will be covered with nuts-and-bolts innovation in digital. Most of the equipment the networks pack off to Albertville, France (CBS), and Barcelona (NBC) will employ the new technology.

Nielsen's—ire when it aired promotional spots encouraging viewers with ratings diaries to "remember you are watching KLJB." Nielsen called the practice a clear violation of its rules, and the station said it would pull the spots last week.

### 49 / UNKEL ENTERS INDEPENDENT GAME

Robert Unkel, former vice

president of programming at Twentieth Television, has entered the independent production business with an exclusive agreement to develop new programming for his old company. Say Unkel Enterprises has three series in development: *The Warren Files*, a reality series featuring a husband-and-wife paranormal team; a revival of the 1954-61 Art Linkletter series *People Are Funny* and

a relationship counseling show called *Getting Personal*.

### 52 / DILLER: DROP COMPULSORY LICENSE

In an open letter to broadcasting and cable, Fox Inc. CEO Barry Diller says the current fight over retransmission consent masks the real issue that industries need to tackle: the compulsory license. He argues the justification for its creation has "faded with time."

### 53 / 'CALL TO ARMS' AT RAB

Gary Fries, newly elected president of the Radio Advertising Bureau, says his initial challenge will be to market radio on a national level. RAB's board has given Fries a mandate to beef up operations in order to make the association more attractive to members.

### 56 / SLOW GOING ON CABLE SPORTS NEWS

Despite the big audiences for televised sports, programers and producers have been hesitant about

proceeding with a sports news network. NBC, Cablevision Systems and TCI's Liberty Media are looking into a service they would feed to regional sports networks, and ESPN is looking at sports news solely as a programing component when and if it decides to launch a second event channel.

### 60 / COMMENTS ON LOWEST UNIT CHARGE

The FCC received comments from politicians and broadcasters last week on the agency's proposed pre-emption of court cases involving alleged overcharges for advertising. Politicians who say they did not receive the mandated lowest-unit-charge rates when they bought time on stations want the courts to settle their claims; broadcasters urged the FCC—and the agency seems inclined to agree—to assert sole jurisdiction over enforcement of the law.

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Who

has double  
the TVQ score  
of Carson  
and beats  
every other  
talk show host  
day or night?

# CLOSED CIRCUIT

LOS ANGELES

## Doogie meets Bart

Sources close to Twentieth Television say that syndication division, which is currently putting priority on clearances for first-run dating strip, *Studs*, is developing long-term plans whereby *Doogie Howser, M.D.* will delay off-network launch one season to be "co-marketed" with fall 1994 launch of highly anticipated off-Fox cartoon, *The Simpsons*. Because *Doogie*, according to one source, is more closely defined as "dramedy," rather than traditional sitcom offering, Twentieth executives are said to agree that market value of Steven Bochco-produced series can be enhanced if put "together with *Simpsons* locomotive."

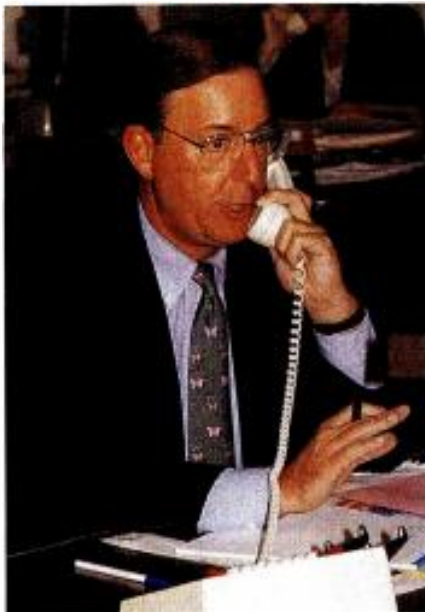
Although Viacom Enterprises met with station resistance when it attempted to market *The Cosby Show* renewals with launch of *A Different World* two years ago, first-time offering of *Simpsons* "has no baggage" and will likely sell for \$1.5-million to \$1.8-million-per-week national license fee, compared to \$4 million plateau *Cosby* established, suggested New York rep source. Marketing scenario, according to Twentieth source, will have Twentieth offering *Simpsons* on straight cash basis tagged with one minute of national barter ad time, while *Doogie* will be sold for cash only.

"Marketing, as opposed to tying, is perfectly legal, and affiliates and independents will take on *Doogie* for any time period as long as they know they can get *The Simpsons*," said rep source. "Judging from problems *Wonder Years* is having being sold on the market, you can bet Twentieth is rethinking its plans."

NEW YORK

## Compensation questions

It's clear networks would like to further reduce, if not eliminate, compensation obligations to affiliates. Take, for example, return of NBC's *Classic Concentration* to daytime lineup, effective today (Oct. 28). Network tried to persuade affiliates to clear show without paying compensation for time



FCC Chairman Alfred Sikes (above) and fellow commissioners James Quello and Ervin Duggan did their bit for the observance of National Consumers Week last week, each fielding phone calls for a half hour in the agency's consumer assistance office. The office handles between 7,200 and 7,500 calls (and between 300 and 500 written inquiries) each month.

period. In return, affiliates were to receive 50% of inventory in program, instead of usual adjacency-only daytime split. But according to sources, some affiliate board members rejected proposal, as one put it, because "in a soft market the last thing we need is more inventory. We can't sell it. What we need is a better rating and a little compensation." Further discussions on future of compensation payments to

**60 for 60.** On Dec. 10, in Washington's Mayflower Hotel, BROADCASTING will celebrate its 60th anniversary and inaugurate its Hall of Fame. Sixty honorees will be inducted that evening; others will be named annually. Proceeds go to the Museum of Television and Radio and the Broadcast Pioneers Library; arrangements for tickets (\$350 each) may be made through Patricia Vance, corporate relations director, telephone 202-659-2340.

affiliates will continue at all networks. CBS just announced it would cut what's left of its sports compensation budget (\$6 million), and network's affiliates are bracing for further cuts beyond that (BROADCASTING, Oct. 21). But one NBC affiliate manager said total elimination of compensation wasn't likely: "The networks like to argue that the basic notion of paying stations to air programs is archaic. But it isn't archaic at all. It's the local coverage that creates the distribution system, which translates directly to their ability to generate advertising dollars."

## Room to grow?

It is expected that when census totals are tallied and percentage of TV households per market are re-adjusted, Capital Cities/ABC's reach of country will fall from current figure of 24.57% to under 24%, far enough below 25% coverage cap that company might be in market for acquisition. Markets that Capital Cities/ABC may look at include Atlanta and Boston. Even if purchase would put company over 25% ownership cap, some have speculated that would prove no "deterrent" to company, especially with many anticipating FCC relaxation of ownership rules.

## In-flight testing

On recent airline flight from New York to Los Angeles, Carsey-Werner Distribution Co. President Bob Jacobs added new meaning to term "in-flight testing." At end of an in-flight movie presentation, Jacobs said lightbulb flashed when he saw flight attendant unload VHS player. Jacobs pulled out his pilot tape of *You Bet Your Life* and engineered in-flight program schedule change. Half-hour Bill Cosby pilot had passengers "laughing so hysterically they were falling in the aisles," said Jacobs. With fall 1992 first-run syndication entry sold already to five CBS O&O's, WRC-TV Washington, D.C., and KPRC-TV Houston, Jacobs says he has enough momentum to forgo focus group testing for show, "besides I can get all sorts of great feedback each time I fly out for



*Who*

will be the  
only Oscar,  
Grammy, and  
Golden Globe  
winner  
to host her  
own show?



Senate Communications Subcommittee member Conrad Burns (R-Mont.) was one of several congressmen in attendance at the National Association of Broadcasters' 1991 Service to Children Television Awards reception last Wednesday night (Oct. 23) at the Madison Building of the Library of Congress. Burns (center) spoke with NAB President Eddie Fritts (left) and NAB Radio Board Chairman Richard Novik, president, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y. (right) at a reception before the awards ceremony honoring the best public affairs programming for children. The night's top winners included: WBNG-TV Binghamton, N.Y. (best regularly scheduled program); WRC-TV Washington (best special program); KXY-TV Spokane, Wash. (best public service campaign), and KHQ-TV Spokane (best drug and alcohol abuse public service campaign).

a sales presentation."

It has also been rumored that Jacobs has cleared *You Bet Your Life* with four Times Mirror Broadcasting stations (KDFW-TV Dallas, KTVI(TV) St. Louis and WVTM-TV Birmingham), WBAL-TV Baltimore and WJW-TV Cleveland.

### Scouting players

Rejuvenated World League of American Football last week successfully

completed new deals with ABC and USA, but fledgling league has so far only signed one European broadcaster, Televisio De Catalunya (TV-3 Spain), for second season of play. WLAFLF TV adviser Jim Spence this week begins whirlwind tour to find overseas TV outlets for international league, with eye on signing deal with one of three Pan-European sports services: Eurosport, Screensport or Super Channel. Domestically, WLAFLF this spring hopes to begin in-house production

on games not airing on ABC or USA for distribution to home team broadcast or cable outlets.

### Unfair advantage?

Malrite Communications has sent letter of complaint to Arbitron Company, charging Capacities/ABC's WPLJ(FM) New York with violation of Arbitron's "Special Station Activity Rules." Events that caused complaint were statements made on air by Scott Shannon (former Malrite employe) at day-long event sponsored by station on Oct. 2. Event, "Radiothon," was 12-hour on-air program. Among alleged transgressions were repeated requests to listeners to pledge time spent listening to station. If station did in fact violate "special station activity rules," Arbitron could list them below line in fall survey.

### DETROIT

### Standing together

Detroit's three network affiliates and two independents are getting together to form television advertising group to sell Detroit and its stations to local and national advertisers. According to Detroit-based media buyer, stations tried similar venture few years ago without much success. Said buyer: "It can't be about Fortune 500 companies and shots of downtown. We need information about people who buy products we sell." Detroit joins Salt Lake City and other markets where stations have formed groups to sell city and medium to advertisers.

## REQUESTING B-MAC: S-A GETS ENCRYPTION BOOST

Last week Scientific-Atlanta finally gained entry into the cable TV network encryption market—heretofore dominated by General Instrument's VideoCipher II system—as well as gaining a window into what promises to be a huge future market: satellite and cable video compression.

Reiss Media International provided the lift, committing to deliver one of its Request Television pay-per-view channels to cable TV via S-A's B-MAC transmission-encryption-authorization system by early 1992. The latest version of B-MAC is designed to accept a replaceable security card and a compression sidecar.

The commitment to B-MAC encryption does not represent an absolute commitment to S-A's proposed digital compression system, "but obviously we're leaning that way," said Reiss President James Ganley. S-A's first compression demonstration, scheduled for the Nov. 20-22 Western Cable Show, will be at least six months behind GI, but Ganley said he believes S-A compression development is neck-and-neck.

"S-A's products really are reliable," he said, adding, "GI speaks for itself: We've had piracy out there for years and a

series of system upgrades. We got interested in B-MAC because event producers are saying they're more comfortable with it than VC-II," said Ganley, who expects at least six such events, mainly boxing matches, to take place in 1992. Improved security could also create more music and other special PPV events, and complete Request conversion to B-MAC is "conceivable," he said.

In the meantime, studios and event providers will determine which Request offerings are delivered via B-MAC and VC-II or II-Plus (several hundred thousand of which have reached the market so far). Ganley said B-MAC vs. VC-II reception will be invisible to Request affiliates.

Several sources doubted the deal could derail GI's year-long negotiations with HBO, Viacom and Netlink toward adopting a cost-sharing and marketing plan to implement the VideoCipher-II-Plus upgrade from piracy-plagued VC-II.

But both companies are vying to win compression contracts from Viacom and Tele-Communications Inc. (see page 36), and, noted Ganley, "compression will require all new boxes anyway."

Who

has the  
sensitivity,  
intelligence,  
and spontaneity  
to be intimate  
and funny with  
major celebrities?



**The only question left...  
Which station in your  
market will get her?**

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# MONDAY MEMO

*An HDTV commentary from W.P. Williamson III, chairman, Association for Maximum Service Television, and president, WKBN Broadcasting Corp., Youngstown, Ohio*

**A**s we approach the Association for Maximum Service Television's fifth annual HDTV Update conference in Washington on Nov. 7, I urge TV broadcasters to join in giving ourselves a collective pat on the back for how far we have come and in rallying to surmount the final hurdles toward the HDTV finish.

Consider where we were just five years ago: The only system invented, Japanese MUSE, was designed for satellite-to-home distribution. Adaptable for cable and VCR use, it was far too spectrum-hungry to be compressed into broadcast channels. To offer HDTV picture and sound quality competitive with other video media, broadcasters would need a terrestrial HDTV system and more spectrum. Such a system had yet to be conceived, and an FCC decision to use the remaining UHF broadcast spectrum for land mobile was imminent.

Let's briefly review what has happened since 1987:

■ MSTV, joined by the National Association of Broadcasters, the Association of Independent Television Stations and many other broadcast organizations, persuaded the FCC to launch an HDTV inquiry, to create the unique government-industry partnership known as the FCC Advisory Committee on Advanced Television Service and to preserve the UHF spectrum for terrestrial HDTV.

■ The FCC decided that over-the-air delivery of HDTV is in the public interest and can be best accomplished by granting each station an additional channel for simulcast HDTV broadcasts.

■ The TV industry created and funded the Advanced Television Test Center to conduct objective and exhaustive laboratory tests on proposed transmission systems. Equipment manufacturers have become a contributing member and CableLabs a client for cable testing.

■ Equipment developers, spurred on by FCC and broadcaster determination to assure competitive terrestrial HDTV, designed innovative systems for over-the-air delivery, including four that employ breakthrough digital technologies.

Where do we stand today? Test Center testing of the six finalist systems, which began in July, is to be completed by mid-1992. The Advisory Committee



then will submit its final recommendations to the FCC, which in late 1993 will decide on a U.S. advanced TV standard.

This is remarkable progress, and credit goes to hundreds upon hundreds of dedicated individuals at the FCC, on the Advisory Committee, at the Test Center, in our broadcast organizations and broadcasters themselves. But three stand out as deserving our special recognition for their ceaseless leadership and resolve that the benefits of our community-based over-the-air television system should be preserved in the new era of HDTV: FCC Chairman Al Sikes, Advisory Committee Chairman Dick Wiley and Joel Chase, chairman of the Test Center and my predecessor as MSTV chairman. But there still are hurdles to be overcome before we can celebrate that new era:

■ First, to complete laboratory testing, the Test Center will require a supplemental contribution from broadcasters and equipment manufacturers. The Test Center is a sophisticated laboratory that had to be created with enormous ingenuity, including the invention of equipment to test technology still on the drawing board. It is to the credit of all involved that the initial contributions stretched as far as they did.

■ Second, broadcasters must be assured through field testing that the system selected will work in a real-world environment. Having been instrumental

in designing the Advisory Committee's field tests to be managed by PBS and paid for by system proponents, MSTV has been assigned to provide technical support and analyze test results.

■ Finally, and of critical importance, to implement HDTV, broadcasters first must be assigned the additional 6 mhz channels for HDTV transmission. After all our efforts, it would be a tragedy if the FCC adopts a broadcast HDTV standard in 1993, HDTV sets rapidly come on the market and broadcasters—alone among video media—are not permitted to deliver HDTV signals because the FCC has not assigned the necessary spectrum.

That is why MSTV is working in cooperation with other industry groups—including NAB, INTV, Capcities/ABC, CBS, NBC, Fox, PBS and America's Public Television Stations—to achieve industry consensus on an HDTV channel assignment plan. Preliminary research indicates that, assuming the proposed HDTV systems perform as their proponents predict, it may well be possible to replicate the existing TV table of allotments, pairing a new channel for HDTV with each existing NTSC channel.

While determination of specific channel assignments must await accumulation of sufficient testing data by the Test Center, the FCC in the interim should initiate a rule-making notice that

*"We are on the horizon of American TV stations having the opportunity to deliver dramatically improved picture and sound quality."*

looks to establish principles and to design a model for assigning spectrum so channels can be assigned when the standard is selected. Among those principles are HDTV service areas at least as large as current ones and no interference to existing NTSC service.

Transition scenarios, how HDTV will be phased in, costs and other tough questions will be addressed and debated at the Update and beyond. These remaining hurdles are not low. But our track record should encourage and propel us to go the distance in assuring ourselves the option to upgrade competitively with other video media. ■



# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**Oct. 28**—"Communications and Culture: Should the United States Protect Cultural Resources?" colloquium sponsored by *The Annenberg Washington Program* and the *National Endowment for the Arts*. Annenberg Office, Willard Office Building, Washington. Information: (202) 393-7100.

■ **Oct. 28**—Consumer Town Meeting sponsored by *North Coast Cable* and *CNBC*. W.O. Walker Center, Cleveland. Information: Kathy Rowe, 1 (800) 676-2622.

**Oct. 28-31**—Seminar on aging for print and broadcast journalists sponsored by *National Press Foundation*. Ramada Techworld Hotel and the National Press Club, Washington. Information: (202) 662-7350.

**Oct. 29**—Continuing Legal Education seminar on financial issues surrounding broadcast li-

censes sponsored by *Federal Communications Bar Association*. Washington Marriott Hotel, Washington. Information: Carol Matthey, (202) 377-1880, or Peggy Greene, (202) 632-7180.

**Oct. 29**—*International Radio and Television Society* Q & A seminar, "TV Hits and Misses." Panelists: Jerome H. Dominus, J. Walter Thompson; Betsy Frank, Saatchi & Saatchi Advertising; Paul Schulman, The Paul Schulman Company; John von Soosten, Katz Television Group. Time-Life Auditorium, New York. Information: (212) 867-6650.

**Oct. 29**—*The National Cable Television Center and Museum* presents the 1991 Donald W. Levenson Memorial Lecture. Speaker: James Chiddix, senior vice president, engineering and technology, American Television and Communications Corporation. College of Engineering, Pennsylvania State University, University Park, Pa. Information: (814) 865-6535.

**Oct. 29**—*Cable Television Public Affairs Association* northeast regional luncheon meeting. Time-Life Building, New York. Information: Mary Pittelli, (301) 206-5393.

**Oct. 29**—"Campaign '92: More or Less?" seminar sponsored by *Center for Communication*. Center for Communication Auditorium, New York. Information: (212) 836-3050.

**Oct. 29**—Systems Research Center symposium, a live interactive satellite video conference sponsored by *The University of Maryland*. The University of Maryland, College Park, Md. Information: Glenn Brown, (301) 405-4905.

**Oct. 29**—*Connecticut Broadcasters Association* annual meeting. Marriott Hotel, Farmington, Conn.

**Oct. 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Dennis Miller, executive vice president, Turner Network Television. Copacabana, New York. Information: (212) 768-7050.

**Oct. 30-Nov. 1**—*National Infomercial Marketing Association* second annual meeting and trade show exhibition. Mirage Hotel, Las Vegas. Information: Tom Fenton, (212) 972-1100, or Christina Andrews, (212) 679-5312.

**Oct. 30-Nov. 1**—*Howard University School of*

## MAJOR MEETINGS

**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. Billmore, 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. 8-10, 1992**—*Association of Independent Television Stations* annual convention. Nob Hill Complex, San Francisco.

**Jan. 10-16, 1992**—*National Association of Broadcasters* winter board meeting and legislative forum. La Quinta, Calif.

**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 Advanced Television and Electronic Imaging* conference. Westin St. Francis Hotel, San Francisco. Information: (914) 761-1100.

**Feb. 9-14, 1992**—14th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

**Feb. 12-14, 1992**—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev.

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

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

**March 25-28, 1992**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

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

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

■ **April 10-12, 1992**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

**April 10-15, 1992**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

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

**May 2-6, 1992**—*Public Radio* annual conference. Sheraton Hotel, Seattle.

**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.

**June 10-13, 1992**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland.

**June 14-17, 1992**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

**June 23-26, 1992**—*National Association of Broadcasters* board of directors meeting. Washington.

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

**Aug. 23-27, 1992**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

**Sept. 9-11, 1992**—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

**Sept. 9-12, 1992**—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans.

**Nov. 20-22, 1992**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

Communications 20th anniversary celebration communications conference and job fair. Main campus, Howard University, Washington. Information: Carol Dudley, (202) 806-5806.

**Oct. 31**—"Media and the Military: How the Press Lost the War," seminar sponsored by *Center for Communication*. Center for Communication Auditorium, New York. Information: (212) 836-3050.

**Oct. 31**—Deadline for entries for the seventh annual Sunny Creative Radio Awards Competition sponsored by *Southern California Broadcasters Association*. Commercials, public service or station promotion announcement produced and aired between November 1, 1990 and October 31, 1991, is eligible. Information: (213) 466-4481.

**Oct. 31-Nov. 2**—*Tennessee Association of Broadcasters* annual convention. Middle Tennessee State University and Garden Plaza Hotel, Murfreesboro, Tenn. Information: Whit Adamson: (615) 399-3791.

**Nov. 1**—Deadline for nominations for Broadcasting Hall of Fame sponsored by *National Association of Broadcasters*. Information: (202) 429-5300.

**Nov. 1**—Deadline for entries for Independent Focus sponsored by *WNET*. Works of any length produced by American independents no earlier than four years previous to submission and that have not been broadcast in the New York metropolitan area are eligible. Information: Cara Mertes, (212) 560-2917.

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

**Nov. 1-3**—*National Broadcasting Society/Alpha Epsilon Rho northwest, southwest and west regions* convention. Northern Arizona University, Flagstaff, Ariz. Information: Dr. William Rugg, (602) 523-2511.

## NOVEMBER

**Nov. 4-5**—*Women in Cable* presents the Betsy Magness executive development seminar. Denver. Participation by invitation only. Information: Lora DiPadova, (312) 661-1700.

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

■ **Nov. 6**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Earl D. Greenburg, president, Home Shopping Network Entertainment; president, HSN Infonet. Copacabana, New York. Information: (212) 768-7050.

**Nov. 6**—"Why the Public Hates the Press," seminar sponsored by *Center for Communication*. Center for Communication Auditorium, New York. Information: (212) 836-3050.

**Nov. 7**—"Marketing Opportunities With New Technologies," panel sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO Media Center, New York. Information: Kathy Wagner, (516) 364-2222.

**Nov. 7-8**—*Association for Maximum Service Television, Inc.* fifth annual HDTV Update. ANA Hotel, Washington. Information: (202) 462-4351.

**Nov. 7-8**—"Focus on Success," theme for Communications Day '91, a one-day trade show and professional development seminars sponsored by *International Television Association*. Washington Hilton, Washington. Informa-

tion: John Fugel, (304) 876-6591.

**Nov. 7-8**—*Women in Cable, North Carolina chapter*, annual conference. Embassy Suites, Greensboro, N.C. Information: Julia TeKippe, (919) 665-0160.

**Nov. 7-8**—Communications Law program sponsored by *Practising Law Institute*. Hotel Macklowe, New York. Information: (212) 765-5700.

**Nov. 7-9**—The Loyola Radio conference sponsored by *Loyola University, Communications Department*. Bismarck Hotel, Chicago. Information: Amy deGrazio, (312) 915-6558.

**Nov. 7-9**—*American Women in Radio and Television* board of directors and foundation board meetings. Washington. Information: Donna Cantor, (202) 429-5102.

**Nov. 8-9**—*The National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

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

**Nov. 8-10**—*National Broadcasting Society/Alpha Epsilon Rho midwest and central plains regions* convention. Sheraton Plaza Hotel, St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

■ **Nov. 9**—1991 Silver Circle Awards sponsored by *The National Academy of Television Arts and Sciences, Washington, D.C. chapter*. Grand Hyatt at Washington Center, Washington. Information: Dianne Bruno, (301) 587-3993.

**Nov. 9-10**—"Recording Acoustic Music with Basic Equipment," seminar sponsored by *Jack Straw Productions*. Seattle. Information: Charles Hamilton, (206) 634-0919.

**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. 12-13**—"The End of the Modified Final Judgement! Competing—Where No One Has Gone Before," conference sponsored by *Probe Research, Inc.* Featured speaker: FCC Commissioner Andrew Barrett. New York Marriott Marquis Hotel, New York. Information: (201) 285-1500.

**Nov. 12-13**—*The Washington Journalism Center* conference for journalists. Subject: "Transportation: You Can't (Afford to) Get There From Here." Arlington, Va. Information: (202) 337-3603.

■ **Nov. 12-13**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Reston Hotel, Reston, Va. Information: Ellen Neill-Dore, (703) 691-8875.

**Nov. 12-15**—*Telecommunications Industry Association* fall membership meeting. Madison Hotel, Washington. Information: Suzanne Van Nossdall or Cathy Tavarozzo, (202) 457-4912.

■ **Nov. 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in lun-

cheon. Speakers: Georges Lecleres, head of television, radio, film and publications, United Nations; Yurun Qian, permanent correspondent, Radio Beijing, to the United Nations; Vladimir Zvyagin, bureau chief, Soviet Television, New York. Copacabana, New York. Information: (212) 768-7050.

**Nov. 13**—*Southern California Cable Association* 11th annual dinner. Dorothy Chandler Pavilion, Los Angeles. Information: David Sears, (213) 394-0477, or Bonnie Busekrus, (818) 990-6122.

**Nov. 13-14**—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Information: (303) 761-8554.

**Nov. 13-18**—*Avid Technology* media composer training classes. New York. Information: Kim Hajjar, (617) 221-6789.

■ **Nov. 14**—"Fast Starts in New Communications Technologies: Strategies for Entrepreneurs, Lenders and Lawyers," seminar sponsored by *Communications Media Center of New York Law School, Federal Communications Commission and National Telecommunications and Information Administration*. New York Law School, New York. Information: (212) 431-2160.

**Nov. 14**—"Shaping the Message: The Art of Media Manipulation," meeting sponsored by *Women in Communications, Los Angeles Professional chapter*. Information: (213) 640-1905.

**Nov. 14**—"Who Decides What's on Radio," seminar sponsored by *Center for Communication*. Center for Communication Auditorium, New York. Information: (212) 836-3050.

**Nov. 14**—*International Radio and Television Society* under-30's seminar. Theme: "Local News Programming: An Analysis of News Content During Sweep." Information: (212) 867-6650.

■ **Nov. 14-15**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Reston Hotel, Reston, Va. Information: Ellen Neill-Dore, (703) 691-8875.

**Nov. 14-17**—*American Advertising Federation* western advertising leadership conference. Hyatt Regency, Denver. Information: (415) 621-6867.

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

**Nov. 15**—*Women in Cable, Michigan and Northwest Ohio chapter*, holiday charity celebration and officer elections. Lansing, Mich. Information: Renee Yates, (313) 930-7277.

**Nov. 15-16**—*New Hampshire Association of Broadcasters* annual convention. Sheraton Hotel, Portsmouth, N.H.

**Nov. 16**—*National Association of Broadcasters* small- and medium-market roundtable meeting. Raleigh-Durham, N.C.

**Nov. 18-20**—*Avid Technology* media composer training classes. New York. Information: Kim Hajjar, (617) 221-6789.

**Nov. 19**—*American Women in Radio and Television, New York City chapter*, breakfast. Theme: "The Entrepreneurial Woman in Television: How to Make It When They Say You Can't." Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

**Nov. 19**—"Comedy in Radio Advertising," luncheon hosted by *The Ad Club of New York and Radio Advertising Bureau*, sponsored by *Group W Radio/Westinghouse Broadcasting and The Interop Radio Store*. Grand Ballroom of the Plaza

Hotel, New York. Information: (212) 935-8080.

**Nov. 19**—National Broadcasting Society/Alpha Epsilon Rho New England region convention. Emerson College, Boston. Information: Donna Walcovy, (508) 626-4698.

**Nov. 19**—"Radio Night," sponsored by *Houston Association of Radio Broadcasters*. Wortham Center, Houston. Information: Kim Clark, (713) 621-9401.

**Nov. 19**—"The Entrepreneurial Woman in Television: How to Make It When They Say You Can't," breakfast sponsored by *American Women in Radio and Television*, New York City chapter. Information: Linda Pellegrini, (212) 572-5234.

**Nov. 19**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Sacramento, Calif. Information: Elizabeth Miropol, (312) 565-2300.

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

■ **Nov. 19-20**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Grand Hotel, Dallas-Fort Worth Airport. Information: Ellen Neill-Dore, (703) 691-8875.

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

■ **Nov. 20**—"The Cable Revolution in New York City," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences*, New York chapter. Speaker: Richard Aurelio, president, Time-Warner New York City Cable Group. Copacabana, New York. Information: (212) 768-7050.

■ **Nov. 20**—14th annual Gannett Lecture sponsored by *The Washington Journalism Center*. Speaker: Bill Kovach, curator, the Nieman Foundation. The Freedom Forum, Arlington, Va. Information: (202) 337-3603.

■ **Nov. 20**—"Television Sports Through Agency Eyes," panel sponsored by *International Radio and Television Society Sports Division*. Time-Life Building, New York. Information: (212) 867-6650.

**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. 21**—"Multiculturalism as a News Story," seminar sponsored by *The Freedom Forum Media Studies Center and Columbia University*. Journalism Building of Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

**Nov. 21**—*Federal Communications Bar Association* luncheon. Speaker: Robert Allen, chairman, AT&T. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

■ **Nov. 21-22**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Sheraton Grand Hotel, Dallas-Fort Worth Airport. Information: Ellen Neill-Dore, (703) 691-8875.

**Nov. 22**—U Network affiliates annual conference sponsored by *National Association of College Broadcasters*. Brown University, Providence, R.I. Information: (401) 863-2225.

**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. 22-24**—*Lighting Dimension International* technology event. Reno, Nev. Information: Jill DeForte, (212) 353-1951.

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

**Nov. 26**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

## DECEMBER

**Dec. 1-5**—German Screenings sponsored by *WDR International*. Cologne. Information: Beatrix Landman, (0221) 2-20-3219.

**Dec. 2**—Deadline for entries in 1992 *National Educational Film and Video* festival. Eligible productions include documentaries, made-for-TV programs and PSA's. Information: (415) 465-6885.

**Dec. 2-3**—"Telecommunications Policy and Regulation: The Year Ahead, Congress, the FCC and Judge Greene's Court," annual institute co-sponsored by *Practising Law Institute* and the *Federal Communications Bar Association*. Four Seasons Hotel, Washington. Information: (212) 765-5700.

■ **Dec. 3-4**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Atlanta Airport Hilton. Information: Ellen Neill-Dore, (703) 691-8875.

**Dec. 3-5**—*Avid Technology* media composer training classes. Dallas. Information: Kim Hajjar, (617) 221-6789.

■ **Dec. 4**—"TBS in the 90's—Still Going Strong," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences*, New York chapter. Speaker: Terry L. Segal, executive vice president and general manager, TBS. Copacabana, New York. Information: (212) 768-7050.

**Dec. 4**—*International Radio and Television Society* under-30's seminar. Theme: "FCC Regulation: A Look at Fin-Syn and its Ramifications." NBC Mezzanine Level, New York. Information: (212) 867-6650.

**Dec. 4-6**—*National Association of Government Communicators* annual communications school. Keynote speaker: John Holliman, reporter, Cable News Network. Roslyn Westpark Hotel, Arlington, Va. Information: (9703) 519-3902.

**Dec. 5**—Seventh annual *American Sportscasters Association* Hall of Fame dinner honoring Muhammad Ali with the Sports Legend Award. Marriott Marquis, New York. Information: (212) 227-8080.

**Dec. 5**—*Federal Communications Bar Association* annual chairman's dinner honoring FCC Chairman Alfred Sikes. Washington Hilton Hotel, Washington. Information: (202) 833-2684.

■ **Dec. 5-6**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Atlanta Airport Hilton. Information: Ellen Neill-Dore, (703) 691-8875.

**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. 7**—"Covering the 1992 Republican National Convention," seminar sponsored by *Texas Associated Press Broadcasters*. Holiday Inn Crowne Plaza, Houston. Information: Diana Jensen, (214) 991-2100.

**Dec. 7-8**—"Introduction to Creative Sound Recording for Radio," workshop sponsored by *Jack Straw Productions*. Seattle. Information: Charles Hamilton, (206) 634-0919.

**Dec. 8**—51st annual Golden Apples Awards luncheon sponsored by *The Hollywood Women's Press Club*. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (213) 960-5725.

**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. 9-13**—Lectures on First Amendment issues by journalists and public figures sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. World Room, Columbia University Graduate School of Journalism, New York. Information: (212) 854-4150.

**Dec. 10**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Portland, Ore. Information: Elizabeth Miropol, (312) 565-2300.

**Dec. 10-12**—*Avid Technology* media composer training classes. Atlanta. Information: Kim Hajjar, (617) 221-6789.

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

**Dec. 11**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Seattle. Information: Elizabeth Miropol, (312) 565-2300.

**Dec. 11**—Gala dinner honoring the First Amendment and Justice William J. Brennan Jr. sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. The Rotunda of Low Memorial Library, Columbia University, New York. Information: (212) 755-1190.

**Dec. 11-12**—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Information: (303) 761-8554.

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

**Dec. 12**—*International Radio and Television Society* Christmas benefit. The Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

**Dec. 12**—"Multiculturalism and Higher Education," seminar sponsored by *The Freedom Forum Media Studies Center and Columbia University*. Journalism Building of Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

**Dec. 15**—Deadline for entries for *The International Sports Video and Film Festival 92*. Information: (305) 893-8771.

**Dec. 17-19**—*Avid Technology* media composer training classes. Boston. Information: Kim Hajjar,

jar, (617) 221-6789.

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

## JANUARY 1992

■ **Jan. 7**—Deadline for entries for Commendation Awards sponsored by *American Women in Radio and Television*. Information: (202) 429-5102.

■ **Jan. 7-8**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Holiday Inn Crowne Plaza, Burlingame, Calif. Information: Ellen Neill-Dore, (703) 691-8875.

■ **Jan. 7-8**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

■ **Jan. 7-8**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

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

■ **Jan. 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Anne Sweeney, senior vice president, program enterprises, Nickelodeon/

Nick at Nite, Copacabana, New York. Information: (212) 768-7050.

■ **Jan. 8**—Deadline for entries for ADDY Awards sponsored by *The Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

■ **Jan. 9-10**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Holiday Inn Crowne Plaza, Burlingame, Calif. Information: Ellen Neill-Dore, (703) 691-8875.

■ **Jan. 9-10**—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

■ **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. 13**—Deadline for entries for the Anson Jones Award competition honoring excellence in health communication to the public. Sponsored by *Texas Medical Association*. Entries must have been broadcast between Jan. 1, 1991, and Dec. 31, 1991. Information: (512) 370-1389.

■ **Jan. 14-15**—14th annual *International Sport Summit*. New York Marriott, New York. Information: (212) 239-1061 or (301) 986-7800.

■ **Jan. 15**—Drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, executive vice president, national programming and promotion services, PBS, Copacabana, New York. Information: (212) 768-7050.

■ **Jan. 15**—Deadline for entries for INPUT '92 sponsored by *South Carolina ETV*. Those who are eligible to apply include directors, producers, writers and videographers at PBS stations, as well as independent filmmakers who produce programs for public television. Information: Sandie Pedlow, (803) 737-3208.

■ **Jan. 16**—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

■ **Jan. 16**—*Federal Communications Bar Association* luncheon. Speaker: Dr. Thomas Stanley, FCC chief engineer. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

■ **Jan. 16**—"The Columbian Quincentenary and Multiculturalism," seminar sponsored by *The Freedom Forum Media Studies Center and Columbia University*. Journalism Building of Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

■ **Jan. 18**—"Recording Acoustic Music with Basic Equipment," seminar sponsored by *Jack Straw Productions*. Seattle. Information: Charles Hamilton, (206) 634-0919.

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

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

■ **Jan. 27**—*Nebraska Broadcasters Association* Legislative/Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

# Two TV Network Studios/Facilities Available in NY and LA

State of the art, high-ceiling broadcast studios and production/office facilities that formerly housed the Financial News Network in New York and Los Angeles are immediately available.

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18,000 2 Floors	<i>Square Footage</i>	44,000 3 Floors
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Chyron Infront! Paintbox & Character generators	<i>Graphics</i>	Paintbox & Character Generator Capabilities
ENG equipment Uplink/downlink connections	<i>Other Capabilities</i>	ENG equipment Uplink connections Downlink dish array
Makeup/wardrobe News & Conference Rooms, Offices	<i>Other</i>	Makeup/wardrobe News & Conference Rooms, Offices

**For further information, call Mr. Torre at (212) 980-6500**

**Jan. 27-28**—*Television Bureau of Advertising* retail marketing board retail marketing workshop. Chicago Hilton and Towers, Chicago. Information: Bob Lerew. (212) 486-1111.

■ **Jan. 29**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Janeen Bjork, vice president and director of programming, Seltel, Inc.; John von Soosten, vice president and director of programming, Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

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

**Jan. 31-Feb. 2**—*California Broadcasters Association* winter conference. Wyndham Hotel, Palm Springs, Calif. Information: (916) 444-2237.

## FEBRUARY 1992

**Feb. 1**—Deadline for entries in 1992 Best of the Best Promotion Contest sponsored by *National Association of Broadcasters*. Information: (202) 429-5300.

**Feb. 2-3**—*Minnesota Broadcasters Association and Society of Broadcast Engineers* winter conference. The Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken. (612) 926-8123.

**Feb. 4-5**—*South Carolina Cable Television Association* winter meeting. Downtown Marriott, Columbia, S.C. Information: Nancy Horne. (404) 252-2454.

**Feb. 4-5**—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

**Feb. 5-9**—20th annual faculty industry seminar sponsored by *International Radio and Television Society*. Theme: "Surviving in the 1990's: Is Broadcasting on Its Way Up or Out?" New York Marriott East Side, New York. Information: (212) 867-6650.

**Feb. 6**—"Computers for Video, Video for Computers," all-day tutorial sponsored by *Society of Motion Picture and Television Engineers*. Westin St. Francis, San Francisco. Information: (914) 761-1100.

**Feb. 6-8**—*American Women in Radio and Television* board of directors and foundation board meeting. Washington. Information: Donna F. Cantor. (202) 429-5102.

**Feb. 7**—Newsmaker luncheon sponsored by *International Society of Radio and Television*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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

**Feb. 9-14**—27th annual management development seminars for broadcast engineers sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

**Feb. 11**—"Using Humor in Business," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini. (212) 572-5234.

**Feb. 11-12**—*The Georgia Cable Television Association* annual convention. Peachtree Plaza Hotel, Atlanta. Information: Nancy Horne. (404) 252-4371.

**Feb. 18-19**—*Broadcast Cable Credit Association* credit seminar. Town and Country Hotel, San

## ERRATA

**Gammon Media Brokers** represented sale of CP of WMGL(FM) Ravenel, S.C., reported in "Changing Hands," Oct. 21.

In Sept. 23 story on rising costs of production for half-hour network series, **Jerry Katzman** was incorrectly identified as current agent for **Shukovsky/English Productions**. **Joel Shukovsky and Diane English**, who used to be represented by Katzman, now handle those duties themselves.

Diego. Information: Cathy Lynch, (708) 296-0200.

**Feb. 19-20**—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* board of directors meeting. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

**Feb. 20**—*Federal Communications Bar Association* luncheon. Speaker: Sharon Percy Rockefeller, president of WETA. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

**Feb. 24-26**—*Michigan Broadcasters Association* mid-winter conference. Lansing Center, Lansing, Mich.

**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 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.

**March 11**—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

**March 14**—1992 ADDY Awards sponsored by *The Advertising Club of Metropolitan Washington*. Meridian Hill Convention Center, Washington. Information: (301) 656-2582.

**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.

**March 19**—*Federal Communications Bar Association* luncheon. Speaker: Newton Minow, former FCC chairman. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

**March 19**—17th annual Commendation Awards ceremony sponsored by *American Women in Radio and Television*. The Waldorf-Astoria Hotel, New York. Information: (202) 429-5102.

## APRIL 1992

■ **April 5-7**—*Cabletelevision Advertising Bureau*

11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

**April 7**—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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

**April 10-12**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: Eleanor Pachnik, (212) 486-1111.

**April 13-16**—*National Association of Broadcasters* 70th annual convention Las Vegas Convention 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**—"Getting to the Top: Negotiating the Obstacle Course," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 5234.

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

**April 23**—*Federal Communications Bar Association* luncheon. Speaker: Cathleen Black, president of American Newspaper Publishers Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

**April 29**—Gold Medal Award dinner sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

## MAY 1992

**May 3-6**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

**May 13**—Broadcaster of the Year luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

■ **May 19**—"Women in Sports Media," luncheon sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

■ **May 21**—*Federal Communications Bar Association* luncheon. Speaker: Brit Hume, ABC White House correspondent. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

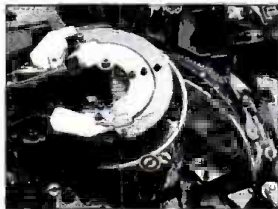
**May 27-31**—*American Women in Radio and Television* 41st annual convention. La Posada Resort, Scottsdale, Ariz. Information: (202) 429-5102.

**May 31**—Deadline for entries in 1992 Crystal Radio Awards sponsored by *National Association of Broadcasters*. Information: William Peak. (202) 429-5422.

## JUNE 1992

**June 7-13**—Radio Executive Management Development seminar sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Information: Aimee Jennings, (202) 429-5402.

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# OPEN MIKE

## FM EXPLANATION

EDITOR: I don't claim to be an expert, but I am old enough to remember the Doherty amplifier/transmitter. After performing proof-of-performance tests on many systems, I question how many current systems will modulate 10,000 hz at 100%. Also, how many AM systems will go down to 20 hz? But, then, with the one stereo AM system, who wants to listen to the pilot if the system goes that low?

If you remember the Armstrong system of phase modulation, you will remember modulation can only approach 0 hz. Modern FM transmitters are more truly frequency modulation, and the current audio complements this capability.

Now, where does technology put AM in competition with FM fidelity? Consider that current programming/music emphasizes the low register of music tones.

If your ears can appreciate current CD fidelity, it will be apparent why the audience prefers FM in reproduction of program material where fidelity counts.—*W.H. Brown, Satellite Beach, Fla.*

## FALLEN STANDARDS

EDITOR: There was a time when broadcasters set the standard for American English pronunciation, when parents could point to radio and TV as the arbiter of good speech. What has happened?

Is there no one at the network or local level who provides a guide for news personnel? Broadcast management should be embarrassed to hear their co-anchors pronounce the same word differently on the same program. During the Clarence Thomas confirmation hearings, you heard "harass" said as hurrass and ha-rus, the latter being preferred by dictionaries and the "NBC Handbook of Pronunciation." Has this industry bible totally disappeared from newsrooms? Even "news" is now often said as if it rhymed with "booze," instead of "muse."

You would think professional broadcasters would be eager to maintain a standard as an educational tool, but perhaps I am too optimistic.—*Jim Douglass, New York.*

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Kira Greene, John S. Egerton,

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## Washington

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Patrick Watson, assistant editors.

Patrick J. Sheridan, Janet Sullivan, John Gallagher,

staff writers.

Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Denise P. Smith, production.

## New York

630 Third Ave., 10017; 212-599-2830; Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming).

Lucia Cobo, radio editor (East Coast).

Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers.

## Hollywood

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

Steve Coe, assistant editor

Mike Freeman, staff writer

Reed E. Bunzel, radio editor (West Coast), 408-625-3076.

## Advertising

### New York

212-599-2830

Lawrence W. Oliver, advertising director.

Leslie Lillian Levy, marketing services director.

Joseph E. Ondrick, East Coast regional sales manager.

Randl T. Schatz, sales manager.

Joan Miller, executive secretary.

### Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.

Sandra Klausner, editorial-advertising assistant.

### Washington

202-659-2340

Doria Kelly, sales service manager.

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### Advertising Representatives

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East Coast equipment): 609-683-7900; Fax: 609-497-0412

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## Business

Philippe E. Boucher, vice president and controller.

Tracy Henry, systems manager.

Poll F. Noyes, personnel administrator.

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## Production

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Source: NSS Ranking Report (week ending 10/13/91)



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# NOW IT CAN BE TOLD.

# TOP OF THE WEEK



The '91 World Series was a ratings hit for CBS, but losses are still big on the \$1.06-billion contract.

## WORLD SERIES A HIT, BUT CBS STILL IN HOLE

*Even with strong showing by fall classic, network will probably lose about \$75 million on baseball this season; Thomas hearings hurt playoff performance*

**A**mid the heated tomahawk chopping and hanky waving of the World Series last week, CBS executives were enjoying a rare bright spot in their \$1.06-billion contract with Major League Baseball. But when the crowds went home and the lights went out on the second season of the deal, CBS once again was left with a multi-million-dollar loss on its trouble-plagued four-year contract.

Despite a stellar World Series, CBS was expected to show a pretax loss estimated at \$20 million above the reserves that had already been set for the 1991 season, according to a report issued by Alan Kassin at Morgan Stanley (assuming the hotly contested World Series went to a full seven games). That loss was on top of the pretax reserves of \$190 million that CBS had already set

for anticipated losses on the remaining three years of its baseball contract. Of the \$190 million in MLB reserves, \$53 million is for 1991, according to Kassin.

But the just-completed season was still a better story than last year, when the network's unusually short post-season resulted in losses totaling \$92 million. Kassin estimated that CBS in 1991 could have suffered pretax losses of \$50 million—\$75 million on top of its reserves had the post-season run as short as it did last year.

CBS probably broke even or made some money on the popular 1991 World Series, according to Ed Atorino at Salomon Brothers. But the network probably lost money on the league championship series, he added, and ratings were down for the regular season.

Ever since CBS locked up exclusive rights to Major League Baseball, naysayers have questioned the network's logic in paying more than \$1 billion. Competitors griped that the deal drove up the price of all sports contracts. And even CBS executives tried to renegotiate the baseball deal when the slumping economy began driving ad dollars down.

Since the signing of the deal, CBS has optimistically maintained that the large audiences attracted to post-season baseball provide an ideal vehicle for promoting its prime time schedule. Indeed, prime time viewership was high for most of the just completed post-season, catapulting CBS into first place on a number of key nights.

"The games were very close, and that generated a lot of interest," said Steve Sternberg, Bozell vice president and di-

## TBS, CBS ROOTING FOR THE BRAVES

Anyone watching the World Series got two shows for the price of one. In addition to seeing the showdown between the Atlanta Braves and the Minnesota Twins, they got the lowdown on Ted and Jane.

Ted Turner attracted nearly as much press attention as his Braves, with CBS cameras periodically panning to shots of the Turner Broadcasting System chairman in the stands with his fiancée, Jane Fonda. But it was the Braves' performance that will be of more interest to TBS's stockholders. According to a spokesman, "with the World Series, [the TBS-owned Braves] will break even, or maybe even do slightly better."

That's a long way from a team that has been, economically and competitively, a losing proposition since Turner bought it in 1976. Until this year, the Braves had not won a division title since 1969 or a pennant (or World Series) since 1958, when the franchise was in Milwaukee.

The Braves' winning performance this season also im-



Ted Turner and friends cheer on the Atlanta Braves at Fulton County Stadium.

proved the team's ratings performance on WTBS(TV). The 124 games shown this year averaged a 2.0 rating in WTBS's 55-million household universe, compared with a 1.7 average rating for 109 games last year. September got the biggest boost, though, with Braves games in 1991 averaging a 2.7 rating, more than double the 1.3 rating games averaged in September 1990.

As the Braves' have gone, so has TBS stock. When the baseball season opened in April, TBS shares were at 13¼. The price has slowly risen throughout the summer, and closed at 17½ the day after the Braves won their second series game.

An ironic note to the series, one analyst mused, was that it took Ted Turner to turn around the baseball fortunes of the network he once tried to acquire. If the Braves had not bounced back and turned the World Series into a tight contest, CBS, which now expects to break even on the series, would have lost money on baseball—again. —SDM

rector of research.

The 1991 World Series averaged a 21.8 rating and 36 share through Thursday night's game five, representing a 5% increase over the 20.8/36 average for last year's four-game series. At press time, the network's best night was a 23.4/39 for game three of the series. The first five games of the World Series as well as the final two games of the National League championship series helped bring CBS into first place on those nights.

At press time, it was not known whether the World Series would extend to a full seven games. But at least six

games would be played, and tradition would dictate that all games be played. In the event the series went through Sunday, CBS found itself up against the powerhouse Redskins-Giants football game. CBS affiliate WUSA-TV Washington had planned to air the football game on Sunday, giving WDCA-TV the option to air the baseball game. Independent WPIX-TV New York was scheduled to air the football game locally.

The high World Series ratings should prove to be particularly helpful to CBS in setting higher advertising rates next year, said one agency executive.

League championship coverage,

which was hurt by the competing Senate confirmation hearings of Supreme Court Justice Clarence Thomas, was a mixed ratings bag. The five-game American League Championship Series averaged a 9.2/19 total and a 10.3/19 over three prime time games, down from a 13.3/24 in prime time last year. But prime time coverage of the National League Championship Series averaged a 15.9/26 over five games, up from 11.6/24 last year.

While NBC continued to sneer at the CBS baseball deal, a number of analysts and agency executives last week gave high marks to the post-season coverage. The reaction marked a departure from the usual gloom-and-doom associated with talk about CBS's baseball contract.

"Hang around a few minutes," said Bart McHugh, senior vice president, DDB Needham Worldwide. "This may end up working for them."

The closely contested 1991 World Series proved to be just what the doctor ordered for CBS, which last year was saddled with a four-game sweep. The badly needed additional inventory came as the network saw its 30-second spots for the 1991 World Series reportedly drop as low as \$100,000-\$150,000 apiece, down from as much as \$275,000 per spot in 1988. Each game of the 1991 World Series was said to have grossed about \$15 million in advertising.

With two years down and two to go on the deal, CBS and its competitors are already eyeing the next contract. And from the looks of things, ironing out a new deal is not going to be easy. —RB

### FCC NIXES GAMMON MOVE OF FM TO ATLANTA

The FCC on Friday (Oct. 25) turned down Tom Gammon's request to move his WHMA-FM 90 miles from Anniston, Ala., to the Atlanta suburb of Sandy Springs, Ga.

The FCC ruled the claimed benefits of the move are offset by "disruption in service that would be caused to a substantial population and area."

Cox Enterprises and Summit Communications, licensees of radio stations in the Atlanta area, protested the WHMA-FM move immediately after the request was filed in 1989. Controversy surrounding the request led the FCC to make significant changes in its community-of-license rules.

Although expected, the ruling is a blow to Gammon, who bought WHMA-FM and the AM for \$7.5 million two years ago had hoped to increase the value of the FM by moving it to the larger, potentially more lucrative market.

Gammon last Friday disputed the FCC's short-spacing grounds for denying the request. WHMA-FM's current location is short spaced by two stations while the proposed location would be short-spaced by one. "We stated in our proposal that we would be willing to move [the proposed transmitter site] 10 miles south so there would be no interference from anybody," he said.

# NOT SO SUPER SUPER BOWL FOR CBS...SO FAR

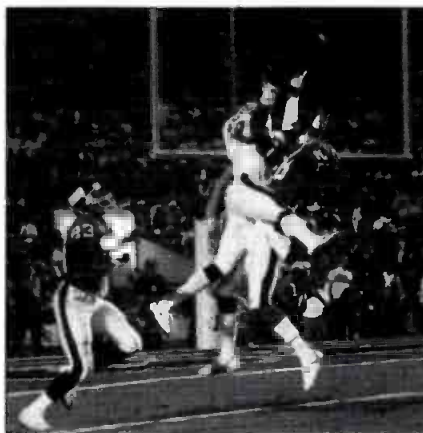
*Spots in game are selling for same price as last year; football ratings for both CBS and NBC are down from previous season; 'Monday Night' up for ABC*

**W**hile the World Series may turn out to be better than expected for CBS, 30-second spots for the network's 1992 Super Bowl broadcast are said to be selling for \$800,000, the same as in 1991. If that continues to be the case it would be the first time since 1984 that the price of a 30-second commercial on the Super Bowl was flat or declined, and only the third time that unit prices failed to increase in the game's 26-year history.

The flat rates likely have more to do with the current economy than the value of the Super Bowl as the premier television event of the year. Jon Mandel, senior vice president-director, national broadcast, Grey Advertising, said of the flat rates: "In this environment flat is very good. What else is flat?"

Certainly not ratings or unit prices for the bulk of regular season National Football League games. Unit prices for CBS's and NBC's NFL games have declined 10%-15% compared to a year ago, according to media buyers, with Sunday games said to be going for \$85,000-\$90,000.

Ratings at both CBS and NBC are down season-to-date. According to Nielsen data compiled by Bozell Inc., CBS's early game broadcast is down slightly for the first eight weeks, averaging a 13.4/35 compared to a 13.5/35 for the



**The teams at this year's Super Bowl may be different, but the price for a 30-second spot remains the same—\$800,000.**

first eight weeks of the 1990 season. There has been a dramatic drop in the late game broadcast from 11.3/25 to 8.5/20. In addition, a CBS spokesperson attributed some of the decline to the fact that there have been four weeks in which the New York Giants and the Washington Redskins have not been on the network.

At NBC, ratings for the early game for the first eight weeks of the season are averaging a 5.7/17, compared to an 8.2/21 last year. The second game is off slightly, from a 12.3/27 in 1990 to an 11.8/27 this season.

While prices may be off on the networks, media buyers suspect that the NBC- and CBS-owned stations are pulling in significant revenue from NFL games. Each network owns stations in markets where there is a strong NFL presence. CBS will likely get an additional revenue boost when its purchase of WCCO-TV Minneapolis (home to the NFC's Vikings) becomes final.

Ratings for ABC's *Monday Night Football* have improved from 15.8/28 for the first half of 1990 to a 17.5/30 this year.

College football ratings for ABC have also improved from last year, with the first game averaging a 6.6/20 compared to a 5.2/15, and the second game pulling a 6.4/18 versus a 7.8/21.

Ratings for NBC's Notre Dame broadcasts are averaging a 4.8/15 in the network's first year of a five-year, \$30-million contract. NBC is said to be having the most problems selling inventory. At a luncheon last week NBC Television Network President Pier Mapes said that there is "just too much inventory—college and pro—just too much." One media buyer said of the NBC-Notre Dame situation that "there is a point where they will probably give it away to use for make-goods" instead of selling at very low prices. "They get better value out of it that way," the buyer added. —JF

## SECOND AND THREE FOR WLAF

**F**ollowing months of debate over whether to continue play on the fledgling World League of American Football, the 28 NFL teams that started the league have decided to move ahead with a second season. The three-year extension on the league includes renegotiated TV contracts with ABC and USA, both of which suffered disappointing ratings in the WLAF's first year.

The NFL owners met in Dallas last Wednesday (Oct. 23) and agreed to continue with the league, which is believed to have lost about \$15 million in its first season. But the international league will return this spring with several changes, including the addition of active NFL players and a restructuring of its U.S. teams (including the possible addition of a Midwest team in Columbus, Ohio, as well as a team in the Northeast).

"We've been convinced by the NFL and the World League of American Football that there will be an attempt to improve the ratings situation," said David Downs, vice president of programming, ABC Sports. He said the addition of NFL players to World League games will probably be "the single most important factor in getting this league to go in the right direction."

Downs said another important change is that the WLAF will allow ABC to air two games in each Sunday afternoon window, which, he added, would make the network "less likely to get stuck with a lemon." The increased production costs associated with covering two games each week have been addressed in the renegotiated contract, he said.

The renegotiated contracts are expected to significantly cut rights fees paid by each network. ABC, which had originally signed a \$24-million, two-year rights contract with the WLAF, will reportedly pay the league about \$5 million in the first of its new three-year deal. USA, which had signed a four-year, \$18-million cable contract with the league, is also expected to cut costs on its own three-year rights contract with the league.

ABC and USA will each feature 10 regular season telecasts and one playoff game. The networks together will air a minimum 35 of the 50 games played each season. USA, which last year aired games on Saturday and Monday nights, will drop the Monday games this season. The telecast of the World Bowl championship game, which alternates each year, will air on USA in spring 1992. The upcoming season opens on the weekend of March 21-22. —RB

# VIDEO DIAL TONE ADVANCES AT FCC

*Commissioners propose to establish regulatory framework for telcos to deliver TV services*

**F**CC Chairman Alfred Sikes envisions the day when consumers can order up television programs and networks over their local telephone system with the same ease they now call up their neighbors down the street.

The FCC last week moved to make Sikes's world of "video dial tone" possible.

Despite some confusion and many lingering concerns, the four other commissioners joined Sikes in proposing to establish a "regulatory framework" for telcos to build broadband networks capable of delivering video services for unaffiliated programmers as well as electronic information services and conventional telephone services.

Although the FCC stopped short of calling for repeal of the statutory prohibition against telcos becoming programmers on their networks, it called for comments on whether the ban should be repealed or at least relaxed.

The FCC also ruled that local telcos and video programmers making use of their video dial tone networks need not acquire cable franchises from local municipalities. Most such franchises require holders to pay an annual franchise fee and bear other costly obligations.

The agency also ruled that long-distance telephone companies like AT&T, MCI and Sprint may enter the cable business.

Under the proposed video dial tone regime, telcos would be obliged to provide access to their networks to programmers as common carriers—that is, on a non-discriminatory basis at governmental-regulated rates. But to attract programmers, they would be allowed to provide "video gateways," on-screen menus and searching features to help viewers find and order the services they want.

If they choose, the telcos on a non-common carrier basis could also provide advanced gateways and such services as billing and collection in competition with users of the networks.

It was unclear what specific new rules

or changes to existing rules would be needed to implement video dial tone. But, according to one official, it would involve at least a tweaking of the carrier-user provision of the FCC's own cable-telco crossownership ban.

Although all voted for the video dial tone proposal, Commissioners Sherrie Marshall, Ervin Duggan and Andrew Barrett expressed concern that Sikes was rigging the regulatory game to achieve his own vision of what telcos' role in



The FCC wants to set rules to encourage telcos to build broadband networks capable of delivering TV programming.

video should be. "To the extent that this item can be read to elevate the rapid deployment of broadband fiber to the home to a national goal, I cannot endorse it," said Marshall. "That crosses

*"We will [likely] see for a very long time to come, facilities competition between cable operators and telephone companies."*

—FCC's Bob Pepper

the line into industrial policy of the worst kind."

Duggan was more graphic. "It smacks of policy making by the method of Procrustes' bed, in which he hacked off the inconvenient limbs of guests who did not fit the bed."

Sikes bristled at the idea he was fostering an "industrial policy." If anything constitutes industrial policy it is

the FCC crossownership rules that, among other things, bar telcos from the cable business. "We have segregation laws and those segregation laws should be ended."

Barrett raised concerns about the effectiveness of regulatory safeguards designed to prevent telcos offering video dial tone from discriminating among service providers and cross-subsidizing their competitive offerings.

Barrett and Duggan also worried that video dial tone would lead to a one-wire world, in which a single entity ultimately controls all the programming delivered to a home via wire.

"We are not suggesting that the necessary future is a one-wire future," said FCC Common Carrier Bureau Chief

Rick Firestone. Rather than sign up to have their services delivered via a telco network, he said, cable operators may "push their infrastructure development and perhaps move into the telephone business as well. The result may be greater competition and diversity."

Robert Pepper, chief of the FCC Office of Plans and Policy, agreed. "There is a very strong possibility we will see for a very long

time to come facilities competition between cable operators and telephone companies in a video dial tone context," he said.

For the past few years, the cable and telephone industries have been locked in battle over the ban against telcos owning programming—a prohibition that effectively precludes them entering the cable business in their telephone service area.

The FCC action pleased neither. National Cable Television Association President James Mooney felt the FCC went too far. "The nub of the problem in letting the phone companies into any other line of business is the possibility of cross-subsidy from their telephone monopoly," he said.

Mooney also said the FCC ruling freeing "telco-TV" from local franchise obligations is "obviously unfair."

At the United States Telephone Association, President John Soldolski said the agency did not go far enough. "This inquiry is a good start," he said. But, he added, "we think full and unfettered competition from telephone companies is the best method to insure the rapid deployment of advanced telecommunication services." —NAJ

# SIKES REAFFIRMS PREFERENCE FOR SIMULCAST HDTV

*Rulemaking considers high-definition as improvement rather than new service; proposes allocations to current TV licensees first with additional 6 mhz, timetable for construction of new facilities and end to NTSC*

**F**CC Chairman Alfred Sikes warned broadcasters urging delays in broadcast high-definition television deployment that UHF spectrum for HDTV cannot be held indefinitely. The commission will again gauge broadcaster interest in implementing HDTV through responses to several rules proposals released last week.

Some broadcasters, worried about the millions of dollars they will need to invest in HDTV transmission and production equipment over the next 10 to 15 years, have called for a two-step approach to HDTV through enhanced-definition television systems broadcast on NTSC channels. "If there is a marketplace development with [broadcasters] saying: 'We don't want HDTV. We want an intermediate step,' then I think the commission should appropriately re-examine the UHF spectrum and whether [assignment to] land-mobile radio should be reconsidered," Chairman Sikes said.

Assuming it will not have to take such action, the commission began last week to consider as many HDTV transmission and allocation rules as possible before a transmission standard is approved in June 1993. Timetables for applications for HDTV spectrum, construction of transmission facilities and the eventual

cessation of NTSC broadcasting were proposed. The FCC also suggested procedures for allocating each current TV station an additional 6 mhz for HDTV.

The commission says it considers HDTV an improvement over NTSC service rather than a new service. It proposes, therefore, that new allotments for HDTV initially be limited to current NTSC licensees. After an allocations table is set, broadcasters would have three years to apply for spectrum and another two years to be awarded a construction permit to begin building HDTV transmission facilities.

Frequencies not assigned after the three-year deadline would be opened for applications from outside parties. The HDTV allotments would not be assigned to land-mobile radio or other potential UHF spectrum users. The FCC also proposed ceasing issuance of new NTSC licenses once HDTV assignments have been made.

For allocation purposes, all HDTV frequencies would be considered equivalent. The FCC may decide to assign frequencies to stations themselves; allow broadcasters to apply for frequencies on a first-come, first-served basis, or create a priority list through a lottery in each market. The FCC may also allow broadcasters to negotiate swaps of assign-

ments after the frequencies are awarded.

A key question in the proceeding deals with the definition of "simulcast" HDTV (BROADCASTING, Oct. 14). The commission asks whether broadcasters should be required to transmit the same programming on both their NTSC and HDTV channels at all times. Some would interpret less than 100% simulcasting as the creation of a new service instead of an extension of the existing one. Under current law, all eligible parties must be allowed to compete for spectrum for new services.

"The commission has outlined some deliberate and progressive steps to let the marketplace work and, at the same time, provide incentives to encourage HDTV development," said Jeff Baumann, executive vice president and general counsel, legal and regulatory affairs, National Association of Broadcasters. "We applaud the commission for its efforts and look forward to sharing our formal comments."

Although the proposals in the HDTV proceeding, which was released at the request of NAB, seem to be acceptable to broadcasters, the three-year application and two-year construction deadlines are expected to attract opposition from station owners in favor of a more gradual transition period. -RMS

## FCC STICKS WITH NEW FIN-SYN RULES

**T**he battle over the FCC's financial interest and syndication rules shifted last week to the Justice Department and the federal courts as the FCC wrapped up its role by affirming (with some minor clarifications and corrections) the relaxed version of the rules adopted last spring.

"We stand by our original decision," said Commissioner Sherrie Marshall at last Thursday's open meeting just before the vote rejecting petitions from Hollywood to stiffen the rules and from the broadcast networks to loosen them.

As it did last April when the rules were adopted, the FCC split on the vote, with Ervin Duggan and Andrew Barrett siding with Marshall supporting the rules and with Chairman Alfred Sikes and James Quello dissenting. Sikes and Quello favored repeal of the rules, which restrict the networks' ability to produce and syndicate network programming.

Although the networks, like Sikes and Quello, favored repeal, they are also eager to take advantage of the additional opportunities for programming involvement presented by the new rules.

To that end, they asked the Justice Department last July to

petition Federal District Court Judge Robert Kelleher in Los Angeles to modify the fin-syn consent decrees that contain many of the same restrictions as the old fin-syn rules. The networks entered into the decrees a decade ago to settle antitrust suits with Justice.

Most expect Justice to petition Kelleher as the networks want, but nobody seems to know when. Justice had indicated to Congress it would not move on the networks' request until after the FCC had affirmed its new rules.

Despite the FCC's action last week, the consensus among fin-syn watchers in Washington was that action by Justice was still at least a few weeks away.

As Justice plods along, the U.S. Court of Appeals in Chicago is consolidating several appeals of the new rules. They come from networks and their affiliates, which will argue to repeal the rules, and Hollywood's Coalition for Preservation of the Financial Interest and Syndication Rule and a public interest group, which will contend that the new rules are too liberal and the FCC should be forced to return to the old. -HAJ

# HILL TO CONVENE MEETING ON COMPULSORY LICENSE

*MPAA joins Fox Chairman Diller in calling for review; TCI open to phase-out*

**F**ox Broadcasting's effort to repeal cable's compulsory copyright license seems to be gaining traction.

An aide on the House Judiciary Subcommittee confirmed last week that Chairman William Hughes (D-N.J.) and the subcommittee's ranking Republican Carlos Moorhead (Calif.) were planning a private meeting of representatives of Fox and other affected companies and industries to determine what, if anything, ought to be done about the license. The aide said the meeting had not yet been scheduled.

Fox Chairman Barry Diller made a pitch for action on the license to Hughes and other key members of the subcommittee two weeks ago.

The license, created by Congress 15 years ago, permits cable systems to retransmit local broadcast signals for free and distant broadcaster signals like WTBS(TV) Atlanta at fees set by the federal Copyright Royalty Tribunal.

Diller's visits to the Hill are but a part of Fox's campaign to do in the license. For several weeks, Fox has also been trying to convince other motion picture companies, broadcasters, cable operators and sports interests to join it. And it has met with some success.

Due in part to Fox's urging, the Motion Picture Association of America voted to oppose broadcaster-based retransmission consent legislation and, instead, call for a congressional review of the compulsory license (BROADCASTING, Sept. 23). Retransmission consent would enable broadcasters to charge cable systems to carry their signals, but it

is based on the perpetuation of the license.

Fox made another appeal to solidify motion picture industry support for the cause last week in Los Angeles at a meeting of the TV division heads of the MPAA companies.

Fox's effort among cable operators also may be paying off. Tele-Communications Inc., the nation's largest cable operator, is making it clear it is willing to consider a world without the compulsory license. "We would be happy to participate in a strategy gradually phasing out the compulsory license over time," said Bob Thomson, senior vice president, TCI.

Although Time Warner and other large cable operators are said to share TCI's view, the National Cable Television Association wants no part of tampering with the license. "NCTA's view is that the license serves an important role in facilitating the coverage of broadcast signals," said NCTA Executive Vice President Decker Anstrom.

In an "open letter" to the broadcasting industry (see page 52), Diller argues that the compulsory license has outlived its usefulness for all parties. In its place, he suggests establishing a system of broadcasters as "rights-clearing intermediaries." Stations would negotiate with copyright holders for licenses to broadcast programs and authorize retransmission to one or more cable systems and other potential retransmission outlets.

The Fox plan, Diller says, is a more practical method for establishing a sec-

ond revenue stream than is retransmission consent.

Broadcasters, which are pushing for retransmission consent, are not yet buying into the Fox campaign. "We think the fact that Fox has taken a position against most of the television industry is regrettable and threatens our ability to enact any cable legislation," said Jim May, NAB executive vice president, government relations, in a letter to one Fox affiliate. -RMS

## MARKEY SKEPTICAL OF FCC CONTROL OF RBOC'S

**H**ouse Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) expressed doubt last week about the FCC's ability to monitor potential anticompetitive practices by the regional Bell operating companies (RBOC's) in the newly opened information-services business.

The commission staff, together with state and city regulatory agencies, will be enough to watch the Bell companies, FCC Chairman Alfred Sikes replied. Potential for antitrust suits from dissatisfied competitors will also discourage the RBOC's from cross-subsidization and other anticompetitive practices, he said.

During a subcommittee hearing last week, Markey and other congressmen attacked the FCC's record in enforcing RBOC regulations since the establishment of the modified final judgment (MFJ), the consent decree governing the breakup of AT&T in the early 1980's. The subcommittee questioned whether the current staff of 19 auditors will provide enough enforcement following the order by the U.S. Appeals Court in Washington lifting a stay on RBOC information-services entry (BROADCASTING, Oct. 14).

"Just two weeks ago, the chief of the FCC's Common Carrier Bureau [Richard Firestone] told this subcommittee, much to the frustration and astonishment of many members, that there were some tasks, such as regulating the integrity of the telecommunications network, that

### TCI DEEPENS RELATIONSHIP WITH NEWS CORP.

**T**he relationship between Tele-Communications Inc. and News Corp. grew closer last week when the MSO joined two other investors putting up \$175 million in a private placement that News Corp. organized. News Corp. will use the infusion to pay back debt and help fund British Sky Broadcasting.

The company also announced it will raise \$540 million by selling off its magazine and commercial printing operations to its shareholders.

The other two investors, according to a published report, are Boston Ventures Group and billionaire Robert Miller of Hong Kong.

TCI already has an arrangement with Fox whereby it carries the network on cable systems in areas where there is no broadcast affiliate. Investing in News Corp. "may be [TCI's] modest attempt at backward vertical integration," said Barry Kaplan of Goldman Sachs, designed to give TCI further access to Fox's programming. Fox is said to be working on a TV version of News Corp.'s *TV Guide*, which it may want TCI to carry.

A TCI spokeswoman called it "strictly an investment for investment purposes only, and no other strategic objectives." Oppenheimer analyst Jessica Reif said TCI is known for investing in its partners' businesses.



were beyond the reach of the commission and its resources," Markey said. "Yet today the commission tells us that it is up to the job of regulating this new era without additional regulatory tools."

"It amazes me. Do you really think 19 [FCC] auditors can do the job of honing in this industry, which it has found it so difficult to keep honest in the past?" asked subcommittee member James Scheuer (D-N.Y.). Scheuer read a statement by a Colorado telco regulator who claimed his state did not have adequate facilities to police the RBOC's.

"I don't agree with you that the industry has been somehow sleazy.... You have to understand that the bulk of the business by local exchange carriers is done at the state level. Every state has significant additional resources," Sikes said. The assessment of the Colorado regulator did represent the view of most states, he said.

Nancy M. Norling, chairman of the Delaware Public Service Commission, representing the National Association of Regulatory Utility Commissioners, seemed to confirm Sikes's point. "States are better suited to determine what safeguards are necessary within their jurisdictions and we strenuously oppose any attempts at federal pre-emption of these responsibilities," she said.

Sikes also had differences with subcommittee members over proposed legislation to replace some of the restrictions on RBOC entry into information services. "I too am concerned about potential harms [by RBOC monopolies] But I am also confident that there are adequate safeguards. I am concerned that too little attention is paid to the key public policy issue: how best to insure the United States begins to build tomorrow's infrastructure," he said.

"We're trying to help you promote competition," said Jim Cooper (D-Tenn.), author of the recently introduced H.R. 3515. Before offering content-based information services to their local service areas, the Cooper bill would require formation of a separate subsidiary and strict accounting procedures. RBOC's would also have to pass a "bottleneck test" in which 50% of households and businesses in an RBOC's service area have access to a competing local telephone service provider and 10% subscribe to the competing service.

"We allow the vast majority of Bells into information services. We're really talking the same language," Cooper said.

"I'm hesitant to make a general characterization. I will simply say I think [H.R. 3515] is protectionist, whether it's intended or not," Sikes said. —RMS

## SYNDICATED SHOWS BOOST INDIES

*New offerings provide ratings improvement in New York, Los Angeles and Chicago in October*



Although Tribune Entertainment's 'Now It Can Be Told' has exhibited the strongest ratings of debuting syndicated strips, its slow grow in major markets indicates weak sampling of new syndicated programming.

**T**he Capital Cities/ABC O&O's in the nation's top three markets maintained their long-time sign-on to sign-off ratings stranglehold, but new syndicated programming such as Buena Vista's *Darkwing Duck*, Warner Bros.' *Full House*, Columbia's *Married...with Children* and Twentieth's *Studs* fueled much of the growth independents experienced in the just-completed October Nielsen mini-sweeps ratings period.

Below is a city-by-city ratings breakdown for the 20-day sweeps period:

### New York

WABC-TV may have experienced only 1% growth over year-ago sign-on to sign-off numbers with a 7.9 rating/20 share; however, WCBS-TV's 6.2/16 was a 3% drop from October 1990 and WNBC-TV remained flat with a 5.8/15.

Of immediate concern to WCBS-TV was King World's *Candid Camera*, averaging a bottom-ranked 2.5/7, and *Inside Edition* (2.9/8) at 4-5 p.m., a significant dropoff from what Tribune's *Geraldo* posted in the time period (4.4/12) one year ago. WNBC-TV continued to have difficulties in prime access, with its test of Columbia's *Ruckus* averaging a fifth-ranked 4.9/8 at 7:30 p.m., more than 25% off what *Family Feud* scored in the time period (6.3/11) a week prior to the game show's debut.

Among the independent stations, sign-on to sign-off, Monday-Friday, WPIX(TV) tallied a top-ranking 4.2/11, up 17% from a year ago and one-tenth of a rating point ahead of Fox flagship

WNYW(TV) (4.1/11). Pinelands Inc. superstation WWOR-TV dropped 6% from October 1990 with its 3.4/9.

Ending eight months of haggling with its Twentieth (Fox) Television sister division, WNYW(TV)'s insertion of *Studs* at 11:30 p.m. on Oct. 14 yielded a bottom-ranked 3.3/7, but was a 45% gain over what the banished *Ron Reagan Show* scored in the time period last month.

### Los Angeles

Fox O&O KTTV(TV) achieved the most significant sign-on to sign-off growth with a 3.8/10, a 26% improvement over October 1990's 2.8/9. Among the other indies, Tribune's KTLA-TV improved 17% (3.5/9), while Chris-Craft/United TV's KCOPTV and Disney's KCAL(TV) each moved up 7% with matching 2.7/7 around-the-clock scores.

The most dramatic gain for KTTV(TV) came from *Married...with Children*'s 9.0/15, which put it second at 7 p.m., a 200% improvement over year-ago programming (*Personalities*), and provided 10% lead-out growth for *A Current Affair* (7.1/11). Also, KTTV(TV)'s 3-5 p.m. Fox Children's Network programming turned the tables on KCAL(TV)'s *Disney Afternoon* by averaging a robust 5.4/15 compared to the 4.1/11 average turned in by the Disney animated kids block.

All three of the network O&O's improved their sign-on to sign-off averages, with KABC-TV's 6.1/16, up 12% over year-ago levels; KCBS-TV's 5.0/13, up 10%; and KNBC-TV's 5.6/15, up 9%.

### Chicago

ABC O&O WLS-TV's sign-on/sign-off 10.0/25 represented only 3% growth over October 1990, but nonetheless held a significant edge over competing NBC O&O WMAQ-TV (6.5/16) and CBS O&O WBBM-TV (6.4/16). Notable stories: King World's *The Oprah Winfrey Show* grew 16%, to a 13.0/50 average for WLS-TV at 9 a.m., and at 6:30, WMAQ-TV's *Married...with Children* delivered a second-ranked 9.8/17, an 18% improvement over year-ago programming.

Tribune's WGN-TV remained the top around-the-clock independent with a 4.1/10 but had a 7% decline in rating, while Fox O&O WFLD-TV's 3.2/8 moved up 22% from last October, largely due to a top-ranked 3-5 p.m. children's animated block and a second-ranked 5-6:30 p.m. sitcom block (among independents). —RMS

# SKYPIX DOUBLE PLAY: \$46-MILLION DEAL, INVESTORS

*McCauley also vows significant cable compression push in near future*

One year and two months after unveiling a plan to use digital video compression to deliver 80 channels of pay-per-view movies over 10 satellite transponders to \$700 consumer receivers, SkyPix last week placed a \$46.5-million order with Compression Labs Inc. to build an unspecified number of consumer units. CLI said it anticipated delivering the first integrated receiver-decompressors by early 1992.

On the same day, Tuesday, Oct. 22, SkyPix announced formation of SkyPix Joint Venture LP, with investment partners said to include Paul Allen, co-founder of computer giant Microsoft and owner of the National Basketball Association Portland Trailblazers. Sources said tens of millions of dollars of cash exchanged hands at the closing of the deal—"a very significant amount of money," said SkyPix President Brian McCauley, "enough to do all that we need to do."

The joint venture agreement allows the four partners to bring in additional partners, such as Mitsubishi International, which last week confirmed it continues to pursue an equity interest. The CLI order was a direct result of Mitsubishi's month-old commitment to finance manufacture of the units (BROADCASTING, Sept. 30). That order may be canceled by any of the parties for any reason until Nov. 15, said CLI.

McCauley said the company has already begun installing additional playback and transmission equipment to expand satellite transponders and services beyond the 80 channels (8-1 compression on 10 Ku band transponders) originally proposed for launch. And "we're just finishing negotiations with vendors to provide backroom [authorization and billing] operations," he said.

Additionally, McCauley said, with rights to all entertainment applications of CLI's compression technology, SkyPix will launch "a very aggressive" effort to market a version of the system to cable TV in the near future. "Cable," he said, "is a very high priority." However, SkyPix has no plans to respond directly to Cable Labs' request for compression proposals, which are now due Nov. 29 (see page 36).

The lead investor group is Seattle-based Sky King Investment Corp., an organization set up to make the SkyPix investment, said its president, William Savoy, who, with McCauley, declined



SkyPix President Brian McCauley: 'Enough [money] to do all that we need to do.'

to identify any individual investors. However, local press and reports in *Satellite Business News*, combined with SkyPix descriptions of a party with "significant experience and investments in high technology, software development and professional sports," identified Microsoft's Allen as part of Sky King.

Others, in order of magnitude, are OI

Inc., a Seattle-area investment company also with investments in high technology; Calafia Group, described as an international investor based in Newport Beach, Calif., and Richard Owens Investment Corp., which has provided computer services to the health care industry.

"Across the board," said McCauley, "we couldn't have a better group of partners—GTE Spacenet [provider of uplink services], Mitsubishi and now these investors with extensive high-tech backgrounds. They instantly understood the digital technology and wanted to get started."

Of his 14-month effort to demonstrate the technology, sign pay-per-view agreements with 35 studios, line up 2,000 retail outlets and obtain financing, McCauley said, "Everything worthwhile takes time."

Despite two setbacks—the reversals of a \$125-million investment decision by Comsat Video Enterprises last December and of a \$30-million investment by Home Shopping Network last month—SkyPix believes it now will launch services in the first quarter of 1992. "It's going to change consumer electronics and television," said McCauley. "It's going to be fun." —PJL

## END TO COMPENSATION PREDICTED

As the three broadcast networks continue, as Tony Malara, president, CBS Affiliate Relations, put it last week, "to fight for their life in the balance sheet," network compensation to affiliates will likely become a thing of the past.

Malara, along with George Newi, ABC executive vice president, affiliate relations, and Pier Mapes, president, NBC Television Network, told attendees of an American Women in Radio and Television (AWRT) luncheon that the network-affiliate relationship would change dramatically over the next several years. Said Newi: "The fact of the matter is that compensation is headed downward, and in the long run it will probably disappear. Affiliates recognize that." Newi said it is important that the networks try to spread out the removal of compensation over a period of time. The reason for the end of compensation, the ABC executive said, is that "the

profit margins of the networks are so small that even a \$6-million or \$10-million savings in compensation affects the overall earnings significantly." Malara said affiliate compensation is the second largest expense item at CBS: "If you add up all the compensation paid by the three networks, it is larger than the profits at the three networks."

Mapes added that one must "be very careful as we look toward the structuring of the demise of compensation, because what differentiates network television from all other television is that we essentially reach the whole country, and if we were to disenfranchise 40 or 50 markets by putting them out of business by not paying them compensation, we would no longer be differentiated in terms of our reach. It is a careful game that we must play." That game, Mapes said, will include "a total restructuring of network television that goes much beyond compensation." —JF

The Balance  
of Power in Access  
is Changing..

# MARRIED...WI

## The #1 Access Hit

	Ratings	
	Adults 18-34	Adults 18-49
<b>MARRIED...WITH CHILDREN</b>	<b>5.5</b>	<b>4.9</b>
ENTERTAINMENT TONIGHT	4.4	4.6
A CURRENT AFFAIR	3.7	3.9
JEOPARDY	3.2	3.9
WHEEL OF FORTUNE	3.0	3.8
HARD COPY	2.5	2.7
INSIDE EDITION	2.4	2.6

National Advertiser Sales

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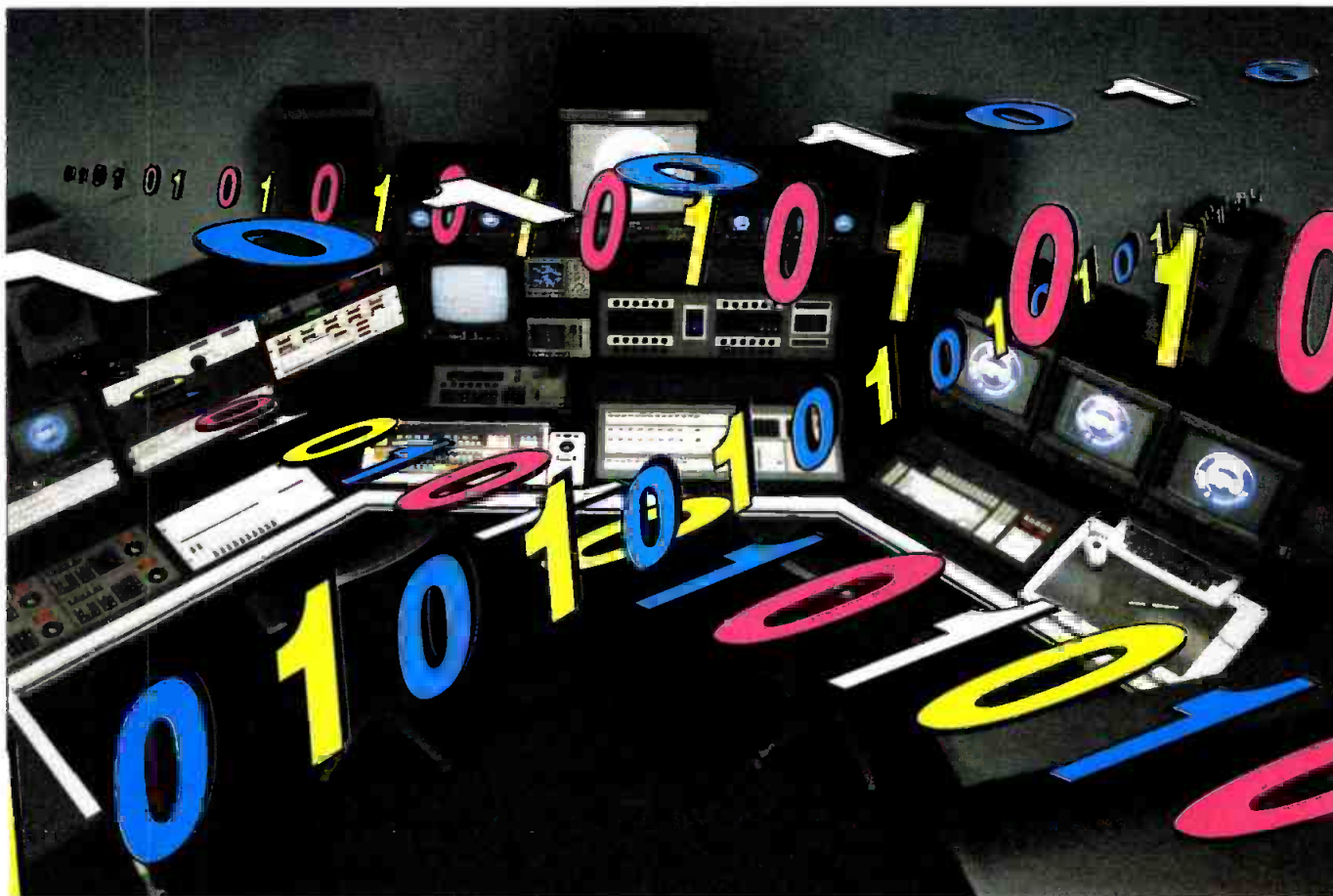
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# SPECIAL REPORT



## THE DIGITIZATION OF TV CONTINUES

*As digital processing continues to make deeper inroads into video recorders, graphics, disc-based editing systems and cameras, the zeros and ones have now begun to find their way into television distribution and production studio infrastructures as well.*

*Indeed, 1991 may be remembered as the year serial digital communication among studio components began—a development full of relief for users seeking paths of least resistance between the analog and digital worlds in times of fiscal scarcity.*

*It is, as one expert said, “a great time to be building things,” if less than a great time to be buying (see page 40). However, nearly 7,000 preregistrants will converge this week at the Los Angeles Convention Center for the Oct. 26-29 Society of Motion Picture and Television Engineers Technical Conference (about triple last year’s preregistration), and they will find the domestic television industry on the verge of spending tens of millions of dollars toward letting the digital video genie out of the studio, over satellites and into cable systems nationwide (page 36).*

*And as major cable players Viacom International and TCI seek digital satellite compression proposals by the end of November, dawn-to-dusk SMPTE sessions will address digital compression advances in and out of the studio, both NTSC and advanced TV.*

**From behind the scenes to the forefront of technological expertise. Congratulations to the emmy award winning crew from "Married People":**



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*Seated (l. to r.): Andy Dickerman, Senior Video Operator, Mark Warshar, Camera Operator, Jerry Weiss, Technical Director*

*Standing (l to r): Dave Owen, Camera Operator, Marvin Shearer, Camera Operator, Marty Brown, Camera Operator*

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**SONY**

# SATELLITE DIGITAL TV COMING INTO FOCUS

*CableLabs testing process and RFP are trying to narrow down field and establish compression techniques, establish criteria to evaluate digital video picture quality and settle on cable headend architecture for digital operating system*

**D**igital satellite television is just about to get real.

By Nov. 29, developers and manufacturers of video compression technologies must submit to Cable Laboratories Inc. relatively specific designs for their satellite channel multiplication systems, along with information on how those systems will eventually pass through cable plants to subscribers.

In the meantime, CableLabs will also issue a test videotape and ask vendors to provide real time or computer simulations of that video material transmitted through their compression technologies.

By February or March, field tests of several systems will begin.

And by mid-1992, Tele-Communications Inc. and Viacom International, co-issuers of the RFP, expect to sign satellite transmission and reception equipment contracts with providers—contracts that will demand cross-licensing agreements.

The tasks of CableLabs compression committee, its chairman, Viacom Senior Vice President Edward Horowitz, told an Electronic Industries Association gathering in Washington earlier this month, are to evaluate compression techniques, establish criteria to evaluate digital video picture quality and establish cable headend architecture for a digital operating system.

Toward those ends, said Craig Tan-

ner, vice president of advanced television projects for CableLabs, the RFP requests information on each system's ability to change compression ratios; security and subscriber addressability and messaging capability, and number of audio channels, among other functions and features. "We hope to come to a system that will be almost completely described—specified in exhaustive detail," he said.

But a number of industry players suggested the RFP represents a somewhat precarious effort to gain the fruits of both a standardized and standardless digital video world. The plot is certain to thicken and perhaps clog the process along the way, as issues of flexibility, cost and the potential for manufacturer hegemony rise to the top.

## Seeking a standardless standard

"I expect the CableLabs RFP will not come down to one vendor," Horowitz told the Oct. 9-11 EIA digital video workshop in Washington. "Multiple sourcing will be more than encouraged," he said.

Ideally, echoed Tanner, multiple vendors would build to a contractual (as opposed to industry) standard adopted by TCI and Viacom through the RFP process. "We have no intent to come down to a single vendor."

However, several sources described

as "sensitive" and "delicate" the question of whether multiple vendors will ultimately mean multiple technologies, multiple manufacturers of a single technology or both.

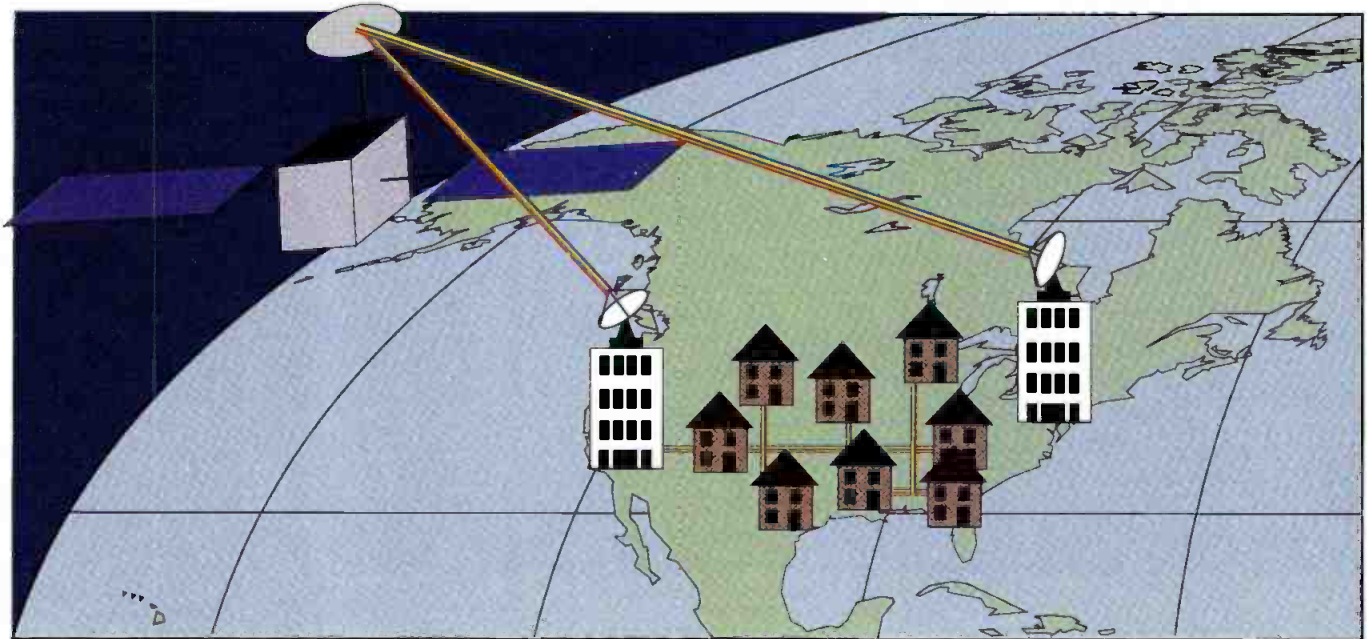
Between RFP and contract, they suggested, the cable industry will seek to balance the desire for competitive pricing against the benefits of adopting a simple, conversion-free route from programmer to subscriber.

"Ideally," said Tanner, "there would be no conversion [from one compression algorithm to another] at the headend. We're trying to pick an entire system."


For that reason, the industry is "likely to standardize on one company's technology," at least in the programmer to headend segment, said Wilt Hildenbrand, vice president of technology for Cablevision Systems, which two months ago conducted field tests of General Instrument's DigiSat and DigiCable compression technologies (BROADCASTING, Aug. 19). Cablevision plans further tests with GI and is working toward testing competing technologies from Scientific Atlanta and others.

"On the one hand, you want a standard, and on the other you want no one company controlling the market; so it's fair to ask: 'Then why a standard?'" he said.

In any case, GI and other creators of unique, patented systems will seek the







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fullest fruits of expensive and risky research and development.

"There's certainly an argument for not having a mishmash of systems and equipment," said one source close to the process. "But cable operators need to encourage competitive development with some reward in volume of sales. If there's not that advantage for R&D, why do it?"

A piece of the pie may be enough of an answer to that question.

At stake are a multimillion-dollar market in equipment for the nation's 10,000 cable headends (at several thousand dollars per decoder and perhaps a dozen or more units per headend) and a potential \$1-billion market in television set-top or built-in units (at \$150 to \$250 per unit in more than 50 million cable and home dish subscriber homes)—all in advance of the introduction of the biggest video compression challenge of all: high-definition television.

"The [digital] NTSC market is going to happen a lot sooner and will be a lot larger than HDTV for a long time," said one source.

Initially, cable operators will comprise that market as they buy decompressors to receive digital satellite feeds. Most project a several-year period in which most cable systems convert the signals to analog before passing them through. General Instrument's plans call also for simultaneous rollout of commercial decompressors and consumer decompressors for the direct satellite broadcast community.

Over the first several years following adoption of satellite compression tech-

nologies, larger cable systems are expected to experiment with passing digital signals, along with analog, through to small segments of their subscribers targeted for near video on demand and other special services.

#### Set-top simplicity

Providing such digital to the home services will require a second round of manufacturer competition, probably working backward from the cable (and satellite) consumer to the headend.

Individual cable systems will almost certainly have to adopt a single in-plant technology, said Geoff Roman, vice president of new business development for General Instrument's Jerrold Division, if the price per TV set-top box is to remain around \$200.

Said Cablevision's Hildenbrand: "If I embrace digital and add channels, my decision is already made" for which technology to use between headend and home. "It has to be the same technology the subscriber has."

However, Roman said, the mandate to build a single technology subscriber box in the \$150-\$250 range does not rule out industrywide adoption of several technologies for satellite and/or wire. "One cable system may have a Jerrold box, another a Scientific-Atlanta box, another a Zenith box" on their subscribers' set tops; the tradeoff would be higher headend costs to funnel several satellite technologies into a single-technology set-top box—a far cheaper challenge than selling millions of multi-technology consumer units, he said.

Despite CableLabs's stated intention

to avoid what Tanner called "several cycles of compression and decompression at the headend"—and despite GI's wish to see the industry adopt its end-to-end DigiSat/DigiCable system—Roman conceded that projected signal degradation from such recompression cycles may so far have been "overstated."

However, noted Mark Medress, vice president of new business development for GI's VideoCipher Division, "Every time you do a conversion, you at least add cost and possibly degrade the signal."

Field tests, said Hildenbrand, will answer such critical questions.

Confirming that his company will submit a proposal to CableLabs, Vito Brugliera, vice president of marketing and product planning for Zenith's Cable Products Division, said: "I think the industry wants multiple vendors. Whether that will happen remains to be seen. They don't want to relive the experience of a single-vendor market," he added, in apparent reference to competitor GI's VideoCipher II de facto encryption standard. Rampant signal theft now has GI and cable programmers negotiating the costs of upgrading VC-II.

Currently, GI licenses its VC-II technology to nearly a dozen manufacturers of commercial and consumer integrated receiver-decoders. Such licensing has produced some competitive pricing, "but selecting a standard sort of price fixes anyway," said Cablevision's Hildenbrand.

In any case, "given hurdles, such as bringing down chip set costs to make the box affordable," Roman believes significant purchases of set-top decompressors will not likely occur until early 1994.

In the meantime, Roman, like all the sources interviewed, will look toward Time Warner's fiber expansion experiment in Queens, N.Y.—and toward direct-to-home satellite services such as SkyPix—where theories of a market for 75 or more pay-per-view channels will be proved or broken.

Said Zenith's Brugliera: "It's a potentially huge market. If there's money there, the technology will follow."

#### Incumbent advantage?

Three companies that already share the cable equipment market—General Instrument, Scientific-Atlanta and Zenith Electronics—probably hold the inside tracks, with GI at the post.

Those three "have a seeming edge because they have experience in the cable world," said Hildenbrand.

Cablevision plans more tests with GI and S-A (which plans to demonstrate its memory-intensive approach to digital



Al Johnson, Cablevision director of technical operations, with GI's Mark Medress during August 1991 compression test.

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satellite compression at the Western Cable Show in Anaheim, Calif., Nov. 20-22), and Hildenbrand believes that Zenith could soon test as well, a suggestion on which Brugliera declined to comment.

"The incumbent always has an advantage, since it's hard to turn your back on that experience curve," he said, "but my mind is open" to other offerings, including that of Compression Laboratories Inc., which designed the 8-to-1 system to be used for direct satellite pay-per-view movie broadcasting by SkyPix. SkyPix retains rights to develop all entertainment applications, including a higher quality version for cable.

If the process leads to adoption of several systems, "it will be because of functionality," Tanner added—for example, one system for pay-per-view movies and another higher-end technology to deliver the most challenging live video.

Given TCI's and Viacom's stated determination to apply the technology to cable program satellite delivery by mid-1992, GI arguably enjoys a strong chance of defining the broadcast quality



Cable Labs' Craig Tanner

standard single-handedly, thanks to its combination of resources, established cable business and a relative headstart in digital compression development.

When it became the first to propose an all-digital HDTV system in June 1990, GI said it would develop digital NTSC satellite, cable plant and, possibly, over-the-air compression systems under the

same DigiCipher umbrella.

Last winter, GI demonstrated real time Digisat satellite delivery at NCTA (with breadboard hardware) and will continue to fieldtest a prototype of a custom chip designed for the satellite portion of transmission, as it did at Cablevision Systems outside New York two months ago. At that time, GI also tested early DigiCable breadboard hardware through some portion of Cablevision's plant.

By mid-1992, virtually parallel with the CableLabs schedule, GI intends to bring commercial and home dish consumer satellite decompressors to market simultaneously.

Scientific-Atlanta plans to demonstrate its system at the Western Cable Show, about one week before the CableLabs deadline.

Conceding that, as a cable operator, he is both anxious to implement the new technology and cautious about seeing a standard set too soon, Hildenbrand mused: "If we get through the process and everybody's happy, I'll say, 'Great.' If there's acrimony, I'll say, 'I told you so.'" -PDL

## GROUP OWNERS BUYING EQUIPMENT, CAUTIOUSLY

*Companies are balancing desire to have state of the art equipment with need to get longest life possible from each piece of gear*

It's a great time to be building things, and pretty soon it will be a great time to be buying things," Matthew Miller said of his move from an executive position with programmer, cable operator Viacom International to vice president of technology for manufacturer General Instrument Corp.

The corollary, of course, is that it is not a great time to buy things, yet. Broadcast television engineers interviewed by BROADCASTING about their near- and long-term plans to acquire new and replacement technology pointed most often to a desire to get the full-life use out of their installed studio and transmission equipment.

Several noted that a good time to build things often precedes a good time to build better things, such as high-definition television.

And they shared the philosophy that investments in technology must promise both improved quality and operating savings. Often they pointed to digital or partly digital equipment as examples of the kind of equipment that requires less maintenance or has fewer parts to even-

tually replace than their predecessors.

### Looking before they leap at Cosmos

We've tightened down some on capital, but we have sufficient funds to maintain current facilities," said Joseph Gill, vice president of engineering for Cosmos Broadcasting Corp., owner of seven stations, including WTOL-TV Toledo, Ohio, WSFA(TV) Montgomery, Ala., WAVE(TV) Louisville, Ky., and WIS-TV Columbia, S.C.

In 1992, that maintenance mode will mean about \$2.5 million in equipment spending, down about 20%-25% from the current year. "The caution comes in expansion into new technologies," said Gill.

Nevertheless, Cosmos is considering replacing three analog tube studio cameras with CCD technology in one station this year and in another next year with the expectation that those purchases will eliminate \$17,000 in annual tube replacement cost at each facility. "Those decisions are easy," said Gill. "You're looking for stable equipment—digital or not—improved quality, lower mainte-

nance. Other than that, you're going to be real careful.

"We're looking at robotics. We still have no plans for that, but we know that robotics will bring savings too."

Estimating that Cosmos's seven studios are about 25% digital, he described the evolution away from analog as "a slow process." Over a two-year period, Cosmos has installed Ampex ACR 225 editing decks in all its stations, each incorporating five recording decks and unattended storage and playback of entire spot inventories. At about \$300,000, "it's a major piece of equipment, but it has allowed us to redistribute manpower," he said.

Cosmos has also purchased eight D-2 studio recorders and has planned a number of years with that format without replacement. "We'll look at other formats as they come out," he said.

Not until 1995 or 1996 does Cosmos anticipate investing in simulcast HDTV transmission equipment, initially at its Louisville and Toledo stations, and then at Columbia and Montgomery. At those sites, Cosmos has begun to lighten an-

tenna tower loads to prepare for HDTV.

### Cox moving cautiously toward digital

Equipment requests proposed for Cox Broadcasting's seven TV stations represent "small numbers compared to years past," said that company's engineering vice president, John Swanson. Next year's proposed budget calls for about one-third of Cox's "fairly normal" capital outlays in 1991. Spending then will be toward replacement of field cameras, edit suites, ENG vehicles—"the normal run of business, not new technology. And major spending in '93, if any, will be in transmitters," he said.

However, he added, "Cox has become really very well equipped over the last four or five years in analog equipment, and we want to get full use out of that."



Cosmos Broadcasting's Joseph Gill

Although Cox replaced six tube cameras at its KTVU(TV) Oakland, Calif., with CCD's this year, Swanson said he remains skeptical about the idea of automatic savings from going digital. Cox's forays into digital equipment have been mainly limited to some digital effects and represent "a very small percentage" of the group's overall facilities.

"Digital is a wonderful technology," he said, "but if it doesn't bring you anything in this economy, we can't afford it."

### Group W jumps into D-3

Group W Broadcasting is thinking differently, at least in respect to its KYW-TV Philadelphia and KPIX(TV) San Francisco. Earlier this month, Group W purchased more than 30 D-3 (half-inch, digital composite) VTR's from Panasonic Broadcast Systems. KYW-TV dedicated 13 of the AJ-D350's to two Odetics cart machines and installed three more in its central post-production suite. KPIX will make similar use of 15 D-3 machines.

"We wanted to make a substantial leap into digital and...after extensive testing at both stations, we were convinced that D-3 was the format," said Joe Gianquinto, vice president of broadcast operations and technical services for Group W's TV Group.

Although Cox believes the time for a major transition into the digital world is not yet right, its stations are well positioned for it, said Swanson. And, as a "great believer" in efforts toward developing disc and other tapeless editing and library systems, Swanson said he also applauds efforts to develop a smaller, less expensive component digital format. "But again," he said, "it has to be something that proves economies and savings."

Cox has done some tentative HDTV budgeting for the years 1993 through 1997, initially eyeing network pass-through, probably for KTVU, WSB-TV Atlanta and WKBD(TV) Detroit.

But "nobody has really come up with a way to make money from [HDTV], and that is what management is waiting to hear," said Swanson, suggesting that Cox will explore transmitting enhanced 525-line, 16x9 NTSC, perhaps for a decade or more, instead.

### Tribune keeps watchful eye on HDTV

In contrast, Otis Freeman, engineering expert for Tribune Broadcasting, said: "Everything we buy, we're asking, 'Is this good for HDTV?'"

Just shy of adopting a 1992 budget, Tribune is also "reluctant to write off anything" installed and working in its six independent TV stations, including KTLA(TV) Los Angeles, WPIX(TV) New York, WGN-TV Chicago and KWGN(TV) Denver. Following "some major spending in 1991"—an all-new D-2 digital editing suite at WPIX, new library management systems at two stations and two new transmitters—Tribune will likely spend less in 1992, he said, adding, "With the economy in the shape it is, everybody is running cautious."

However, like Swanson, Freeman believes Tribune's stations "are pretty much up to date." The four named above are outfitted with automated library and VTR control systems.

As for HDTV, despite his perception that "nobody is going to make money on HDTV except the set manufacturers," Freeman said he expects Tribune will "be pushed into it by some of our competition"—initially network O&O's in New York, Los Angeles and Chicago. Tribune has been budgeting for such an eventuality, but with little to go on in the way of dollar figures, he said, "When you get there, you'll find out." —PDL

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# OLYMPICS WILL BE TRAINING FIELD FOR NEW DIGITAL

*NBC will rely on Panasonic's largely untested D-3 tape; CBS sticks with Sony's D-2*

Olympic coverage has historically been both a preview and a testing ground for the network studio of the future. CBS's coverage of the 1992 winter games in Albertville, France, and NBC's coverage of the summer games in Barcelona will be no exception, except that there will be less previewing and more testing.

Money is partly to blame for the shift in priorities. "We hear the 'cost' word a lot.... Economics are driving the decisions," said Charlie Jablonski, NBC managing director, engineering, Olympics.

Although both networks paid record figures for rights fees—NBC paid \$411 million for the Barcelona games, and CBS, which has not held Olympic rights since 1960 (the first year the games were carried on network TV), paid \$243 million for Albertville—the rights fees themselves are not the problem. In conjunction with uncertain network revenues, however, they have changed the buying philosophy from wish-list-based to need-list-based.

Said one network executive: "It's as tight to the bone as we can do it while not jeopardizing the on-air product. I don't know of one instance of buying a frill. In the 1960's and 1970's, when we had the money, we could buy things we thought might change the look. Now we ask, 'What do we need?' It's been cut down to the nuts and bolts."

Today the nuts and bolts are digital.

CBS chose Sony D-2 one-inch tape and NBC picked Panasonic D-3 half-inch.

Of the two, only NBC may be taking a risk, since D-3 is relatively new and largely untested. "We're doing a lot of testing, trial and error, because D-3 has not been out in the field like D-2 has. We did the track-and-field world championship from Tokyo in August with all D-3 tape. That satisfied the sports department that it would work," said Charlie Spicer, NBC director of Olympic equipment development.

NBC will use Panasonic 235 AJ-D350 VTR's; more than 60 cameras, including the AJ-D310 one-piece digital camcorder; 1,500 monitors, and over 400 pieces of audio equipment, a Panasonic spokesman said. Additionally, NBC will use Grass Valley editors and switchers, Thompson Broadcasting Inc. converters, PESA America Inc. routing switchers, Chyron character generators and graphics by Quantel.

Nexus is installing NBC's Barcelona operation.



Panasonic's AJ-D350 VTR

Where NBC is trying the unproven D-3, CBS opted for Sony's D-2. One factor involved in CBS's decision was the potential havoc the weather and mountainous region near Albertville may wreak on the operations. Frank Quitoni, director of CBS's Olympic operations, said last year that D-2 is more suited for the harsh conditions that Albertville poses (BROADCASTING, Oct. 22, 1990). Quitoni and other CBS executives were in France and unavailable for comment.

Another factor is compatibility. CBS Sports is already set up with D-2, and with CBS's February Olympic coverage sandwiched between two other major sporting events on the network—Super Bowl XXVI in January and the NCAA Men's Basketball Tournament in March—there was little incentive or opportunity to experiment with new formats, said a CBS spokesman.

Sony has been contracted to construct the CBS broadcast center in Moutiers. The network will use 54 D-2 DVR 20 decks, 3 type-C one-inch decks, 22 Betacam SP decks, approximately 10 Betacam SP camcorders, 2 U-matic decks, 2 hi-8 decks, 14 VHS decks, 14 BVE 9100 edit controllers, approximately 10 BVS 3200 switchers and "lots of monitors," according to a Sony spokesperson. CBS will use less equipment than NBC because there are fewer events at



Turn-key Sony effort in Albertville

the winter games and because CBS will be sending raw footage back to TNT studios in Atlanta for editing.

Although most of the equipment in both Albertville and Barcelona will be digital, much of it will be PAL compatible and leased by the networks. The equipment they buy will either be NTSC compatible or indifferent to signal standard, and will likely wind up in New York or Los Angeles studios, although some CBS equipment will be used during the 1994 winter games.

But once the signal reaches the broadcast center, digital will be the norm—with one notable exception, Spicer said. "The cost of converting all of our incoming signals, which come in analog on fiber from each venue in PAL, to digital would be enormously expensive. No digital [routing] system has been put together and tried out. And as far as use after the Olympics goes, we don't know if 30 Rock is going to want a big router like that."

For smaller applications, digital systems are ready. "In the [Olympic] graphics facility, all that stuff is self-contained component digital already. We wanted to avoid using the PAL footprint over and over again. So that has an all-digital, serial component router," Spicer said.

That router, Grass Valley model 3000, is being formally introduced at SMPTE.

Both NBC and CBS are clearly looking beyond the Olympics, and all three broadcast networks have been incorporating digital equipment into their systems for years. But, said one manufacturer, NBC appears more ready to rebuild its fundamental infrastructure in New York to take full advantage of its new digital equipment than are either CBS or ABC.

But come Olympic broadcast time, the two networks will be dealing in the past. The six-hour time difference between New York and the two European cities means most of the prime time programming will be tape-delayed.

"The real trick here," said Jablonski, "is to give you an evening of entertainment to keep you watching us because when you turn your TV on at night, you will already know who won the 100-meter dash. We have four hours to turn six hours [of coverage] into two hours [of programming].... There's a lot of post-production and editing here that we have not had before."

—PJ

## SERIAL DIGITAL EQUIPMENT, STANDARD ROLLING OUT

Still in draft form, the proposed SMPTE standard for serial digital interfacing is likely to be adopted with little change, said several sources last week. Indeed, manufacturers are moving swiftly to introduce products to serve several market segments: users desiring module upgrades for installed digital equipment and, on the other hand, small and large broadcast and post-production houses ready to rebuild old or launch new facilities.

VTR builders are now selling drop-in conversion modules, as well as new serial digital machines. Sony, for example, can upgrade a Beta SP VTR to serial digital for about \$4,200. A new Sony BVW-D75 recorder with built-in serial circuitry goes for about \$32,000.

Manufacturers of studio routing and switching equipment, including Broadcast Television Systems (co-patent holder with Sony on D-1), Grass Valley Group and Vistek, have come up with product lines to suit both markets. During the past month, Vistek outfitted Thames Television's Studio 1, Modern Videofilm in Burbank, Calif., and Pacific Ocean Post in Santa Monica, Calif., with serial digital routing equipment capable of routing reconfigurable mixes of serial

and digital: D-1, D-2, D-3 and NTSC and PAL.

Grass Valley Group is offering a Model 3000 switcher (pictured above), which, like Vistek's Array



V2100, can handle all Grass Valley's serial Model 3000. manner of input and output. And, aiming to allow users to "get in and out of a serial digital core, no matter what their mix of studio equipment," said Jay Kuca, marketing communications manager, Grass Valley is offering the modular MAX-9000 rack unit for element-by-element upgrades.

Additionally, Tektronix is shipping serial digital generators, will soon ship serial waveform monitors and is developing equipment to "stress the signal" and test various serial equipment, said David Fibush, engineering manager for television signal processing. Tektronix is offering its error detection and handling scheme as an ancillary to the SMPTE serial digital standard.

-PDL

## SMALL-COMPONENT DIGITAL: 'ATTACK ON D-1'

*European broadcasters, post-production here and there, drive demand*

Since Ampex, Panasonic and Sony announced they had begun developing "cost effective" component digital tape formats last summer (BROADCASTING, June 24), more broadcasters in the United States have suggested they are becoming format weary.

"The announcements in Montreux may have caused undue anxiety here," said Conrad Coffield, Sony Business and Professional Group vice president of marketing for video recorders. "Almost all of what has been happening is being driven in Europe, but some are wondering, 'If it's needed in Europe, don't we need it too?'"

However, in basic concurrence last week that demand for a cheaper component digital format is strongest in Europe, executives from all three manufacturers diverged on significant marketing and technical questions, including tape size (with Ampex holding out on a commitment, the others going with half-inch), backward compatibility (Sony will make a VTR that plays Beta SP component analog, as well as digital) and projected date of delivery to the market (Ampex has pledged to deliver in 1992, a year ahead of the others).

Ampex's system, said George Merrick, executive vice president of sales and service, "is a bit more optimized for post-production, and I believe there is a significant market in the U.S. [where] virtually all commercials are shot on

film, converted by post and end up on the air"—and where post-production makes up about half of the high-end professional equipment market.

In contrast to Coffield's assertion that Europe's dissatisfaction with composite video processing "doesn't exist in the U.S. with either broadcast or post-production," Philip Livingston, general manager of technology and systems development for Panasonic Broadcast, said his company is also eyeing U.S. post-production houses.

Indeed, he said, development of the format is "an attack on the stronghold of D-1 by all three manufacturers, mainly because D-1 is so expensive." And based on the measured success of D-1 in "the highest-end post-production" houses in the U.S., he said, "I see it [the small digital component format] as internationally applicable."

Livingston conceded that a VTR handling "D-4" will not be so cheap as a D-2 or D-3 machine, since component technology "is necessarily more complex." But as one source noted, "there's a chasm between" the five-figure price of a D-2 or D-3 VTR and the six-figure tag on a D-1 VTR into which a "D-4" might be priced.

"Obviously, it would be good to be the first one out there," Livingston said of Ampex's plan to issue a product next year. "But you can see the market broadening. D-1 needs replacement, but

that doesn't mean those houses that don't have D-1 won't want this too."

The three companies also differed on backward and forward compatibility and timing.

"Anyone coming out with component digital before 1993 [when a U.S. HDTV standard is to be adopted] either has information we don't have or is taking a risk," said Coffield. And as for Sony's plans to make its "D-4" a "digital Betacam," he suggested that competitors "might have to be brought kicking and screaming to do the same."

One alternate avenue could still be the development of widescreen NTSC, as well as PAL, digital component formats. Noting the current "16x9 frenzy in Europe," Ampex's Merrick said, "I would expect video to become digital first, then increase bandwidth and memory, which will eventually lead to HDTV."

For Panasonic, whose parent Matsushita maintains close ties with major Japanese user NHK, the development of component half-inch digital is a stepping-stone toward HDTV. Agreeing with Merrick's projection that "HDTV will certainly be digital, and almost certainly component," Livingston suggested that it could also be half-inch.

"Along the way we've gotten ever-increasing packing density. That same learning curve will lead us to pack high definition onto small format."

-PDL

# PROGRAMMING

## IT'S BACK END TO THE FUTURE FOR SOME PRODUCERS

NBC'S low-rated 'Adventures of Mark & Brian' among surprising pick-ups

**W**ith the networks already making schedule changes, studios and producers are beginning to find out whether their shows will have a life beyond their initial orders, usually of 13 episodes. Networks started alerting producers two weeks ago to which of their shows will get back-end orders for the season, and thus far many of the pick-ups have been surprising.

One of the first series to get an additional order was NBC's low-rated *The Adventures of Mark & Brian*; the network, however, gave the New World show only an additional two-episode order, bringing its season total to nine. Another NBC series receiving its pick-up was *Seinfeld*, bringing its season total to 22. NBC series expected to get an additional order are *Sisters*, *Nurses*, *Eerie*, *Indiana*, *Blossom*, *I'll Fly Away* and *Reasonable Doubts*. Waiting for word, with cause for concern due to ratings, are *The Torkelsons*, *Pacific Station*, *Man of the People* and *Flesh and Blood*. *Pacific Station* and *Man of the People* have been put on hiatus, although both will return to the schedule for an indeterminate stay. The network is expected to announce more of their pick-ups this week and next.

At ABC, *Home Improvement*, one of the season's highest-rated new shows, has been given its back-nine order, bringing its season total to 22. *Step by Step*, another of the network's new series, is expected to get a full-season order. First-year shows waiting for the word are *Homefront* and *Good & Evil*. *Sibs*, which is in its first year, was given an initial full-season order of 22 episodes. *Dinosaurs*, which debuted last season, received a 13-episode order this year that, combined with seven episodes that didn't air last year, brings its total to 20 this season. *Pros and Cons*, which debuted last year as *Gabriel's Fire*, is still awaiting word on its back-nine order.

Recent pick-ups from Fox include HBO Independent Pictures' *Roc* and Witt-Thomas-Harris Productions' *Herman's Head*. Also, two weeks ago, the network gave Lorimar's *Best of the Worst* an order for seven more episodes,

bringing its season total to 12. Waiting for word is *Drexell's Class*. Fox has already canceled *The Ultimate Challenge*.

CBS has given additional orders to two of its series, the low-rated CBS Entertainment Production *P.S. I Luv U*, which got an order for six more episodes, bringing its total to 13, and *Northern Exposure*, which received its back-nine order. Also, *Princesses*, which is off the schedule while one of its

lead roles is recast, will receive an order for approximately six more episodes when recasting is finished. Awaiting word are critically praised but low-rated *Brooklyn Bridge*, which has been moved to Wednesday nights to give it a better chance to succeed; *Royal Family*, which is undergoing changes after the death of Redd Foxx, and *Teach*, which has been put on hiatus. Prospects for the latter's getting additional episodes do not appear promising. —SC

## IT'S LOVE (SORT OF) AND LAWRENCE FOR TRIBUNE



'That's Amore' with host Lucia Barbareschi and contestants

**T**he early station pick-ups of Carsey-Werner Distribution Co.'s *You Bet Your Life* seem to have generated long-dormant optimism in the first-run syndication market—an opportunity not lost on Group W Productions President Derk Zimmerman. After extensive development and testing, Group W Productions is officially rolling out *The Vicki Lawrence Show* and an Italian-originated game show, *That's Amore*, in what Zimmerman views as home runs for the 1992-93 season.

Following a pilot screening and pre-

sentation for BROADCASTING, Zimmerman said that the Westinghouse Corp. syndication arm had enough confidence in Lawrence's "sense of comedic timing" to make early fringe clearances its "primary sales objective," ahead of morning time slot targets. Whereas incumbents such as *The Oprah Winfrey Show* and *Donahue* are issue-related talk shows in early fringe, Group W is positioning *Lawrence* as a counter-programming, soft talk, comedy vehicle.

Group W took a similar soft-talk tack with the entry of *The Chuck Woolery*



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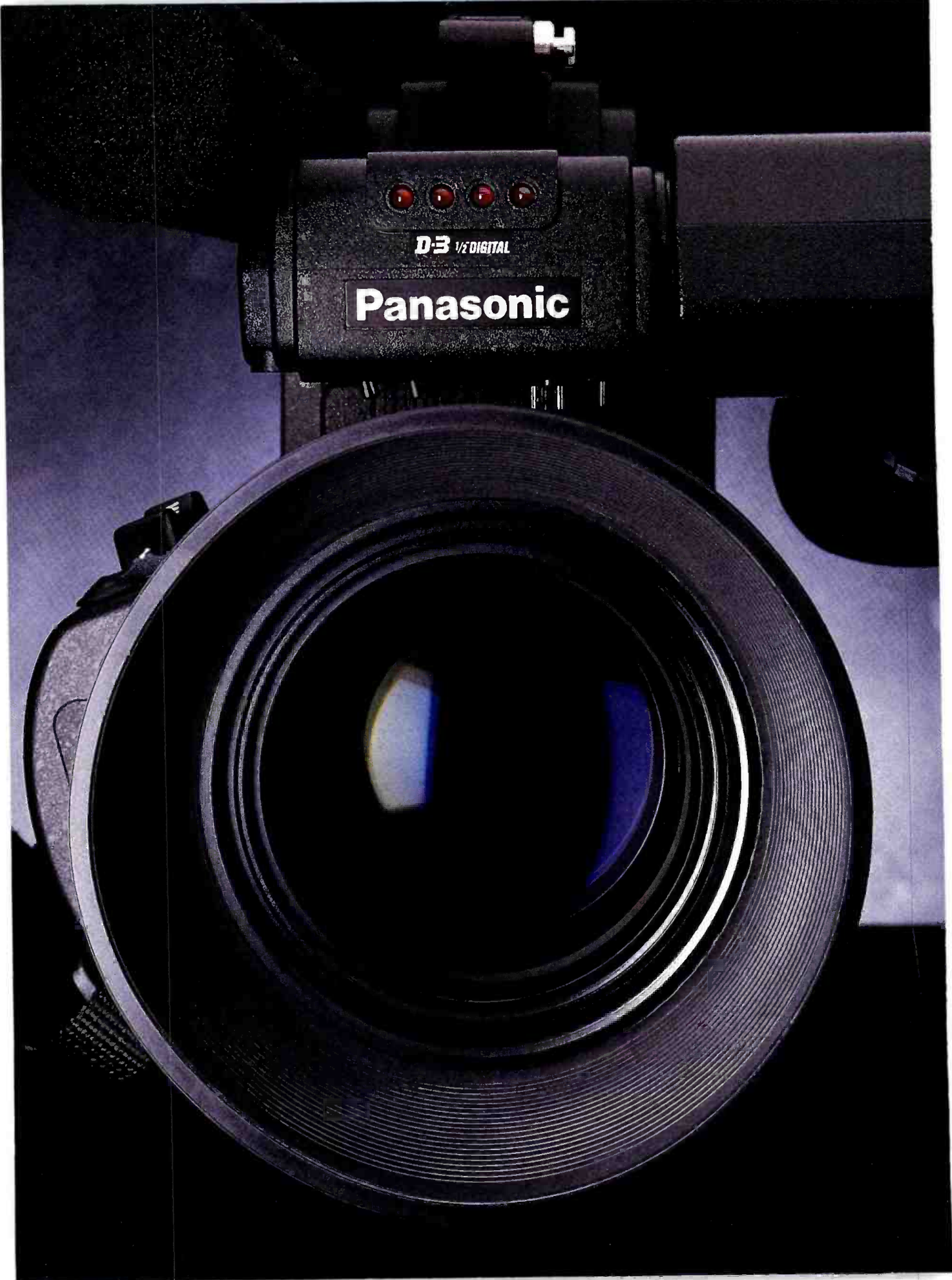
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Each year American Women in Radio and Television honors excellence in radio and television programming and advertising that presents women in a realistic manner. Awards will be presented to local, network, cable and syndicated entertainment programs, program segments, documentaries, portraits, news stories, news series, promotional announcements, commercials, editorials, public service announcements, talk shows, magazine shows, children's programming, government/nonprofit organizations, international programs, and student productions. *Deadline for submission of entries is January 7, 1992.* Award winners will be honored at a luncheon at The Waldorf-Astoria Hotel in New York City on March 19, 1992.

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## THE SECRET WORD: WASHINGTON

**N**BC O&O WRC-TV Washington and NBC affiliate KPRC-TV Houston are the latest major market stations to pick up Carsey-Werner Distribution Co.'s *You Bet Your Life*, making them the sixth and seventh stations in the top-15 markets to pick up the Bill Cosby-hosted game show for the 1992-93 season. Word from sources is that WRC-TV agreed to a \$20,000 weekly cash license term and a minute of national barter time for the initial 1992-93 season. That figure would translate to a fee of just over \$1 million for the entire season. Carsey-Werner Distribution Co. President Bob Jacobs confirmed the WRC-TV sale, but declined comment on the reported license fee. Jacobs said his station sales division is close to announcing licensing deals in 14 other top-20 markets, virtually locking up critical top 40% DMA coverage in the upper-market bracket.

Earlier this month, CBS's five O&O stations (WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and WCIX-TV Miami) bought the program for a reported total license fee of upwards of \$7 million for the initial season ("Closed Circuit," Oct. 14). (That does not include the possible addition of \$8 million-\$9 million of barter revenue generated by a minute of national barter advertising.)

*Show* this season (after acquiring the show from Orion Television's liquidated first-run syndication division last May), but in the latest ratings (NSS, Oct. 7-13), that show is averaging a 74th-ranked 1.3 rating nationally (down from a 1.8 rating for its premiere week).

Although he acknowledged that ratings have to improve for *Woolery*, the hour-long strip has a full season's commitment. At this time, Eric Lieber Productions has begun "tweaking" *Woolery*'s format, but Zimmerman did not suggest what changes may take place.

Offering *Lawrence* on even seven-minute local/national barter advertising splits, Zimmerman stressed that sales efforts are not being planned to "cannibalize" from *Woolery*'s station clearances. It is widely assumed that *Lawrence* will clear Westinghouse Broadcasting Co.'s five owned stations; however, Zimmerman declined to comment.

Lawrence, a former cast member of *The Carol Burnett Show* (CBS, 1967-79) and star of the long-running weekly *Mamma's Family* (NBC, 1983-85; syndication since 1986), is a veteran comedienne whom Zimmerman has surrounded with a veteran production staff. David Fein, who is executive producer of *Lawrence*, is a veteran producer of *Preview* (syndicated by TBE) and *Inside Video This Week* (All American). Typically, according to Zimmerman, "premium" talk shows such as *Oprah* and *Donahue* budget between \$8 million and \$12 million annually toward production. The talent staff has coached and provided in-depth background research on each of the guests, which Lawrence was able to turn into amusing side gags and off-beat stories about her guests.

Last spring, Zimmerman produced a

"wet test"—five non-airing pilots at Group W O&O KPIX-TV San Francisco, for testing on three cable systems in San Diego, Boston and Kansas City—followed by three finished pilot tapings at KNBC-TV Los Angeles. "For the cable test, we had a 50-question call-in survey in which viewers had said they found Vicki very funny, entertaining and informative," Zimmerman said. "We do as much or more research and advance development than any other syndicator in the business. Going in, we knew that Vicki could work an audience comfortably, but we didn't know that she could work with guests as easily as she does."

Similar focus group research was used in formulating the sales launch of *That's Amore*, a marital relationship game show based on a program broadcast on Reitalia in Italy. Group W and Four Point Entertainment acquired the U.S.

format rights from Silvio Berlusconi Communications. Originally, Four Point shot a pilot last June. Zimmerman said focus group respondents liked the game's format but did not care for the host. Later, while watching one of the Italian-produced episodes, Zimmerman asked if the host, Lucia Barbareschi, could speak English. Group W flew Barbareschi over to shoot the pilot last August, and Zimmerman said subsequent focus groups in five cities were "very positive" for the actor-turned-game show host.

There hasn't been a marriage-related game show in syndication since *The New Newlywed Game*, but Zimmerman thinks Barbareschi's "warmth and humor," countering the irate couples and their "character witnesses," creates some "embarrassingly funny situations over the most trivial issues." In the presentation tape, one husband argued with his wife over her cooking ("You could boil rice in water and turn it into Gumi Bears"). The audience plays final arbiter on the winner of the grudge. No matter the decision, each couple is automatically awarded a trip. Executive producers are Four Point Entertainment's Ron Ziskin and Shukri Ghalayini.

With that kind of formatting, Zimmerman said, Group W will be going after early fringe and late fringe time periods and, in some cases, prime access slots as a possible companion piece to Carsey-Werner's *You Bet Your Life*. *That's Amore* is hitting the streets as a weekly cash offering, with Group W also tagging on 90 seconds of national advertising time. A New York rep source said that all five Group W O&O stations are slated to pick up the show, and LIN Broadcasting's seven owned stations have also been signed. —MF

## DONNYBROOK IN DAVENPORT OVER DIARY SPOT

*KWQC-TV complains to Nielsen about KLJB promoting viewers to remember its calls*

**T**here's a ratings brouhaha brewing in Davenport, Iowa. NBC affiliate KWQC-TV filed a complaint against competing Fox affiliate KLJB-TV for encouraging viewers with ratings diaries to "remember you are watching KLJB." In a letter to Nielsen dated Oct. 14, accompanied by a copy of the promotion announcement, KWQC-TV general manager John Sloan said the spot aired on the Fox

affiliate "somewhere between 35 and 75 times throughout the course of their broadcast day during the past several weeks." Nielsen's November sweeps measurements start Oct. 31.

A Nielsen executive confirmed that KLJB-TV's on-air promos were a "clear violation" of the terms stations agree to when they sign up for the service. He also said the station had been ordered to

"cease and desist immediately" with the on-air spots referring to diary holders. "I want to stress that most broadcasters abide by the rules and conduct their business in a responsible and ethical manner," he said. Asked if that was to suggest that KLJB-TV's behavior was not responsible and ethical, he responded, "those are your words, not mine."

According to Drew Pheiffer, KLJB-TV GM, his competitor overreacted. "The fact that John Sloan has chosen to go nuts over this suggests to me it must be a great idea and have tremendously more effect than I ever thought it would have. He's sitting there with a 44 share of news and crying as if I just stole something important from him."

Pheiffer did not deny his station violated Nielsen's code. They "had a problem with the general concept" of the spots, he said. He said the offending spots would be off the air by Wednesday, Oct. 23, a week and a day before the start of the November sweeps.

In his letter to Nielsen, KWQC-TV's Sloan charged that the word from some KLJB-TV "representatives" was that the station "will run the announcement until someone complains."

To Sloan, the "blatant" and "premeditated" nature of the KLJB-TV strategy underscored the seriousness of the

**"A Nielsen executive confirmed that KLJB-TV's on-air promos were a 'clear violation' of Nielsen rules."**

violation. Sloan urged that Nielsen give KLJB-TV more than a slap on the wrist.

Nielsen cites stations in ratings books that have violated the ratings code. But violators who comply at least a week prior to a sweep period tend not to be cited.

"Since basic standards and policies have been obtrusively broken by KLJB-TV, they should not be allowed to be listed in the November book," Sloan wrote. "Either that or they should be barred from using the November book." He said that even when citations are imposed, "most advertising agencies are using computers to pull ratings and shares in today's environment. Their actual use of the ratings book is minimal."

While Sloan said he expected "immediate action," a Nielsen spokesman did not say what, if any, action would be taken against KLJB-TV. KLJB-TV and KWQC-TV serve the 79th-ranked Davenport-Rock Island-Moline-Bettendorf market. -SM

## RUSSELL TO HEAD MULTIMEDIA LONG-FORM SHOP

Neil Russell has been tapped as president of Multimedia Television Productions, the network and cable long-form production division formerly known as Carolco Television Productions. He will report to Multimedia Entertainment President Robert L. Turner. Russell, who was most recently executive vice president of made-for-TV features for Carolco, formed the division in 1987 after Orbis Communications was acquired by Carolco. In 1984, Russell formed his own production company, Horizon Entertainment, which he merged with Orbis Communications one year later.

Multimedia Entertainment acquired the production house last month from Carolco Pictures, which is focusing on motion picture production. Multimedia Television Productions, which gives the parent company a jump start in the long-form business, has 16 projects in development for the big three broadcast networks and HBO, including *Doato & Daughter*, starring Charles Bronson for CBS; *Shattered Vows* for NBC from Steve Krantz Productions; *Bad Boy* for ABC from Roger Gimbel Productions; *Deadly Passion* from Barry Weitz Productions for ABC; and *Billie Joe Veitch* for HBO from Roni Weisberg Productions.

## SAY UNKEL ANTES UP IN INDEPENDENT GAME

*Independent company of former Twentieth executive has various deals in works both at home and abroad*

Robert Unkel, former vice president of programming at Twentieth Television, Fox Inc.'s syndication arm, has joined the ranks of independent producers via an exclusive agreement to develop new programming for Twentieth Television, among others. In addition to hanging out his own shingle in Hollywood, under the banner of Say Unkel Entertainment, Unkel has also formed a partnership with former DIC Enterprises Chairman and founder Jean Chalopin that will give Unkel access to Chalopin's existing Paris and Tokyo production offices.

Through Chalopin's Jet Lag Productions, Unkel is co-producing a yet-to-be titled prime time comedy series for TF-1, a French broadcast network, starting next season. Unkel would say only that the 90-minute episodes are similar in tone to the classic *Get Smart* series and feature a bumbling ex-police inspector who serves as an instructor to other would-be inspectors. Unkel said the series is going to be produced in Canada, using an English-speaking cast, with Say Unkel retaining domestic cable or syndication rights on the series.

Another co-production, *Playboy's International Beauty Pageant*, is slated to be produced with Playboy for airing on Playboy's pay-per-view channel later this season. Again, Unkel retains domestic syndication rights.

Three series are in development with

Twentieth Television—where Unkel served two years as vice president of programming until last July—all under consideration for syndication in the 1992-93 season. While at Fox, Unkel was best known for his development of reality series *Personalities* (reformatted as *EDJ* until its cancellation earlier this month) and *American Families* (for the Fox Broadcasting Co.).

Topping the list is *The Warren Files*, a weekly hour reality series that follows the exploits of husband and wife paranormal experts Ed and Lorraine Warren, who have conducted over 2,000 investigations into other-worldly activities. *People Are Funny* is a half-hour strip



Robert Unkel

revival of the Art Linkletter-hosted series (NBC, 1954-61). One other strip, a daytime talk vehicle, *Getting Personal*, teams husband and wife psychotherapists Dr. Harold Bloomfield and Dr. Sirah Vittese as "relationship counselors."

Unkel said the development process is ongoing, with Peter Marino, Twentieth's executive vice president of programming (who recently joined up from Tribune Entertainment) and Alan Baker, Twentieth's director of programming. The final say on the three projects, said Unkel, will come from Twentieth Chairman Lucie Salhany and syndication president Michael Lambert.

Other projects in development include a late night series with The Hudson Brothers (Bill, Brett and Mark) musical comedy team, who had brief network exposure as summer 1974 replacements for *The Sonny & Cher Show* on CBS. Prior to joining Fox, Unkel served as executive vice president of Saban Entertainment, where he was developing the aborted *Offshore TV* comedy project, starring the Hudson Brothers, for King World Productions in 1988. Unkel said 20 episodes of *Offshore TV* were produced for King World's R&D network. They will serve at least partially as the

basis for the new late night series.

Unkel also said that he is putting the finishing touches on a deal with Lorimar Television on a prime time half-hour network series and a half-hour syndicated reality strip, with Warner Bros. Do-

mestic Television Distribution as well. He said that plans are also being made to pitch a two-hour investigative special hosted by *Washington Post* columnist Jack Anderson for network or syndication airing.

-MF

## EYE ON NEW ORLEANS

**B**arry Diller, 20th Century Fox president and chief executive officer, will make the keynote address at the 1992 NATPE International convention in New Orleans Jan. 21. The theme of the conference is "managing change." Clearly, Diller and Fox have played a large part in the change taking place, with the launch and continuing expansion of the nation's fourth broadcast network. Barring a national emergency like the Persian Gulf War (which broke out during last year's show), organizers of next January's NATPE show (Jan. 20-24) hope to set a down-to-business agenda where attendees can focus on the changes occurring in the "niche" business of broadcasting.

"To a certain extent, I don't believe broadcasting exists in the truest sense anymore," said Rick Reeves, vice president and general manager of WTAJ(TV) Altoona, Pa., and chairman, NATPE International. To some extent, he said, broadcasters "are all going to be narrowcasting," each with a focus on news, or comedy, talk or game shows.

In part, said Reeves, that phenomenon is due to the influx of new delivery systems bringing shows to viewers, which has eroded broadcasters' viewing shares and forced them to look for ways to differentiate themselves from the rest of the pack.

"We are faced with a rapidly changing business," said Reeves. "Viewer-ship is down for affiliates. Independents are being challenged by Fox independents. Cable is facing potential challenges from DBS and telcos."

## SYNDICATION MARKETPLACE

**MCA TV's** nationally syndicated weekly, *Roggin's Heroes*, will move from Saturday late night slot on WNBC-TV New York to 7 p.m. Saturdays, beginning Jan. 11, 1992. Program has also moved into prime access time periods in Detroit (WXYZ-TV) and Oklahoma City (KOCO-TV), among others. Entering its second season, *Roggin's Heroes* is cleared in over 96% of U.S.

Rumors have surfaced that discussions between Warner Bros. Domestic Television and **Vin Di Bona Productions** have broken off talks over off-ABC distribution rights to Di Bona's *America's Funniest Home Videos* and *America's Funniest People*. Price was apparently main obstacle. Warner Bros. officials were unavailable for comment. Said also to be courting rights are Twentieth (Fox) Television, Columbia, Viacom, MGM/UA, MCA TV and King World Productions, last which is currently teamed with Di Bona on production and distribution of *Candid Camera* for first-run.

**Twentieth Television's** *Studs* debuted on Fox-owned flagship WNYW(TV) by scoring 45% share increase over vacated *Ron Reagan Show* at 11:30 p.m. with 3.2 rating/8 share (NSI) for week ending Nov. 18. *Studs* kicked off first day with 2.8/6 but built up steam with 4.1/10 last Friday—fifth-ranked in time period and ties WWOR-TV's airing of *The Arsenio Hall Show*.

MGM Domestic Television Distribution's 10-title *MGM Pre-*

*miere IV* movie has been cleared in 47 of top 50 markets, totaling 88% of U.S. Major features included in package are "Child's Play," "A Dry White Season," "Road House," "Stanley and Iris," "Blue Steel" and "Leviathan." Top stations in lineup are WPIX-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WGBS-TV Philadelphia, KTVU(TV) San Francisco, WLVI(TV) Boston, WFTY(TV) Washington, D.C., KTVT(TV) Dallas, WXON-TV Detroit and KHTV(TV) Houston. First film to trigger in straight cash package is "Child's Play" this week.

**Paragon Entertainment**, Canadian production company establishing presence with Los Angeles production office, has stepped up development and production slate for this season, according to Paragon President and CEO Jon Slan. Topping current production: 30-episode series order from PBS for *Lamb Chop's Play Along*, based on popular children's puppet series created by Shari Lewis (NBC, 1960-63), to start Jan. 15 on educational network; development commitment from ABC on Victoria Principal half-hour drama project tentatively titled *Ruby*; current 13-episode order from USA Network for *Beyond Reality* drama series, starring Shari Belafonte and Carl Marrotte; six-script development deal with NBC, including drama based on novel, "The Secrets of Dr. Tavernor," to be penned by Phillip DeGuerre (executive producer of *The New Twilight Zone*, CBS, 1985-87); and development commitment from ABC for two-hour telefilm follow-up of Jeffrey MacDonald murder case originally depicted in *Fatal Vision* (NBC, 1989).

# 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 Oct 14	ABC 14.6/23		56. MacGyver [9.8/16] 9.1/15	10.5/17	19. NFL Monday Night Football—NY Giants vs. Pittsburgh Steelers [16.3/26] 16.8/25	18.3/27	16.9/25	15.8/25	
	CBS 17.2/26		19. Evening Shade [16.3/26]	13. Major Dad [17.4/26]	4. Murphy Brown [19.7/28]	9. Designing Wmn [17.7/26]	22. Northern Exposure [16.1/25] 16.4/25	15.8/26	
	NBC 16.7/25		31. Fresh Prince [13.5/21]	41. Blossom [12.0/18]	6. NBC Movie of the Week Monday—A Woman Named Jackie Pt. 2 [18.6/28] 17.0/24	18.7/27	19.6/30	19.2/32	
Tuesday Oct 15	ABC 15.3/24		17. Full House [16.6/27]	15. Home Improvement	2. Roseanne [20.6/31]	12. Coach [17.5/26]	52. Homefront [10.2/17] 10.9/17	9.5/16	
	CBS 12.0/19		28. Rescue: 911 [14.0/22] 13.4/22	14.6/23	47. CBS Tuesday Movie—Major League [11.0/17] 9.2/14	9.8/15	12.5/20	12.5/21	
	NBC 16.1/25		52. I'll Fly Away [10.2/16] 9.6/15	10.9/17	5. NBC Movie of the Week Tuesday—A Woman Named Jackie Pt. 3 [19.1/30] 17.7/26	18.8/28	20.1/32	19.8/34	
Wednesday Oct 16	ABC 11.6/19		38. Dinosaurs [12.4/21]	27. Wonder Years [14.2/23]	25. Doogie Howser [15.3/24]	51. Sibs [10.3/16]	59. Anything But Love [9.6/16]	73. Good & Evil [7.5/13]	
	CBS 15.8/26		71. Teech [7.9/14]	7. CBS National League Championship Game 6—Atlanta at Pittsburgh [18.3/31] 12.1/20	16.0/25	18.6/30	19.7/32	20.5/35	
	NBC 13.1/22		18. Unsolved Mysteries [16.4/27] 16.1/27	16.8/27	43. Night Court [11.6/18]	43. Seinfeld [11.6/19]	45. Quantum Leap [11.3/20] 11.0/18	11.6/21	
Thursday Oct 17	ABC 7.8/12		78. Pros and Cons [7.0/11] 6.5/10	7.4/11	76. FBI: Untold Stories [7.3/11]	69. American Detective [8.0/12]	63. Primetime Live [8.8/14] 9.0/14	8.5/14	
	CBS 17.6/27		61. Top Cops [9.3/15]	3. CBS National League Championship Game 7—Atlanta at Pittsburgh [19.8/32] 14.8/24	18.3/28	20.2/30	21.2/32	21.5/34	
	NBC 15.6/24		24. Cosby [15.5/25]	26. A Different World [15.1/23]	13. Cheers [17.4/26]	30. Wings [13.7/20]	23. L.A. Law [15.9/26] 15.8/24	15.9/27	
	FOX 10.4/16		36. Simpsons [13.4/22]	65. Drexell's Class [8.3/13]	52. Beverly Hills 90210 [10.2/15] 10.1/15	10.4/15			
Friday Oct 18	ABC 12.2/23		35. Family Matters [12.8/25]	32. Step By Step [13.2/25]	47. Perfect Strgs [11.0/20]	58. Baby Talk [9.7/17]	32. 20/20 [13.2/25] 13.3/25	13.1/26	
	CBS 6.8/13		85. Brooklyn Br [5.6/11]	86. Princesses [5.4/10]	74. Palace Guard* [7.4/14] 6.6/12	7.0/13	8.0/15	7.9/15	
	NBC 12.3/23		28. Matlock* [14.0/26] 12.3/24	13.7/25	15.0/27	15.2/27	62. Reasonable Doubts [9.0/17] 9.2/17	8.9/17	
	FOX 6.7/12		84. America's Most Wanted [5.9/11] 5.7/11	6.1/11	74. UFO Report: Sightings [7.4/13] 7.4/13	7.4/13			
Saturday Oct 19	ABC 6.9/12		65. Who's the Boss? [8.3/15]	65. Growing Pains [8.3/15]	82. ABC Saturday Movie Special—Who's That Girl? [6.2/11] 6.2/11	6.0/10	6.4/11	6.5/12	
	CBS 16.5/30		56. Pre Game Show [9.8/19]	9. CBS World Series Game 1—Atlanta at Minnesota [17.7/32] 15.4/29	17.4/32	18.5/33	19.1/33	19.0/34	
	NBC 11.3/20		47. Golden Girls [11.0/20]	60. Torkelsons [9.4/17]	34. Empty Nest [12.9/23]	41. Nurses [12.0/21]	46. Sisters [11.1/20] 11.1/20	11.1/21	
	FOX 6.8/12		77. Cops [7.1/13]	72. Cops 2 [7.8/14]	83. Beverly Hills 90210 [6.1/11] 5.9/10	6.4/11			
Sunday Oct 20	ABC 15.2/24	55. Life Goes On [10.1/17] 8.8/15	11.3/19	8. Am. Fun. H. Videos [17.9/28]	19. Am. Funniest People [16.3/25]	15. ABC Sunday Night Movie—Dynasty: The Reunion Pt. 1 [16.8/25] 16.6/24	17.4/25	17.2/26	15.9/26
	CBS 19.8/31	9. 60 Minutes [17.7/30] 17.2/30	18.2/30	39. Pre Game Show [12.2/20]	1. CBS World Series Game 4—Pittsburgh at Atlanta [21.7/34] 19.3/30	21.9/33	22.7/34	22.9/34	23.8/37
	NBC 9.3/14	89. Adv. Mark/Brian [4.6/8]	86. Eerie, Ind. [5.4/9]	80. Man of the People [6.7/10]	68. Pacific Station [8.1/12]	39. NBC Sunday Night Movie—I Still Dream of Jeannie [12.3/20] 11.7/17	12.3/18	12.6/19	12.5/20
	FOX 7.9/12	80. True Colors [6.7/12]	79. Parker Lws [6.8/11]	36. In Living Color [12.7/20]	64. Roc [8.6/13]	50. Married/Chdn [10.5/15]	69. Herman's Head [8.0/12]	88. Sunday Comics [5.0/8] 5.3/8	4.6/8

WEEKLY PRIME TIME AVERAGE	ABC 12.1/20	CBS 15.3/25	NBC 13.3/22	FOX 7.9/13	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 12.0/20	CBS 13.8/23	NBC 12.6/21	FOX 7.9/13	*--PREMIERE

NIGHTLY RATING/SHARE      RANKING/SHOW [PROGRAM RATING/SHARE]      HALF-HOUR RATING/SHARE      SOURCE: A.C. NIELSEN

# WHY IT'S TIME TO END THE COMPULSORY LICENSE

*An open letter to broadcasting and cable from Barry Diller, CEO, Fox Inc.*

**M**any broadcasters (the National Association of Broadcasters and CBS in particular) have done a fine job raising congressional awareness regarding the imbalances that exist in the television marketplace. However, the acrimonious exchanges between industry trade groups is unsettling to many broadcast and cable companies. At Fox, our growing and positive relations with cable operators and our involvement in several industry sectors have led us to what we believe is a better, and decidedly less contentious, route to meaningful industry reform.

There would be no need to even discuss new government regulation like retransmission consent but for the existence of an old and outmoded government intervention called the compulsory copyright license. It is the existence of this license that enables cable operators to utilize broadcast signals without first securing permission.

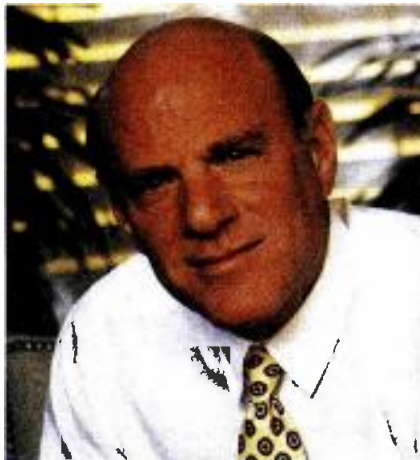
The cable compulsory license adopted in 1976 was a classic political compromise between those who wanted cable to be fully liable in copyright for retransmission of broadcast programming and those who argued that cable was merely a passive antenna service that should have no copyright liability at all. Proponents of compulsory licensing argued that negotiated copyright would present an enormous transactional burden for cable and that broadcasters might seek to choke off the newly emerging medium.

Both of these justifications have faded with time. Today, broadcasters are hardly in a position to thwart the development of cable. Moreover, cable operators contract with ease for numerous cable networks (including our own Fox Net) that operate as rights-clearing intermediaries for their programs. Plainly, broadcast stations could easily perform this same rights-clearing function in a world without the compulsory license.

Compulsory licensing is rapidly becoming a common enemy of all who seek to compete in television. As we witness the emergence of more and more distribution outlets, it is critical for program producers to regain control over the marketing of their own creative works. And it is equally critical for broadcasters, cable operators and other exhibitors to regain meaningful contractual opportunities with regard to exhibition and exclusivity.

Unfortunately, at a time when we should be moving back to the market-

place, compulsory licensing is spreading and eventually will undermine future opportunities for both program creators and exhibitors. New MMDS operations are sprouting up all over the country, claiming the right to exhibit both network and syndicated programming under the compulsory license. A few weeks ago, a federal appeals court ruled that satellite carriers, including DBS, are merely giant cable systems in the sky that may freely take and retransmit network and syndicated programming under the cable compulsory license. The next claimants undoubtedly are the telcos. Also on the horizon are "smart networks" with store and forward capability. Armed with a compulsory license, these networks will rapidly accumulate micro-chip libraries of virtually all the programs in broadcast television—a



Fox's Barry Diller

treasure trove courtesy of misplaced and surely unintended government largess.

Faced with this potential array of eager would-be retransmitters and video distributors, broadcasters, copyright owners and cable operators should be beating down the doors of Congress demanding the abolition of compulsory license. Exclusive program rights and windows will be everyone's most important competitive tool in tomorrow's marketplace. None of us will be able to compete if we cannot enter into, and enforce, meaningful program exclusivity arrangements. And simple retransmission consent won't fill the bill.

Our broadcast station colleagues fear that the studios will get all the money generated by licensing retransmission rights. By contrast, our studio colleagues fear that broadcast networks and stations would "extract" retransmission

rights, without compensation, and thus pocket whatever revenue stream develops. Some stations fear that they might lose cable carriage, while some of our cable colleagues fear that recalcitrant broadcasters would refuse to grant retransmission authority, thus preventing cable carriage.

Plainly, all of these contradictory fears cannot be well founded. At Fox, we believe that the bright men and women in program production, broadcasting and cable should be able to sort out their new contractual relationships. While we have no crystal ball, we believe that broadcast stations would most likely quickly settle into the role of rights-clearing intermediaries between program creators and would-be retransmitters. Networks and syndicators would license stations both to exhibit programs and to authorize one or more retransmissions. The terms would be negotiated just like any other marketplace transaction.

The end result would be beneficial for everyone. The viewing public would benefit from the restoration of constitutionally based copyright incentives to maximize the production and wide distribution of television programming. Broadcasters would gain the opportunity to develop a new revenue stream.

Cable operators would face the prospect of having to negotiate for the right to retransmit broadcast programming. However, operators would have the opportunity to negotiate for exclusive retransmission rights—an opportunity not afforded to cable operators by the proposed retransmission consent legislation. Cable operators would also obtain an important new precedent in their drive to legitimize the exclusivity of their non-broadcast program-license agreements.

Copyright owners would face the loss of compulsory copyright royalties—a significant pool of money. However, copyright owners would gain the invaluable opportunity to confront an increasingly diverse distribution marketplace armed with the right to control the marketing of their own programs.

Finally, repeal of compulsory license presents the opportunity for all segments of our industry to work together instead of bashing each other with newspaper ads and contentious congressional testimony. And working together, with all the pulls and strains and natural disciplines of the marketplace, is the only way to something lasting and true.



# RADIO



RAB Board of Directors— Front row (l-r): Dick Chapin, Chapin Enterprises; Ken Swetz, Katz Radio Group; Phil Marella, Pinnacle Broadcasting; Dean Sorenson, Sorenson Broadcasting; Randy Bongarten, Emmis Broadcasting; Merrell Hansen, Gannett Radio. Second row: Paul Fiddick, Heritage Media (RAB vice chairman); Rick Buckley, Buckley Broadcasting (RAB chairman); Cary Simpson, Allegheny Mountain Network; Don Bouloukos, Capital Cities/ABC Radio; David Morris, Texas Coast Broadcasters; Nick Verbitsky, Unistar Communications Group; Tom Young, Young Radio Inc.; Gunther Meisse, WVNO-WRGM Radio. Third row: Bob Lind, WWMX Radio-Capitol Broadcasting; Gary Edens, Edens Broadcasting; Gary Fries,

RAB president and CEO; Jim Thompson, Group W Radio; Bob Moore, Westwood One; Herb McCord, Granum Communications; Ken Hatch, KIRO-Bonneville Broadcasting. Back row: Bob Lawrence, Jacor Communications; Dave Crowl, Great American Broadcasting; Ray Watson, KXL Radio; John Dille, Federated Media; Jerry Lyman, Radio Ventures I; Mickey Franco, Nationwide Communications; Lee Davis, WCUB Radio; Art Carlson, Susquehanna Radio; Les Goldberg, Interep Radio Store; Carl Brazell, Command Communications; Skip Finley, WKYS Radio; Les Smith, Kaye-Smith Radio; Mike Faherty, Cox Broadcasting; Bill Clark, Shamrock Broadcasting; Jim Champlin, Beck-Ross Communications.

## OPTIMISM AND CHANGE GUIDE RAB BOARD MEETING

*Organization backs mandate to coalesce industry sales and marketing efforts*

**A** feeling of enthusiastic optimism and a unanimous call for change prevailed at the Radio Advertising Bureau board of directors meeting in Tucson, Ariz., last week. While adroitly steering clear of references to past RAB presidencies or administrative policies, the 47-member board openly welcomed the "call to arms" issued by newly elected President Gary Fries (BROADCASTING, Sept. 2).

"The RAB of today is not the same RAB that will be serving the industry five years from now," Fries told BROADCASTING. "As we go into the 1990's, we have to realize that the radio industry cannot continually rebuild and revamp the things we did in the '70s and '80s. We have to step out of the old ways of thinking and break the mold." Speaking of the RAB specifically, Fries commented that "there's nothing about

the organization that seems to be broken that can't be fixed."

Fries said his initial challenge is to "make sure that radio is being marketed on a national level, and to communicate to all stations the contents of RAB's armament. We have to explain what tools we have available, and to make sure we provide those tools we say we offer." This effort will call for RAB to develop a narrow focus and "redeploy its staff to fit the industry's needs, rather than to create needs to fit our staff." Comparing his role as architect of a new building, Fries said that his board-mandated responsibility is to see that form follows function. "Through these measures RAB will find methods to keep members from dropping out, and keep those members we already have."

Fries said one RAB objective is to coordinate the efforts of various city

marketing associations and to serve as liaison between them and "make them more than mere functions of lunches and Christmas parties." This need was echoed by the members of RAB's Local Sales Committee, which also urged that the organization re-evaluate its on-line research and sales training information, and make these resources immediately available to individual account executives. "We need to bring into focus everything that needs to be done. We have to promote a team concept, combining the rep muscle with the network muscle and the group muscle, with the RAB serving as the catalyst and coordinator. We can't be these little diverse groups trying to market radio; most stations today want to become part of the solution, not part of the problem."

Most RAB board members agreed that RAB, like the radio industry, cur-

rently is suffering one of its most disappointing years, and is faced with significant membership churn, red ink and an industry perception that the organization is "mostly sizzle and no steak." To counter this image, the board has given Fries a mandate to "go out and cure the illness of RAB, rather than focus on the symptom of declining membership," according to Jim Champlin, president of Beck-Ross Communications.

Whether symptom or illness, declining membership remains a serious challenge. Because of strong long-term investments the organization is "financially healthy," said Finance Committee Chairman Gary Edens, but RAB still is expecting a \$100,000 budget shortfall by year's end. Revenue from dues has declined steadily over the last three years, and, while expenses also have declined, actual income currently is \$144,000 behind budget.

Poor attendance at this year's MSC in Nashville (through-the-door registration of 686 versus 900 in 1990), due in part to the Persian Gulf War and an ongoing recession, has forced RAB to rethink some of the revenue-producing measures introduced in past years. MSC advance registration has been dropped from \$445 to \$365 for members. Every group registering eight persons will receive two free registrations, and those stations that recently dropped their RAB membership will be reinstated as full members if they attend the 1992 MSC.

Other RAB board actions included:

- The National Sales Committee recommended that specific staff be reallocated to serve as an industry task force, targeting 10 national accounts, to focus on eliminating negative perception.

- The Communications and Training Committee recommended development of a system of new computers and fax machines to enhance communications between RAB and stations.

- The Membership Committee debated how to correct the current trend of station churn, and decided to review its dues structure in light of the economy.

- The Executive Committee decided to upgrade the business computer system in New York, pledged its support of the NAB Radio Montreaux in 1992 and confirmed that it would conduct a 90-minute sales presentation there.

- All current directors were re-elected, and Don Boulouklos was elected to replace ABC Radio President Jim Arcara, named director emeritus. Bill Stakelin, former RAB president and Apollo Radio president, and Jim Taszarek, KTAR(AM)-KLLT(FM) Phoenix vice president-GM, were nominated as directors. All board officers were re-elected. —EBB

## RADIO'S RISE, ITS FOUNDERS' FALL

*'Empire' follows crossed paths of medium's pioneers*

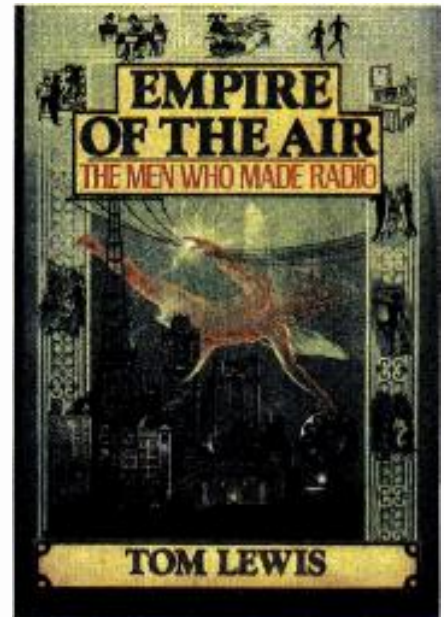
**T**om Lewis's new book, "Empire of the Air: The Men Who Made Radio," could be described as two books, one a biography and the other a corporate history. Lewis paints an intimate and compelling portrait of the three men—Lee de Forest, Edwin Armstrong and David Sarnoff—credited with creating and advancing the art and business of broadcasting, and at the same time tells the story of the growth in power and size of the corporate entities that came into being with the onset of commercial radio.

"Empire" traces the lives of the three men, from their diverse backgrounds and childhoods, to their eventual friendships and to their bitter rivalries. De Forest invented the audion tube, a device he never fully understood but that became the technological basis for broadcasting. A clergyman's son, he made and lost two fortunes, was married four times, and was accused at various times of having appropriated many of his ideas from others. He narrowly escaped jail for fraud after he turned over the business of running his companies to insalubrious characters who stole from stockholders as well as from de Forest.

Working with de Forest's audion, Armstrong developed the principle of regeneration. As Lewis writes: "Even today, when the vacuum tube has given way to the transistor, and the transistor to the integrated circuit, Armstrong's principle of regeneration has remained basic to electronics." It also led to Armstrong and de Forest's bitter hatred for each other and consumed 20 years of their lives. "Certainly no case in the history of radio—some would say in the history of invention—was as emotional and unpleasant as this one. For nearly 20 years, from 1914 to 1934, ego and pride combined with the promise of financial reward and fame to create what was in the end ruinous to each man."

Armstrong we come to know as the brilliant and dedicated scientist who developed, among other things, the superheterodyne, FM radio and multiplexing, but he spent most of his life defending his patents from de Forest and Sarnoff, the president and driving force behind the Radio Corporation of America.

Although he had a clear vision of what radio, and particularly FM radio, could become, Armstrong never understood politics as Sarnoff did. As Lewis writes: "Despite Edwin Howard Armstrong's formidable experimental tri-



umphs—bouncing a radio signal to the moon and sending FM signals beyond the horizon, he was frustrated by the political world, which so often prevailed over the scientific."

And it was Sarnoff, a political mastermind, who prevailed the longest of the three men and reaped the most success. The NBC pioneer is painted as a philanderer whose aggressive business instincts led to years of patent litigation against Armstrong, a former colleague and friend. Sarnoff saw what Armstrong and de Forest failed to acknowledge: "together they had been responsible for the creation of an industry whose gross revenue was \$1.833 billion, even in the depression year of 1934." RCA, led by Sarnoff, was the largest company within that industry. Companies like Zenith, Philco, Magnavox, Motorola and Crosley were already turning profits on the inventions of the two men.

Furthermore, the picture that emerges of de Forest and Armstrong is of the lone inventors, unable to relinquish their independence to anything but their work. Says Lewis: "They would remain alone, following their own dreams, apart from the mainstream of American inventors. But the corporate ethos was swiftly taking control of the land. They, and others like them, would be left behind, regarded as quaint members of a gentler past."

The patent litigation against RCA finally broke Armstrong. "FM, his work and overriding passion for the last quarter of a century, was a failure. His in-

vention had been belittled by almost all in AM broadcasting, the very industry that his other fundamental inventions, regeneration and superheterodyne, had created."

Armstrong committed suicide by leaping from his 13th-story window. Once the largest stockholder of RCA, Armstrong died in debt, long before the patent suit was settled with RCA.

By the time of Armstrong's death in 1954, Sarnoff had long since turned his focus for RCA toward the development

of color television. He died in 1971, and in 1985, RCA was sold to General Electric and ceased to exist.

"It truly was an empire of the air," Lewis writes. "Even during their lives, the empire they started had moved in very different directions from those they had envisioned, and in ways they could not control."

"Empire" is an Edward Burlingame/HarperCollins book, and is being developed by Ken Burns as a film for PBS (BROADCASTING, Aug. 5). -tc

## RIDING GAIN

### FOUR ON THE GROUND FLOOR

Four top-market stations have signed up for the anticipated January launch of the new ESPN Radio Network, a joint effort between ABC Radio Networks and ESPN. The four—WFAN(AM) New York, KMPC(AM) Los Angeles, KNBR(AM) San Francisco and WMAL(AM) Washington—will begin airing the all-sports programming at the beginning of next year. The network anticipates having more than 200 stations in its lineup by then (BROADCASTING, Sept. 9).

The network will broadcast Saturday and Sunday, 6 p.m.-1 a.m. Programming will include sports news, game reports, interviews and features.



### READY TO READ

*Mrs. Bush's Storytime*, featuring First Lady Barbara Bush, returns to ABC Radio Networks for its second year on Thanksgiving, with nearly 200 stations expected to broadcast the series. The 10 half-hour programs will air once a week, with two additional four-hour holiday specials on Thanksgiving and Christmas. Celebrity guests joining Mrs. Bush in reading children's stories include Tony Danza, Ossie Davis, Ruby Dee, Gloria Estefan, Whitney Houston, Reggie Jackson, Peter Jennings and General Norman Schwarzkopf. The program's goal is to convey the importance of reading aloud to children and to demonstrate good reading techniques. *Mrs. Bush's Storytime* is produced by ABC News and the ABC Radio Networks in conjunction with Children's Literacy Initiative, a Philadelphia-based nonprofit organization.

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# CABLE

## CABLE STILL LOOKING FOR A SPORTS NEWS HIT

*Co-venture among Cablevision, NBC and TCI's Liberty is latest attempt to find right ingredients for successful channel*

Combine a country filled with sports fans and a cable universe filled with channels to program and a sports news channel would seem a likely result. Indeed, it is a concept almost everyone has been interested in. Although no one has managed to successfully execute it, programmers keep leaping over one another to be the first to succeed.

NBC, Cablevision Systems and Telecommunications Inc.'s Liberty Media's announcement in August of a planned sports news service came as word leaked out to the press that ESPN was considering a similar service. A source close to the network says ESPN is looking at sports news solely as a programming component when and if it decides to launch a second event channel.

The first to get into the cable sports news business was Mizlou Communications' Sports News Network, a 24-hour service that filed for bankruptcy in De-

cember after one year on the air. Landmark Communications was set to buy SNN's assets for \$7 million, but pulled out at the last minute. Word was that NBC executives had scared off Landmark by informing the company they wanted to do a similar venture. Landmark might have also been worried by Prime Network's plan. Several weeks before Landmark walked away from the SNN acquisition, Prime announced it would develop a sports news service.

Creating a sports news service to fit regional networks "is a juggling act. One of the real hurdles is fitting it into your programming," said Jack Stanfield, senior vice president, programming, Prime Network, which has now put its sports news plans on hold. It is a fundamentally compelling idea, but the trick is to make it compelling to advertisers through penetration and audience reach, according to Bill Sherman, vice president, network supervisor, McCann

Erickson.

Others are not so convinced of sports news's viability. According to one observer, a fundamental problem is that sports news is not proprietary programming: "Anyone can go out and do it," said the executive. According to Lloyd Werner, senior vice president, Group W Satellite Communications, which owns 10% of Prime and sells national ad time for its regional sports networks, "With the amount of live action sports available...it is hard for me to conceive that advertisers will be interested in tertiary programming such as sports news."

No one has yet proved sports news can work, but NBC and Cablevision Systems, owners of SportsChannel America, in partnership with Liberty Media, will be the latest to try. They announced in August plans to create a sports news service to be fed to SCA's 11 regional sports networks and three TCI-controlled, Prime-affiliated networks. Now that SCA has extended its NHL contract for the 1992-93 season, "we've had to reformulate some of our thinking and operating plans," said Tom Rogers, president, NBC Cable. That could likely result in fewer hours of sports news on SCA, but not necessarily fewer hours developed, if the programming is fed on a separate satellite that both affiliates and non-affiliates could pick up.

Although Rogers said the number of hours has yet to be determined, sources say the current proposal is for a 24-hour service similar to Headline News's news wheel format. It might not start out as a 24-hour service, though. According to Daren Miller, director of business affairs, Liberty Sports, "It doesn't make sense to me to start a business like that on anything other than a ramp-up basis. We're all aware of the people who have been in the business and dug holes too deep to get out of."

According to knowledgeable sources, the programming would largely be automated, with no on-air anchors, but rather a running stream of sports highlights

### 'LETTERMAN' ON A&E: SO FAR, SO-SO

David Letterman has spent his first two weeks on Arts & Entertainment performing only slightly better, and in some instances worse, than the programming that had previously run in those time periods. Ratings for stripped reruns of *Late Night with David Letterman* (just called *David Letterman on A&E*) for the first two weeks on the network have been a 0.7 (365,000 households) for the combined time periods of 12-1 p.m. and 7-8 p.m. (A&E would not break out ratings for the individual time periods, but a spokesman said the noon ratings were "negligible.") That's up slightly from the 0.6 the 7-8 p.m. time slot had been averaging airing various documentaries at 7 p.m. and *The New Wilderness* at 7:30 p.m.

*Letterman* also airs Sunday nights at 10 p.m., where it is averaging a 1.1 to 1.2 rating (except from a 0.7 when it had competition from the Clarence Thomas hearings). Shows airing previously in that time period, including *Biography* and *A&E Revue*, had averaged between a 1.0 and 1.6.



and features, with voice-over and a running score ticker across the bottom of the screen. One proposed plan to get that footage is to cull 20 to 30 sports pieces daily from NBC affiliates ("Closed Circuit," Oct. 21).

Additionally, sources say the project is not high budget, but is slated to cost about \$5 million to \$6 million a start-up, nearly one-quarter of what Mizlou's SNN put into its service.

Prime Network, primarily owned by Liberty and Bill Daniels & Associates, has put its plans, announced in December 1990, on hold, despite completing its business plan for a four-hour service

three months ago, according to Prime Network's Stanfield. The poor sports economy contributed to the plan's abandonment. "The sports marketplace is bad, and the cost to start a service is huge," he said, adding that Prime's business plan called for the network to spend the same amount on four hours of daily sports news as it spends on its nearly six hours of daily event programming.

Liberty and SCA's competing plans are obviously a major factor, according to Stanfield. "TCI is one of our owners, and what direction they go is a factor. It would make sense for us to have some

kind of relationship," with the service they create, he said.

When Liberty and SCA announced their sports news plans, Roger Werner, president, Prime Ventures, which oversees Daniels's stake in Prime Network, brushed it off as a "negotiating ploy directed at us...just to speed up the merger" talks between Prime and SCA ("In Brief," Aug. 26).

If and when there is a merger, which Werner, as he said in August, hopes to see come to fruition in the next few weeks, the merged entity will likely comprise a mix of sports news and events. -SDM

## SMALL EVENTS ADD PREDICTABILITY TO PAY PER VIEW

*Suppliers hope regular series of concerts, boxing matches can provide steady income*

**W**hile sky-high revenues from big-name boxing matches may have changed a few cable operators' minds about pay per view, such income giants are infrequent and, as the maybe-on, maybe-off Mike Tyson-Evander Holyfield match-up shows, unpredictable. In response, program suppliers are getting ready with small-niche events in an effort to provide reliability, growth opportunities and consistent income to the category.

"The postponement of the [Tyson-Holyfield] fight legitimizes the so-called small-event business," said Bruce Karpas, president, Reiss Media Enterprises, which plans to unveil new genres in niche event programming for 1992.

The number of these small events is already growing, jumping to 49 this year compared with 32 in both 1989 and 1990, and some expect as many as 60 in '92. Music has emerged as a popular genre, with the Judds' final concert, the weekly *Thursday Night Concerts* and the Metropolitan Opera's 25th Anniversary concert all expanding on the traditional rock concert genre. The last four months of 1991 will produce 12 musical events, as opposed to just two for the first eight months of 1991, a schedule some consider a little too crowded: "It would behoove all of us if program suppliers could make these programs available on a more evenly distributed basis," Karpas said.

According to Showtime Event Television projections, PPV in 1991 (minus the \$80 million the Tyson-Holyfield fight was projected to reap) is scheduled to bring in more than \$325 million in revenue. About \$125 million of that comes from movies, over \$100 million



Judds add non-boxing PPV punch

from boxing (largely three events), \$60 million from wrestling and about \$40 million from other events.

Success with small-event efforts has, so far, been mixed.

The most notable attempt to create regular, small events has been Time Warner's TVKO, which finally earned a profit on its monthly boxing matches. Its efforts to build on the audiences that shell out big money for the megafights has been tough, however: its first handful of fights earned a 0.2% or 0.3% buy rate, below the 1% to 2% TVKO had hoped for. The service is estimating that its most recent outing, Oct. 18's Tommy Morrison-Ray Mercer WBO heavyweight title fight, received a 1.2% to a 1.4% buy rate (based on 40% of homes reporting), or about 200,000 buys, and turned a profit for Time Warner.

TVKO is convinced it now knows the formula for promoting and creating a good fight, according to Mark Taffet, senior vice president, but admits the difficulty in finding quality fights and name

boxers to recreate the Morrison-Mercer success on a regular basis. Taffet also said TVKO "is not wedded to monthly fights," and might at some point be willing to try another tactic. Others think another tactic might suffice: "The lesser fights have been an enormous disappointment. It remains to be seen if there is a market for them," said Robert Stengel, senior vice president, programming, Continental Cablevision.

The recent slate of concerts have also brought in tiny audiences. Recent events included Sting's concert, which earned a 0.1%; SET's *Guitar Legends*, which had a 0.2% or a 0.3% and the Metropolitan Opera, which pulled in a 0.2%. Still, these events are moneymakers for the cable operators, PPV executives say. According to Jim English, senior vice president, programming for Viewer's Choice, a 0.2% buy rate on an event costing \$20 (four times a movie price) means that cable operators are making money by showing the event.

Operators and PPV program suppliers could all make more money if more was spent on marketing the events, observers say. "The viability of events is directly related to how much you spend to promote them," said Scott Kurnit, president, SET. According to some observers, cable operators need to take smaller margins on the niche events to enable more promotion by producers and therefore more business. But, counters Continental's Stengel, it is the PPV program suppliers who are not willing to make the investment.

Some say when PPV reaches 20 million homes, the universe will be large enough to attract event producers of all sizes. -SDM

## HBO SET TO EXPAND MULTIPLEX TEST

**H**BO received what it called promising results last week from its first multiplexing test, which it conducted in several TeleCable Corp. systems, and announced that five more MSO's will begin testing the service in November. By year's end the premium network expects its three-channel service, as well as Cinemax's, to be in 15 cable systems serving 675,000 basic subscribers, including more than 450,000 HBO and Cinemax households.

The systems to be added in November are Coaxial Cable in Columbus, Ohio; Continental Cablevision in Springfield, Mass.; Cox Cable in Saginaw, Mich.; Prime Cable in Chicago and United Artists Cable in East Valley, Calif. Continental plans to add two undisclosed Midwest systems to the test by year's end, according to Ted Livingston, senior vice president, marketing. The Springfield system will offer three HBO channels, and two each of Cinemax and Showtime. "We're hoping two channels work as well as three, since that will mean we'll need less channel capacity," Livingston said. The additional channels will be offered free of charge to all basic, pay and multipay subscribers, he said.

The systems to be added later by Continental will offer two channels each of HBO, Cinemax and Showtime.

Coaxial is not raising pay rates where it will multiplex.

TeleCable has raised premium rates by repackaging ser-

vices (and Prime plans to as well), and so far has produced encouraging although not fully quantitative results, according to both TeleCable and HBO executives. To date, TeleCable has marketed the multiplexed channels mostly to multipay households, although the service has been available to everyone. "We have not observed any switch-out of channels in multipay households. This is not a brand-shifting battle," but a retention effort, according to Gordon Herring, executive vice president, TeleCable. Next month, the MSO will start marketing the new services to basic and single pay households, which is where the potential for upgrading to more services resides, Herring said.

In TeleCable homes that have the multiplexed services, HBO usage has risen 11% and Cinemax usage 19%, according to Betsy Bruce, vice president of field marketing, HBO. Viewers perceive fewer repeats that each network shows have also dropped, she said. Both Bruce and Herring say more quantitative details about the multiplexing's performance should be available in the next few weeks as more research is completed.

HBO is talking to an additional 20 to 25 cable systems about testing the multiplexing concept, and expects to have them on board sometime in January or early February, Bruce said.

## SPORTS, SOAPS AND VIDEO SPECIALS

**A** sports series, a soap opera and a joint project with *Newsweek* magazine to produce a special that may evolve into a series: those are among the new projects in the works at MTV. Tom Freston, MTV Networks, outlined many of MTV's programming plans before a luncheon crowd in Los Angeles last Wednesday (Oct. 23). Freston, the keynote speaker during the lunch hosted by the Ad Club of Los Angeles, also discussed MTV's move to a multiplex system and noted that testing will begin to determine what the three channels will look like in the third or fourth quarter of next year.

Beginning Oct. 28, MTV will air

sneak previews of a new series targeted to younger viewers called *Like We Care*. The half-hour series will focus on lifestyle subjects, from fashion to the process of applying for and taking college entrance exams. *Like We Care* will preview during two windows before it debuts in January: Oct. 28-Nov. 1 and Nov. 4-8.

The untitled MTV sports show will focus on sporting events that attract celebrities. The half-hour weekly series begins in January.

Additional series in development include a soap opera and a show that features lip-syncing. The latter is expected to be a half-hour.

On Nov. 6, the channel airs the hour-long MTV news special *Generation*, which will focus on the lives of what he called the "twentysomething crowd who are neither hippie nor yuppie."

MTV has also entered into an agreement with *Newsweek* magazine to produce at least one special with the possibility of a series. The special, to be hosted by MTV's Kurt Loder, will feature a round-table discussion of issues relating to MTV's viewers.

Also, the channel is working on its second awards show, *The MTV Movie Awards*, which the channel is hoping will evolve just as the *MTV Music Awards* show has done. The first *MTV Movie Awards* airs next June.

As for the channel's plan to split to three channels, Freston said the move is being made to take advantage of "the mega-channel environment." Testing of the new channels will begin late next year on systems in Fairfax, Va., and in Boston and Brookline, Ma. He noted, however, that he didn't expect one of the three channels to be an "MTV for kids." When the new tri-service is launched, he said major events like the award shows "will be road-blocked in all three channels."

Freston also noted that MTV Europe, "which was predicted to fail four years ago," is near profitability. "The viewer of the future is the global teenager." —SC

## CABLEVISION BUYS GATEWAY FOR \$78 MILLION

**C**ablevision of Newark, a partnership between Cablevision Systems and E.M. Warburg, Pincus & Co. Inc., purchased Gateway Cable from Gilbert Media Associates, L.P., for \$78 million. The South Orange, N.J., cable system has 42,000 subscribers, putting the per-sub price at more than \$1,850.

Warburg, Pincus has 75% of the partnership; Cablevision has the remainder. Approximately \$60 million of the financing was secured by a standalone credit facility provided by Toronto Dominion Bank. The balance of equity came from the two partners. The price is a multiple of slightly more than nine times the system's cash flow.

Cablevision owns two neighboring cable systems, in Bergen County and Bayonne, N.J., representing 58,000 subscribers. Gilbert Media had been looking for a buyer for Gateway Cable for about two years. It also continues to hunt for a buyer for its Staten Island, N.Y., system.

# WASHINGTON

## NTIA CALLS FOR TELCO ENTRY INTO CABLE

*Commerce Department report says the U.S. could boost its competitive position in world technology by lifting ban; motivation for backing cable-telco crossownership is to provide incentives for private companies to upgrade current telecommunications infrastructure*

**T**he United States could strengthen its competitive standing with the major industrialized countries of the world and advance the level of communication technologically if it lifts the cable-telephone company crossownership restrictions in the 1984 Cable Act, the National Telecommunications and Information Administration concluded last week.

"Telecommunications in the Age of Information," a report released by NTIA last Tuesday (Oct. 22), concludes that allowing regional Bell operating companies (RBOC's) to own, control and distribute television programming in their regional service areas "could promote infrastructure development by increasing their incentives to deploy integrated broadband systems and other advanced networks."








The report continues: "In general, government restrictions that have the effect of limiting the uses to which new technology can be put tend to be inefficient and anticompetitive, and retard investment in the new technology."

Commerce Secretary Robert Mosbacher signed the front of the NTIA report, which, according to Janice Obuchowski, assistant secretary for communications and information, represents the Commerce Department policy on future telecommunications infrastructure improvement.

The 315-page report is "the most comprehensive docket on this subject, not just in the United States, but in the world," Obuchowski said. "Telecommunications has gone from a business-page issue to a front-page issue" since NTIA began preparing the report in January 1990, she said.

The Commerce Department's prime motivation for backing cable-telco crossownership and the report's other recommendations is to provide incentives for private companies to upgrade the current telecommunications infrastructure. The U.S., the report concludes, currently

**Group of Seven Future Telecommunications Deployment**

							
	United States	Japan	West Germany	France	Italy	United Kingdom	Canada
Percentage of Digital Switches by Subscriber Lines	(a) 1994	68.2%	76.0%	38.0%	66.5%	N/A	92.0%
	1989	42.5%	31.0%	2.6%	70.7%	16.1%	51.4%
Percentage of Electronic Switches by Central Offices	(a) 1994	98.2%	93.0%	N/A	98.7%	N/A	96.3%
	1989	92.6%	52.7%	2.6%	84.6%	17.8%	59.5%
Percentage of ISDN Coverage by Equipped Access Line	(a) 1994	49.8%	100.0%	100.0%	100.0%	N/A	N/A
	1989	.1%	69.0%	N/A	100.0% (b)	N/A	N/A
Percentage of Offices with SS7 Capability	(a) 1994	57.0%	N/A	N/A	100.0%	N/A	83.0%
	1989	6.3%	N/A	N/A	47.6%	N/A	8.4%

(a) 1994 figures are industry estimates from a variety of sources, including Wallace and CC Docket No. 89-824 (Feb. 1990)

(b) 1990 Estimate

Source: AT&T, BT, DBP Telekom, FCC, FT, MESA

maintains its traditional leadership in telecommunications technology and services. But it is rapidly being overtaken by the world's other major industrialized nations.

U.S. deployment of integrated services digital networks (ISDN), for example, had just begun in 1989 and was well behind France and Japan. The NTIA report projects that by 1994, ISDN will be available to 100% of the populations of France, Japan and West Germany (but not East Germany), while it will be available in only 50% of the U.S. (see chart below). Canada, France and the United Kingdom will lead the U.S. in deployment of SS7, a signaling technology that greatly increases the speed at which calls are processed.

NTIA was careful to avoid the appearance of setting an "industrial policy." All technology upgrades should be funded and constructed by private industry using its own time, said Thomas J. Sugrue, deputy assistant secretary for com-

munications and information. Sugrue cited the Bush administration's view toward the Communications Competitiveness and Infrastructure Modernization Act (S. 1200/H.R. 2546). The administration favors the bill's proposed lifting of the Cable Act's cable-telco crossownership restriction, but opposes a provision directing RBOC's to complete construction of a large-scale fiber-optic network by 2015.

"The video restriction in the Cable Act of 1984 could impair, as we go forward, investment in local exchange infrastructure," Sugrue said. To guard against RBOC development of video services monopolies, their entry into the business is recommended on a common carrier basis only and with rules prohibiting cross-subsidization with the local exchange networks and other RBOC services.

"As we look around at the cable TV industry, what we see is a wide variety of vertical arrangements between pro-

gram users and distributors. Given that marketplace reality, we think potential competitors should be allowed to actively compete with the cable operator," Sugrue said.

Besides the creation of a new video programming competitor, the biggest impact on the cable industry from lifting the crossownership restriction would be the ability to provide voice services of their own. "Right now in this country, almost 90% of the homes are passed by two wires. Each wire is restricted by government rules by what they can do," Sugrue said. "We'd like to get that restriction out of the way and let them each build up their networks."

Many cable operators are now testing personal communications services (PCS) technology, which, combined with the fiber optics already deployed, could make telephone service possible for many of them. The most imposing barriers to telephone services provided by telephone companies are strict state regulations in many parts of the country, Sugrue said.

House Telecommunications Subcommittee member Rick Boucher (D-Va.), co-sponsor of H.R. 2546, rapidly endorsed the report. "NTIA has done an excellent job of assessing our existing telecommunications policies and determining how we can insure that those policies continue to promote the development of our telecommunications infrastructure," he said.

From the other side, National Cable Television Association President James Mooney criticized the Commerce Department for "putting itself in the position of accepting uncritically that telcos should spend hundreds of billions of dollars rebuilding their plants to deliver television, which is the only purpose of rebuilds of the kind described."

Consumers would be forced to pay off a huge debt from building a nationwide video network that would not provide any more than what is already provided by cable, he said. "At some point, this debate is going to have to come back to earth."

One of the NTIA recommendations, lifting of the Modified Final Judgment's restriction on RBOC control and delivery of information services, was already accomplished with a July 25 decision by U.S. District Court Judge Harold Greene. H.R. 3515, a bill introduced earlier this month by Telecommunications Subcommittee member Jim Cooper (D-Tenn.), would replace some of the information restrictions (BROADCASTING, Oct. 14).

The Bush administration has not expressed any formal statement in opposition to the Cooper bill, "but it has said in the past that it thinks the information services restriction can be eliminated without an anticompetitive consequence, subject to regulatory safeguards," Sugrue said.

Two days of hearings on H.R. 3515 and several other pieces of telco legislation were the subject of two days of Telecommunications Subcommittee hearings immediately after the release of the NTIA report (see "Top of the Week.")

-RMS

## FCC ROLE IN LOWEST-UNIT-CHARGE CASES DEBATED

*Politicians say suits against stations should not be pre-empted; broadcasters urge commission to seek sole jurisdiction over enforcement of the law*

**T**he politicians who are pressing claims against stations for alleged overcharges for campaign spots under the lowest-unit-charge law urged the FCC last week not to pre-empt their bringing suits in state and federal courts.

But their plea was countered by a unified broadcasting industry, which called on the commission to assert sole jurisdiction over enforcement of the law, which requires stations to sell time to political candidates at their most favorable rates.

The politicians and broadcasters were responding to a notice asking whether and to what extent the agency should pre-empt enforcement of the law (BROADCASTING, Oct. 14).

With FCC Chairman Alfred Sikes in the lead and with the record built from its notice, the FCC seems bent on pre-empting courts in determining violations of the lowest-unit-charge law. If it does, politicians could sue for overcharges and punitive damages, but only after the FCC had made the initial judgment of liability. Such a pre-emption would have the effect of curtailing suits.

FCC Commissioners James Quello and Ervin Duggan would like the FCC to

go even further and completely pre-empt the courts in enforcing the law, a move that would preclude politicians from going to court even to recover overcharges and damages. But they do not appear to have the third vote necessary to carry the day.

Sparked by a July 1990 FCC "audit" of 30 television and radio stations that found apparent overcharges of candidates under the law, politicians—winners and losers in their campaigns—have begun suing (or threatening to sue) stations to recoup overpayments and win damages.

A group of Georgia politicians sued WXIA-TV Atlanta, triggering the alarm among broadcasters. That action was followed by two others involving more than 40 stations in California and Alabama.

With the threat of lawsuits, some of the politicians have been able to settle with a number of stations. Bobby Kahn, a lawyer representing the Georgia politicians, said full or partial settlements with 10 stations have netted his clients around \$600,000.

The question of FCC jurisdiction has been raised in the Atlanta and Alabama

cases, but the courts there have rendered conflicting opinions. The question is now before the U.S. Court of Appeals in Atlanta.

In joint comments, four law firms representing public officials and former candidates in 11 states, including those involved in the pending suits, led the attack on FCC pre-emption, arguing that the FCC lacks legal authority to pre-empt, and, even if it did, pre-emption would fail to deliver the uniformity in lowest-unit-charge enforcement that the FCC says it wants.

"The FCC does not have exclusive jurisdiction over these claims," the politicians argued. "The claims typically brought by plaintiffs in these political broadcasting controversies are claims ultimately based on state law," they said. "[P]rinciples of statutory construction indicate that these state [broadcast time sales] contract and tort claims are properly brought in state court and that Congress did not intend to give commission exclusive jurisdiction over such claims."

A declaratory ruling asserting jurisdiction would only add to the litigation, the politicians said, noting that such a



ruling would be "plainly subject" to review by the federal appeals courts and the U.S. Supreme Court. "The proposed ruling, therefore, will only cause further delay and perhaps confusion and will not achieve its stated purpose of providing certainty and uniformity."

Only one other set of comments, from a law firm representing "several 1990 candidates for governor and the Senate" in Kentucky, New York and Ohio, was received opposing pre-emption.

In addition to asking the FCC not to pre-empt, the firm McGuinness & Holch of Washington proposed requiring stations to give candidates access to their commercial advertising records. "A candidate needs more access to a station's records to determine what rate(s) were received by the station's most favored commercial advertiser," it said.

The broadcasters, in more than 20 separate filings by broadcast trade associations and groups of individual broadcast companies, countered that it would be the failure of the FCC to pre-empt that would create chaos, not only for stations seeking to comply with the law but also among politicians looking to take advantage of it.

Contrary to the arguments put forth by the politicians, the broadcasters contended that legal precedent and congressional intent empower the FCC to assert jurisdiction over liability as well as remedies.

A "rash" of suits against stations for alleged lowest-unit-charge violations has broken out across the country, said the Association of Independent Television Stations. The FCC "must stem the tide and do so quickly," it said. "Law, common sense and the public interest mandate [it]."

"The pending lawsuits... threaten to deprive the commission of jurisdiction to regulate political advertising," said the National Association of Broadcasters. "For 20 years, the commission alone has been the authoritative source for interpretations of [the lowest-unit-charge law]," it said. "The pending and threatened suits will deprive candidates and broadcasters of any consistent interpretation."

Without complete pre-emption, warned Fox Television Stations, Allbritton Communications and Federal Broadcasting in joint comments, "judges and juries... will almost certainly render inconsistent, unpredictable and often incorrect outcomes—not just jurisdiction by jurisdiction, but case by case."

"In a field already distinguished by its complexity, stations and political advertisers alike would be set further adrift without the touchstone of the commis-

sion's expertise," the three group broadcasters said.

Broadcasters' obligation to sell at their lowest unit rate "is a creature" of the Communications Act, said NBC, whose KNBC-TV Los Angeles is a defendant in a suit and whose stations in Washington and Miami have been asked for rebates. And enforcement of the act—"including both determining whether [lowest-unit-charge] violations have occurred and, if so, how they should be addressed—has been exclusively entrusted to the Federal Communications Commission," it said.

Unless the FCC pre-empts, NBC said, the agency "risks the proliferation of state and federal court interpretations of meaning and application of [the law], which may be inconsistent not only with each other but also with those of the commission itself."

"The proliferation of forums for addressing [lowest-unit-charge] claims-

... would seriously impair the ability of the commission to discharge efficiently and fairly its statutory responsibility in administering this important provision of the Communications Act," said Capital Cities/ABC, Chris-Craft Industries and Times Mirror Co. in joint comments.

Under case law, the FCC has the authority to pre-empt full enforcement of the law, even if the authority is not explicitly stated in the Communications Act, the three broadcast groups said.

In the "unlikely event" the FCC's exclusive pre-emption of the courts were not sustained on appeal, the groups said, the FCC's nonexclusive primary jurisdiction should still require courts to refer all lowest-unit-charge cases to the FCC for an initial judgment.

The Supreme Court, twice in the last seven years, has "approved assertions of pre-emptive authority by the FCC, in

*Continues on page 70.*

## POLITICIANS SAY QUELLO SHOULD QUIT WXIA CASE

The Georgia politicians who filed an FCC complaint (as well as an earlier lawsuit) against WXIA-TV Atlanta for alleged overpayments under the lowest-unit-charge law believe FCC Commissioner James Quello is prejudiced against them and want him off the case.

Citing speeches and published quotes by Quello, the politicians—state officials and former candidates—last week asked Quello to recuse himself voluntarily from consideration of the complaint or asked the FCC to order him not to participate.

FCC rules prohibit FCC officials from taking any action that results in or creates the appearance of losing complete independence or impartiality, the politicians said in their filing.

"Commissioner Quello's remarks demonstrate that he has already made up his mind on the issues of liability and damages for violations of [the lowest-unit-charge law], even though the campaigns that filed the complaints against WXIA-TV have not yet had an opportunity to fully present their case," they said.

The FCC is also considering pre-empting politicians' lawsuits against stations for violations of the lowest-unit-charge (see page 60), but the filing does not seek Quello's recusal from that proceeding.

Quello was undaunted by the action, which Bobby Kahn of Atlanta, one of the lawyers for the politicians, hinted at in a visit to the FCC three weeks ago ("Closed Circuit," Oct. 14).

"It's ridiculous," Quello said. "I'm not going to dignify that with a reply. Everybody will recognize this for the ploy that it is."

Kahn had no comment other than: "The filing speaks for itself."

Attached to the filing were copies of two speeches—one that Quello delivered to broadcasters in Louisville, Ky., on Oct. 2 and another that he gave Oct. 11 before the Minnesota Broadcasters Association in Austin, Minn.

In the Louisville speech, Quello said he agreed with Jeff Baumann, executive vice president and general counsel, National Association of Broadcasters, who called the lowest-unit-charge lawsuits "frivolous" and said they underscored the need for the FCC to "gain control before the situation is totally out of hand."

In the Minnesota speech, Quello said the suggestion the FCC is trying to deprive candidates of remedies for violations of the law is "rubbish." The litigation against stations "serves mainly to line the pockets of assorted lawyers and consultants," he said. "I have heard that in some cases the lawyer and consultants—not the candidates—have received more than two-thirds of the money received in settlements with broadcasters." —HAJ

# BUSINESS

## NBC MERGES PROGRAM AND ADVERTISING STANDARDS

*Consolidation is one of several major changes and cost-cutting moves in last several weeks; network says it has no immediate plans to change guidelines*

**F**or the second time in three years, NBC has restructured its program and advertising standards and practices divisions and merged them into one unit. The "new" unit will combine NBC's program standards, program compliance, advertising standards and community relations functions and will be called the NBC Broadcast Standards and Practices department and will be headed by Dr. Rosalyn Weinman, vice president, who previously handled program standards and community relations.

Whether the newly consolidated, streamlined department will result in staff reductions is unclear, but one executive familiar with the situation said the new department will "gain a number of bodies" as a result of the change and that it "would not be inconceivable that NBC would reduce staff." Currently, according to an estimate, there are about 25 to 30 staffers working in standards and practices compared to about 65 to 70 staffers seven years ago.

The consolidation of departments at NBC is one of several major changes and cost-cutting moves at the network over the last several weeks. NBC's owned-stations division recently closed down its in-house sales division, which employed some 50 people, to go with outside rep firms, and it also gave control of its engineering operations to its individual divisions, which may lead to staff cuts of up to 100 people.

Prior to the restructuring of standards and practices, program compliance and practices were separate functions that reported to Alan Gerson, vice president, program standards and broadcast policy. Gerson left NBC after 19 years to join the Home Shopping Network as an executive vice president of the company and as president of a newly formed sales and marketing division.

Gerson reportedly worked closely with NBC Television Network President Pier Mapes. Mapes last week appointed Robert Noonoo vice president, tele-marketing. Noonoo had been director, program standards-broadcast policy, and

reported to Gerson.

Advertising standards also had been a separate division reporting to Rick Gitter, vice president, advertising standards.

The merging of program and advertising standards and practices divisions is a reunification of sorts for NBC. Prior to 1988, advertising and programing clearance departments were in one group. One reason for the switch back to one division, an industry executive speculated, is so that Gitter, who has worked in both commercial and programing standards and is a lawyer, can work with David Warshawsky, previously manager, program practices and broadcast policy, and now, under the realignment, director, program compliance reporting to Gitter.

As part of NBC's restructuring, four

executives were promoted. Gitter is now vice president, advertising standards and program compliance, for both East and West Coast, and will report to Weinman. Theodore Cordes has been named vice president, program standards, West Coast, and also reports to Weinman. Lynn Condon has been named director, program standards, series, and reports to Weinman, while Warshawsky, also on the West Coast, will report to Gitter.

Whether the change in organization and personnel will mean a change in guidelines remains to be seen. ABC recently relaxed its advertising guidelines, said by many in the industry to have been the strictest of the three networks. At the time of the ABC announcement, NBC said it had no immediate changes planned. -JF

## STATION TO AGENCY TO ADVERTISER: NOT ALWAYS TINKER TO EVERS TO CHANCE

**A**lthough advertisers, agencies and television stations work together, relationships among the three are not as smooth as desired by any of the three participants in the broadcast revenue pie. All three are concerned that their needs and wants are not understood by their partners. Ironically, the poor economy of the last year may have actually improved communication: all three have had to work closer together to guarantee the most effective buy. The growing trend of value-added sales has also improved relationships even though it often requires more work for everyone.

Still, the system is far from perfect. Advertisers say that stations do not understand their businesses. Stations say that things could be smoother if the lines of communication between advertiser and station were more open, while agen-

cies and advertisers often protest that line of thought for various reasons. Agencies do not want to be left out of the process, and advertisers often want only to communicate with the agency.

Jim Joyella, president, Television Bureau of Advertising (TVB), describes the problem as one of "incomplete communication." Joyella said that often stations are told to come up with solutions to an advertiser's problems, and when they do, they often get "kicked down to the agency where there is much less interest in that dialogue." The TVB president believes station executives should go "where the money is." Said Joyella: "It has to be accomplished at the advertiser level; one can cultivate the agency, but it is not a substitute for

*Continues on page 65.*

# CHANGING HANDS

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

**KYAK(AM)-KGOT(FM)** Anchorage and **KIAK-AM-FM** Fairbanks, both Alaska. Sold by Olympia Broadcasting Corp. to Alaska Broadcast Communication Inc. for \$1.225 million cash. Seller is headed by Archie Kovanen, and owns one AM and two FM's, and Olympia Radio Network. Buyer is headed by Roy Paschal, and owns three AM's and three FM's. KYAK is fulltimer with country/news format on 650 khz and 50 kw. KGOT has CHR format on 101.3 mhz with 26 kw and ant. 70 ft. KIAK(AM) is fulltimer with news/sports format on 970 khz with 5 kw. KIAK-FM has country format on 102.5 mhz with 26.3 kw and ant. 1,626 ft. *Broker: Media Venture Partners.*

**KSFA(AM)-KTBQ(FM)** Nacogdoches, Tex. □ Sold by Center City Communications to George B. Wilkes for \$700,000. Seller is headed by Ken Williams, and has interest in one AM and one FM. Buyer has interest in one AM. KSFA has urban format on 860 khz with 1 kw day, 500 w night. KTBQ has CHR format on 107.7 mhz with 50 kw and ant. 492 ft. *Broker: Whitley Media.*

**KMPG(FM)** Monahans (Odessa-Midland), Tex. □ Sold by Rusk Corp. to FHL Communications for \$325,000. Seller is headed by J.H. Jones, and has interest in KTRH(AM)-

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$754,401 □ 4

FM's □ \$735,000 □ 3

AM-FM's □ \$2,157,000 □ 5

TV's □ \$200 □ 2

Total □ \$3,646,601 □ 14

Year to Date:

AM's □ \$68,993,773 □ 228

FM's □ \$176,477,708 □ 236

AM-FM's □ \$255,924,574 □ 171

TV's □ \$926,854,400 □ 69

Total □ \$1,428,250,455 □ 704

For 1990 total see Jan. 7, 1991 BROADCASTING.

**KLOL(FM)** Houston, **KSMG(FM)** Seguin (San Antonio) and **KHFI-FM** Georgetown (Austin), all Texas. Buyer is headed by George Holcomb, and has no other broadcast interests. KMPG has AC format on 102.1 mhz with 1 kw and ant. 984 ft. *Broker: Whitley Media.*

## GARDINER BROADCASTING: CULTIVATING THE ROCKIES

A string of eight radio stations linked by a satellite-fed format has been hung over five ski resorts in the Rockies. The plan's craftsman is Clifton Gardiner, a broker/financial adviser whose Denver-based office has just moved to Vail, where the administrative offices of Gardiner Broadcasting will be located and from where the satellite feed for the stations is scheduled to begin Dec. 1.

Gardiner said the five FM stations will be fed with a customized satellite format approximating a "hot adult-contemporary" sound meant to appeal to the resort's 20-48 demographic. The resorts, he added, are also "very upscale" containing, he said, four of the country's top five markets in retail sales per capita. Initially, the three AM stations will carry a country format from Satellite Music Networks.

Each station will have a local sales staff and a hard-disk memory system. While music is played, local ads and localized "talk" from the uplink studio will be downloaded into each station's memory system, which will then play back the material during the appropriate breaks. Each station will also be equipped with a studio and at least one of each station's sales staff will double, if needed, as on-air talent.

The stations being bought are **KZYR(FM)** Avon (Vail); **KSNO-AM-FM** Aspen; **KSMT(FM)** Breckenridge; **KKMS-AM-FM** Steamboat Springs and **KGUC-AM-FM** Gunnison (Crested Butte). Four of the station acquisitions have already closed; the two other AM-FM combo agreements are still before the FCC. The total consideration for the stations, Gardiner said, is \$2.5 million, roughly a half to a third of what the same stations previously sold for.

Over three-quarters of the acquisition money is coming from private equity, including pension funds and trusts, which were solicited by Rochelle King, president of New York-based King Investment Banking Services. **-GF**

# YTD 21.3%\*

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\*Source: Radio & Records 10/18/91



## STATION-AGENCIES

Continued from page 62.

dealing effectively with the advertiser."

Joyella does not believe TV stations are without fault. "We on the media side do ourselves a disservice in that when we put a package together, we are excited about it but—in our zeal to get it to the advertiser—probably project the wrong signal that we are not there to listen as well," Joyella said, adding that "it is a whole different signal we are sending than the one we are looking to receive, and we end up not accomplishing what we wanted to."

Said Spencer Koch, general sales manager, WJBK-TV Detroit: "Most people don't understand our motives. Everytime we try to rattle a cage, it is a problem... We are not trying to tell them what to do; we're just trying to be aggressive."

Cliff Fisher, general sales manager, WKBW-TV Buffalo, N.Y., said the growth of value-added sales has helped improve relationships: "Agencies are almost forced to take things in and the client will say: 'Let me talk to the station and see what is involved.'"

While value-added sales may have helped relationships, it is not without a price. "The difficulty we are experiencing now with value-added," said Fisher, "is that most of these promotions can't be related to a cost-per-thousand. Buy-

ers think of the bottom line, which does not apply to these promotions. We need to talk to the clients, and the agencies get caught in the middle."

George Mahrilig, director, media services, Campbell Soup Co., is pleased with what he has seen over the last year. "I think the stations have made large strides towards offering more than spots to advertisers. More and more, the reps and stations are recognizing that the name of the game in package goods is moving cases, and the goals have become short term and they recognize they are losing money to promotion."

Advertising agencies, Mahrilig said, "have missed the boat" by defining their role as buying national spot television. Said Mahrilig: "They don't see, by and large, the opportunities to localize promotions through spot television because they don't work that closely with the advertisers on the promotion side of the budget. They have defined themselves too narrowly."

When all is said and done, sales is still a face-to-face business and some on the agency side are concerned about the loss of human contact. Said Harvey Rabinowitz, senior vice president, W.B. Doner: "From my perspective, we are not seeing people as much as we used to." Rabinowitz said he understands that stations are looking for alternative ways to generate dollars and rely more on the fax machine and the phone and—

down the road—possibly electronic invoicing of avails. Still, he said, "My guess is that the guy who shows up will get more business."

Alden Schutte, president and chief executive officer of The Schutte Co., a Buffalo, N.Y., ad agency, agrees that some television stations need to improve their sales effort. Said Schutte: "This market has one newspaper that is far more aggressive in sales efforts than either TV or radio. I have never gotten a call from a station general sales manager just to ask how things are going."

Some stations are taking on different methods to improve relations. Mike Kelly, general sales manager, WNUV-TV Baltimore, has sales people take advertisers through a survey on what they use TV for—promotion or advertising. Still, Kelly knows the frustration of trying to reach the client: "You get stonewalled when people don't understand what you are trying to do. If you go to the client because the agency is not buying you, then you will get stonewalled."

Sometimes there are problems even after meeting with the advertiser for a promotion. Kelly approached a major packaged goods advertiser for a promotion market in Baltimore only to find that the two brand managers who handled the region could not come to terms on splitting sales credit. "You end up hurting your own business," Kelly said of the experience. —JF

	Closing Wed Oct 23	Closing Wed Oct 16	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### EQUIPMENT & MANUFACTURING

N (MMM) 3M	91	3/8	92	3/8	- 1	- 01.08	15	19,628
N (ARV) Arvin Industries	21	7/8	18	7/8	3	15.89	17	418
Q (CCBL) C-Cor Electronics	8	1/8	8		1/8	01.56	812	36
Q (CTEX) C-Tec Corp.	15	3/4	15	3/4		00.00	-21	275
N (CHY) Chyron		7/16		7/16		00.00		3
A (COH) Cohu	11	7/8	12		1/8	-01.04	8	20
N (EK) Eastman Kodak	45	3/8	45	5/8	- 1/4	-00.55	20	13,791
N (HRS) Harris Corp.	25	5/8	22	5/8	3	13.26	31	865
N (IV) Mark IV Indus.	18		18	1/2	- 1/2	-02.70	9	237
Q (MATT) Matthews Equip.	4		4	3/16	- 3/16	-04.48	215	25
Q (MCDY) Microdyne	12	3/8	11	3/8	1	08.79	-11	36
N (MOT) Motorola	64		61	3/8	2 5/8	04.28	16	8,037
A (PPI) Pico Products	1	5/8	1	5/8		00.00	-2	6
N (SFA) Sci-Atlanta	13	5/8	13	5/8		00.00	13	296
N (SNE) Sony Corp.	39		39	3/4	- 3/4	-01.89	19	13,543
N (TEK) Tektronix	23		23	1/4	- 1/4	-01.08	-22	711
N (VAR) Varian Assoc.	37	1/2	37	3/8	1/8	00.33	74	620
Q (WGNR) Wegener	1	1/32	1	1/32		00.00	-2	5
N (ZE) Zenith	6	7/8	5	3/8	1 1/2	27.91	-2	163

	Closing Wed Oct 23	Closing Wed Oct 16	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### SERVICE

Q (AFTI) Am. Film Tech.	3	3				07.69	-9	31
Q (BSIM) Burnup & Sims	4	4	1/8	- 1/8	-03.03	-13	56	
A (CLR) Color Systems	3	7/8	4		1/8	-03.13	-5	42
N (CQ) Comsat	36	5/8	35	1/4	1 3/8	03.90	-38	658
N (CDA) Control Data	9	3/8	9	1/8	1/4	02.74	66	341
N (DNB) Dun & Bradstreet	47	3/4	49	5/8	- 1 7/8	-03.78	17	8,374
N (FCB) Foote Cone & B.	22	7/8	23	7/8	- 1	-04.19	12	283
Q (GREY) Grey Adv.	131		130		1	00.77	11	145
Q (IDBX) IDB Commun.	14		14			00.00	120	84
N (IPG) Interpublic Group	45		45			00.00	19	1,729
N (OMC) Omnicom	32	30	1/2	1 1/2	04.92	14	806	
Q (RTRSY) Reuters	49	1/2	50	1/4	- 3/4	-01.49	17	21,742
N (SAA) Saatchi & Saatchi	3/4		3/4			00.00	-1	1,358
Q (TLMT) Telemation	1/8		1/8			00.00		0
Q (TMCI) TM Century	5/32		5/32			00.00	-10	4
A (UNV) Unitel Video	7	1/2	7	3/4	- 1/4	-03.23	10	11
Q (WPPGY) WPP Group	1 13/16		1 11/16		1/8	07.41	1	129
Standard & Poor's Industrials	459.21		464.98		-5.77	-1.25%		

# SATELLITE

## FOOTPRINTS

**Canadian cooperation.** GE American Communications asked the FCC last week to allow it to replace one of its primary cable television satellites on a temporary basis with Telesat Canada's Anik D2 bird. During the preceding week, GE Americom experienced telemetry troubles with its Satcom IV bird, now nine years old and due to be replaced in late 1992. Although the bird was functioning satisfactorily last week, GE determined to replace it within 45 days.

"Our agreement with Telesat represents a unique example of the benefits achievable through international cooperation between satellite companies, said Neil Bauer, senior vice president of commercial services for Americom.

Pending commission approval, Anik D2 would be moved to Satcom IV's current position at 82 degrees west longitude, and programers would migrate there, ideally in a way invisible to cable operators and subscribers.

GE Americom's next-generation cable birds, Satcom's C-3 and C-4, are scheduled for launch next year.

Arianespace delivered Telesat's newest bird, Anik E1, safely into orbit on Sept. 26. The hybrid satellite (24 C-band and 16 Ku-band transponders), built by Spar Aerospace of Canada, was scheduled to carry telecommunications voice and data services on the Ku side immediately, then also serve as follow-on C band capacity for national TV services now on Anik D2, which is expected to remain operational for about two more years.

(The launch marked Ariane's 10th consecutive success since two Japanese birds were lost in a rocket explosion in February 1990. Ariane's 1992 manifest calls for 12 launches carrying 19 satellites, including GE Americom's Satcom C-4 in July and Hughes Communications' hybrid Galaxy VII in August and Galaxy IV in December. Arianespace is scheduled to launch Intelsat VI F-1 tomorrow, Oct. 29.)

**Transportable Bundespost.** GTE Spacenet and Germany's Deutsche Bundespost (DBP) Telekom began offering access to German transportable newsgathering uplinks last week. Notified when DBP transportables have been deployed to sites of news events in Europe—where few such facilities have yet been authorized—Spacenet will offer access to its News Express customers based in the U.S.

"The agreement with DBP Telekom is an additional initiative by GTE Spacenet to provide telecommunications services worldwide through strategic partnering arrangements," said Harry Mahon, director of broadcast services for GTE Spacenet.

**Fiber inroads and subways.** Incursions by fiber interests into the point-to-point video delivery business, long the purview of satellite, continue:

■ AT&T last Tuesday, Oct. 22, said their ACCUNET T45 Reserved Digital Service, capable of carrying 45 megabits bandwidth, is now available in 85 cities. Aimed at the broadcast and cable network and business video markets, the T45 Reserved service will be available on call in as little as 15 minutes through a central booking office, said AT&T.

Described as "diversely routed and self-healing," T45 Reserved will be priced in 30-minute increments and four

mileage bands, as per an FCC tariff issued last April. An "inter-office channel portion of a 500-mile one-way call" would cost \$240 for 30 minutes; two-way would cost \$900. Up to 25% discounts are being offered on volume bookings.

■ Vyvx National Video Network reported last week that post-production houses in many of the 50 markets it reaches have inquired about participation in its latest proposal to link such studios nationally.

Already providing about 20% of backhaul feeds for Major League Baseball's 26 local television rightsholders, Vyvx National Video Network reached an agreement last month to provide fiber backhaul "of certain sports transmissions" for Prime Network's seven regional cable services during the 1991-92 National Basketball Association season.

■ Andrew Corp. and Moscow Metro signed a joint venture to install and operate a wideband, fiber-optic network covering metropolitan Moscow by March 1992. Oriand Park, Ill.-based Andrew will own 31% (Moscow Metro 69%) of the 162-mile network and will serve as general manager, supply microwave extensions and manage international sales. Co-venture, said Yvgeny Duchenko, director general of Moscow Metro, will "become the carrier's carrier for cellular telephone operators, satellite gateway carriers, banks, radio and television broadcasting companies, cable TV companies and private users."

**Upswing.** Communications Satellite Corp. began this year by eliminating one-third of 200 positions in a restructuring of subsidiary Comsat Video Enterprises and taking a \$90 million-\$100 million pretax writedown in the fourth quarter of 1990. Last week, Comsat reported consolidated net income for the quarter ended Sept. 30 was \$19.3 million, an increase of \$7 million, or 36 cents per primary share, compared with the third quarter of last year. Comsat attributed a 13% third-quarter increase in revenue (to \$127 million) to "continued strong traffic growth in both the World Systems and Mobile Communications business units.

**Dishes, wires and air, then wires.** Comsat Video Enterprises and CVE President Robert Wussler predicted 10 million DBS dishes will sell within a one-year period in the U.S. before 2001 and that fiber optics will begin to dominate video distribution around 2010.

Speaking to United States Telephone Association public relations seminar attendees in Washington, Wussler predicted that "beyond 1996," PPV will be integral to the survival of major sports leagues. The broadcast networks, said the former CBS Sports president, "will find their place and profit from the push they've been given toward the 21st century."

**Two down, or, up.** London-based Art-Anadolu Radio Television Corp. has reserved one channel aboard AfriStar 1 satellite, proposed for launch in late 1993 or early 1994. Art, broadcaster of Turkish-language cultural programming, joins Kenya TV as the first customers for Washington-based AfriSpace, which seeks to deliver digital, FM-quality audio services to handheld receivers in Africa and the Mediterranean region.

-PDL



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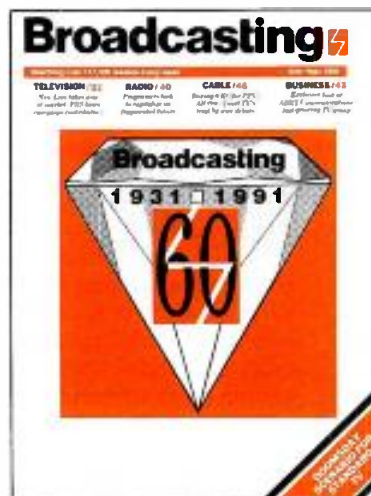
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## LOWEST UNIT CHARGE

Continued from page 61.

recognition of the sweeping authority conferred upon the agency by Congress and the importance of established centralized standards and requirements for the communications industry," said CBS in its comments. "The sensitive and complex area of political advertising provides at least as compelling and appropriate a case for federal pre-emption as that presented in either of those cases," the network said.

"Explicit support for commission assertion of its primary and exclusive jurisdiction over [the lowest-unit-charge] enforcement is found" in the Federal

Election Campaign Act of 1971, said 12 broadcasters, including Cosmos Broadcasting and Cox Enterprises. "That provision expressly pre-empts state and local jurisdiction...over lowest-unit-charge requirements as they affect federal elections," they said. Uniform enforcement and the fact that the law applies to all elections "demand that [the FEC Act's] pre-emptive impact be extended to state and local elections as well."

Yet another group of joint commenters, including Tribune Broadcasting, Gannett, Westinghouse Broadcasting and Post-Newsweek Stations, argued that the FCC's failure to pre-empt would produce a host of detrimental effects. "These suits create tremendous uncer-

tainty for broadcasters, inevitably will create conflicting interpretations...create pressure to alter political advertising practices in undesirable ways and allow state courts directly or indirectly to regulate matters at the core of the commission's regulatory role," the broadcasters said.

Substantial confusion over the broadcaster's obligations under the law already exist, said 23 state broadcaster associations in joint comments. "There will undoubtedly be a geometric rise in the level of confusion if local courts in the various states...as well as the legislatures...begin to interpret, adjudicate and legislate in this area," they said. "Congress will, as a result, lose the power to reform the political time laws." —NAJ

## TV ANCHORS FILE COMPLAINT AGAINST KFI(AM)

*Bree Walker Lampley and husband ask FCC to reprimand, fine and pull license of station whose talk show host questioned their decision to have child that could inherit mother's genetic deformity*

**F**CC complaints against radio talk show hosts are not uncommon these days, but ones in which the lead complainants are high-profile cross-town TV news anchors certainly are. And that's precisely what landed at the FCC last week.

KCBS-TV Los Angeles anchors Bree Walker Lampley and her husband, Jim, joined with scores of other individuals and 25 disabled rights groups in a complaint against KFI(AM) Los Angeles for two broadcasts last summer in which talk show host Jane Norris questioned the Lampleys' decision to have a child with a 50% chance of being born with a genetic deformity.

The complaint asks the FCC to consider reprimanding and fining the station and those involved in the broadcast and revoking Cox Broadcasting's license for the station.

"Even though the First Amendment protects a person's right to free speech, there are established and constitutional limits placed upon the manner in which a licensee, such as KFI Radio, can present issues," the complaint says.

In the course of the initial July 22 broadcast, Norris said she could not in "good conscience bring a kid into the world" knowing he or she may suffer from the deformity.

She appeared a month later on another KFI talk show hosted by Tom Leykis primarily to revisit the issue and discuss the controversy that erupted in the press in the wake of the first broadcast, much

of which, she said, was ginned up by the Lampleys.

Jim Lampley, a CBS sports anchor before joining KCBS-TV, said Norris raised the topic in "the most self-serving, voyeuristic manner."

In filing the complaint, "we have only sought a forum for the popular point of view against birth-quality control, which smacks of the theory of genetic and racial purity," Lampley said. "She [Norris] is not aware of the bulk of prenatal evaluation available today," he said. "There are a lot of people who have been doing research on the subject, but the way KFI brought it up was in the most ignorant and salacious manner."

Bree Walker Lampley was born with ectrodactylism, a condition in which the bones of the hands and feet are fused. Chances of the condition being passed on to a child are 50/50.

Bree's child by a previous marriage was born with the condition. Her son with Lampley, Aaron, also inherited it. He was born Aug. 29, a month after Norris's original broadcast.

"We have been surprised by the number of people interested in the issue [of disabled individuals' right to bear children]," Lampley said. "If our children are going to be allowed to grow as individuals in a more tolerant, bigger world, a better understanding of non-life threatening disabilities would go a long way in casting off misconceptions and fears that many have.

"The FCC path is institutional...a fo-

rum for accountability," Lampley said. "The FCC has created a process for this kind of mandate. Because it is a complex issue, we are not seeking to infringe on anyone's rights to free speech, but we feel stations should give proper consideration to what is best serving the public good."

"We would really be surprised if some weighty action is taken by the FCC against KFI," Lampley said. "Bree and myself just want to bring to light some of the moral and social questions raised about people with disabilities functioning normally in today's society."

If highlighting those questions was the Lampleys' goal, they have succeeded. Apparently tipped off in advance about the FCC complaint, *The Washington Post* ran a lengthy feature on the controversy in its Sunday (Oct. 20) edition. *Newsweek* magazine also ran with the story last week.

"Everyone has a side on this issue," said Howard Neal, vice president and general manager of KFI. "I don't feel that KFI took a side on the issue," he said. "I think it had more to do with Jane Norris's position, which is her opinion, that she would not have a baby if she were in that situation.

"We're talk radio," Neal said. "The opinion of the host does not necessarily ascribe to that of the station. What we are trying to do is bring balance in the news," he said. "We allowed as many proponents and opponents to Jane's point of view to give their own." —NAJ, MF

# FOR THE RECORD

As compiled by BROADCASTING from September 30 through October 4 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

■ **WGNE-FM Titusville, FL** (BALH911009HS; 98.1 mhz; 50 kw; ant. 462 ft.)—Seeks assignment of license from SBG Communications of Florida Inc. to Southern Starr Ltd. for \$3.5 million. Seller is headed by Gerrald A. Poch, and through subsidiaries owns WACO-AM-FM Waco, TX, and WVMX(FM) Stowe, VT. Buyer is headed by Robert E. Long, and is parent company for licensees of KOLL(FM) Pine Bluff (Little Rock), AK; WPLR(FM) New Haven, CT, and WKNN-FM Pascagoula (Biloxi-Gulfport), MS. Filed Oct. 9.

■ **WNTZ(TV) Natchez, MS** (BALCT911009KE; ch. 48; 1.186 kw-V; 119 kw-A; ant. 843 ft.)—Seeks assignment of license from Associated Broadcasters Inc., receiver, to Ozone General Partnership; purchase agreement to be filed as amendment within next few days. Seller is headed by Thomas R. Galloway Sr. and is also licensee of KPEJ(TV) Odessa, KVEO(TV) Brownsville and KWKT(TV) Waco, all Texas. Galloway also owns Communications Corp., licensee of KEZA(FM) Fayetteville, AR, and KPEL(AM)-KTDY(FM) Lafayette, LA. Buyer is owned equally by general partners and siblings Alan N. Perkins, William S. Perkins, David R. Perkins and Margaret C. Perkins, and has no other broadcast interests. Filed Oct. 9.

■ **KZMC-FM McCook, NE** (BALH911001HH; 105.3 mhz; 100 kw; ant. 622 ft.)—Seeks assignment of license from KZMC Inc. to AmFirst Bank for \$180,000 in lieu of foreclosure. Seller is headed by John A. Cartwright Jr. (15%), and has no other broadcast interests. Buyer is headed by Van Korell and is owned (99.2%) by AmFirst Financial Services Inc. It has 40% stock interest in licensee. Filed Oct. 1.

■ **WYNC(AM) Yanceyville, NC** (BAL911003EA; 1540 khz; 2.5 w-D)—Seeks assignment of license from Ansun Broadcasting Co. to Semora Broadcasting Inc. for \$102,401; station is currently off-air. Seller is headed by Gene E. Ward and has no other broadcast interests. Buyer is headed by Harry Myers, who owns WRXO(AM)-WKRX(FM) Roxboro, NC. Filed Oct. 3.

■ **WIZE(AM) Springfield, OH** (BAL911011EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Great Trails Broadcasting Corp. to Staggs Broadcasting Inc. for \$300,000. Seller is headed by Alexander J. Williams, and is also licensee of WHAG-TV Hagerstown, MD; WFFT-TV Fort Wayne, IN, and WIN-

G(AM)-WGTZ(FM) Dayton-Eaton and WCOL-AM-FM Columbus, both Ohio. Buyer is headed by Gerald F. Staggs (60%), and has no other broadcast interests. Filed Oct. 11.

■ **WTVG(TV) Toledo, OH** (BTCCT911002KF; ch. 13; 316 kw-V; 18.2 kw-A; ant. 1,000 ft.) Seeks transfer of control within WTVG Inc. for \$200.01. Sellers are T. Anderson Lee, Jeffrey H. Lee and Terry Lee, who are together selling 50% (20,001 shares) of stock; transaction is one of three stock transfer scenarios requested by parties to enable buyer to acquire control of licensee. Buyer is Media-Communications Partners Ltd., owned (20%) by TA Communications GP Ltd., which is headed by general partners David D. Croll

(35.9867%), Richard H. Churchill Jr. (23.5274%), Stephen F. Gornley (16.6094%), James F. Wade (11.0765%) and William P. Collatos (12.8%), who are limited partners of licensee of WFRL(AM)-WXXQ(FM) Freeport, IL. They have interests in cable TV system serving Livingston and Wastinau, both Michigan. Croll, Churchill, Gornley and Collatos also have interests in cable TV system serving Long Beach and Signal Hill, both California. Filed Oct. 2.

■ **WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis** (WDVE: BALH911011GE; 102.5 mhz; 55 kw; ant. 820 ft.; WNDE: BAL911011GF; 94.7 mhz; 52 kw; ant. 850 ft.; WFBQ: BALH911011GG; 94.7 mhz; 52 kw; ant. 850 ft.)—

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
<b>Total Radio</b>	<b>10,989</b>	<b>1,565</b>	<b>12,554</b>
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
<b>Total TV</b>	<b>1,486</b>	<b>198</b>	<b>1,684</b>
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
<b>Total LPTV</b>	<b>925</b>	<b>948</b>	<b>1,873</b>
FM translators	1,875	374	2,239
VHF translators	2,698	78	2,776
UHF translators	2,334	292	2,626

### CABLE

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

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

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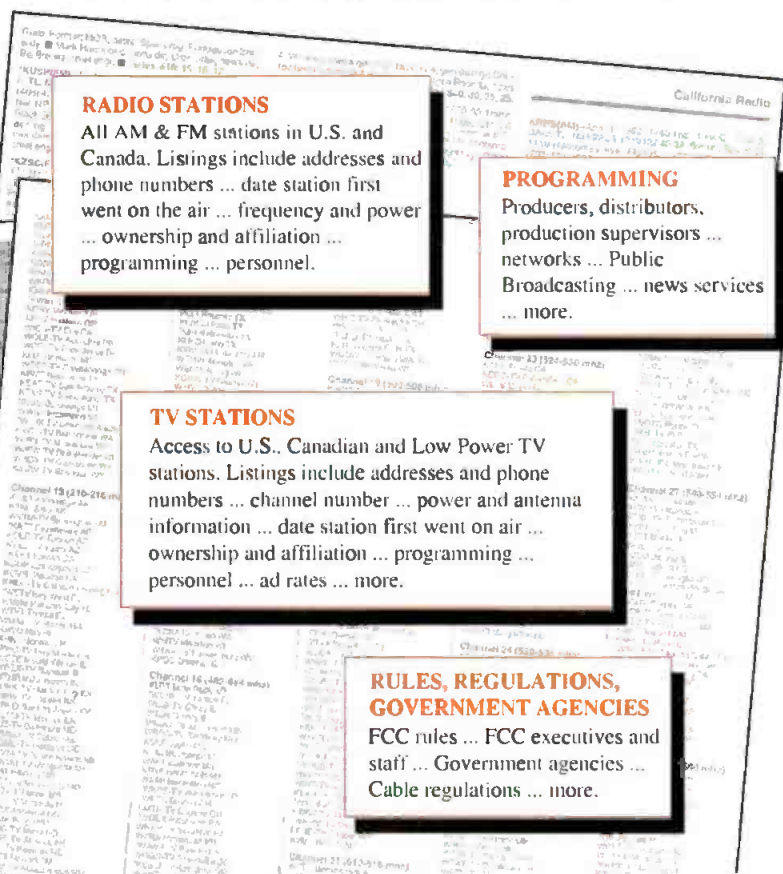
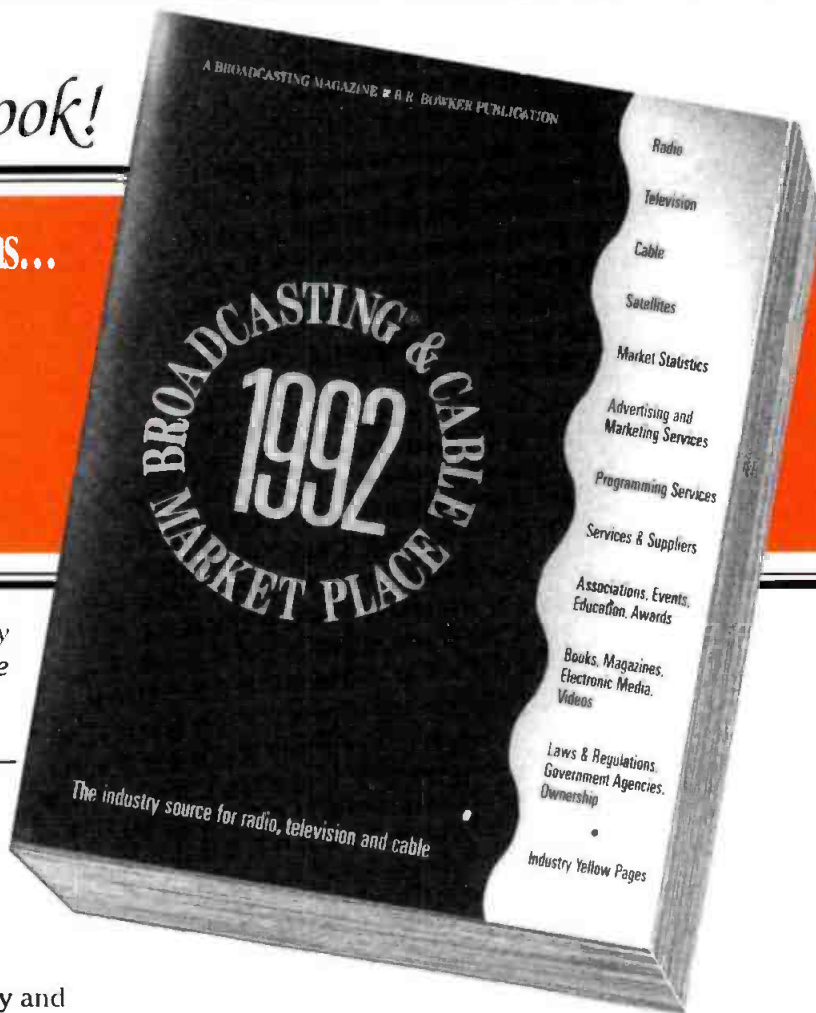
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Seeks assignment of license from Great American Television & Radio Co. Inc. to Broadcast Alchemy Ltd. for \$54 million ("Changing Hands," Oct. 14). Seller is headed by George E. Castrucci, and owns WBRC-TV Birmingham, AL; KTSP-TV Phoenix; KSEG(FM) Sacramento, CA; KBPI-FM Denver; WXTB(FM) Clearwater and WTSP-TV St. Petersburg, both Florida; WKLS-FM Atlanta; WRIF(FM) Detroit; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN(AM)-WLWQ(FM) Columbus, both Ohio; KEX(AM)-KKRZ(FM) Portland, OR, and WLZR-AM-FM Milwaukee. Buyer is headed by Frank E. Wood (6.25%), Lane Broadcasting Inc. (15.63%) and Lane Media Ltd. (78.12%). Wood has interests in Rich Communications Corp., licensee of WGR(AM)-WGRF-FM Buffalo, NY. Filed Oct. 11.

■ **WFKB(AM) Colonial Heights, TN** (BAL911009ED; 870 khz; 1 kw-D)—Seeks assignment of license from William K. Rogers, receiver, to Milligan College for \$115,000. Seller has no other broadcast interests. Buyer is headed by Ralph Small and 30 other board members. Lowell W. Paxson, one of directors, has interests in WCRJ-FM Jacksonville, FL, and recently purchased WTKN(AM)-WHVE(FM) Pinellas Park-Sarasota, FL ("Changing Hands," July 8). He is also founder and attributable shareholder (approximately 32%) of Home Shopping Network, parent company of 12 TV's. Filed Oct. 9.

■ **WDFZ(AM) Tullahoma, TN** (BAL910909EF; 740 khz; 250 w-D, 67 w-N)—Seeks assignment of license from FWD Media Inc. to NRS Enterprises Inc. for \$237,000. Seller is headed by Billy Freeze (60%), and has no other broadcast interests. Buyer is headed by George Rogalle and Clint E. Nichols, and has no other broadcast interests. Filed Sept. 9.

■ **KLVI(AM)-KYKR-FM Beaumont-Port Arthur, TX** (AM: BAL911004EB; 560 khz; 5 kw-U; FM: BALH911004EC; 93.3 mhz; 100 kw; ant. 480 ft.)—Seeks assignment of license from Hicks Broadcasting

Corp. to Textstar Communications Partners Ltd.; purchase agreement has not yet been filed. Seller is headed by R. Steven Hicks, who owns Hicks Capital Corp., which is 60% partner of assignee. He also owns Capstar Communications, which operates WJDX(AM)-WMSI(FM) Jackson, MS; WXXL(AM)-WSSL(FM)-FM Greenville and WSIX-AM-FM Nashville, TN. Buyer is headed by Hicks Capital Corp. (60%) and limited partner Thomas O. Hicks (40%), brother of assignor; he has no other broadcast interests. Filed Oct. 4.

■ **KEMM(FM) Commerce, TX** (BALH911002HO; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Kemm Communications Inc. to Russell-Fields Inc. for \$230,000. Seller is headed by M. Joseph McHugh, and has no other broadcast interests. Buyer is headed by Jack Russell (50%). Gene Fields, vice president (50%), is 5% stockholder in DeSoto Broadcasting Corp., licensee of KJVC-FM Mansfield, LA. Filed Oct. 2.

■ **KMHT-AM-FM Marshall, TX** (AM: BALH911009EA; 1450 khz; 1 kw-U; FM: BALH911009EB; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license (KMHT-FM) and CP (KMHT[AM]) from Marshall Media Inc. to R.W. and J.J. Inc. for \$232,000. Seller is owned equally by Clint Fornby and George Franz, who have interests in licensee of KSAM(AM)-KHUN(FM) Huntsville, TX. Fornby also has interest in licensees of KLVT-AM-FM Levelland, KTEM(AM)-KPLE(FM) Temple and KPAN-AM-FM Hereford, all Texas, and cable TV system serving Hereford. Buyer is headed by professional boxer George Foreman (100%) and brother Ray Foreman, and has no other broadcast interests. Filed October 9.

■ **KIXI(AM) Seattle** (BAL910927EL; 880 khz; 50 kw-D, 10 kw-N)—Seeks assignment of license from Noble Broadcast of Seattle Inc. to Sandusky Radio Group for \$3.5 million ("Changing Hands," Oct. 7). Seller is headed by John T. Lynch, and owns KBCO-

AM-FM Boulder, CO; WBAB(AM) Freeport and WBAB-FM Babylon, both New York; KYOK(AM)-KMJQ(FM) Houston; WKKU(AM) Boston and WSSH-FM Lowell, both Massachusetts; XETRA-AM-FM Tijuana, Mexico (San Diego); KMJM(FM) St. Louis; KBZR(AM)-KBQ(FM) Kansas City, MO; WVKS(FM) Toledo, OH, and WAVZ(AM)-WKCI(FM) New Haven, CT. Buyer is headed by Norman Rau and recently sold KRMX-FM San Diego for \$10.1 million ("Changing Hands," Aug. 5). Sandusky Radio, through subsidiaries, owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), AZ; and KLSY-AM-FM Bellevue (Seattle-Tacoma), WA. It is in process of divesting KLSY(AM) Bellevue to avoid multiple ownership rule violations. It is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. Filed Sept. 27.

#### Actions

■ **KYDE(AM) Pine Bluff, AR** (BAL890321EH; 1590 khz; 1 kw-D)—Granted assignment of license from Walter M. Dickinson, bankruptcy trustee, to Southwest Communications Inc.; station was purchased from Southwest Communications in 1985 for \$375,000, bank foreclosed. Seller has no other broadcast interests. Buyer is headed by Horace Johnson (38.33%), and has no other broadcast interests. Action Oct. 9.

■ **KMLO(FM) Fallbrook (San Diego-North County), CA** (BALH910822GX; 107.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Galaxy Broadcasting Group to KMLO Inc. for \$1.25 million. Seller is headed by Robert I. Jacobson, and has no other broadcast interests. Buyer is headed by N. John Douglas (55%), Prudential Insurance Co. (40.5%) and Pruco Life Insurance Co. (4.5%). KMLO Inc. is headed 100% by Douglas Broadcasting Inc., which controls, through various subsidiaries, licensee of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. Douglas is also sole shareholder of DB Affiliates Inc., general partner of licensee of

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WKNR(AM) Cleveland. Action Oct. 9.

■ **KZIQ-AM-FM** Ridgecrest, CA (AM: BAL910819ED; 1360 khz; 1 kw-U; FM: BALH910819EE; 92.7 mhz; 1.5 kw; ant. -1,295 ft.)—Granted assignment of license from Bel Air Broadcasting Corp. to James L. and Donna L. Knudsen for \$250,000 ("Changing Hands," Sept. 2). Seller is headed by Robert Rosenthal, who has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 30.

■ **KVEC(AM)** San Luis Obispo, CA (BTC910827EB; 920 khz; 1 kw-D, 500 w-N; )—Granted transfer of control within licensee Chorro Communications for \$574,899. Seller is Richard E. Mason, who owns 51% of KKUS(FM) San Luis Obispo, CA. Buyer is Francis Sheahan, who has no other broadcast interests. Action Oct. 8.

■ **KMDY(AM)** Thousand Oaks, CA (BAL910627EC; 850 khz; 500 w-D; 250 w-N)—Granted assignment of license from Comedy Broadcasting Co. to Buenaventura Communications Inc. for \$300,000. Seller is headed by Ira Barmak, and is also licensee of KNJO(FM) Thousand Oaks, CA. Buyer is headed by Daniel D. Villanueva, who owns Villanueva Media Inc., which is 20% general partner and 55% limited partner of KSMS-TV Monterey, CA. Villanueva is also on board of directors of Community TV of Southern California, licensee of noncommercial educational KCET(TV) Los Angeles. Action Oct. 3.

■ **\*KCFR(FM)** Denver (BTCED910306GP; 90.1 mhz; 50 kw; ant. 910 ft.)—Granted transfer of control from Board of Directors of Public Broadcasting of Colorado Inc. to combined Board of Directors of Public Broadcasting of Colorado and Western Colorado Public Radio Inc. for no cash consideration; combined boards will head merged corporation to be known as Colorado Public Radio (see KPRN(FM) below). Transferees are Stephen L. Basch, David E. Greenberg, Harley Higbie, et al. Higbie is limited partner of United Cable Television of Oakland, MI Ltd. Western Colorado Public Radio is also licensee or permittee of 10 FM translators in Colorado. Action Oct. 2.

■ **\*KPRN(FM)** Grand Junction, CO (BALED910306GM; 89.5 mhz; 10 kw; ant. 1,191 ft.)—Granted assignment of license from Western Colorado Public Radio Inc. to merge with assignee, Public Broadcasting of Colorado, for no consideration; unified service to be known as Colorado Public Radio. Assignor is headed by Craig Little, and has no other broadcast interests. Assignee is headed by Rosemarie P. Murane, and is also licensee of KCFR(FM) Denver (see above). Action Oct. 2.

■ **WXPO(AM)** Babson Park, FL (BAL910823EC; 1530 khz; 500 w-D)—Granted assignment of license from Ted L. Hite to Webber College Inc. for \$22,500. Seller has 100% interest in WAUC(AM) Wauchula, FL, and 50% interest in new FM at Zolfo Springs, FL. Buyer is headed by Roger M. Rose, and has no other broadcast interests. Action Oct. 4.

■ **WRFA(AM)** Largo, FL (BAL910821EA; 820 khz; 50 kw-D, 1 kw-N)—Granted assignment of license from Freeman E. Teuton, receiver, to Vernon E. Cross, trustee, in bank foreclosure of notes and instruments in principal amount of \$793,312.27. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 8.

■ **WSBB(AM)** New Smyrna Beach, FL (BAL910819EA; 1230 khz; 1 kw-U)—Granted assignment of license from Broadcaster Inc. to T K Radio Inc. for \$50,000. Seller is headed by A.V. Tidmore, and has no other broadcast interests. Buyer is headed by Brian E. Tolby, and has no other broadcast interests. Action Oct. 1.

■ **WILY(AM)-WRXX(FM)** Centralia, IL (AM: BAL910808HA; 1210 khz; 1 kw-D; FM: BALH910808HB; 95.3 mhz; 3 kw; ant. 217 ft.)—Granted assignment of license from Heartland Broadcasting Inc. to Centralia Radio Communications Inc. for \$450,000. Seller is headed by Ed Hancock and Ronald R. Hamilton. Hancock has interests in KFI(AM)-KHKE(FM) Cedar Falls, IA. Buyer is headed by James C. Warner, and has no other broadcast interests. Action Sept. 30.

■ **WFEN(FM)** Rockford, IL (BAPH910617GO; 88.3 mhz; 3 kw; ant. 136 ft.)—Granted assignment of CP

from Rockford Educational Broadcasting Foundation to Faith Academy for no cash consideration. Assignor and assignee are headed by Donald M. Lyon. Lyon, chairman of board of Faith Center, is also trustee of Rockford Educational Broadcasting Foundation, permittee. Action Oct. 2.

■ **WCBZ(FM)** Bowling Green, KY (BALH910809HR; 96.7 mhz; 1.7 kw; ant. 426 ft.)—Granted assignment of license from Bowling Green Broadcasters Inc. to Target Communications of KY Inc. for \$250,000. Seller is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and licensee of co-owned WLBJ(AM) Bowling Green, KY, and also WWOD(AM) Lynchburg, VA; WCCB(TV) Charleston, WOLO-TV Columbia and WLY(FM) North Charleston, all South Carolina; KXEL(AM)-KOKZ(FM) Waterloo, IA; WBAK-TV Terre Haute, IN; KILQ(FM) Colorado Springs; WABG-AM-TV Greenwood, MS; WDOA-AM-FM Chattanooga, WKIN(AM)-WZXY(FM) Kingsport and WBBJ-TV Jackson, all Tennessee; WRSP-TV Springfield and WCCU(TV) Urbana, both Illinois; WAKA-TV Selma, AL, and WPET(AM)-WKSJ(FM) Greensboro NC. Buyer is headed by Donald Alt, who has interests in licensees of WILK(AM)-WKRZ-FM Wilkes-Barre, WNNK-AM-FM Harrisburg and WFBG(AM)-WFGY(FM) Altoona, all Pennsylvania; KFON(AM)-KKMJ(FM) Rollingwood-Austin, TX; WEZC(FM) Hickory, NC; WODZ(AM)-WRVR-FM Memphis; WWL(AM)-WLMG(FM) New Orleans and WDCK(FM) Williamsburg, VA. Action Oct. 3.

■ **KKZN(FM)** New Iberia, LA (BAPH910722GV; 93.7 mhz; 34 kw; ant. 180.1 ft.)—Granted assignment of CP from D.C. Jones to Cajun Consulting Inc. for \$101,000. Seller has small interest in KVOL-AM-FM Lafayette-Opelousas, LA. Buyer is headed by Roger W. Cavaness (49%), Oran Vincent (49%) and Shelley R. Cavaness (2%). Roger W. Cavaness is president and 41% stockholder of Cavaness Broadcasting Inc., licensee of KVOL-AM-FM Lafayette-Opelousas, LA, and permittee of KXIZ(AM) Tioga, Louisiana. Shelley Cavaness owns 13.4% of Cavaness Broadcasting. Action Oct. 3.

■ **WHAA(FM)** Madison, ME (BAPH910806GQ; 97.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Tanist Broadcasting Corp. to Innovative Advertising Consultants for \$6,000. Seller is headed by T. Barton Carter, and has interests in WFAU(AM)-WKCG(FM) Augusta and WTBM(FM) Mexico, both Maine. Buyer is headed by Daniel F. Priestley, and is permittee of WGUY(FM) Dexter, ME. Action Sept. 30.

■ **WDLF-FM** Federalsburg, MD (BALH910805GN; 107.1 mhz; 1.95 kw; ant. 408 ft.)—Granted assignment of license from Joseph N. Schaller and Stephen F. Fruin, receivers, to P.M. Broadcast Engineering Inc. for \$170,000. Sellers has no other broadcast interests. Buyer is headed by Michael J. Powell, and has no other broadcast interests. Action Sept. 26.

■ **KLGS(FM)** Versailles, MO (BTCH910815HU; 95.1 mhz; 6 kw; ant. 328 ft.)—Granted transfer of control within licensee Twin Lakes Communications Inc. for \$17,000. Sellers are Roger L. McDowell and James D. Fisher. Buyers are Douglas A. Fisher and Betty J. Fisher; principals have no other broadcast interests. Action Oct. 3.

■ **KSUX(FM)** Winnebago (Sioux City, IA), NE (BAPH910807HC; 105.7 mhz; 1.4 kw; ant. 1,568 ft.)—Granted assignment of CP from Gary L. Violet to Flagship Communications for \$450,000. Seller recently sold interest in KSPG(AM)-KBUZ(FM) El Dorado, KS, for \$1.05 million ("Changing Hands," Aug. 5). Violet is also applicant for new FM at Clearwater, KS. Buyer is headed by Spectrum Communications (100% voting stock), John W. Gleeson (100% limited partner) and Robert L. Barron, and is licensee of KSCJ(AM) Sioux City, IA, and recently sold KBCM(FM) Yankton, SD ("Changing Hands," Aug. 19). Action Oct. 1.

■ **WIBX(AM)-WLZW(FM)** Utica, NY (AM: BAL910711HR; 950 khz; 5 kw-U; FM: BALH910711HS; 98.7 mhz; 25 kw; ant. 660 ft.)—Granted assignment of license from Maritime Broadcasting Associates Ltd. to 950 Communications Corp. for \$1.3 million ("Changing Hands," July 22). Seller is headed by Paul R. Salvage; stations are last broad-

cast properties of Maritime Broadcasting. Buyer is headed by Donald C. Alexander (5.94%), James E. Brett (2.22%), Richard J. Passanant (12.23%) and David B. McCall (58.69%), who also have interests in WMSA(AM) Massena and WTNY-AM-FM Watertown, both New York. Action Oct. 3.

■ **WLXI-TV** Greensboro, NC (BALCT910618KE; ch. 61; 500 kw-V; 50 kw-A; ant. 573 ft.)—Granted assignment of license from Trinity Broadcasting Network Inc. to Radiant Life Ministries Inc. for \$1.9 million. Seller is headed by Paul F. Crouch, and is licensee of KPAZ-TV Phoenix; KTBN-TV Santa Ana (Los Angeles); WHFT(TV) Miami; WHSG(TV) Atlanta; WCLJ(TV) Bloomington and WKOI(TV) Richmond, both Indiana; WTBY(TV) Poughkeepsie, NY; WDLI(TV) Canton, OH; KTBO-TV Oklahoma City; KDTX-TV Dallas, and KTBW-TV Tacoma and KGHO-AM-FM Hoquiam-Aberdeen, all Washington. Buyer is headed by Garth W. Coonce, and has interests in Tri-State Christian TV Inc., licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI; WNYB-TV Buffalo, NY, and WINM(TV) Angola, IN. Tri-State has application pending for purchase of WGGH(AM) Marion, IL, and is licensee or permittee of several LPTV's. Action Oct. 7.

■ **KVLR(FM)** Langdon, ND (BTCH910801GM; 95.7 mhz; 3 kw; ant. 100 ft.)—Seeks transfer of control within Continental Broadcasting Inc. for \$6,500. Seller is Dana R. King, and has no other broadcast interests. Buyer is Scott Bornholdt, and has no other broadcast interests. Action Oct. 2.

■ **WYMJ-FM** Beavercreek, OH (BALH910605GO; 103.9 mhz; 1.15 kw; ant. 522 ft.)—Granted assignment of license from Dayton Radio Inc. to Tri-City Radio Ltd. for assumption of debt; assignee investors and Alan Gray, who is also a shareholder in assignor, are repurchasing Jose M. Lopez's 52% interest in assignor. Seller is headed by Lopez and Gray. Buyer is owned by general partner Radio Acquisition Inc. (100%), and limited partners Alan D. Gray (22.96%), Primus Capital Fund II (49.067%), Capital Funds Corp. (18.8%) and City Securities Venture Capital Fund (9.133%). Gray owns 48% of outstanding common stock of assignor, and Primus II, Capital Funds and City Securities each own senior subordinated notes of assignor. Arthur Angotti and Kevin McGinty, directors of assignee, and Gray have interests in Radio Acquisition Inc., which has application ending for purchase of WXMX(FM) Upper Arlington (Columbus), OH ("Changing Hands," June 17). Angotti also has interest in licensee of WBWB(FM) Bloomington, IN, and KCOL(AM)-KIMN-FM Fort Collins, CO. Action Oct. 2.

■ **KTNT-FM** Edmond, OK (BALH900906GK; 97.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from John S. Arnold, receiver, to Life Broadcasting Inc., for \$375,000. Seller is headed by John S. Arnold. Buyer is headed by Porter H. Davis, and has no other broadcast interests. Action Sept. 6.

■ **KTRQ-FM** Tri City, OR (BALH910726HS; 104.3 mhz; 5.6 kw; ant. 1,384 ft.)—Dismissed app. for assignment of license from Gee Jay Broadcasting to Tri City Communications Inc. for \$65,000. Seller is headed by Robert W. Larson, and has no other broadcast interests. Buyer is headed by Michael J. Markham, and has no other broadcast interests. Action Oct. 3.

■ **WBLQ(FM)** Block Island, RI (BTCH910502HS; 99.3 mhz; 4.6 kw; ant. 300 ft.)—Granted transfer of control within licensee WCRN Inc. for \$398,057. Sellers are Ann Allen and Kermit S. Allen, husband and wife, and have no other broadcast interests. Buyer is Richard H. Bolt, and has no other broadcast interests. Action Oct. 1.

■ **WIBZ(FM)** Wedgefield, SC (BALH910819HV; 99.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Wedgefield Communications to Raymond F. Reich for \$220,200. Sellers are Calvin Dailey Jr. and Gloria Dailey. Dailey is also 100% owner of Dailey Corp., licensee of WFGM(FM) Fairmont and WADC(AM)-WHCM(FM) Parkersburg, both West Virginia. Buyer, Reich, and Calvin Dailey are partners of Dailey & Reich, licensee of WDXY(AM) Sumter, SC. Action Oct. 1.

■ **KSLT(FM)** Spearfish, SD and KTSL(FM) Spokane, WA (KSLT: BTCH910808HG; 107.3 mhz; 100 kw; ant. 1,702 ft.; KTSL: BTCH910808HH; 104.7



mhz; 3 kw; ant. 308 ft.)—Granted transfer of control within licensee Black Hills Christian Communications; application is filed as result of reorganization of board of directors. Licensee has option to purchase KAAR(FM) Medical Lake, WA. Board members David Burdine and Lyle G. Arent are members of Bethesda Foundation, permittee of KLTE(FM) Kirksville, MO.

■ **KBCM(FM) Yankton, SD** (BALH910807HK; 104.1 mhz; 100 kw; ant. 430 ft.)—Granted assignment of license from Flagship Communications Ltd. to Park Broadcasting of the Midwest Inc. for \$675,000. Seller is headed by Robert Barron, and has interests in KSCJ(AM)-KSUX(FM) Winnebago, NE-Sioux City, IA (see KSUX(FM) Winnebago [Sioux City, IA] NE, above). Buyer is subsidiary of Park Communications, which is headed by Roy H. Park. Park Communications has interest in WBMG(TV) Birmingham, AL; KWLO(AM)-KFMW(FM) Waterloo, IA; KJJO-AM-FM St. Louis Park, MN; WPAT-AM-FM Paterson, NJ; WHEN(AM)-WRHP(FM) Syracuse and WUTR(TV) Utica, both NY; WNCT-AM-FM-TV Greenville, NC; KWJJ-AM-FM Portland, OR; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WTVR-AM-FM-TV Richmond and WLSL-TV Roanoke, both Virginia, and KEZX-AM-FM Seattle, Action Oct. 1.

■ **KKHQ(FM) Odem, TX** (BALH910913GN; 98.3 mhz; 3 kw; ant. 303 ft.)—Returned app. for assignment of license from Capi Spanish Broadcasting Inc. to Fulgham & Wood Communications for \$275,000. Seller is headed by Hector P. Gonzales, and has no other broadcast interests. Buyer is headed jointly by William W. Fulgham and William O. Woody. Fulgham owns KBRA(FM) Freer, TX. Action Oct. 11.

■ **KOGT(AM) Orange, TX** (BAL910429ED; 1600 khz; 1 kw-U)—Granted assignment of license from George Marti, lienholder of Klement Broadcasting Corporation, to Orange County Broadcasting Corp. for no monetary consideration in assumption of debt. Marti has no other broadcast interests. Richard Klement, president of Klement Broadcasting Corp., owns First IV Media Inc., licensee of KGAF(AM) Gainesville, TX. Buyer is headed by C. Thomas Carson, and is president of KGAF(AM) Gainesville, TX. Action Sept. 27.

■ **WDCM(FM) Cruz Bay, VI** (BAPH901214GN; 92.3 mhz; 50 kw; ant. 1,191 ft.)—Granted assignment of CP from David Condon to Paradise Broadcasting Corp. for \$60,000. Seller is headed by David Condon, and has no other broadcast interests. Buyer is headed by Jersey Shore Broadcasting Corp. (100%), Joseph J. Knox Jr., Brent G. McNally and Lance E. Debock. Paradise Broadcasting is newly formed Virgin Island corporation, and is wholly owned subsidiary of Jersey Shore Broadcasting, licensee of WJRX(FM) Manahawkin, NJ. Action Oct. 1.

■ **WNRV(AM)-WZFM(FM) Narrows, VA** (AM: BAL910730GF; 990 khz; 5 kw-D; FM: BAPH910730GG; 101.3 mhz; 1.5 kw; ant. 469 ft.)—Granted assignment of license (WNRV) and CP (WZFM) within WNRV Radio for \$2,500; purpose of assignment is to dissolve original partnership of Rebecca J. Lollie and Thomas B. Crockett Jr. and form partnership of Rebecca J. Lollie and Faye Nicholson. Principals have no other broadcast interests. Action Oct. 8.

■ **KYCN-AM-FM Wheatland, WY** (AM: BAL910823EA; 1340 khz; 250 w-U; FM: BALH910823EB; 101.7 mhz; 3 kw; ant. 156 ft.)—Granted assignment of license from Pioneer Broadcasting Inc. to Kent Godfrey Smith for \$175,000. Seller is headed by Timothy A. Branson, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 9.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Chiefland, FL WLQH(AM)** 940 khz—Sept. 23 application for CP to make changes in antenna system.

■ **Clermont, FL WWFL(AM)** 1340 khz—Sept. 25 application of K.A.B. Communications Inc. for CP to

change TL to SW corner of intersection of East Avenue and Lake Minneola Dr., Claremont, FL; make changes in antenna system: 28 33 48 - 81 45 24.

■ **Riviera Beach, FL WPOM(AM)** 1600 khz Sept. 30 application WPOM Radio Partners Ltd. for mod. of CP (BP910923AC) to augment daytime and nighttime DA patterns.

■ **Herrin, IL WJPF(AM)** 1340 khz—Sept. 24 application for CP to reduce power to 770 watts night and day; and make changes in antenna system.

■ **Fergus Falls, MN KBRF(AM)** 1250 khz—Sept. 26 application of Fergus Falls Radio Inc. for mod. of CP (BP900405AV) to change TL to Town Rd., 3.2 km north of Hwy 210; then 8.4 km east of Fergus Falls, Otter Tail County, MN; and make changes in antenna system: 46 18 37 - 95 57 04.

■ **New York WINS(AM)** 1010 khz—Sept. 26 application of Group W Radio Inc. for mod. of CP (BP840723AN) to make changes in antenna system.

■ **Eugene, OR KZTZ(AM)** 860 khz—Sept. 25 application of Bjornstad Broadcasting for mod. of CP (BP871028AC) to make changes in antenna system.

■ **Florence, SC WJMX(AM)** 970 khz—Sept. 20 application for mod. of CP (BP890831AD) to augment standard pattern.

■ **Boerne, TX KBRN(AM)** 1500 khz—Sept. 30 application of Boerne Radio Co. for CP to change TL to 31005 Hwy 10 West, Boerne: 29 44 34 - 98 41 36. FM'S

■ **Yuma, AZ KTTI(FM)** 95.1 mhz—Sept. 10 application of Uno Broadcasting Corp. for CP to change: ERP: 100 kw (H&V), ant.: 383 m.; TL: BLM Electronics site, Telegraph Pass, 1.8 km due north of interstate, Route 8 and 28 km east of Yuma, Yuma County, AZ; change to class C (per docket #90-19).

■ **San Bernardino, CA KOLA(FM)** 99.9 mhz—Sept. 19 application of Linda Adams for mod. of CP (BPH-8903211B) to change ERP: 29.5 kw H&V; ant.: 507 m.

■ **South Oroville, CA KYIX(FM)** 104.9 mhz—Sept. 20 application of Linda Adams for mod. of CP (BPH-880714NI) to change ERP: .250 kw (H&V); ant.: 473 m.; TL: Bloomer Hill, 52 km west of Berry Creek, Butte County, CA.

■ **Edgewater, FL WEDG(FM)** 93.1 mhz—Sept. 12 application of Deharo Radio Ltd. for mod. of CP (BPH-880406MI) to change ERP: 10 kw H&V; ant.: 146 m.; TL: 10.1 km south of Edgewater, Volusia County, FL; 4.2 km east of Interstate 95; change to class C3 (per docket #91-117).

■ **Hallimale, HI** (no call letters) 105.5 mhz—Aug. 27 application for mod. of CP (BPH890503MM) to change ERP: 6 kw H&V; change ant.: 90 m.; change TL: Hwy. Rte. 37 in Keokea.

■ **Cartersville, IL WYGF(FM)** 95.1 mhz—Sept. 19 application of M.P. Broadcasting Inc. for mod. of CP (BPH-880421MA) to change ant.: 85 m. (H&V); TL: WJPF(AM) tower, 3.5 km north of Herrin, IL; change main studio location.

■ **Newton, IL WIKK(FM)** 103.5 mhz—Sept. 19 application of S. Kent Lankford for mod. of CP (BPH-880727MI as mod.) to change ERP: 25 kw H&V, TL: 2.2 km from Rose Hill, IL, at bearing of 95.7 degrees, class: B1.

■ **Bowling Green, KY WCBZ(FM)** 96.7 mhz—Sept. 18 application of Bowling Green Broadcasters Inc., for CP to change ERP: 13.5 kw (H&V); ant.: 137 m.; TL: 1.25 km east of New Harmony Church on Barrow Rd., Logan County, KY; change to class C3 (per docket #90-447).

■ **Cave City, KY WHHT(FM)** 103.7 mhz—Sept. 20 application of Newberry Broadcasting Inc. for CP to change ERP: 13.5 kw (H&V); ant.: 137 m. (H&V); TL: 4 km SE of Beckton, KY, Barren County, KY; change to class C3 (per docket #88-215).

■ **Harpwell, ME WMSJ(FM)** 91.9 mhz—Sept. 5 application of Downeast Christian Communications for mod. of CP (BPED-881125MA) to make changes: ERP: 6 kw (H&V), ant.: 45 m. H&V.

■ **Pocomoke City, MD WMYJ(FM)** 106.5 mhz—Sept. 19 application of Transmedia Inc. for mod. of CP (BPH-880714NW) to change ERP: 1.8 kw (H&V); ant.: 104 m.; TL: .3 km SE of intersection of Byrd Rd.

and U.S. Hwy 113, near Pocomoke City, Worcester County.

■ **Orange, MA WFUB(FM)** 97.3 mhz—Sept. 20 application of Deane Brothers Broadcasting Corp. for mod. of CP (BPH-880815MW) to change ERP: 5.8 kw (H&V); ant.: 30 m.; TL: off north side of Rte. 2, Erving, MA, approx. 1000 ft. north of paper mill.

■ **Princeton, MN WQPM-FM** 106.3 mhz—Sept. 18 application of P.M. Broadcasting Co. for CP to change freq: 106.1 mhz (per docket #87-483); ERP: 32.43 kw (H&V); ant.: 184 m.; TL: 22727 176th St., Big Lake, Sherburne County, MN; change to class C2 (per docket #87-483).

■ **Warrenton, MO KFAV(FM)** 99.9 mhz—Sept. 18 application of Kaspar Broadcasting Co. of Missouri for mod. of CP (BPH-880107MO) to change ERP: 6 kw (H&V); change to class C3 (per docket #91-44).

■ **Laughlin, NV KLUK(FM)** 107.9 mhz—Sept. 17 application for CP to change ERP: 16.9 kw H&V.

■ **Belmont, NH WCNH(FM)** 93.3 mhz—Sept. 13 application for mod. of CP (BPH880225MT as mod.) to change 3.3 kw H&V; change ant.: 133 m.; TL: Summit of Flaghole Hill, off Flaghole Hill Rd., Franklin, NH.

■ **Corrales, NM KSVA(FM)** 95.1 mhz—Sept. 23 application of LV Broadcasting Educational Foundation for mod. of CP (BPED-871029MN) to change ant.: -162 m.; TL: Sandia View Academy, N. Corrales, NM.

■ **Espanola, NM KIOT(FM)** 102.3 mhz—Sept. 30 application (BPH910510IF) to change ERP: 9 kw H&V; ant.: 164 m.; class C3 (per docket #89-393); informal objection filed 91791.

■ **London, OH WCKX(FM)** 106.3 mhz—Sept. 5 application of WCKX Enterprises for CP to change ERP: 6 kw (H&V); install directional antenna.

■ **Nowata, OK KNFB(FM)** 94.3 mhz—Sept. 17 application of KGBH Radio Group for CP to change ERP: 3.5 kw (H&V), ant.: 132 m.; TL: 7 miles W and 2 miles N of Nowata, Nowata County.

■ **Harrisburg, PA WIMX(FM)** 99.3 mhz—Sept. 9 application for CP to change ERP: 6 kw H&V (per Docket #88-375).

■ **Canton, SD KIXK(FM)** 102.7 mhz—Sept. 3 application of Dallas M. Tarkenton for mod. of CP (BPH-890816MF) to change ERP: 50 kw (H&V), ant.: 150 m., TL: existing communications tower, 4.8 km SW OF Rowena, SD, change channel to 274C2 (per docket #91-24).

■ **Terrell, TX KTLR-FM** 107.1 mhz—Sept. 19 application of Metro Broadcasters Inc. for CP to change ERP: 3.276 kw H&V.

■ **Clinchco, VA WDIC-FM** 93.1 mhz—Aug. 30 application of Dickenson County Broadcasting Corp. for CP to change ERP: 2.5 kw (H&V), ant.: 154 m.; TL: existing WDIC(AM) tower on Big Ridge Rd., 3.2 mi SW of Clinchco, VA, Dickenson County, change frequency to 221A (per docket #90-213).

■ **Lynchburg, VA WKZZ(FM)** 100.1 mhz—Sept. 27 application of Lynchburg Independent Broadcasters Inc. for CP to change ERP: 20 kw H&V ant.: 100 m. TL: 1.46 km northeast of intersection of Hwy 677 with Hwy 622, Madison District, Amherst County, Virginia; change class TO C2 (per docket #90-366).

■ **Dayton, WA KZHR(FM)** 92.5 mhz—Sept. 23 application of Peanut Whistle Broadcasting for CP to change ERP: 54 kw H&V, ant.: 379 m.; TL: north slope of Pike's Peak, Oregon, 14 km southeast of Walla Walla, Washington; upgrade to class C1 (per docket #90-596).

■ **Ashland WI WJH(FM)** 96.7 mhz—Aug. 27 application of Bay Broadcasting Corp. for mod. of CP (BPH-890626IG) to change ant.: 79 m.

■ **Brookfield, WI** (new facility) 106.9 mhz—Sept. 4 application of B/C Corp. Inc. for mod. of CP (BPH-861020TB) to change ant.: 46.9 m.; TL: 3545 N. 124th St., Brookfield, Waukesha County, WI.

■ **Minocqua, WI WWMH(FM)** 95.9 mhz—Aug. 30 application of Lakeland Broadcasting Inc. for mod. of CP (BPH-890626IB) to change ERP: 25 kw (H&V); ant.: 100 m.; TL: 7380 Hwy 51, Minocqua, Oneida County, WI, change from C1 to C3.

# CLASSIFIED

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

## RADIO

### HELP WANTED MANAGEMENT

**GSM/\$12+ million market:** GM and ownership potential/extremely aggressive group. Need experienced GSM with proven track record. Must be aggressive, have high energy level, willing to work hard to realize station's potential. Desk jockeys should not apply. Reply to Box Q-16. EOE.

**Sales reps needed** to sell sales promotions to radio station managers. Above average income—commission sales. Must have radio station management or rep firm experience, love to travel, and know how to close. Send resume to International Broadcast Services, Inc. 167B Belle Forest Circle, Nashville, TN 37221. EOE.

**General manager:** KFOR/KFRX radio, Lincoln, Nebraska. Can you answer yes to the following questions: Do you have a history of making things happen? Are you dedicated to being the market leader? Will your current employees say that you are interested in helping them develop and grow? Do you have a track record of building close, positive relationships with your associates? Do you personally have a history of being a top sales producer? Have you successfully managed a "quality" sales staff with responsibility for production, staff development and customer service? If you can answer yes then please call 1-800-234-5622, after 1:00 pm weekdays, ask for Jackie and we'll schedule a preliminary phone interview with you. This is an outstanding opportunity for an experienced general manager or sales manager. We offer excellent base plus incentives, good benefits package, owners who appreciate and reward performance, and ownership with long term operating orientation. EOE.

**Sales manager wanted** for top rated big signal FM in beautiful area of the country. Sales management experience is a must as is a documented track record. We are prepared to pay for the right person and your performance will be the key to your prosperity. A significant opportunity for the right person. EEO. Send personal information to Box Q-33.

**Radio group president:** Top performer wanted to assist chairman in establishing and directing the goals of this group of medium market stations in the Sunbelt. Will provide leadership and direction in the management of station activity, as well as overall policy decisions. Knowledge of budgeting process, equipment and personnel are critical. Must be bottom-line oriented, as well as motivated, and a motivator. Must excel at marketing sales leadership. Send resume to: Logan Delivery Service, PO Box 8252, Fort Lauderdale, FL 33310, Attn: Chairman. EOE.

**General sales manager:** WBCK (full service) and B95 (top 40) FM the top rated stations in Battle Creek, MI is seeking qualified applicants for the position of general sales manager. Candidates must have a solid broadcast sales background. Previous broadcast sales management experience and Midwest background preferred. Future GM opportunity possible for right candidate. All applicants should send resume and salary requirements to Bill Hennes, General Manager, WBCK/WBXX, 390 Golden Avenue, Battle Creek, MI 49017. No calls please. WBCK/B95 FM is an equal opportunity employer.

**General manager:** Midwest AM/FM market. Leader has rare opening for sales oriented GM. Prior GM experience necessary. Send resume and references to Box Q-34. EOE.

**Sales manager** needed by 1/92 at professional Ma & Pa startup that's grown, in 3-1/2 years, to solid #3 biller in 9 station market. Just agreed to purchase 2nd station in adjacent market. Requirements: positive attitude, sales talent, leadership by example, people skills and ability to handle details efficiently. Women/minorities encouraged at this entrepreneurial 50 kw FM in fast growing northern California university city. Fair starting compensation with tremendous upside potential. Resume with compensation requirements to: Box Q-35. EOE/M-F.

**WBHM-FM**, located on the campus of the University of Alabama at Birmingham (UAB) and licensed to the Board of Trustees of the University of Alabama, seeks general manager to handle day-to-day operation of 24-hour, full-service, fine arts public radio station serving Birmingham and North Central Alabama. Requires leadership in staff and station development, community interaction, and evaluation of all programs and activities for station and Radio Reading Service program. Responsible for supervision of administration, fund-raising, music, news, and informational programming, program operations, promotion, and engineering. Directs fund-raising elements for annual operations and capital improvements. Management and development of strong relations with local arts and university communities is essential. Proven managerial skills would include management experience in public radio. Requires: Master's degree in Public Broadcasting or related field or equivalent combination of education and experience. Salary: Competitive. Please send resume and 3 references by November 15, 1991 to: UAB Employment Office, UAB Station, Bishop Bldg. G001, Birmingham, AL 35294. AA/EOE.

**Group has opening** for a SM and GM in Mid size southern markets. Must have proven sales, sales training and marketing background. Minimum three years management experience. Resume to: President, 1650 Capital Circle NE (d), Tallahassee, FL 32308. EOE.

### HELP WANTED SALES

**Aggressive sales manager** for strong New York state AM/FM combo. Excellent opportunity for the right person. Resume to Box Q-27. EOE.

**Escape the snow** in sunny Arizona. Small market FM near Tucson needs sales people. 602-889-9797. EOE.

### HELP WANTED TECHNICAL

**AM radio engineer:** Applicant should possess general radio-telephone operator license. Experience with high power AM transmitter desirable. Experience with radio studio equipment, including installing and repairing studio equipment. For consideration please submit resume to: Norm Paetznick, KSTP-AM, 2792 Maplewood Drive, Maplewood, MN 55109. Equal opportunity employer M/F.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Contemporary Christian radio**, WWDJ-AM, (NYC market) seeks qualified person to assume programing responsibilities and host morning show. Strong leadership skills a must. Rush tape, resume, and cover letter describing your suitability for the job to Edward Abels, GM, WWDJ, 167 Main St., Hackensack, NJ 07601. Absolutely no calls. EOE.

### SITUATIONS WANTED MANAGEMENT

**25 years experience:** Last 11 general manager. Sales, programing, upgrades. Short term assignments considered. Prefer South-Midwest. John Parker 502-247-0090.

**Save money now!** Operations, programing, engineering, computers and more! Versatile and stable 19 year pro, sales and bottom line oriented with multiformatic experience in small to major markets, available immediately. Start up and turn around specialist. Rick 412-774-2574.

**The 80's games are over.** Radio is a business! If you want to win, call this veteran manager, owner, marketing expert and creative hands-on leader. You have the property (or money). I make the money grow! I guarantee my work. 512-892-1152.

**If you want your station(s)** managed like a business (bottom line and growth oriented), I have 15 years of radio/advertising management experience with recent Master of Business Administration (MBA) Degree. Successful turnaround experience. Superb management, sales and promotional skills, capable of full P&L responsibility. Looking for that right opportunity in group management, GM, or administration in small/medium market that will make us both money. Call Doyle, 405-447-0626.

### SITUATIONS WANTED SALES

**Experienced sales manager**, salesman, honest, sober, reliable. Prefer Georgia or Florida. Experienced all phases. Reply Box Q-6.

### SITUATIONS WANTED ANNOUNCERS

**Experienced announcer** seeks Adult Contemporary, Country or Oldies format. All shifts. Any size market. Mike, 904-255-6950.

**Seven years experience.** Currently working for Daytona Beach's #1 soft Adult Contemporary radio station. Seeking full time. Willing to relocate. 407-699-6715, Chris.

**Solid, experienced announcer** with some sales will relocate anywhere but prefer east or south-east. Jay Linn, 135 Martin Rd., Pittsburgh, PA 15237, 412-364-5622.

### SITUATIONS WANTED TECHNICAL

**Top 100 markets only**, looking for chief's position. You will get high integrity routine audio and transmitter maintenance. If I cannot do excellent maintenance nobody can. Experienced all phases — high power AM directional and high power FM, plus super audio, 20 year veteran. Prefer East, will consider all. Reply to Box Q-17.

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**MISCELLANEOUS**

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**Make money in voiceovers.** Cassette course of ferns marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**General sales manager:** Midwest Indy, mid 20 market. Must be dynamic with proven history of sales growth. 1-800-733-2065 EOE.

**KGMB-TV CBS affiliate** in Honolulu is looking for a GSM. Will manage a department of 17 real pros. Lee Enterprises station with excellent benefit package. Must have at least five years TV sales experience and one year in management preferred. We're looking for a top-notch motivator who can create innovative sales programs. Apply in writing to: General Manager, KGMB, 1534 Kapiolani Blvd., Honolulu, HI 96814. An equal opportunity employer. M/F.

**Help wanted:** Multi-lingual commercial traffic coordinator to handle commercial trafficking with foreign television networks. Must speak English, Spanish and French. EOE. Reply to Box Q-36.

**Operations manager:** Statewide public TV network seeks a management team member who will schedule the use of all production facilities and supervise all operations personnel. Requires demonstrated experience in wide range of television production as well as management skills. Send resume to Personnel, PO Box 20066, Tallahassee, FL 32316 by November 11, 1991 EOE.

**Engineering manager:** KING-TV is looking for a hands-on manager with proven leadership, management and technical skills to manage our engineering department. Will be responsible for insuring superior technical conditions and seeking out new and innovative technologies that yield competitive advantages to the station. Five years television broadcast engineering management experience. Thorough knowledge of planning and budgeting processes. Excellent written and verbal communication skills required. Must have proven leadership and management skills. Bachelor's degree in Engineering or equivalent experience required. Send two copies of resume/cover letter to: Rick Blangiardi, Vice President and General Manager, c/o Human Resources Department, KING 5 Television, 333 Dexter Avenue North, Seattle, WA 98109. No phone calls, please. EOE M/F/H/C.

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**HELP WANTED SALES**

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**Director of sales:** A cutting edge opportunity. Minimum 5 yrs. exp. some mgmt preferred. Capable of motivating people. Innovative sales concepts a must. Major growth potential. Northeast market. EOE. Send resume to Box Q-37.

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**HELP WANTED TECHNICAL**

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**Television maintenance engineer:** Acts as second-in-command of engineering department. Supervise maintenance and master control engineers, maintain VHF transmitter in accordance with FCC rules and perform maintenance duties as required. At least three years experience in the supervision of maintenance engineers at a commercial network affiliate TV station and at least three years of hands-on experience maintaining VHF transmitters. A current FCC radio-telephone license is required and SBE certification is preferred. Send resume - no phone calls - to David Brant, Chief Engineer, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

**WRDW-TV has immediate opening** for assistant to chief engineer. Applicants must be able to repair analog, digital and RF circuits to component level and have prior broadcast television experience. FCC general license or SBE certification desired. Transmitter experience a must. Send resume to Judith Tredore, Personnel Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

**KTFH-TV 49** seeks maintenance engineer. Transmitter experience required. Studio & computer knowledge a plus. Send resume to: Calvin Smith, Chief Engineer, KTFH-TV 49, 256 N. Sam Houston Pkway E., Suite 49, Houston, TX 77060. Fax 713-820-4048. EOE.

**Chief engineer:** Brunswick, Georgia, WBSG-TV Channel 21. Two year old MSDC transmitter and station/studio. UHF experience, hands-on approach a must. Resumes to: GM, 7321 GA Hwy 303, Brunswick, GA 31525, 912-267-0021. EOE.

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**HELP WANTED NEWS**

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**Field producer:** Opportunity available for a creative, mature individual. Good journalism background a must. On camera experience required with a minimum of 3 years hands-on experience in news or magazine style stories. One of the country's top Christian television programs offers an excellent salary and benefits package. Send 1/2 inch reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9009. EOE.

**Anchor:** Must be an experienced, solid television journalist, willing to make a long term commitment with a Southern medium market. Must possess leadership skills, be community involved and be able to perform with a fast paced co-anchor format. Send resume and salary requirements to: Box Q-21. EOE.

**Jack or Jill** of all ENG trades: WCIX, the CBS O-and-O in Miami, is looking for a photographer/editor/live truck operator, even someone who can occasionally report. Applicant should have two years of extensive ENG background in commercial TV news. We're Beta SP-equipped and run seven live trucks. Tapes and resumes (no calls) to Tom Zack, News Operations manager, WCIX-TV, 8900 NW 18th Terrace, Miami, FL 33172. EOE.

**General assignment reporter:** Top market station seeks experienced general assignment reporter. "Live" news experience a must. Send resume and tape to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

**Videographers:** Small company gears up for nationally syndicated news magazine show. If you're experienced, creative, love to travel and can tell a story using pictures and natural sound, send non-returnable tape and resume with salary requirements to: Ronald Berke, HK Productions, 214 North Crest Road, Chattanooga, TN 37404. EOE.

**Videotape editors:** We're looking for experienced creative editors familiar with the Sony 900 or 910 systems. Send non-returnable tape, resume and salary requirements to: Ronald Berke, HK Productions, 214 North Crest Road, Chattanooga, TN 37404. EOE.

**News director:** We're an 86th ADI CBS affiliated station, in a 400,000 person metro area. We need an experienced news director. Our current news director is being promoted to a vice-presidency and we need to replace him with a manager, strong in assignments and producing. We do three hours of news a day from our state-of-the-art newsroom, which features an SNG truck. Send your philosophy of news, along with a resume to: Mike Brooks, General Manager, WJTV, PO Box 8887, Jackson, MS 39284. EOE.

**Producer:** A new syndicated news magazine show is looking for an experienced creative person who writes from the heart yet appeals to the intellect. If you're tired of the same old routine and can demonstrate what the words "flow" and "pace" mean in a thirty minute format, send a non-returnable tape and resume with salary requirements to: Ronald Berke, HK Productions, 214 North Crest Road, Chattanooga, TN 37404. EOE.

**Reporters:** Small company gears up for nationally syndicated news magazine show. If you love to write feature stories with a creative, human or humorous touch, and if you love to travel to cover those stories, we want to hear from you. Send non-returnable tape, resume, references and salary requirements to: Ronald Berke, HK Productions, 214 North Crest Road, Chattanooga, TN 37404. EOE.

**News director:** Experience in position preferred. Send details to General Manager, KOLR(TV), Box 1716, Springfield, MO 65801. No calls. EOE. Non-smokers only.

**Southwest Florida ABC affiliate** looking for an anchor to complement our female anchor. Must be experienced. Prefer accomplished reporter as well. Send 3/4 inch non-returnable tape to News Director, 3451 Bonita Bay Blvd., Bonita Springs, FL 33923. (Naples/Ft. Myers market) No phone calls please. EOE.

**Anchor producer:** We have an immediate opening for a solid anchor/producer. Job candidate should have at least two years experience and the ability to work well with others. We are a small-market station with a computerized newsroom in a beautiful southern West Virginia community. Market news leader wants someone who believes in community involvement and has the desire to be the best. Excellent fringe benefits package. Send resume only (no phone calls) to: Dave Kirby, News Director, WVVA Television, Inc., PO Box 1930, Bluefield, WV 24701. EOE/MF

**Assignment editor/reporter:** Small market television station in southern West Virginia is looking for an assignment editor who has the ability to motivate and lead a terrific group of young reporters. Job candidates should be able to work well under pressure, use newsroom computers and do occasional reporting. Candidates should have at least two years of television news experience. Excellent fringe benefits package. Send resumes only (no phone calls) to: Dave Kirby, News Director, WVVA Television, Inc., PO Box 1930, Bluefield, WV 24701. EOE/MF.

**Meteorologist:** Weekend on-air meteorologist/reporter for weather department. Immediate opening at dedicated number-one station, in real weather market. Tape and resume to: Al Aamodt, News Director, WDAY Television, 301 South 8th Street, Fargo, ND 58103. EOE.

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**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

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**Promotion coordinator:** WMDT TV Salisbury, MD seeks promotion coordinator who can write, edit on 3/4" VTR, and help manage multi-media campaign. Must be well-organized and creative. Resume, tape and salary requirements to Frank Pilgrim, WMDT TV, PO Box 4009, Salisbury, MD 21801. M/F EOE.

**Segment producer:** KTCA-TV, Minneapolis/St. Paul, has an immediate opening for a dynamic experienced producer for its national science series, Newton's Apple. The position provides an extraordinary opportunity to join an established and successful production team at one of the most creative stations in public broadcasting. The position requires familiarity with field and studio production. Science or educational television experience is a plus. A minimum of three years of production experience is required. Salary: From mid 20's-DOE. Send reel, cover letter and resume by November 15 to: Box 9, KTCA-TV; 172 E. 4th St., St. Paul, MN 55101. EOE.

**Videographer:** If you have a terrific reel of commercials, TV promos and/or programming and want to work with a top notch creative team in the sunny southwest, this is the job for you. You must have at least 3 yrs. exp. which includes directing and working with talent, excellent lighting skills and the ability to add to creative. Any film exp. a big plus. Please send reel and resume to Creative Services Manager, KTVK-TV, 3435 N. 16th Street, Phoenix, AZ 85016. Reels will not be returned. EOE.

**Production paradise!** Commercials, documentaries, music/corporate video, infomercials, syndicated projects. Searching for executive producer of program development and public relations/program coordinator. Also need several producers/directors, program hosts, videographers/editors, segment producers and feature reporters. For consideration, applications must include resume/demo tape/references. PO Box 22607, Tampa, FL 33622-2607. EOE.

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#### SITUATIONS WANTED MANAGEMENT

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**Director of station operations.** I have a wealth of experience in TV station management. New startups, unions, technical operations, small market, large market. Can I help you? Please reply to Box Q-31.

**General manager/group supervisor** past 26 years! Rescued 4 stations from bankruptcy. Produced quality turnarounds: spectacular ratings, sales, profits; prestige nationwide! Nationally recognized as superior administrator major, medium, small markets! Expertise: management, sales, programming, news, production, promotion, community-involvement -- all hands-on! Compensation based on performance. Reply to Box Q-38.

**Experienced, creative, motivated production mgr.** in mid 30's market NBC aff. seeks production/creative svcs position requiring leadership, dedication, professionalism. Relocate anywhere! Gary 716-837-6679.

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#### SITUATIONS WANTED TECHNICAL

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**Highly motivated and qualified** with 20 plus years experience in TV engineering both small and large markets. Experienced with new construction, union negotiations and contracts. All aspects of station operations. Please reply to Box Q-30.

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#### SITUATIONS WANTED NEWS

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**Excellent, experienced sportscaster** looking for a fine station in which to work, also knowledgeable newperson. 216-929-0131.

**Vietnam:** Southeast Asia. American cameraman based in Bangkok available for TV-news assignment. BVW-300 camera. Call or fax. John Basko 66-2-254-8901.

**Have talent, will travel.** Skilled sports anchor/reporter/producer searching for the right opportunity. For tape and resume contact Brent Byrnes 206-479-7250.

**Experienced television news writer and associate producer.** Used to writing under pressure, computer experience. Seeking writer's position at station that's on the cutting edge of news. Ready to contribute immediately. Resume available upon request. 313-743-3407.

**News video tape editor, 10 years TV news experience.** Productive, handles pressure well, quality work (regional Emmy award), familiar with most 3/4 and Beta systems, other experience: Production management, reporting, writing, teaching skills. Resume and tape upon request 212-734-0106.

**Weather anchor,** with slick graphics and AMS Seal. Looking for 1 to 30 market with #1 news team. Reply to Box Q-39.

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#### SITUATIONS WANTED PERSONALITY/TALENT

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**Versatile minority entertainment anchor-reporter/news anchor-reporter** with 3 years of experience with "THE" entertainment news show and cable looks to jump start stalled career. I'm just looking to work with the best. Reply to Box P-41.

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#### ALLIED FIELDS

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#### HELP WANTED SALES

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**Major account manager-video transmission:** MicroNet, Inc., a dynamic, fast growing video common carrier requires an experienced, L.A. based major account manager to sell domestic and international satellite services to the Pacific Rim market. We offer a very competitive compensation package w/salary, commission and benefits. We are seeking an aggressive, accomplished satellite sales professional to expand our Pacific revenue base. Cover letter, resume, and salary history required for consideration. Reply to: VP Sales & Marketing, MicroNet, Inc. Dept. BR, 2370 York Rd., Bldg. B, Jamison, PA 18929. EOE.

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#### HELP WANTED TECHNICAL

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**Broadcast project engineer:** WNYC Public Radio and TV currently seeks a broadcast project engineer to work in the operations and engineering department. Responsibilities include systems design, autocard drawings and related activities. Occasional troubleshooting and repair of finished systems. Requirements include a BS degree in Electrical Engineering, three years recent experience in broadcast systems design and a motor vehicle driver's license valid in NY. Salary: \$30,810. + 3 weeks vacation and benefits. If interested, please send resume to WNYC, Personnel, Dept. 13E, 1 Centre Street, 26th floor, NY, NY 10007. EOE.

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#### EMPLOYMENT SERVICES

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

**Jobs are now available** in the radio and television industry. Subscribe to "Hot Leads" today. 5 issues for \$15.00/10 issues for \$20.00. Send check or money order to: WWW Publishing Company, P.O. Box 2233, Natick, MA 01760. For info call 1-800-523-4WWW.

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#### EDUCATIONAL SERVICES

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**On camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Anchor workshop-Nov 2, 914-937-1719. Julie Eckhart. Eckhart Special Productions.

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#### WANTED TO BUY EQUIPMENT

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**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Inturbide Street, Laredo, TX 78040. 1-800-637-8490.

**Used 1" or VHS videotape.** Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

**Major exporter paying top dollar** for vacuum tube amplifiers, monitors, mics, etc. Western Electric, Marantz, McIntosh, R.C.A., Tannoy, etc. Will pay shipping. Tell your friends. Call 908-249-3738.

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#### FOR SALE EQUIPMENT

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**BE-FM30, 1981.** Factory rebuilt, retuned, warranted, w/FX-30. Transcom 800-441-8454.

**AM transmitters:** Continental/Harris 1KW, CCA 2.5KW, MCM/CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

**FM transmitters:** Collins/RCA 20KW, BE/Collins/RCA 10KW, CCA 2.5KW, Harris 1 KW. Transcom 800-441-8454.

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

**FM antennas.** CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**Blank videotape:** Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

**TV antennas.** Custom design 60 KW 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.

**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.

**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.

**UHF TV transmitters** 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

**110kw PYE-TV** mid band. Exciters, pulsers, four klystrons. Complete redundant system. 615-238-4200, Pauza Company exclusive.

**RF stuff...** 20 transmitters, all bands. Klystron leasing, used tubes. Harris remote control, EG&G strobe system. 615-238-4200, Pauza Company.

**Used television production equipment** — List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. — Celebrating 10 years of excellence. 918-252-3600.

**TELEVISION**  
**Help Wanted Technical**

**SNG TRUCK OPERATOR**

To operate the satellite truck, execute uplinks etc. A technical background, and/or broadcast related experience required.

Tapes to WJTV  
 P.O. Box 8887,  
 Jackson, MS 39284

**MAINTENANCE ENGINEERS**

CNBC has Temporary and Full Time opportunities for experienced Maintenance Engineers in our state-of-the-art facility in Fort Lee, New Jersey. You should have experience in television broadcast engineering and all phases of television operations.

To be a part of this fast-paced, team-oriented environment, send your resume and salary history to: **Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024.** We are an Equal Opportunity Employer



**Help Wanted Programing**  
**Promotion & Others**

**Do U D/FX?**

*U* will work with our network's Art Director to design, edit and execute videographic assignments on our D/FX Composium. *U* need 2-5 years' paintbox experience (D/FX Composium preferred). *U* will also schedule and track our Creative Services Department's projects and work flow. Send resume to:



Personnel Department  
 1000 Centerville Turnpike  
 Virginia Beach, VA 23463  
 Attn: Jack Norman,  
 Creative Services Director

**Help Wanted Programing**  
**Promotion & Others Continued**



**KVCR TV/FM**

**Development Associate**

Public TV station covering Inland Southern California and parts of Los Angeles seeks a self-starting development person to assist our Development Director. Licensed to the San Bernardino Community College District. Will assist in all fundraising efforts including "Quiet Appeals," direct mail, underwriting, program guides, premiums, grants, and on-air events. Must have an AA degree or two years of college, preferably in a marketing related field, and some experience in micro-computer use, marketing, fund-raising, or sales, preferably in public broadcasting. Salary range is \$19,752 to \$24,000, with excellent family medical, and dental benefits and employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by November 8, 1991. Apply to:

Win Carl, Personnel Director  
 KVCR-TV/FM, SBCCD  
 441 West 8th Street  
 San Bernardino, CA 92401  
 714/884-2533, Extension 13

**ENTRY LEVEL PROMOTION WRITER**

Tribune Broadcasting is considering entry level applications from creative people interested in **TV advertising & promotion.** You'll train at Tribune's group production operation in Atlanta, with opportunity to move up within the company nationwide. Candidates must have a college degree, be self-starting and have demonstrable creative writing ability. Prior broadcasting or advertising experience is preferred but not required. Please don't call. Instead, send your resume and samples to:

**TRIBUNE CREATIVE SERVICES**  
 Attention Jim Ellis  
 500 Plasters Ave.  
 Atlanta, GA 30324



An Equal Opportunity Employer

**Situations Wanted**  
**Personality/Talent**

**EMMY WINNER 4 TIMES**

Will bring new look, good numbers to your late night. Original, sophisticated, surreal (ala Kovacs) visual style and personality. For tape/resume please contact: **Reply Box Q-24.**

**Programing Services**

NOW, FOR THE FIRST TIME IN AMERICA:  
**CUSTOM TV WEATHERCASTS VIA SATELLITE!**  
 NATIONAL WEATHER NETWORKS/JACKSON TELEPORT NOW OFFERS WEATHERCASTS TO LOCAL TV STATIONS VIA KU BAND SATELLITE. NWN DELIVERS!  
**SMALL CASH OUTLAY/THEN BARTER!**  
 AMS QUALITY. RELIABLE METEOROLOGISTS AND VERY AFFORDABLE... LOCALIZED THE WAY YOU WANT IT.  
**IDEAL FOR WEEKEND OR EARLY A.M.**  
 CALL EDWARD ST. PE' (601)352-8673

**Public Notice**

The National Program Policy Committee of the Public Broadcasting Service will meet at 10:00 a.m. on November 8, 1991 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service activities and evaluation process.

**RADIO**

**Situations Wanted Management**

**DENNIS R. ISRAEL**

- 25 year broadcast veteran
- 13 years group Pres. & CEO
- Major Mkt. G.M.
- Numerous consulting assignments (govt. and private)

Available for interim management, work-outs, receiverships, sales/transfers.

Excellent credentials. Your confidentiality respected. Reasonable rates. Available for extended periods of time.

Phone 305-861-3814

**Situations Wanted Announcers**

**MARK WAINWRIGHT**

- \* 19 years experience as morning and afternoon drive personality
- \* Interviews, humor, phones and community involvement
- \* Versatile performer, excellent production skills
- \* Great fit for news/talk, full-service, or personality adult formats

(914) 949-8596

## Situations Wanted News

### HELP ME DROP OUT OF HIGH SCHOOL!

I am a major market talk show host, and news director, who dropped out to teach public school. I want to get back into radio. Prefer southwest, west, or midwest, but will consider any offer.

Contact John DeCloux (DeClue)  
314-325-4465

## CABLE

### Help Wanted Sales



### MEDIA SALES

We're looking for a highly motivated, self-starter with proven media sales ability for our Dallas, Texas market. Must be a team player and have experience in consultative sales. This is a great opportunity to join one of the industry's most successful and professional cable ad sales organizations.

Contact: Telecable Corporation; VP-Ad Sales; 999 Waterside Drive; Norfolk, VA 23510. EOE.

## ALLIED FIELDS

### 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**  
\$1.99 per min. (5 6 2 7)

## TV'S MOST TRUSTED JOB LISTING SERVICE

Since 1986

• Ask around — People in the business will tell you why •

Our daily updated phone lines provide  
50-70 NEW, CONFIRMED OPENINGS PER WEEK

To Subscribe call 800-237-8073; California 408-648-5200

  
THE BEST JOBS ARE ON THE LINE  
P.O. Box 51909, Pacific Grove, CA 93950

## Wanted to Buy Equipment



### FM & TV TOWERS WANTED

Miller Transmission Tower Company is actively acquiring towers throughout the United State. Purchase price based on tower cash flow. Use the money to expand your current business, buy new equipment, buy another station. Inject capital into your business.

SELL US YOUR TOWERS. LEASE BACK THEIR USE.

For a confidential review, please contact:

Keith Miller - Miller Transmission Tower Company - 212-582-2063

### OPENING NEW STATION

NEED CD LIBRARIES FOR AOR,  
CLASSIC ROCK AND OLDIES  
FORMATS.

CONTACT LARRY  
1-800-238-0220

### Equipment for Lease

### SAN DIEGO 2ND SCA

AVAILABLE

CONTACT BRUCE WALTON  
619-587-9800

### For Sale Equipment

S.W.R. ANTENNAS  
TV FM LPTV  
call JIMMIE JOYNT  
800/279-3326

### Help Wanted Sales

### SALES REPRESENTATIVE

Broadcasting Magazine is seeking a New York based sales representative. A minimum of 2-3 years outside sales experience is required. Candidate must be able to travel into geographic sales territory. Position includes selling to numerous advertising categories including Television Syndicators, Media Brokers, Cable Television Networks, etc.

Broadcasting, recently purchased by Cahners Publishing Company, offers a comprehensive benefits package in addition to a competitive salary for this position.

Please forward your resume to:

Joan Miller  
Broadcasting  
630 Third Avenue  
New York, N.Y. 10017  
No telephone calls, please.  
EOE - M/F/H/V

## Legal Services

### IS YOUR TOWER "LEGAL"?

Call

BROADCAST MEDIA LEGAL SERVICES™

a service of McCabe & Allen

**1-800-433-2636**

FLAT FEE LEGAL AND PARALEGAL SERVICES  
MC-VISA-AMEX Accepted

## We'll give you all the credit.

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

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



**FAX (202) 293-FAST**

OR MAIL TO: Classified Dept.,  
1705 DeSales Street, NW,  
Washington, DC 20036.  
Deadline is Monday at noon Eastern  
Time for the following Monday's issue.

**For Sale Stations**

**S. FLA FULL C FM**

Booming Market  
For Sale by Owners

**Reply Box N-50**

**THE RADIO FINANCE SPECIALISTS**

- New Financings
- Refinances
- Smaller Markets
- Restructures

**SIGNAL PROPERTIES**  
99 State St., Brooklyn Hts., N.Y. 11201  
(718) 643-5825

Receiver Selling

**Class C**

**Measured Texas Market**

317-844-7390 for details

**SANTA BARBARA AM**

See to believe, new equipment  
\$445.00 terms to qualified  
and/or

**PUEBLO AM**

See and you'll buy at \$139.00  
good equipment and terms.  
Phone 805-967-6672 after 6 PM

CLASS A FM, S. CALIF. \$NEGOTIABLE  
CLASS B FM, S. CALIF. \$1M W/TERMS  
CLASS C COMBO, N. CALIF. \$725 W/TERMS  
CLASS A COMBO, S. CALIF. \$600 W/TERMS  
REGIONAL AM, C. CALIF. \$225 CASH  
REGIONAL AM, OREGON \$200 CASH

**MILLER & ASSOCIATES**

(805) 523-7312

**CHAPTER 11  
BANKRUPTCY SALE**

Dominant AM/FM in Hanover/Lebanon, N.H., must be sold. AM 1kw, FM 3kw (6kw grant). All equipment post-1986. AM tower site 4.21 acres. Per notice of sale, sealed bids must be submitted to attorney for debtor at 3:00 p.m. 10/31/91; top 3 sealed bids will compete in auction November 1, at 9:00 a.m. Other terms and conditions apply to sale which are available on request. All bids require certified deposit of \$50,000 which will be returned to non-accepted bidders. For further information on stations contact Mr. Clark at 603-448-1400. Information on terms of sale contact Bertrand Zalinsky, attorney for debtor, Scotch and Zalinsky, 1650 Elm Street, Manchester, NH 03104.

**BOSTON SUBCARRIER  
AVAILABLE**

Class B1 station. Excellent metro-area coverage. 92 kHz region.

**Fran Berger, GM,  
WERS-Boston, MA  
(617) 578-8823**

An **RTC** Opportunity

**FOR SALE  
WCVX-TV/Channel 58  
and Broadcast Tower**

Serving Cape Cod,  
Massachusetts

**ASSETS INCLUDE:**

1. WCVX-TV FCC license.
2. All production, broadcast, and editing fixtures and equipment, including cameras, sets, lighting and transmitters.
3. Income-producing broadcast tower and related real estate.

- 1,191 kw visual, 119.1 kw aural
- Grade A signal to Cape Cod Market

**WCVX-TV is not  
presently operating.**

**For additional details or to  
request an RTC bid package,  
contact:**

Daniel J. Kaufman  
or  
Stephen K. Williams, Jr.

**Mail:**

Resolution Trust Corporation  
Northeast Consolidated Office  
PO Box 1500  
Valley Forge, PA 19482-1500

**Express:**

Resolution Trust Corporation  
Northeast Consolidated Office  
1000 Adams Ave.  
Norristown, PA 19403

1 (800) RTC-NECO or  
(215) 650-8500

**All requests for bid packages must  
be in writing and received by  
November 1, 1991.**

**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 ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

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

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

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

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

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

**Marilyn A. Harris**, director, corporate communications, Time Warner Enterprises, New York, named VP.

**Jane N. Begert**, manager of corporate human resources, Guy Gannett Publishing Co., holders of print and broadcasting companies, Portland, Me., named VP, human resources.

**Roger A. Ashley**, sales manager, Tele-mundo Network Sales, Dallas, joins co-owned KTMD(TV) Galveston, Tex. (Houston), as VP and general manager.

**John W. Coons**, formerly with United Banks of Colorado, joins Jones Intercable Inc., Englewood, Colo., as managing director, real estate and construction management.

**Lon Lee**, VP, program manager, KCNC-TV Denver, joins KHQ-TV Spokane, Wash., as VP and general manager.

**Kent M. Cornish**, operations manager, WIBW-TV Topeka, Kan., joins KTKA-TV there as general manager.

**Gary O'Brien**, operations manager, WOWW(FM) Pensacola, Fla., named general manager.

## SALES AND MARKETING

**David Fowler**, senior VP and associate creative director, Ammirati & Puris, New York, joins Fox Broadcasting Co., Los Angeles, as senior VP, creative director, advertising.

**Kristin McGuire**, VP, sales and marketing, MediaWest, San Francisco, joins Associated Press Broadcast Services there as regional radio executive.

**Gregory R. D'Alba**, VP, sales manager, Turner Broadcasting Sales Inc., New York, named senior VP, sales, CNN and Headline News there.

**David R. Hackley**, director, business development, Sportschannel America/NBC, joins CNBC, Fort Lee, N.J., as director of advertising sales marketing. **Paul E. Waters Jr.**, general sales manager, United Artists Cable Advertising, Baltimore, joins CNBC, Fort Lee, N.J., as director, local advertising sales.

**Debra Riker**, account executive, advertising sales department, Dimension Cable, Palos Verdes, Calif., joins KWHY-TV Los

Angeles as marketing manager. **Linda Miller**, director of marketing and promotions, KWHY-TV, named sales manager.

**John Majkrzak**, senior customer service representative, Jefferson-Pilot Data Services Inc., joins KBHK-TV San Francisco as traffic manager.

**Donald Walker**, former VP, sales, Marathon Communications, Mobile, Ala., joins KUII(AM) Dallas as general sales manager.

**Kevin Cassidy**, regional manager and president of advisory board, HNH Radio Sales, Dallas, named VP, regional manager and director of sales.

Appointments at BBDO New York: **Larry Novenstern**, VP, national TV supervisor and manager, national sports franchises, named VP, associate director of national broadcast; **Gina Intrepido** and **Susan Liss**, assistant media planners, named media planners.

**Mary Nelson**, director of marketing, WKRN-TV Nashville, joins KXTV(TV) Sacramento, Calif., as director of advertising and marketing.

**Jim Allen**, from WCIU-TV Chicago, joins WOJO(FM) Evanston, Ill. (Chicago), as account executive.

**Mark Distler**, local sales manager, WMAR-TV Baltimore, named general sales manager.



Spalding

**Michael Spalding**, director of advertising sales, Eastern region, Nickelodeon/Nick at Night, New York, named VP, advertising sales, Eastern region.

Appointments at WTXN(TV) Waterbury, Conn.: **Christopher Foster**, sales service manager, WPGH-TV Pittsburgh, named commercial traffic manager; **Glenn Conticello**, formerly from WDRC-AM-FM Hartford, Conn., named account executive; **Michelle Bellucci**, from Petry Television, named account executive, and **Dave Knapp**, from WHCT-TV Hartford, Conn., named commercial production manager.

**Joseph Brozic**, recent graduate, Arizona State University, Tempe, Ariz., joins KBJR-TV Superior, Wis. (Duluth, Minn.), as account executive.

**Stacey Robinson**, account executive, Turner

Broadcasting Sales, Atlanta, joins Sports-South Network there in same capacity.

**Wendy Hudson**, broadcast buyer, Russ Reid Co., Pasadena, Calif., named senior broadcast buyer, media division.

**Paul Parzuchowski**, corporate accountant, The Interep Radio Store, New York, named controller, marketing division.

**Drew Greenland**, copywriter and reporter, Life magazine, joins Smith/Greenland Inc. advertising, New York, as VP.

Appointments at WKLX(FM) Rochester, N.Y.: **Valerie DiCostanzo**, account executive, named local sales manager; **Lucy Teresi**, from WUFX-FM Buffalo, N.Y., and **Amy Linder**, from WRMM-FM Rochester, N.Y., named account executives.

**John F. Feeser III**, local and regional sales manager, WGAL-TV Lancaster, Pa., named general sales manager.

**Kathy Baske Young**, former VP, marketing and research, TVX, joins WLFL-TV Raleigh, N.C., as general sales manager.

Appointments at Katz Continental Television: **Cheryl Pollitt**, account executive, Creative Advantage, Dallas, named sales executive there; **Amie Giordano**, sales associate, Los Angeles, named sales executive; **Donna Stripp**, sales assistant supervisor, South Central sales team, New York, named research analyst, East Central and Southeast station groups there; **Daniel Burke**, sales assistant, East station group, New York, named research analyst, and **Steven Costanzo**, administrative coordinator, Katz Radio, New York, named research analyst, East station group; at Katz American Television: **Scott Whyatt**, sales trainee, Dallas, named sales executive, and **Bruce Kallner**, sales executive, white sales team, New York, named sales manager; **Mary E. Butler**, national sales manager, WCDJ(FM) Boston, named account executive, Katz Radio, New York.

Appointments at ESPN Inc., New York: **Cynthia Hartnett**, direct response coordinator, advertising department, named account executive, special markets, Eastern region, Bristol, Conn.; **Tom Hagel**, account executive, named director, Eastern sales; **Louis Koskovolis**, senior media buyer, Foote Cone and Belding, named account executive, and **Kristin Siegener**, advertising sales assistant, New York magazine, named direct response coordinator.

**Mike Scott**, local sales manager, KYTV(TV) Springfield, Mo., named general sales manager.



## PROGRAMING

**Dawn Honnaka**, director of marketing, Media Home Entertainment, joins ABC Distribution Company, Los Angeles, as director, international client services.



Honnaka



Warner

**Steve Warner**, VP, special projects, CBS Entertainment, Los Angeles, named VP, program planning.

Appointments at King World Productions, New York: **Leonard S. Spilka**, VP, finance, adds duties as treasurer; **Elizabeth Schorr**, associate, corporate department, Proskauer Rose Goetz & Mendelsohn, named counsel, reality-based programing division; **Gary Grandolph**, VP, central division manager, Chicago, named VP, sales, Midwest division; **James R. Knopf**, sales representative, Reebok International, New York, named account executive, Western division; **Michael A. Lever** and **Chris Carson**, from creative services, named director, affiliate relations, West Coast, and print advertising manager, respectively.

**Jeffrey Paule**, attorney, NBC-TV, New York and Burbank, Calif., joins Walt Disney Network Television, Burbank, Calif., as VP, network television legal affairs.

**James Dauphinee**, independent producer working most recently with Multimedia Entertainment and King World Productions, agreed to develop and produce program and production opportunities for Post-Newsweek Stations Inc., Washington and Miami.

**Arthur Badavas**, director of talent relations, Home Box Office Inc., New York, named VP, talent relations and special events.

**Kelly Bolton**, manager, business affairs, Showtime Networks Inc., New York, named director, business affairs.

**Dan Ingram**, former air personality, WABC(AM) New York, joins WCBS-FM there in same capacity.

**Danny Bonaduce**, former air personality, KKFR(FM) Glendale, Ariz., rejoins WEGX(FM) Philadelphia as morning personality.

**Wayne M. Fisk**, account executive, WLAM(AM) Lewiston, Me., WKZS(FM) Auburn, Me. (both Portland), joins ABC Radio Networks, New York, as manager of net-



Peter Arnett



Lesley Stahl

## SPJ HONORS ARNETT AND STAHL

The Society of Professional Journalists has named CNN correspondent Peter Arnett and Lesley Stahl, co-editor, CBS's *60 Minutes*, Fellows of the Society, its highest award for service to the profession. They were honored Oct. 17 at the society's national convention in Cleveland.

work programing.

**Rick Sherrill**, manager, production auditing, NBC Productions, joins Columbia Pictures Television, Los Angeles, as director, film production estimating.

**Ricky Kirshner**, VP, Eventures special events production co., joins dick clark corporate productions inc., Princeton, N.J., as director of producton.

**Zenobia Conkerite**, independent producer, composer and singer, New York, joins Radio Band of America production company there as producer.

**Max Miller**, director, KOSO(FM) Patterson, Calif. (Modesto), adds duties as manager, program operations for parent company, SpaceCom Inc.

**Mimi Sternlicht**, associate creative director, DDB Needham, joins Propaganda Films, Hollywood, as head of Chicago office.

**Cheryl Riess**, malpractice attorney, Curtis and Riess Curtis law firm, Boston and New York, joins Lifetime Television, Astoria, N.Y., as ob-gyn medical editor, programing.

**Mark Brady**, purchasing manager, TV Answer Inc., Reston, Va., named director of administration. **Shaila M. McCall**, manager, Middle Market Services Group, Washington, joins TV Answer, Reston, Va., as director of accounting and controller.

**Sean A. O'Boyle**, from Orbis Communications, Chicago, joins Group W Productions, Chicago, as account executive, Midwest region.

**Billy McKinney**, director, player personnel, Minnesota Timberwolves basketball team, joins Midwest Sports Channel, Minneapolis-St. Paul, as basketball color analyst.

**Brian White**, former program director, KSFM(FM) Woodland, Calif. (Sacramento),

joins WMXB(FM) Richmond, Va., in same capacity.

**Sherry Westbrook**, from KOLL(FM) Pine Bluff, Ark., (Little Rock), joins KSSN(FM) Little Rock, Ark., as music director and air personality.

## NEWS AND PUBLIC AFFAIRS

**David Bohrman**, senior producer, special events, *World News Tonight With Peter Jennings* and *Nightline*, ABC News, New York, named executive producer, ABC News *World News Overnight*, premiering Jan. 6.

**Tim Russert**, senior VP and bureau chief, NBC News, Washington, named moderator of *Meet the Press*.

**Tom Farmer**, supervising producer, future projects, CNN, Washington, named senior producer, *Larry King Live*.

**Lillian Williams**, from WMAQ-TV Chicago, joins WKYC-TV Cleveland as general assignment reporter. **Danielle Fink**, from WEWS(TV) Cleveland, joins WKYC-TV as night-side assignment editor.

**Andrew Amador**, evening anchor, KNX(AM) Los Angeles, joins KEYT-TV Santa Barbara, Calif., as 11 p.m. anchor.

**Jan Allen**, from KOMO-TV Seattle, joins KXTV(TV) Sacramento, Calif., as news director.

Appointments at KTUL-TV Tulsa, Okla.: **Lauren Chambliss**, producer, and **Mike Jones**, reporter, both from WKXT-TV Knoxville, Tenn., to same capacities. **Janice Bradley**, producer, KBTX-TV Bryan, Tex., joins KTUL-TV, as weekend producer.

**Nick Cellini**, sports reporter and producer, WWWE(AM) Cleveland, joins WKYC-TV there as sports reporter.

## TECHNOLOGY

Russell Barlow, internal sales engineer, Quantel, Los Angeles, named Southwest regional broadcast sales manager.

John Falvi, assistant chief engineer, WPBF(TV) Tequesta, Fla. (West Palm Beach), named chief engineer.

Arturo Silvestrini, senior VP, European operations, Computer Sciences Corp., Lanham, Md., named president and CEO.

Todd Lindo, post-production coordinator, Editel/Chicago, named operations manager. Neal Cohen, from Stern Walters, joins Editel/Chicago as producer.

Ronald L. Schoenherr, station manager, WJW-TV Beaufort, S.C., named senior VP of co-owned South Carolina ETV, Columbia, S.C.

Todd L. Burns, temporary group I engineer, WLWT(TV) Cincinnati, named group II engineer.

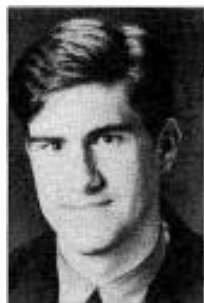
Frank Bluestein, corporate VP, AME Inc., joins Anderson Video post-production house, Burbank, Calif., as VP, sales.

Bruce Long, director of marketing and promotion, National Captioning Institute (NCI), joins Anderson Video as VP, marketing.

Paul J. Sweeney, project engineer, A.F. Associates Inc., Northvale, N.J., named sales executive.

## PROMOTION AND PR

Krista Van Lewen, senior media specialist, The Discovery Channel, Bethesda, Md., named manager, corporate communications, Discovery Communications Inc.



von Ruden

Martin von Ruden, director of publicity, Nickelodeon/Nick at Nite, New York, named VP, publicity.

Julie Furlong, environmental campaign director, KIRO Inc., Seattle, joins KSTW(TV) Tacoma, Wash., as director of public relations.

Ray Gilmer, executive producer, KSDK(TV) St. Louis, joins Dorf and Stanton Communications there as director, media relations.

Susan Scarfia, formerly with The Connecticut Consulting Group, Wilton, Conn., joins Keller-Crescent Public Relations, Evansville, Ind., as account supervisor.

Neil Glassman, sales and marketing manager, Bradley Broadcast, joins Cate Cowan Communications public relations and ad-

vertising agency, Washington, as creative director.

Bernard Allmayer, supervisor for tourism, distribution, legal and financial accounts, Curran/Ferguson and Partners, Philadelphia, joins McAdams Richman & Ong, Bala Cynwyd, Pa., as account supervisor.

Frank Casamento, from WKDD(FM)-WLSR(FM) Akron, Ohio, joins WNEO-TV Alliance, Ohio, and WEAQ(TV) Akron, Ohio, as development associate.

## ALLIED FIELDS

Ann Kirschner, executive VP, PrimeTime 24 Joint Venture, joins Video Technologies International consulting and new business development firm, New York, as managing director.

Tracy S. Fleischman, principal, EntertainmentWire, joins NATPE\*Net, Los Angeles, as account executive, sales, Western region.

New officers at National Association of Media Brokers: Tim Menowsky, Media Mergers & Acquisitions, Tampa, Fla., president; Brian Cobb, Media Venture Partners, Washington, VP; Jim Blackburn, Blackburn & Co., Washington, treasurer, and Ray Stanfield, Stanfield Associates, Van Nuys, Calif., secretary.

Carrie Hunter, president and CEO, Banff Television Foundation, Banff, Alberta, Canada, resigned, succeeded by Jerry Ezekiel, festival director, adding duties as president.

Paul Perdue, from KDNT(AM) Denton, Tex., joins Audience Research & Development, Dallas, as consulting associate.

Gordon White, program manager, KPTV(TV) Portland, Ore., awarded distinguished achievement award from Oregon Association of Broadcasters.

Bob Costas, host, NBC's 1991 Summer Olympics, Barcelona, Spain, named 1991 Sportscaster of the Year by American Sportscasters Association.

## DEATHS

Alan A. Harper, 60, arts editor, CBS News Sunday Morning, died Oct. 19 of lung cancer in New York. He joined CBS in 1958 and was writer and producer for religion programs until inception of Sunday Morning in 1979 as producer and arts editor. Survivors include his wife, Alicia; two sons, Phillip and Harold.

Grant Turner, 79, WSM-AM-FM Nashville and Grand Ole Opry announcer, died of heart aneurysm Oct. 19 there. At age 16, Turner began working at KFYO(AM) Lubbock, Tex. (Abilene), and moved to Knoxville, Tenn., in 1942. In 1944, Turner joined WSM and became known as "the Dean of the

Opry announcers." He is second radio announcer inducted into Country Music Hall of Fame. Survivors include his wife, Lorene; daughter, Jo; son, Thomas; sister and five grandchildren. Memorial contributions may be made to Grand Ole Opry Trust Fund or Johnsons Chapel United Methodist Church in Williamson County.

Harry C. Barfield, 70, president, general manager and board chairman, WLEX-TV Lexington, Ky., died of stroke Oct. 11 there. Before joining WLEX-TV in 1955, Barfield worked as radio announcer in 1940, and was president of WCOV Inc., Montgomery, Ala. He is survived by his wife, Margaret; daughter, Patricia; son, John, and two grandchildren.

Curt Massey, 81, composer and singer of theme song for TV's *Petticoat Junction*, died Oct. 20 in Rancho Mirage, Calif. Cause of death was not disclosed. Beginning his radio career in 1930, Massey joined KMBC(AM) Kansas City, Mo. He hosted programs *The Curt Massey Show*, broadcast on CBS and NBC radio, and *Curt Massey Time*, seen on TV in 1956. Massey is survived by his wife, Edythe; two sons, Stephen and David.

Henry M. Schachte, 78, retired president, J. Walter Thompson advertising agency, died Oct. 22 in Bridgeport, Conn. He had been hospitalized at St. Vincent's Medical Center after series of strokes. Schachte joined J. Walter Thompson in 1963 and served on executive committee. He retired in 1974. Survivors include two daughters, two sons, and sister.

John R. Hensel Sr., 71, retired president and general manager, WHDL Inc., Olean, N.Y., died from combination of illnesses Sept. 20. Leaving advertising career in 1947 for WHDL(AM), Hensel stayed there until his retirement in 1985. He is survived by his wife, Jean; daughter, Susan; three sons, Chris, John Jr. and Robert; sister, brother and six grandchildren.

Dick Evans, 66, reporter, WOTV(TV) Grand Rapids, Mich., died Oct. 17 of cancer there. Evans began 44-year broadcasting career at educational radio station in Illinois, and later worked at stations in Arkansas and Oklahoma. He had been *On the Michigan Road* reporter since 1971 for WOTV. Survivors include his wife, Betty, and three sons.

Arthur W. Bernal, 78, food critic, died of heart attack Oct. 13 in New York. Bernal critiqued restaurants under name Stendhal for WCBS(AM) and later WNCN(FM), both New York, from 1980 to 1989. He is survived by his wife and two daughters.

Phyllis Ostin, 49, talent executive, died Oct. 19 in Los Angeles. Cause of death was undetermined at press time. Ostin most recently had worked for *One on One*, *The Ron Reagan Show* and *The Paul Rodriguez Show*. She is survived by two daughters, Lisa and Emma; father, Joseph, and sister, Marjorie.

# FIFTH ESTATE

## ROBERT PEPPER: FCC'S FORWARD THINKER

**A**s chief of the FCC's Office of Plans and Policy, Robert Pepper has the luxury of "kicking around today's issues while trying to identify the next set of telcom policy questions."

OPP, the FCC's version of a think tank, is the driving force behind many FCC policy positions. Last week was no exception. The FCC dealt with telco-cable crossownership rules (including video dial tone), reconsideration of fin-syn and HDTV simulcasting, among other things (see "Top of the Week"), and OPP, either directly or indirectly, has left its mark on each issue.

Dealing with the future is nothing new for Pepper. He was point man for 1991's controversial OPP report "Broadcast Television in a Multichannel Marketplace" and the principal author of 1988's OPP report (affectionately known as the Pepper Paper) advocating common carrier status for telcos.

But the man whose name is often linked with predictions of a bleak broadcasting future, is, judging from colleagues, an affable and funny man, in the mold of one's favorite off-beat college professor. It's not surprising, then, that Pepper's roots are in academia.

He has a Ph.D. in communications from the University of Wisconsin-Madison and a master's in education from Temple University. Those credentials led to a professorship of communications at the University of Iowa, where he became head of the program.

While on sabbatical in 1982, Pepper spent a semester in Washington studying telco-cable competition as a research affiliate at Harvard University's Program on Information Resources Policy. "It was the flip side of today's debate. Cable operators were getting into business to compete with the telephone company for local distribution. It was supposed to be a semester," Pepper says.

He's been there ever since.

"Until last fall, I changed assignments—not 'jobs'—every year, although I've never looked for another job. I've been doing essentially the same thing, but wearing slightly different hats."

At some point he plans teach again. "I enjoy it. I try to maintain contact as much as possible with the research community. Part of the job at OPP is to maintain those contacts. In some ways



OPP is the best of both worlds: I have terrific colleagues both in the office and around the commission. You deal with ideas and real policies, and to some extent, what we do here is teach."

That policy change often comes slow is a Washington given that frustrates many. Not Pepper. "The world doesn't change rapidly. Things are evolutionary. You have to build consensus around ideas. When you're busy, time does fly. I wrote the [Pepper] paper three years ago. It seems like yesterday. Three years, in terms of the life cycle of policies, is a short time. But it's a long time to a four-year-old."

His son Noah, it just so happens, is four, and along with his wife, Linda, is part of the reason Pepper keeps so much in perspective.

"This past summer we went to the beach. I spent six hours a day building sand castles with my little boy. To me that's the greatest thing in the world."

If Pepper's pre-OPP career was more a matter of accepting better, if unsolicited, offers, his journey to OPP in 1987 was probably his most orchestrated move. At the time of his son's birth, he was FCC Commissioner Patricia Diaz Dennis's senior adviser. But, he said, "having a son changes your life dramatically. I wanted to spend more time with him, and I couldn't do that job right. I'd be going to work before Noah got up, and getting home after he went to bed. That's what brought me to OPP. It gave me a lot more flexibility."

The other anchor in his life is Linda, whom he met while both were undergraduates in Madison. The two became involved in various film societies. "We would see as many films as possible, sometimes three a day." He no longer has time to go to many movies, but "fortunately there are video stores because we don't get out as much as we used to. Finding babysitters is tough."

He chuckles at the thought that his advocacy of competition in the mega-channel video world of HDTV, video dial tone, impulse buying technologies and the like will make it easier for the Peppers to indulge their movie passion. "By the time video dial tone and HDTV arrive, Linda and I will be able to go to movies anytime we want."

Linda, an accomplished painter, has biennial exhibitions at Washington's Addison-Ripley Gallery. The walls of his office, and those in OPP's lobby, have Linda Pepper originals. (His office also has a large Dr Pepper clock, a tongue-in-cheek gift from her.) He says of their diverse lives: "It's a wonderful complement. Our friends are completely

different. You're not going to go out to dinner with painters and talk shop about telecommunications. It's nice." ■

### Robert Mantell Pepper

*Chief, FCC Office of Plans and Policy; b. February 10, 1948, New York; BA, PhD, communications, University of Wisconsin-Madison; BA, education, Temple University, Philadelphia; professor, communications, and program head, University of Iowa, Iowa City, 1974-85; research affiliate, Harvard University's Program on Information Resources Policy, Washington, 1982; staff, NTIA, Washington, 1982-83; policy analyst, National Science Foundation, Washington, 1983; acting associate administrator, Policy Analysis and Development, director, Domestic Policies, NTIA, 1983-85; director, Annenberg Washington Program in Communications Policy Studies, 1985-86; senior adviser, FCC Commissioner Patricia Dennis, 1986-87; OPP staff, 1987; present position since 1989; m. Linda Wolf, June 1970; child: Noah, 4.*

# IN BRIEF

**Michael Lambert**, Twentieth Television syndication president, **announced he will resign** in November. Move reignited speculation, heard since Lucie Salhany took over as



chairman of Twentieth Television in July, that Paramount Domestic Television's VP-general sales manager Greg Meidel will rejoin Salhany as head of Fox syndication. Lambert's exit follows series of executive-level appointments apparently intended to create syndication, network and cable production hierarchy under Salhany. One source with close ties to Twentieth suggested that Salhany has created slot for Meidel whereby he would serve as president of Twentieth syndication, in addition to overseeing cable, network and international sales. Meidel had been previously considered prime candidate for Salhany's old syndication post at Paramount, which eventually went to Steve Goldman, but having been passed over, sources say he does not intend renewing his contract by end of this month with Paramount.

While Westinghouse Electric Corp. may have to sell some of its assets to combat losses, **fate of Group W radio and TV stations is yet to be determined.** In published interview, Westinghouse Chairman Paul Lego said company would not "run out and sell the best pieces of our businesses." One investment banker contacted by BROADCASTING who was familiar with Group W also doubted stations would be sold. That does not mean that structure of Group W will remain unaltered. Group W is wholly owned subsidiary of Westinghouse, and it has been rumored that Westinghouse may sell minority stake in operations. New York investment firm Kohlberg, Kravis Roberts & Co. is said to have expressed interest in group. However, if Westinghouse Electric is successful in securing multibillion line of credit it is said to be looking for, sale or partial sale of broadcasting unit may be unnecessary.

**CBS won week of Oct. 14-20 on strength of baseball ratings.** CBS, with 15.3 rating/25 share, outdistanced second-place NBC, which averaged 13.3/22. ABC, yet to win week of new season, was third with 12.1/20 and Fox was fourth with 7.9/13. Season-to-date ratings through last Thursday show CBS ahead

with 14.4/24, NBC second with 12.9/21, ABC third with 12.0/20 and Fox in fourth with 7.9/13. Based on ratings for first four days of last week, CBS will win last week, again paced by World Series. Game five Thursday night averaged 22.9/37 for CBS and powered network to six-rating-point victory over second-place NBC. ABC finished Thursday night more than 11 rating points behind CBS and just one rating point ahead of last-place Fox.

**CBS is moving *Brooklyn Bridge* from 8-8:30 on Friday to same time on Wednesday**, more desirable time period. On Friday night, show experienced consistent decline in audience. As result of move, *Royal Family* will move to 8:30 slot on Wednesday, with CBS putting *Teech* on hiatus. Following death of Redd Foxx, Paramount has apparently decided to rework *Family* cast by adding former 227 star Jackee to cast. Network is also placing *Princesses*, which also is undergoing cast change, on hiatus. CBS did not announce what series will take over 8-9 time period on Friday.

**Mark Goodson Productions has announced formation of new company, Mark Goodson Games**, which will focus on development of game shows, including those using interactive technology.

**ABC's *Good & Evil* became that network's first series to be canceled**, when network decided last Wednesday not to renew Witt/Thomas/Harris show. Series has suffered at 10:30-11 p.m. on Wednesday as final leg of ABC's comedy six-pack. Speculation has network deep-sixing all-comedy strategy and filling 10-11 hour with Steven Bochco's *Civil Wars*, which stars Mariel Hemingway and Peter Onorati.

In closed circuit presentation last week ABC employees were told **John Sias**, president, ABC Television Network Group, **will remain in his post beyond his 65th birthday** at request of Daniel Burke, ABC's CEO.

**ABC confirmed last week firing of Allen Sabinson**, executive VP, motion pictures for television and mini-series, ABC Entertainment, whose exit from network took place Friday, Oct. 18.

## FCC TO CONSIDER NEW RULES TO PREVENT HOAXES

**A** succession of radio hoaxes—a murder confession, a mock nuclear attack and a faked shooting—has led to proposed new rules identifying and punishing broadcasters whose on-air antics harm the general public.

Although such hoaxes have already run afoul of current policy, the FCC is limited to either a slap on the wrist or seeking license revocation. It was that lack of flexibility that prompted Mass Media Bureau Chief Roy Stewart to push for the rulemaking back in July (BROADCASTING, July 29).

"A hoax rule will codify our policies and enable the commission to effectively redress hoax situations that cause [public] harm [and] permit the commission to fine licensees that perpetrate harmful hoaxes, thus allowing for sanctions less drastic than license revocation, but stronger than admonition," said Jane Hinckly, senior attorney in the Mass Media Bureau.

To be held liable under the FCC's proposed rule, a licensee must know the broadcast material was false, that the hoax caused "immediate, substantial and actual public harm" and that such harm was "foreseeable," Hinckly said.

Along with comments on the specific proposal, the commission is seeking comment on how it should determine "foreseeable"; whether the rule should encompass all false broadcasts or only hoax reports of crimes or catastrophes, and what types of harm should be considered.

The issue of hoaxes took on added importance following the April 1991 discovery that a telephone call from a man claiming to have murdered his girlfriend, aired on KROQ-FM Los Angeles in June 1990, was staged by DJ's Kevin Ryder and Gene Baxter.

**Gene Roddenberry**, 70, creator of TV's science-fiction series *Star Trek*, died in Los Angeles Oct. 24 of cardiac arrest after suffering from massive blood clot. His *Star Trek* series, this year celebrating its 25th anniversary, aired on NBC for only three seasons (1966-69), but found its greatest success in syndication. Original series inspired additional creations ranging from series of successful movies to cartoons. At time of his death, Roddenberry was executive producer of syndicated series *Star Trek: The Next Generation*, which premiered in 1987 and won Emmy this year for sound editing. He also produced *The Lieutenant*, was head writer for *Have Gun, Will Travel* and wrote more than 60 TV scripts. Survivors include his wife, Majel Barrett, actress who appeared in both *Star Trek* series; two daughters, Darlene and Dawn, and son, Rod.



**MMT Sales Inc. is new rep for McGraw-Hill's CBS affiliate KMGH-TV Denver**, said to have national billings of \$13 million annually. Previous rep was Katz Television.

**Florida judge Robert V. Parker on Thursday dismissed all charges against *The Globe***, tabloid that had been charged with violating Florida law in naming alleged rape victim in trial of William Kennedy Smith. *Globe* was one of several news organizations, including NBC News and *The New York Times*, that

## RADIO ROASTS SILLERMAN

The John Bayliss Broadcast Foundation held its sixth annual Bayliss Media Roast at New York's Plaza Hotel last week, roasting Robert F.X. Sillerman, chairman and chief executive officer of The Sillerman Companies. Sillerman (l) is shown with Carl Hirsch of Legacy Broadcasting.



## RITTER WANTS ENGINEER ON COMMISSION

House Telecommunications Subcommittee member Don Ritter (R-Pa.) introduced legislation requiring that at least one sitting FCC commissioner be a trained engineer. "In the 56 years since the creation of the FCC, the technical sophistication and complexity of radio spectrum regulatory issues has increased significantly...." The FCC's engineering staff "is not a suitable substitute for first-hand comprehension of technical complexities and technical policy alternatives," says the introduction of the FCC Engineering Qualification Act (H.R. 3501).

A candidate would be qualified to hold the engineer's seat on the commission with a bachelor of science degree in any engineering field, senior/fellow status in a national engineering society "or, by virtue of registration as a professional engineer, be skilled in the engineering sciences at the time of appointment."

The Society of Broadcast Engineers has been the main organization lobbying for the legislation (BROADCASTING, Dec. 17, 1990). Ritter announced the introduction of the bill in a speech at the Society of Broadcast Engineers convention earlier this month. The bill is seen as a long-term project. Ritter has not yet begun a serious push for co-sponsors of H.R. 3501. Attachment of the bill's language to next year's FCC appropriation or some other legislation is being considered.

## SIGNED-AND-SEALED DBS

Hughes Communications last week contracted Arianespace Inc. to launch Hughes's first high-power direct-broadcast satellite in December 1993. Dubbed DirecTv by Hughes, the 16-transponder, 120-watts-per-channel bird is currently being constructed to deliver three to 10 TV signals per transponder to 18-inch consumer satellite antennas.

Last June, Hubbard Broadcasting's United States Satellite Broadcasting, with license to operate five DBS frequencies at 101 degrees west longitude, invested more than \$100 million in five of the transponders. Hughes, which is constructing two birds, is pursuing sales, leases and partnerships to fill the remaining 27 frequencies it controls at that orbital position.

made controversial decision to name woman. Jury selection in well-publicized trial begins on Wednesday.

**NBC News will merge *Today* and *Sunday Today* units into single morning news operation**, following similar merger last month of its evening news operations. Beginning on Nov. 24, *Sunday Today* will permanently move from Washington to New York. NBC News senior VP and Washington bureau chief Tim Russert will become moderator of *Meet the Press* when current anchor Garrick Utley moves to New York to anchor *Sunday Today*.

**Time Warner's American Television & Communications reported revenues for third-quarter 1991 at \$304 million**, up 9% from same period 1990. Operating cash flow rose 12% from third-quarter 1990, from \$128 million to \$143 million. Operating income of \$88 million was 14% higher than third-quarter 1990's \$77 million. Net income rose 32% to \$42 million (39 cents per share), up from \$32 million (29 cents per share). Revenues for first nine months of 1991 were \$909 million, up 11% from \$820 million. Net income

for nine-month period rose 33% to \$116 million (\$1.06 per share), up from \$87 million (80 cents per share).

**A.R. Van Cantfort**, WSB-TV Atlanta program manager for past 23 years, announced he will retire on Feb. 1, 1992. He will operate Vanco Broadcasting, TV-radio consulting firm based in Atlanta, and will continue as programing consultant for WSB-TV through 1993. Station is looking for successor.

Tele-Communications Inc. spin-off **Liberty Media announced recapitalization plan** that will reclassify outstanding shares of company's Class A common stock into 20 shares of Class A common stock and two shares of new series of preferred stock. Plan also reclassifies outstanding shares of company's Class B common stock into 20 shares of Class B common stock and two shares of new preferred stock. Company currently has outstanding approximately 542,000 Class A shares and 271,000 Class B shares. New preferred stock won't stop company from issuing senior debt or equity securities.

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## PLAYING WITH FIRE

**W**e were disturbed to learn last week that two TV news anchors from a major-market network affiliate were asking the FCC to reprimand, fine and pull the license from (what, no drawing and quartering?) a crosstown radio station because they didn't like opinions expressed on the air (see story, page 70).

The complaint, by KCBS-TV anchors Bree Walker Lampley and husband Jim, joined by 25 different disabled rights groups, was apparently filed against KFI(AM) and talk show host Jane Norris more for the attention it would draw to the subject of tolerance of disability than out of any expectation of serious FCC consideration. News of the filing was leaked to the *Washington Post* and co-owned *Newsweek* magazine, with the *Post* carrying a large story on the front page of its Style section. And Jim Lampley himself said he would be "really surprised if some weighty action is taken by the FCC against KFI [this from someone who asked to have the license revoked]. Bree and I just want to bring to light some of the moral and social questions raised about people with disabilities functioning normally in today's society." That is a noble end, but it hardly justifies the means.

It is understandable that Walker Lampley would wish to spread a message of tolerance, and it is a fine message. She herself is evidence of success in an appearance-conscious position despite a genetic condition affecting the bones in her hands and feet. And it is understandable that she and her husband would be sensitive to a public challenge of their decision to have a child knowing there was a 50/50 chance the condition would be inherited. What is harder to understand is the willingness of a journalist to invite punishment for the expression of an opinion, no matter how personally distasteful, and further to do it chiefly for the publicity the filing would receive. Broadcasters are reluctant enough to extend their expression of opinion beyond the local pothole situation for fear of offending some government overseer. The last thing they need is for broadcasters themselves to invite such intrusion.

This complaint, if publicity-driven, is an abuse of the process. If merely misguided, it is no less a waste of the commission's time and resources. In either case, the FCC should expend as little as possible of both in dismissing it.

## PROCEED WITH CAUTION

**W**hile we're on the subject of content regulation, we encourage the FCC to move cautiously in contemplating increased oversight of broadcast hoaxes. The commission suggested in putting out the notice of inquiry on the subject that it is seeking some middle ground between a slap on the wrist and license revocation, and that it plans to do so without stifling programing creativity. If, left with the

status quo, this FCC would more likely choose revoking over slapping, some middle ground may be needed, but increasing the size of the regulatory threat while managing not to increase the chill on content is a tough tightrope to walk. And, if the FCC fails, broadcasters will take the fall.

## CHANGE THE RULES, DUDE

**H**aving viewed a recent episode of *The Simpsons* through tears of laughter, we were prompted to change to semi-annual the frequency of this page's pitch that the Academy of Television Arts and Sciences permit the show to compete for an Emmy in the best comedy series category, rather than be relegated to an animated category peopled—or, more appropriately, crittered—almost entirely by prime time holiday children's specials, with which the *Simpsons* has little in common save for the medium in which both are rendered.

Traditionally, we wait until the Academy of Arts and Sciences releases its Emmy nominations to point out that the show has been improperly pigeonholed, but we've decided to raise the issue while there's still time to amend the rules.

We tend on this page to avoid program criticism (after predicting an early curtain for *Bonanza*, and suggesting instead that all eyes stay peeled for *Five Fingers*). We have made exceptions, however, for some exceptional programs, and for reasons other than simply to offer our opinion on the shows. (For instance, to illustrate that TV drama is alive and well, despite suggestions otherwise and even though a number of hour network dramas folded their tents [*China Beach* quite literally] last year, we cite *I'll Fly Away* on NBC and *Home Front* on CBS as examples of encouraging new blood.)

*The Simpsons*, quite simply, is one of the best written and produced comedies on television. It should be included in the writing, directing, producing and best show categories with other comedies, not penalized because the medium chosen was pen and ink rather than film or videotape.

As platypuses will attest, no category is perfect, but *The Simpsons* is a gold-plated platypus that rarely lays an egg. It deserves to be treated as a half-hour comedy and to stand with the best of that genre.



Drawn for BROADCASTING by Jack Schmidt

"Thank's for that demonstration of the sling psychrometer, Bill. Up next. Healthbeat."



A.



C.

# IDENTIFY THESE PEOPLE AND WE'LL PUT YOU IN THE PICTURE.

B.



D.



Sixty important people from the world of broadcasting will be profiled in *Broadcasting's* 60th Anniversary Issue. And they will be inaugurated into the first *Broadcasting* Magazine Hall of Fame. You could be there for the awards gala in Washington, D.C., if you know your broadcasting history.

Pictured here are people from broadcasting's past and present. Identify them and send us your answers on this official entry form. We'll draw two winners from the correct entries. And the winners and their guests will be whisked away to the *Broadcasting* Magazine Hall of Fame gala in Washington, D.C. on December 10th.

This special Anniversary Issue will be poly-bagged with the regular December 9th issue. Closing: November 27th.



CUT OUT AND MAIL TODAY

## OFFICIAL ENTRY FORM

Identify the people pictured and write in their names below:

A. \_\_\_\_\_ C. \_\_\_\_\_

B. \_\_\_\_\_ D. \_\_\_\_\_

Identify yourself:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Agency/Business: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone: \_\_\_\_\_

Send to: 60th Anniversary Contest, *Broadcasting* Magazine, 630 Third Avenue, NY, NY 10017 Attn: JM. Winners will be drawn from the pool of correct entries no later than November 25th and notified by telephone. The winners and their guests will receive: round-trip transportation to Washington, D.C., ground transportation to and from the awards dinner location, admission to the awards reception and dinner, one night of hotel accommodations, one room double occupancy. No substitutions will be accepted. In the event the winners cannot attend, other winners will be chosen from correct entries. Employees of Cahners Publishing and their families are not eligible to enter.

**BROADCASTING'S 60TH ANNIVERSARY ISSUE.**

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