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61st Year 1991

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study blames reruns
for viewer defections*

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Broadcasting
announce merger*

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*TBS buys Hanna-Barbera;
ESPN, TNT face losses
on baseball, football*


WASHINGTON / 57

*Cable, cities to challenge
FCC proposal to allow
telcos to deliver video*



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Vol. 121 No. 19 \$2.95
**Cable program stocks in
the money Japanese
yen for Time Warner**



Actually,
Empty Nest has
the third highest
share of any
show in prime time.
One of only three
shows to break
a 30 share.

Empty Nest

Available Fall 1993.





© Buena Vista Television
Source: NTI H1shr Sept. 1990-Apr. 1991, all prime time.

“Empty Nest
has a 100% share
every week.”



THIS WEEK

27 / TIME WARNER FINDS INVESTORS

A \$1-billion agreement between Time Warner, Toshiba Corp. and C. Itoh & Co., in addition to paring down Time Warner's debt, creates a limited partnership called Time Warner Entertainment, whose operating businesses would comprise Warner Bros., HBO and Time Warner Cable businesses.

29 / FAREWELL TO VIDEOTAPE?

A number of high-profile SMPTE exhibitors demonstrated finished or prototype tapeless recording products capable of storing not just seconds-long animation or graphics segments but longer, full-resolution video for news, entertainment and even live sports programming. Most of the proposed or demonstrated systems use digitized video, and most incorporate magneto-optical disc media; at least one stores video within microchip memory, in effect, on no medium at all.

31 / FCC SITES NARROWED

The General Services Administration has narrowed the site selection for new FCC space to four best and final offers, all within a few miles of the current office: the Portals, located behind the Department of Agriculture; City Center, at 14th and H; the Warner, on Pennsylvania Avenue, and the Far East Trade Center, in Chinatown.



C. Itoh President Minoru Murofushi (left) and Toshiba President Joichi Aoi hold a news conference after the announcement of their companies' investment in Time Warner Entertainment (page 28).

32 / TV BRACES FOR SMITH TRIAL

Court TV, pool camera for the William Kennedy Smith rape trial, will provide dual feeds: one live and unedited and another masking witness identities. Presiding Judge Mary Lupo has said she wants to have the trial wrapped up by Dec. 20, and will keep the court open seven days a week to meet the deadline.

33 / DISCUSSION PLANNED ON LICENSE

House Copyright Subcommittee Chairman William Hughes (D-N.J.) is planning an informal meeting of representatives of the Hollywood studios and the broadcasting, cable and other video services industries to discuss compulsory license and retransmission consent. "We're going to try to reach

out to everybody we think has an interest in the area and see if there is any consensus for basically a regime that will be fair and balanced," Hughes said.

35 / CBS SCORES 19.4 FOR WEEK SIX

World Series baseball filled the top five spots in the ratings for the week of Oct. 21-27, lifting CBS to its fifth weekly win in the six-week-old new season and garnering, in the final game, the highest rating for baseball since game seven of the 1987 series. NBC's counterprogramming one-two, Danielle Steel's *Daddy* and *Palomino*, ranked sixth and eighth, respectively. CBS's 19.4/31 was its best rating since February 1984.

36 / BIG STEP IN BURBANK CONVERSION

NBC has named John Agolia, president of NBC

Enterprises and vice president of NBC Productions, to oversee the reorganization of its Burbank facility. Plans call for Burbank to become a home for production companies and new studios. NBC Chairman Robert Wright urged West Coast staffers to take a hand in shaping the new operation.

36 / RERUNS BLAMED FOR VIEWER EROSION

A new study by Bozell Advertising concludes that much of the blame for viewer erosion can be laid to the networks' practice of stuffing the non-summer months with repeat programming. Pushed by affiliates to offer fresh shows during the critical May sweeps, and reluctant to pay for additional episodes, the networks frequently pre-empt first-run series early in the season to spread them out. The result, the study says, is viewer frustration with lack of program continuity.

38 / KCRA'S TIME SHIFT BOOSTS NEWS

NBC affiliate KCRA-TV



The Warner, one of four sites considered for FCC (page 31).

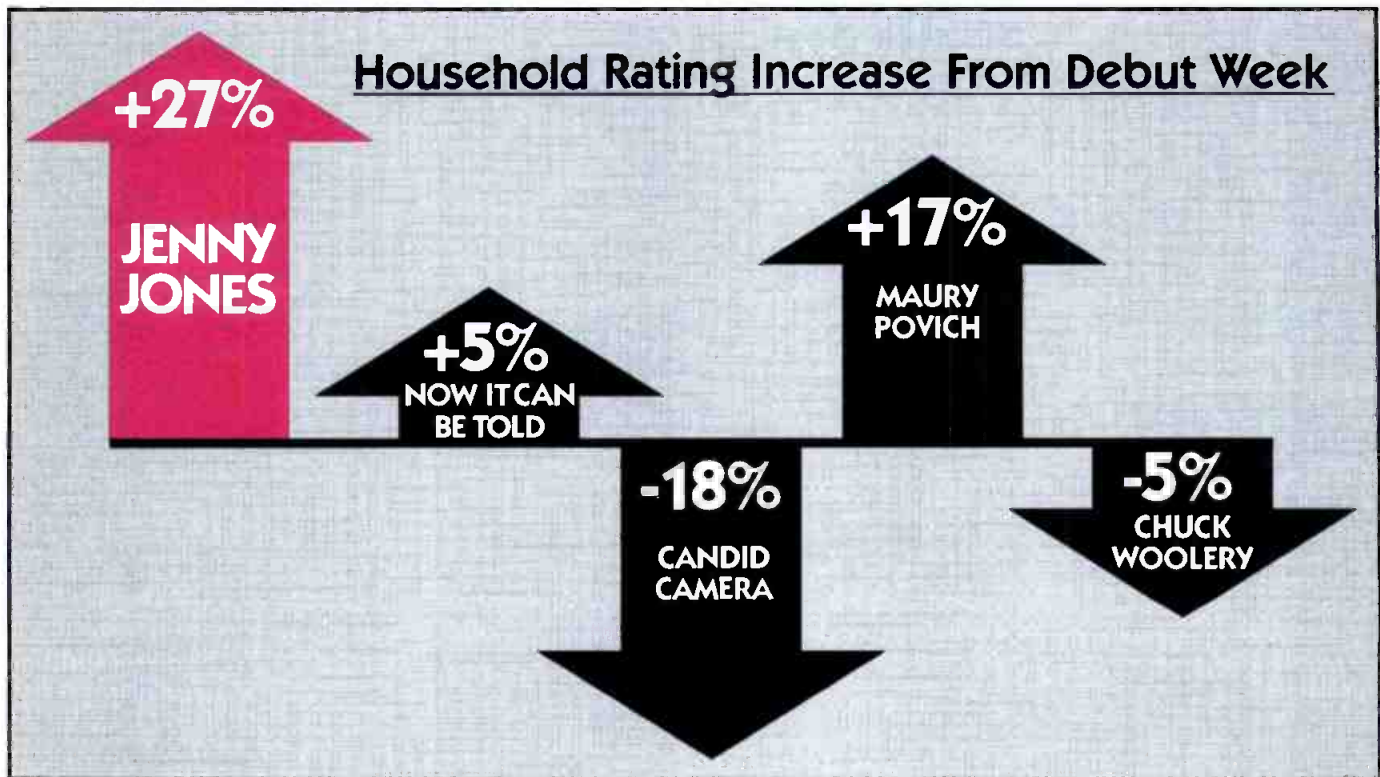
GROWTH: THE SI



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Ratings growth. In this tough first-run season, it's the predictor of long-term success. And, since its debut, "Jenny Jones" has shown more growth than any other new first-run strip. Boosting its time period rating by a phenomenal 27%.

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**jenny
jones**



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**WARNER BROS.
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DISTRIBUTION**
A Time Warner Company

SOURCE: NSI Combined Weighted Market Average.
Premiere Week vs. Week of 10/21

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Sacramento, set to announce the hiring of a new general manager, has received good news on the ratings front since it shifted prime time to 7 p.m. and its local news to 10. The newscast is up 19% over a year ago, and there's a rumor that co-owner Jon Kelly is planning to expand the show to 60 or 90 minutes.



Turner buys Hanna-Barbera and its 3,000 animated programs (page 44).

44 / TBS BUYS HANNA-BARBERA

As expected, Turner Broadcasting System, in conjunction with Apollo Investment Fund, L.P., has signed an agreement to buy Hanna-Barbera Productions for \$320 million. In the near term, Turner will use H-B's collection of 3,000 animated half-hours and 350 series and films to bolster its children's programming on superstation WTBS(TV) Atlanta and TNT, but the door is open to create a channel devoted to animated programming.

44 / SPORTS LOSSES MOUNT IN CABLE

Top-dollar contracts for major-league sports telecasts have not produced the audiences or advertisers that cable networks had hoped for. ESPN will lose \$40 million on its Major League Baseball package for the 1991 season; TNT lost the same amount on NFL games this year.

48 / TURNER'S TWIST ON TAKEOVER TALE

In a PBS interview with David Frost, TBS Chairman Ted Turner said that, contrary to popular belief, he bought MGM's library because its majority shareholder finally agreed to sell, not because he wanted a consolation for his failure to buy CBS. In retrospect, he said, the MGM deal worked out better "because CBS is worth

far less than it was then."

49 / BRILL COURTS THE 'OPRAH' CROWD

In a speech to a Washington cable audience, Steven Brill, president and editor-in-chief of Courtroom Television Network, described his operation as "a 24-hour news channel about the most important branch of government." The network now reaches about five million homes, and its largest audiences are daytime weekdays, "people who normally watch soap operas, *Geraldo* and *Oprah*," he said.

50 / SHERIDAN, NBN MERGER

Sheridan Broadcasting Networks Inc. and NBN Broadcasting Inc. have announced plans to merge the black-owned and -operated companies into what their executives call "the largest media vehicle reaching the black audience on a continuous basis." The final name and make-up of the new entity will be announced soon.

57 / CITIES, CABLE UNITE AGAINST TELCOS

Cable operators and municipalities have joined forces in assailing the FCC's no-franchise-needed ruling for telephone companies wanting to

provide television services. Joined by the NCTA, the groups may try to reverse the order at the FCC, on Capitol Hill or in the courts. Cities argue that a franchise is needed to keep such a communications network responsible to the community; cable operators say a telco network unfettered by franchising obligations would be unfair competition.

58 / FCC RELEASES NEW AM GUIDELINES

AM broadcasters and engineers have begun perusing the FCC's new interference standards to determine how they might affect antenna moves and other modifications. The guidelines are designed to improve AM sound to make it more competitive with FM. An NAB executive said that "the commission did a good job of balancing a number of competing interests."

60 / TOTENBERG'S TIME UNDER FIRE

NPR legal affairs correspondent Nina

Totenberg's breaking of the Anita Hill story pushed her into the middle of a heated debate, not just on the accusations but on journalistic ethics as well. "I don't think there are ethical questions here for me," Totenberg has said; her only regret is losing her temper in an argument with Senator Alan Simpson (R-Wyo.).

62 / TAPELESS MEDIA SHOWN AT SMPTE

The Society of Motion Picture and Television Engineers and the Audio Engineering Society are contemplating merging their shows, perhaps by 1994, in light of the fact that little new hardware appeared on the floor that hadn't been seen in an earlier version at NAB. However, some new hardware was in evidence: a number of manufacturers demonstrated tapeless, disc- and chip-based digital video recording systems.

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Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate, *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting@* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Cahners Publishing Co., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issues, \$2.95, except special issues, \$4.50. Subscription, U.S. and possessions, \$85 per year. Canadian and other international subscribers, add \$40. U.S. and possessions, \$400 yearly for special delivery, \$100 for first-class. Subscriber's occupation required.

Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Postmaster, please send address corrections to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715.

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CLOSED CIRCUIT

VIENNA, VA.

Anniston fallout

Decision by FCC last week disallowing move of WHMA-FM Anniston, Ala., to Atlanta means that Tom Gammon is not only one standing to lose money on deal. Hoyt Goodrich, of Bridge Capital Investors II, says partnership has invested \$14 million in Gammon's company and "investors have very little chance of getting any reward from this investment." Additional loss could be coming if commission's decision is also applicable to Gammon's application to move KRWR(FM) from Carson City, Nev., to Sacramento, Calif.

Goodrich said that no course of action has been decided on yet, as far as FCC decision goes, but that he "would be surprised" if company does not appeal decision.

Partnership is one of three that "he [Goodrich] and others manage," totaling \$285 million. Among senior partners is former Citibank President William Spencer, who, according to Goodrich, is currently director of Capital Cities/ABC Inc. Goodrich says 35% of partnership's assets are invested in broadcasting.

WASHINGTON

Lowest unit charge at FCC

Flood of comments from broadcasters two weeks ago (BROADCASTING, Oct. 28) and lobbying forays led by National Association of Broadcasters President Eddie Fritts last week may be having desired effect of convincing FCC majority to assert jurisdiction not only over determining lowest-unit-charge liability but also remedies.

FCC Commissioners James Quello and Ervin Duggan favor total pre-emption of state and federal courts on lowest-unit-charge enforcement, but they have been without third vote. In wake of broadcasters' push, FCC Commissioner Andrew Barrett or Sherrie Marshall are said to be seriously considering joining them. FCC Chairman Alfred Sikes remains convinced pre-emption should be limited to liability, which would leave candidates to sue for rebates and damages.



Howard Stringer (third from left), president, CBS/Broadcast Group, was honored in Los Angeles last week by the National Conference of Christians and Jews with its Humanitarian Award. With Stringer at the Oct. 28 event, which raised an estimated \$500,000 and was attended by 800, are (l-r) Grant Tinker; Gary Lieberthal, chairman, Columbia Pictures Television, and Burt Reynolds, star of CBS's *Evening Shade*.

Flakery flap

FCC Commissioner Ervin Duggan called Office of Public Affairs Director Lorrie Secret on carpet last week for allegedly criticizing him in conversation with reporter who had written story on speech Duggan gave on telephone reliability two weeks ago, according to FCC sources. Neither Duggan's office nor Secret would comment on incident. But as general matter, Secret said: "We don't tear anyone down; we are not in that business."

Duggan's reprimand reflects pervasive feeling among commissioners that OPA is little more than publicity machine for chairman. Commissioners are apparently willing to tolerate OPA's promotion of Sikes, but not to their detriment.

Quello recusal response

FCC Commissioner James Quello is drafting formal response to request that he recuse himself from participating in lowest-unit-charge complaint against WXIA-TV Atlanta and should have it ready this week. Quello aide would not

say what his answer would be, but it's safe bet it will be resounding "no." Quello dismissed complaint as "ridiculous" after it was received two weeks ago.

Complaint, filed by group of Georgia politicians, is likely to be handled in first instance by Mass Media Bureau. If an appeal is made to the commissioners, the complainants could ask them to vote Quello off the case. But few believe the other commissioner would comply.

NEW YORK

Arbitron for ad revenue

While partnership with CBS will be boost to Arbitron (see story, page 65), ratings service is still facing uphill battle in getting old clients back. On that note, Pete Megroz, Arbitron's vice president, sales and marketing, is working on report showing that two services means additional ad revenue. Looking at a top-20 market where three affiliates were Arbitron subscribers, Megroz said, on typical buy, one station received 33% share of buy, an-

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TWENTIETH
TELEVISION



The family of late FCC Chairman and Intelsat Director General Dean Burch was on hand at Intelsat's Washington headquarters Oct. 26 to accept resolution honoring Burch from Federal Communications Bar Association Foundation (l-r): Shelly Burch, daughter; Patricia, wife; Dean, son; Bill and Dianne Butterfield, son-in-law and daughter, and Larry Roberts, who made the presentation on behalf of the FCBAF. Proceeds from the reception, attended by some 250 friends and associates of Burch's, will benefit the National Federation of Parents Against Drug Abuse. Burch died Aug. 4 (BROADCASTING, Aug. 12).

other affiliate received 22% and third received 14%. When only two of stations used Arbitron, both gained 132% share of account, while station that dropped Arbitron, according to Megroz, lost 30% of its share of account.

Go East

People's Republic of China could be next television frontier for Hearst Entertainment & Syndication Group. Invited by ministry of culture, Raymond Joslin, group head, is in China to pitch division's programming, specifically from Hearst Entertainment Productions, Lifetime Television and Arts & Entertainment Network, as well as properties from Hearst's newspaper syndication and features business.

SAN JOSE

Digital debut

Look for Compression Labs Inc. to open door over next several weeks for network newsgatherers to become first users of digital video compression in their satellite transmission. SkyPix is looking to launch its direct-to-home service, using 8-1 version of CLI technology in early 1992. TCI and Viacom are not expected to choose system before next summer. But CLI has been quietly developing version, probably at 2-1 or 3-1 compression ratio, robust enough to handle live video, and is expected to bring product to market in next several weeks. With hundreds of transportable satellite

uplinks across continent, however, cost of encoders remains big question.

LEXINGTON, KY.

Going once...

Shamrock Broadcasting Inc.'s WTVQ-TV Lexington, Ky., is under negotiation for sale to Park Communications Inc.; \$12 million is "ballpark," say industry sources. Seller is owned by Roy E. Disney family; it runs five AM's, nine FM's and three TV's. Buyer is licensee of 10 AM's, 9 FM's and 7 TV's, as well as 139 newspa-

PIONEERS LIBRARY ENDOWED BY TAISHOFF

BROADCASTING Chairman Lawrence B. Taishoff has donated the interest from \$1 million for the next 10 years to the Broadcast Pioneers Library in Washington, Library President Robert E. Lee announced last week. The donation is expected to amount to about \$75,000 a year. Taishoff, son of the late BROADCASTING founder Sol Taishoff, said he hopes his gift "will be considered a challenge grant for matching funds, a stimulus for a larger fund-raising effort to endow the library permanently." The library, a repository of photos, books, papers and memorabilia pertaining to the history of radio and TV, is now in 20th year.

per publications. ABC affiliate was part of 12-station, \$21.6-million merger of Starr Broadcasting Group, forming Shamrock in 1979.

LOS ANGELES

Meidel to Fox?


Negotiations are being completed "in earnest" between lawyer Ed Hookstraton and Twentieth Television in which Paramount Executive Vice President and General Sales Manager Greg Meidel will likely have remaining estimated six months of his Paramount contract bought out by Fox. Rumors have heated up that Meidel will be joining Fox's syndication division since Twentieth Television President Michael Lambert announced his intention not to seek renewal with Fox (BROADCASTING, Oct. 28). However, by all indications from sources, Twentieth Television Chairman Lucie Salhany has been said to be dangling beefed up job whereby Meidel would oversee network, cable and international arms, in addition to syndication.

Meanwhile, sources say Lambert has been holding discussions with MCA Inc. and Columbia Pictures Television, with latter reportedly interested in aggressively mounting first-run syndication division. Another source said that Warner Bros. Television, network division, may be interested in his services as well.

'Trek' tribute

Paramount Domestic Television will be tagging episodes of *Star Trek: The Next Generation* this week and week of Nov. 11 as "special tribute video" to series creator Gene Roddenberry, who died Oct. 24. Paramount Network TV President John Pike, whose division produces series for syndication, provided few details on content of video tributes, which will appear in two-part episodes titled "Unification I & II."

Tribute to Roddenberry, who created perhaps most successful TV and movie franchise in studio history (estimated to have generated approximately \$2 billion in revenue in 25 years since its creation), comes as bittersweet reminder to Paramount executives of how Academy of Television Arts and Sciences' Emmy Awards only awarded original *Star Trek* (NBC, 1966-69) and *Next Generation* technical awards, almost completely ignoring Roddenberry and creative team's accomplishments.



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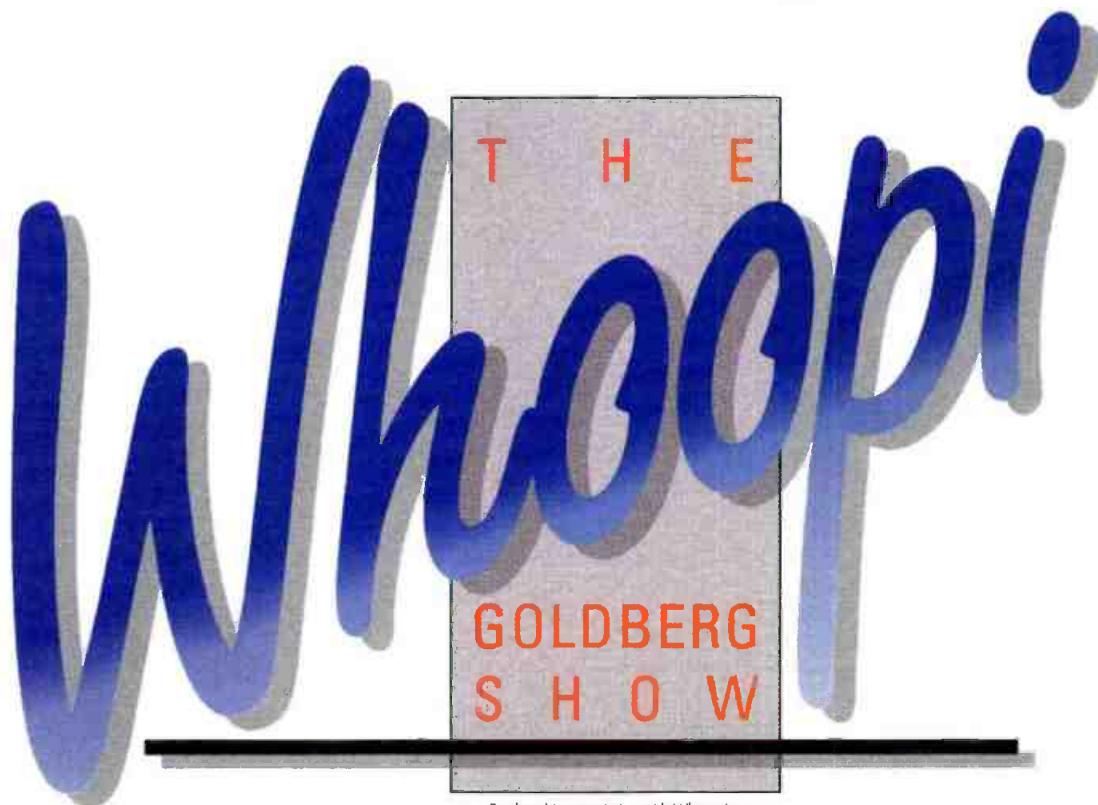
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MONDAY MEMO

A TV ad commentary from Ric Gorman, VP/sales, Clear Channel Television, Mobile, Ala.

How did the television spot industry get into such terrible condition? The strength of the product in nearly every market is phenomenal. The overwhelming majority of all TV stations reach significantly more homes than the newspapers in the same markets. It usually takes a combination of several radio stations to deliver the same audience as one television station.

The inherent advantages that television offers advertisers are a compilation of the best of several media. The combination of sight, sound, color and motion all presented to an active, participating consumer offers advertisers the strongest medium for their message.

Somehow, the spot TV industry simply lost control of itself. For decades we have been preoccupied with selling against ourselves instead of touting the basic advantages of our product.

If we on the station side of the television industry do not change the way we are marketing our product, we may very well be on a self-destruct mission. The spot sales industry was designed years ago to accommodate the needs of individual stations when the medium was generally limited to three outlets in most markets. The ratings were also split three ways (with the exception of large markets). The demand for avails was consistently growing for decades as advertisers discovered the power of the medium. This strong demand and limited inventory forced prices and revenue into constant growth. As an industry, this growth curve allowed us the luxury of getting away from the more difficult job of developing local business.

The popularity of the remote control unit, the growth of cable, the emergence of Fox and the overall strength of independent stations have dramatically fragmented viewer choices and changed habits. The lower ratings, which have resulted from this "splintering" of audience, coupled with a multiyear trend of less than double-digit spot TV budget growth, have left the station side of the industry struggling to keep pace with prior years, much less demonstrating continued growth.

The answer to the problem is literally right in our own backyards. If we are able to orient our sales and marketing efforts more toward fulfilling the needs



of our own local clients, then the downward spiral of costs per point, average unit rates and revenue will reverse itself.

It's astonishing that so many conversations take place between stations and persons who are given the responsibility to place client dollars with no mention of the client's goals or objectives.

For the most part, the industry has a preoccupation with cannibalistic methodology. Tools that help sales managers monitor other spot scheduling on their television competitors encourage selling against the industry. This also helps buyers get lower unit rates.

The ideal of switching business from one TV station to the other via "reaching more viewers for less investment" inevitably leads to fewer dollars invested in television within the market. It does not take a highly skilled salesperson or sales manager to sell their product cheaper than that of the competition.

The spot television industry is unfortunately evolving to the point where the station with the weakest local sales effort will be postured to have the largest share of national business because it will be willing to sell it for less through its rep firm. Rep firms are by design share-of-business oriented.

The tendency to be overly concerned with "share" is also detrimental to the primary task of increasing revenue. When stations cut below buyer's cost per point to achieve a larger share of the buy, they simply reduce the amount of dollars that a client must place in their

market. Recent conversations with some buyers and planners at major agencies have all had the same tone: "I can't believe how cheaply these stations are pricing." If we think those dollars are coming back, we are sadly mistaken. Locally, we are often detached from our clients and their needs. We tend to be self-devouring about our client base. We all know that print pulls more than double the broadcast revenue from virtually every market, but we continue to focus on "our fair share" of the TV budgets.

How do we turn this self-destruct effort around? It starts with leadership. Focus management on bringing new clients into your advertiser base. Concentrate your creative energies on using the incredibly powerful medium that we sell to solve the needs and problems of local clients. We can do a better job than newspaper. We can dramatically expand the amount of advertising that is spent locally in every market on television. By creating more demand for your product via new local advertisers, you then increase the pressure on inventory.

When sales managers are compensated for average unit rate increases, new local clients and net revenue increases over the prior year.

When the primary focus of local

sales teams is selling the benefits of the medium and delivering results for clients, as opposed to selling against the other television stations in their market, then the television revenue pool will expand.

When station owners and GM's become involved in the marketing of the sales efforts, adapting their product to the fragmented media world, then this self-imposed downward spiral will reverse itself.

We are fortunate to have the most powerful medium with which to sell products for our clients. Let's get back to the basics of selling products and services for our local clients first, and focus our energies upon finding new ways to achieve larger budgets for television, and we will create more demand for our product because television works. ■

"We can dramatically expand the amount of advertising that is spent locally in every market on television."

DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

- 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. 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**—*Women in Cable, North Carolina chapter*, annual conference. Embassy Suites,

Greensboro, N.C. Information: Julia TeKippe, (919) 665-0160.

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—*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. 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.

ALSO IN NOVEMBER

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—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television As-*

MAJOR MEETINGS

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 An-

tonio 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.

THE #1 INDEPENDENTS THE #1 MARKET

New York Independents
Monday - Friday 6:00PM - 8:00PM
Household Share

<u>Program</u>	<u>Station</u>	<u>Time</u>	<u>HH Share</u>
FULL HOUSE	WPIX	6:00PM	17
Growing Pains	WPIX	6:30PM	15
Married...With Children	WWOR	7:00PM	14
Cosby	WWOR	7:30PM	14
Who's The Boss?	WWOR	6:30PM	14
Golden Girls	WNYW	6:00PM	14
Night Court	WNYW	6:30PM	13
A Current Affair	WNYW	7:30PM	13
A Different World	WPIX	7:00PM	12
Perfect Strangers	WWOR	6:00PM	7
Now It Can Be Told	WPIX	7:30PM	7

SOURCE: NSI Overnights Oct 91 Sweep

M/B

Miller-Boyett
PRODUCTIONS

LORIMAR
TELEVISION

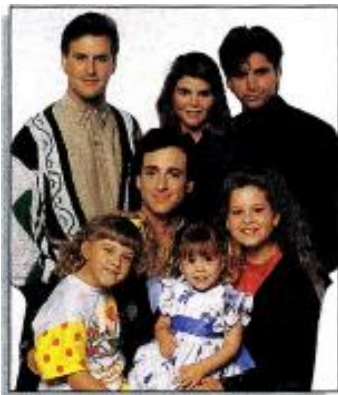
DENT STRIP IN FOR OCTOBER!

And, Full House Is The Only New
Off-Network Strip That Has Grown
Across The Country Since Its Debut!

Program	Premiere Week	Premiere Wk Rtg	Week of 10/14/91 Ratings	% Change	% Clearance In Access
FULL HOUSE	9/23/91	5.9	6.2	+5%	24%
Married...With Children	9/16/91	6.8	6.5	-4%	53%
A Different World	9/23/91	4.7	4.6	-2%	27%

SOURCE: NSI, Combined Weighted Market Average

THE #1 NEW OFF-NETWORK HIT OF '91-'92!



FULL HOUSE



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

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sociation. Sheraton Reston Hotel, Reston, Va. Information: Ellen Neill-Dore, (703) 691-8875.

Nov. 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. 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. 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—"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. 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 Interep 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

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.

Center, Houston. Information: Kim Clark, (713) 621-9401.

Nov. 19—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Sacramento, Calif. Information: Elizabeth Miro-pol, (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—"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—*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. 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. 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. 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. 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.

ERRATA

Headline on Oct. 28 story on roll-outs of *The Vicki Lawrence Show* and *That's Amore* incorrectly attributed shows to Tribune. **Both are from Group W Productions.**

Article in Oct. 21 issue on commercial clutter on cable networks that ranked five cable networks by amount of prime time clutter per hour **included both local and national advertising**, not just national advertising.

The Balance
of Power in Access
is Changing...

MARRIED...WITH CHILDREN

The #1 Access Hit

	Ratings	
	Adults 18-34	Adults 18-49
MARRIED...WITH CHILDREN	5.5	4.9
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

MTV NETWORKS
A VIACOM COMPANY

Source: NSS Ranking Report, 1991-92 Season to Date thru 10/6/91
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TH CHILDREN with Young Adults!



MARRIED

WITH
CHILDREN

The face of television *has* changed.



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a SONY PICTURES ENTERTAINMENT company

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The Broadcasting Yearbook

Editorial
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Circulation
1-800-521-8110

Advertising
212-599-2830

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OPEN MIKE

FREE-LUNCH DEBATE

EDITOR: Your Oct. 14 editorial titled "It Ain't Broke" misses the point. Given BROADCASTING magazine's readership, it is not surprising that you would oppose the creation of a performance right for sound recording; a right that, incidentally, exists in over 60 countries worldwide. What is surprising, and disappointing as well, are the half-truths set forth as the basis for your viewpoint.

First, I agree that no one can predict with certainty what impact DAB and digital audio cable services will have on the recording industry. However, the evolution of the television and video marketplaces provides clear parallels supporting the Copyright Office's belief that these technologies will "make possible the celestial jukebox, music on demand and pay-per-listen services," thereby making sound recording "vulnerable to a vast audience based on the sale of a potential handful of records."

Though you term these consequences as "speculation," and thus reject a performance right as "putting the cart before the horse," the Copyright Office does not put all of its apples into that cart. Rather, its report goes on to justify the creation of a performance right by stating that "even if widespread dissemination by satellite and digital means does not depress sales of records, the authors and copyright owners of sound recordings are unfairly deprived by existing law of their fair share of the market for performance of their works."

Second, BROADCASTING resurrects the time-worn myth that record companies and performing artists should be happy with the status quo because of the "huge promotional benefit" they receive from airplay. If only this were the case! How many radio stations limit their repertory to "top 40" music which might, under the right circumstances, generate rather than displace record sales? And how many of those stations routinely identify the songs and the performing artists whose performances form virtually all of their programming?

And the fact that radio broadcasters pay "healthy fees ...for the right to play songs" (which go to copyright owners of the musical works, not the sound recordings being performed) supports, rather than weakens, the argument

for a performance right for sound recordings. If the musical compositions are so valuable as to justify payment of "healthy fees," why should the recorded performances that bring those compositions to life be given away for free?

To its credit, the Copyright Office debunks the "promotion" myth for what it is—a self-serving argument intended to perpetuate the broadcasters' free lunch:

"Broadcasters choose to play prerecorded music: it is a relatively cheap form of programming. Broadcasters could program live music, or they could prepare their own original recordings. They generally do neither because playing prerecorded music is economically cost-efficient and popular with the public. There is no valid copyright policy reason to deny authors and owners of sound recordings of the right to compensation for the public performance of their works."

Finally, it is ironic that the very same "it ain't broke" euphemism used by BROADCASTING to defend the broadcasters' free lunch could easily be employed by the cable industry in their opposition to retransmission consent. In seeking to justify the removal of what broadcasters view as cable's free lunch, Eddie Fritts has been quoted in your publication as saying that "cable operators take a broadcaster's signal and in turn sell it to a consumer for a profit and pay nothing for the use of that signal." I guess broadcasters only like a free lunch when they are the diners, not the meal.—David E. Leibowitz, senior vice president and general counsel, Recording Industry Association of America, Washington.

COMPETITIVE POINT OF VIEW

EDITOR: This is by way of both appreciation and congratulations. The congratulations first: you, of all the trade press that have been covering the telco/cable crossownership/entry issue, correctly pointed out in your Oct. 14 issue that, despite the breastbeating of the National Cable Television Association, the cable industry is not united in its opposition to some form of telco participation in the future of cable television.

As one with a 30-year track record of battling AT&T and the Bell operating

companies on a host of issues, I bow to no one in my concern over the potential misuse of the awesome economic power of the telcos; they must be limited, controlled and monitored. But the cable establishment, which I played some small part in nurturing through its infancy, has long since abdicated the ethical high ground from which it can call for the RBOC's or anyone else to be stopped at the border.

Our growing trade association is providing a common sounding board for those who feel that competition for the cable market is the only viable solution for a future of growth and opportunity, and that we must face the possibility that authentic competition may have to come from some folks who have heretofore been embargoed from the market. That includes telcos, broadcasters and anyone else who wants to play by the rules of open entry, fair competition and freedom of consumer choice.—*David Foster, executive director, Competitive Cable Association, Washington.*

DEJA VU?

EDITOR: I will begin by suggesting a conversation that may have occurred 50 years ago.

Owner No. 1—"What is this 'FM thing' everyone has been talking about?"

Owner No. 2—"FM is new technology for radio. It will provide higher quality audio with no static."

Owner No. 3—"But I would have to buy another transmitter and nobody would be able to listen unless they bought a new receiver. No thanks, my AM station sounds just fine."

This same conversation is being repeated today because digital audio broadcasting is a new broadcast technology. The listeners want high quality, and digital audio products are selling. Visit a consumer electronics store and compare number of turntables for sale to the choices of compact disc players.

Moving the broadcast band to L band (1500 mhz) frequencies should not be discounted because some choose to use the same rules that current analog transmission modes must follow. The naysayers do not take into account that the Eureka 147 DAB system was designed to work in a mobile environment with low power and use any multipath.

Next February, the World Administration Radio Conference will begin. We need to set a course for the future and reserve spectrum for DAB. This will

insure that all AM and FM stations can use DAB. No one has suggested the "in-band" development stop. In-band technology may work and prove itself worthy. There are multipath problems that need to be addressed, and AM directional stations need to know what happens when an in-band signal travels through a phaser. It might be the easy and more convenient path for the U.S. to wait, but, we can't. If the new spectrum space is reserved, we will then have some time for additional testing and development.

DAB is here, and although owner No. 1 didn't see the need, it won't go away. Broadcasters must decide if they want to give their listeners the best possible signal and audio quality that new technology can provide, or if the current technology is "good enough" and listeners who want higher quality can (and will) go elsewhere. The cable industry and direct broadcast satellite entrepreneurs will gladly accept them with 60 coast-to-coast "digital audio choices." Perhaps this will be our last opportunity to reverse the trend toward listening to tapes or CD's just because they sound better. The only thing broadcasters can't do, is nothing.—*Dennis Snyder, chief engineer, WJOY(AM)-WOKO(FM) Burlington, Vt.*

Help Your Viewers and Listeners Prevent A Frozen Pipe Mess



FREE PUBLIC SERVICE MATERIALS

What did 800,000 homeowners have in common during the winters of 1987- 90?

They all suffered from the mess and nuisance of frozen, broken pipes. The good news? You can help your listeners and viewers avoid this mess.

Non-commercial public service announcements stressing what people can do to prevent frozen pipes are available **FREE** to you—along with a prevention how-to brochure for use as a giveaway item.

To get these free materials, just mail in the form below.

Please send me your free "Prevent Frozen Pipes" public service materials.

Name _____
 Station _____
 Address _____
 City _____ State _____ ZIP _____

Materials Preferred: TV PSAs (3/4" tape)
 TV PSAs (1" tape)
 Radio PSAs (reel-to-reel tape)
 Brochures (Quantity needed: _____)

Mail to: Frozen Pipes, Public Relations Dept.
 State Farm Insurance
 One State Farm Plaza
 Bloomington, IL 61710-0001
 For Information Call:
 (309) 766-2063

State Farm Fire and Casualty Company Home Office: Bloomington, Illinois

New Love.

Congratulations to Married With Children as
its syndication honeymoon begins.

**COMEDY SHOW
MARRIED/W CHLDREN 7.0**

NTI HH Rating



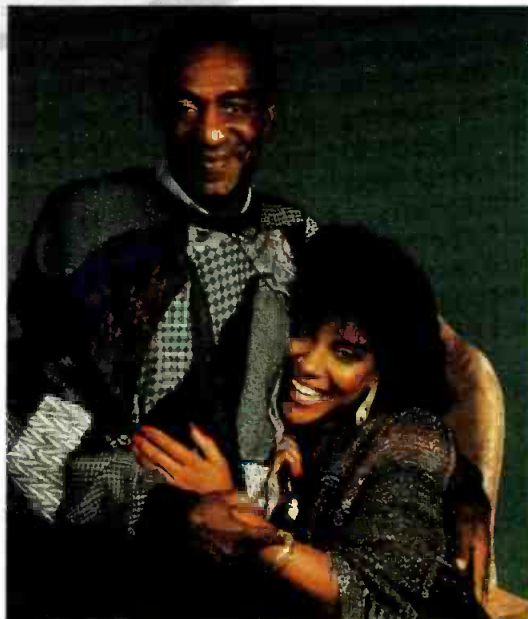
True Love.

Congratulations to The Cosby Show, now in its *fourth* year in syndication. Proof that great marriages last.

**COSBY SHOW
MARRIED/W CHLDNRN 7.0**

7.1

NTI HH Rating



Source: NTI GAA HH ratings, 9/23/91-10/13/91.

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VIACOM

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



Emmy winners for "Best Technical Direction, Camera and Senior Video For a Series."

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

TOP OF THE WEEK

CBS BITES THE SPORTS BULLET

Is losing \$600 million on baseball, football

Last Friday CBS further reduced its estimated advertising revenue for baseball and football telecasts for this year, 1992 and 1993 by \$322 million. Added to the \$92-million loss from 1990's baseball coverage, plus another \$190-million write-down for baseball taken last year, the losses from the two \$1.06-billion contracts total \$604 million. Hindsight thus suggests that CBS overpaid by almost one-third. The company said that even with the just-completed seven-game World Series, advertising demand for baseball was "substantially" below expectations, as it was for football. Friday's release blamed the new estimates on the deflection of "traditional" network sports ad dollars to cable sportscasts and other dayparts.

Operating results for the third quarter revealed that CBS TV network revenue was down 6%. Nonetheless, network profits were up because of reduced costs, including fewer original programs in the summer compared with the prior year, a corporate downsizing announced in April and the higher news costs last year from covering Iraq's invasion of Kuwait. But both the TV stations and CBS Radio reported lower revenue and profits. CBS Chairman Laurence Tisch said "the slow and sluggish pace of this recovery is not encouraging."

MALONE BACKS DILLER

Cracks in the dam on compulsory license

John Malone, CEO of Tele-Communications Inc., largest cable MSO, has endorsed "open letter" in last week's BROADCASTING (page 52) by Barry Diller, CEO of Fox Inc., urging end to compulsory license. "Over the longer term, repeal of the compulsory license is probably inevitable, particularly if a 'must carry' regime appears untenable," Malone said in a letter to Diller. Latter's proposal is expected to be on the agenda of a meeting being planned by William Hughes (D-N.J.), chairman of the House Copyright Subcommittee (story, page 33).

JAPAN'S BILLION FOR TIME WARNER

Toshiba, C. Itoh each invest \$500 million to help company expand

Time Warner formed an alliance with Toshiba Corp. and C. Itoh & Co. last week that will likely go far beyond helping to pare down Time Warner's debt (BROADCASTING, Oct. 7). Domestic and international strategic benefits, for both its cable and programing units, are a key part to the \$1 billion the two companies are investing.

The agreement creates a limited partnership called Time Warner Entertainment, whose operating businesses would comprise Warner Bros., HBO and Time Warner Cable businesses. For investments of \$500 million apiece, Toshiba and C. Itoh will each be given 6¼% of TWE, which will assume \$7 billion of Time Warner's debt. As part of the proposed deal, Time Warner would buy back the 18% of publicly held stock in its multiple system operator, American Television & Communications. The three companies are also partnering in another venture, called Time Warner Entertainment Japan, which will be 50% owned by Time Warner, with Toshiba and C. Itoh each getting 25%. The agreement is subject to regulatory conditions, including U.S. cable franchise and Japanese government approvals.



C. Itoh President Minoru Murofushi (left) and Toshiba President Joichi Aoi describe their \$1-billion investment in newly created Time Warner Entertainment.

The two Japanese-based investors have aims that go beyond a purchase made at what some observers regard as a high multiple, and each brings something different to the table. Toshiba, primarily a consumer electronics company with \$33 billion in annual sales, will

likely be more tied to Time Warner's U.S. businesses. C. Itoh, the world's largest trading company, with operations in 87 countries and \$150 billion in annual sales, will help Time Warner expand in the incipient Japanese media market, as well as in Europe.

A company that is already active in cable, satellite and telecommunications in Japan, C. Itoh, as well as Time Warner is looking to expand in the Japanese market. "Anything you want to name is what we'll do there...everything from HBO Japan to cable to new electronic businesses," said Gerald Levin, Time Warner's chief operating officer.

Time Warner's push into the Japanese market could help stimulate a sluggish cable and satellite market, according to

likely be competition to Wowwow.

Time Warner's presence could also provide competition to Sumitomo Corp. and its new partner Viacom World Wide, which is providing engineering and construction services to Sumitomo's new cable system outside Tokyo. "We've always seen Japan as a market with huge potential. All this [Time Warner] deal does is reinforce that," said Peter Newman, senior vice president, Viacom Enterprises.

which together reach more than 6.5 million U.S. cable subscribers.

Toshiba "is interested in the micro-chip business. What they believe in is interactivity, and they figure the best way to do that is through cable," said one source. Toshiba, in a joint venture established with IBM in 1989, began developing flat-screen, LCD computers that are likely to be precursors to Toshiba's attempts to combine televisions and computers into one unit, said the source. Although Time Warner's development of a 150-channel cable system in Queens, N.Y., is too far along to directly involve Toshiba, the Japanese company will no doubt be learning from that system as well, and get involved in future similar upgrades. With Toshiba's help, "we should be able to accelerate our development and accelerate our growth," said Time Warner's Levin. But neither Toshiba nor C. Itoh will get directly involved in cable operations, according to an ATC spokesman.

Cable executives hope Toshiba's involvement will help move technology along in the cable industry as a whole. "Having a consumer electronics company with a vested interest in having new technologies work on cable is a good thing," said Brian Roberts, president, Comcast Cable citing HDTV.

The cable industry last week also expressed the opinion that the investment in Time Warner's cable operations bodes well for cable system sales as a whole. While the deal is on a much different plane than standard cable system sales, it is another indication that capital is finding its way into cable, and the market for cable system sales is bouncing back, according to Charles Dolan, chairman, Cablevision Systems. It also brings about the possibility that other Japanese concerns could look to invest in U.S. cable systems. Japanese companies, including C. Itoh, have been studying that possibility for some time, according to John Waller, chairman, Waller Capital Corp. "Since cable isn't widespread in Japan, Japanese companies don't know a lot about it, and are nervous about it," he said.

If Japanese companies do invest in U.S. cable concerns, it will not be small cable operators, but the top 15 MSO's, according to Rick Michaels, chairman of Communications Equity Associates. But Japanese input into U.S. cable most likely will remain financial, since Japanese banking concerns are substantial holders of U.S. cable debt, and U.S. companies, including Tele-Communications Inc., are continuing to try to cultivate further Japanese debt sources, according to Michaels. -SDM



T I M E W A R N E R

Jeffrey Reiss, chairman, Reiss Media Enterprises, which along with Japanese Satellite Broadcasting Inc. co-owns Wowwow, a direct-to-home-satellite pay TV service that has penetrated 550,000 homes since its launch six months ago. While Time Warner Entertainment could technologically move the market forward, an HBO Japan would

The Toshiba-Time Warner relationship will likely be tied to U.S. cable operations. "Domestically, we see this partnership as enhancing our ability to exploit what is the future of digital transmission," said Levin. Sources familiar with the deal say Toshiba is primarily interested in Time Warner's U.S. cable operations—Warner Cable and ATC—

THE DEAL: TIME WARNER'S 12.5% SOLUTION

It is hard to believe that a \$1-billion investment could be a modest event, but that was the reaction of investors in Time Warner to last week's news (see above). As of Friday afternoon, Time Warner shares were trading at 91¾, up \$8 since one month ago when an outline of the proposed deal first leaked out. However, the market itself was also up several percentage points during the same period, with other cable and cable programming stocks outperforming the market as well.

To explain the muted reaction, one major institutional investor suggested simplifying the deal: "They are buying in the public holders of ATC, for just over \$1 billion while selling a similar piece of assets to the Japanese for a billion. Given that, I am not sure why the stock would react."

Discussion of the deal assumes that the offer for ATC's 19.6 million shares held by the public will not be substantially improved. In exchange for each share of ATC, Time Warner is offering a nondividend-paying preferred stock that three years from issuance can be converted into \$75 per share at the request of either the company or the shareholder.

The three independent directors of ATC have formed a committee to evaluate the offer. Since Time Warner already owns 82% of ATC, a vote on the original or modified offer, once it is held, is predetermined. However, ATC shareholders can sue to force an appraisal under the law of Delaware, where the MSO is incorporated.

Another financial approval necessary for the completion of the deal would be that from Time Warner's current debtholders. There is a good chance that a new multibillion-dollar bank credit facility will be negotiated.

Because Time would not have to initially pay out any cash, it could take the \$1 billion from C. Itoh and Toshiba and use it to pay down some debt or preferred stock. Furthermore, the deal provides a template on which other investors could be attracted, something which company executives discussed as a likely possibility.

How good or bad a deal the \$1-billion solution is remains to be seen. One of the greatest unknowns last week concerned the preferred stock in TWE that Time Warner will hold. One institutional investor suggested the stock would not substantially benefit Time Warner until the end of the decade. -CF

CLOSING IN ON A VIDEOTAPE REPLACEMENT

Number of companies at SMPTE display advancements in non-linear editing; first systems available this month from Pioneer, Editel, BTS

As the Society of Motion Picture and Television Engineers considered advanced motion imaging and the coming merger of video, computer and film (see page 64), a subtheme arose on the Los Angeles Convention Center floor last week: the beginning of the end of videotape.

A number of high-profile SMPTE exhibitors demonstrated finished or prototype tapeless recording products capable of storing not just seconds-long animation or graphics segments, but longer, full-resolution video for news, entertainment and even live sports programming.

Television editors, it seems, may be on the brink of entering a new world of non-linear editing through computerlike instant random access to any spot in a video recording.

Grass Valley, Pioneer Communications of America, Broadcast Television Systems, Ediflex Systems, Optical Disc Corp. and Symbolics all pitched non-linear machines. Most of the proposed and/or demonstrated systems use digitized video, and most incorporate magneto-optical disc media; at least one stores video within microchip memory, in effect, on no medium at all. Several work with uncompressed, full-bandwidth data, thereby allowing layers of editing without significant degradation.

Pioneer will enter the professional broadcast market this month, offering a mid-end system with perhaps the best chance for rapid, broadbased penetration among broadcasters, the VDR-V1000 LaserRecorder. Priced at \$39,950, the recorder offers an average 0.3-second (0.5-second maximum) wait to locate any spot on 12-inch magneto-optical discs. Each disc holds 32 minutes of time-compressed, analog component video and costs \$1,295.

Claiming airable Betacam quality reproduction after a million rewrites or more per disc, Pioneer designed the system to read or write SMPTE time codes, dub separate or simultaneous PCM stereo audio and to interface with multi-format VTR's, external edit controllers and graphics and effects systems. The disc technology removes the need for preroll and, claims Pioneer, eliminates frame jitter and skew problems normally associated with still-frame editing.

Ediflex demonstrated the automated Ediflex II, a multi-disc version of its automated combination of videotape li-



Pioneer: 32 minutes of Betacam quality, 0.3-second average edit point access time

brary management, edit controller and VTR systems. Included in the software is the ability to call up multiple versions of a single scene simultaneously.

Real-world editing applications

At the high end, Grass Valley demonstrated a prototype for a five-inch disc recorder holding seven-and-a-half minutes of 10-bit, noncompressed D-1 digital video in two channels—video on one, key and depth on another (or 15 minutes of video on two channels). Aiming to deliver the Digital Disk Recorder in early 1992, product manager Edward Hobson said VTR could come to mean "videotape replacement."

Initially targeting the post-production market, Hobson said TV station applications include cart machine, animation and still-store, commercial insert and news editing. An edit controller could create seamless movement from disc to disc, and news videotapes from the field could be transferred from edit suites to a central disc, allowing a news director random access to all the day's video.

Just as Grass Valley demonstrated its disc recorder in combination with on-line digital effects and picture processing systems, Symbolics showed its Paint-Amation effects system with the VideoDISK-120 from Recognition Concepts, which until now served mainly government clients. Priced at \$106,000, the VideoDISK stores six minutes of D-1 digital video, but comes in models with up to 40 minutes of storage.

On the live video front, BTS announced exclusive American distribution of the Live Slow Motion (LSM)

system, which provided three French broadcasters with continuous recording of live action and simultaneous on-air random access for replay of Wimbledon tennis action this year. The LSM, said product manager Charles Champenois for Electronic Video Systems of Grenoble, France, incorporates random access memory chip-storage and "does not replace the VTR; it works with them." Available immediately in the U.S., it also records a D-1 signal.

In his paper on magneto-optical technology, NEC Corp.'s Yoshihiro Sasaki said one Japanese broadcaster is already using his company's eight-inch disc recording and auto-changer system for on-air playback. So far, NEC has no plans to market the system in the U.S., but is developing more applications.

Film-in, film-out

Expecting "to develop products increasingly for the video world," Kodak will provide Broadcast Television Systems with film scanning and digital processing technology toward development of a high-definition film to video converter by 1993, said William Peck, manager of Kodak's Advanced Technology Products Business Group.

Sooner, by mid-1992, Kodak will open a demonstration facility for its film-in, film-out system. Employing a supercomputer and Ultimatte effects software, the finished electronic intermediate system must achieve lossless reproduction on film of the highest resolution (320 megabits per frame) to satisfy makers of TV ads, as well as feature films, said John Johnston, director of markets development. "It's probably fair to say as much film innovation will continue to occur in television advertising as in feature films, because it's the same [post-production house] people."

Quantel demonstrated the nearly identical Domino: Digital Optical for Movies. "Engineered from the ground up, not Harry [effects] for film," the system demonstrated at SMPTE now stores 90 seconds of full-resolution electronic film, said Quantel spokesman Dominic Lunney. "Some people have thought it odd that we're demonstrating only one product, and it's not for sale" until next summer, he said. "But we're getting feedback. We envisage people will begin to think differently about what they can do with film." —PPL

CABLE NETWORK STOCKS REACH FOR NEW HIGHS

Operating fundamentals and success of last week's initial public offering from Black Entertainment Television help most cable network stocks improve; some question whether market has overreacted

Cable programming stocks saw major gains last week. Most issues jumped by 10% or more, spurred by the success of new offerings from Black Entertainment Television and Gaylord Entertainment. Investors may also have been fleeing the continuing bad news from advertising-only broadcasting stocks and perhaps the regulatory uncertainty of cable operators. Among the recent gains:

■ The parent company of the Nashville Network, Gaylord Entertainment, went public in the past 10 days, at 20½, and by last Friday had risen to 24¾.

■ One month ago, QVC Networks issued several million additional shares of stock at 14¾. Last Friday, the stock closed at 17¾.

■ Turner Broadcasting shares were up 10% last Thursday, following the company's announcement that it had agreed to purchase Hanna-Barbera. Said Rothschild Inc. analyst, Dennis McAlpine: "People are looking to see the MGM story played all over again." The company's Atlanta Braves championship season may have also played a role.

But the biggest cable program stock story for the week was the initial public offering of Black Entertainment Television, which went public on Wednesday at \$17. The price towered over an initially projected offering range of \$11-\$13—and closed the first day's trading at 23½. The shares, under the symbol

BTV, were the fourth most active stock on the New York Stock Exchange.

Interest in the Black Entertainment Television offering helped boost shares of 21.5% voting-share owner Liberty Media, which rose over 50% for the week to \$530 bid last Friday. The Cheyenne, Wyo.-based cable programming holding company also recently announced a recapitalization involving a 20-for-1 split of its common stock with an additional two shares of 6% preferred stock. Liberty also benefited from owning a substantial portion of QVC Networks.

More diversified cable programmers such as Viacom and Time Warner have also probably benefited.

The BET offering was said to have been "oversubscribed" several times over and, when it reached a high of \$26 on the first day of trading, was being priced by the market at over 15 times estimated 1992 cash flow. Several securities analysts were skeptical of such pricing but Mark Riely, of McDonald Grippio Riely, said a 20% earnings growth rate for the company is pretty reasonable: "With Time Warner and TCI behind them, they have good political strength; also their costs are pretty controllable."

The recent new issues were especially well received, said securities analysts such as Smith Barney's John Reidy, because there have been relatively few cable programming plays available to inves-

tors: "Generically, you can trace it back to a lot of people having lost the conviction that advertising will suddenly get better, so that people are no longer going to own just broadcasting and newspaper stocks." Cable networks, Reidy added, "get anywhere from a vast majority to almost half of their revenue from subscriber fees. Additionally, there is still room to grow the advertising." Mark Greenberg, an analyst for Scudder Stevens & Clark, suggested the ability of Turner Broadcasting to deal with its debt load has also been a positive factor.

Not all cable programmers have shared in the gains. Among the laggards: Home Shopping Network and Video Jukebox.

At least some observers think the market may be overreaching itself. Sandler Capital's John Kornreich said the market interest is occurring at a time when cable programmer revenue growth is beginning to slow down: "For one thing, the base is bigger, which makes it harder to repeat the percentage gains. Secondly, the lousy advertising environment has just started to impact cable in the last six months. Although growth may be at over 10%, it used to be 20%."

Kornreich also said the 10-to-15 times cash flow at which program stocks were priced reveals a disparity with the stocks of cable operators that are priced "generally at seven times 1992 cash flow...in general their growths are not going to be that different." -GF

INTRIGUE OVER PALMER STATION SALES

Various suitors said to have included NBC News President Michael Gartner

Negotiations were continuing Friday on which bidder would obtain some or all of the broadcasting properties of Palmer Communications. Some bidders, including NBC News President Michael Gartner, in partnership with former Multimedia Broadcasting President Bill Bolster, are said to be out of contention. But chances of a group favored earlier in the week, that led by Palmer's own vice president of broadcasting operations, Ken McQueen, may be diminished by a last-minute offer from a still unknown party.

The aggregate price of the stations,

including Des Moines NBC affiliate WHO-TV and KFOR-TV Oklahoma City, was said by one person involved in the situation to be more than \$70 million. The McQueen group's financial backers include a fund run by Veronis Suhler & Associates. Intrigue was also added by more than one report that family politics may have complicated the sales process. One of those involved, who asked not to be identified, said that David Palmer's three daughters, in whose names the trust owning the properties is set up, favor the sale of the stations whereas some of the other trustees may not.

Discussions with Palmer were initiated almost five months ago by Broad-Street Communications, which two years earlier bought Palmer's KWQC-TV Davenport, Iowa, for \$49 million.

Since WHO-TV is an NBC affiliate, a purchase by Gartner and his partners would not have created a conflict of interest for the NBC News president. He currently is said to have ownership interests in at least one radio station, as does *NBC Nightly News* anchor Tom Brokaw.

Also for sale in Des Moines is the ABC affiliate, WOI-TV, owned by Iowa State University.



The General Services Administration is considering new sites for the FCC. Among them (l-r): City Center, The Warner and The Portals

CHOICE OF NEW FCC SITE DOWN TO 'BEST AND FINAL'

Agency could move as early as January 1993; constituency eager for convenient location

The FCC's long search for a new home may be coming to an end.

The General Services Administration is weighing the "best and final" bids from developers of at least four office buildings and is expected to pick one to be the new FCC headquarters within the next month or so.

If the GSA's choice passes muster at the FCC, the agency will begin moving into it in January 1993. If not, the FCC may try to persuade GSA to try again or allow the agency to remain where it is. But, said FCC Managing Director Andrew Fishel, the GSA has the power to put the FCC wherever it wants.

Although the bidders for the lease believe the GSA decision is imminent, Fishel said he does not know when the GSA will act. Jim Smale, the GSA contracting officer working on the contract, did not return phone calls last week.

Today, the five FCC commissioners and most of the agency employees work at 1919 M Street in northwest Washington, an undistinguished eight-story building within one of Washington's most active business and legal districts. The agency maintains satellite offices nearby at 2025 M Street and 2000 L. The space totals around 300,000 square feet, for which the FCC is paying \$8.7 million in fiscal 1991.

Consolidating the agency into a single building is the prime motivation behind the agency's search for new space, which began in 1987. Another factor is the expiration in April 1993 of its lease for 2025 M Street (70,000 square feet), which the agency has been told will not be renewed.

The four buildings vying for the lucrative FCC lease are all within a few miles of the 1919 M Street location. They are:

■ The Portals, a massive development

with a planned 2.5 million square feet of office space being built in four phases. It is tucked away along the Tidal Basin in Southwest Washington behind the Department of Agriculture. The Federal Aviation Administration has acquired 100,000 square feet for satellite offices in the first phase. Agriculture and the Department of Housing and Urban Development may also lease space there.

■ City Center, 350,000 square feet of office space at 14th and H streets in Washington's former red-light district. It is just three blocks from the White House and, of the four projects, closest to the FCC's current headquarters.

■ The Warner, 550,000 square feet of office space being built around a renovated Warner Theater. It has a Pennsylvania Avenue address, although it actually spans E Street between 12th and 13th. It is close not only to the White House, but also to the Treasury Department and other federal agencies that line Pennsylvania Avenue, including the Justice Department and the Federal Trade Commission.

■ The Far East Trade Center, a planned 1.2 million square feet in Chinatown at 7th and G streets, the east end of Washington's old downtown. Of the four, it is the only one that has not broken ground. The site is a parking lot.

Selection of a building may be stalled by a protest filed with GSA by the developer of the Far East Trade Center. In the protest, the developer argues that the January 1993 move-in date for the building should be pushed back to allow it and other developers who have not yet broken ground a chance to win the contract.

When the GSA first floated the request for bids in March 1989, said Richard Shields, development director of the

Far East Trade Center, the agency said the building must be ready in around 30 months. But when the call for "best and final" bids came in, the delivery date was cut to just 14 months, he said.

Patrick Mahady, of Barnes, Morris & Pardoe, the leasing agent for The Warner building, said The Warner will cost the FCC more because of the choice site and the higher construction costs. "It's a matter of how much the government wants to pay for the quality of the building and location," he said.

The Warner is far more convenient to restaurants, shopping, banks, other government agencies and the associations and lawyers with which the agency deals, he said. "It's more appropriate to the way they do business," he said.

"We gave them one hell of a deal," said Mahady. If The Warner can land the FCC, he said, it should have no trouble finding tenants to fill the remaining 200,000 square feet in the building. The FCC is interested in no more than 330,000 of the building's 550,000 square feet of office space.

Ed Henry, who is handling the leasing of The Portals for Cushman & Wakefield, and Lock Swift, of Orix Real Estate Equities Inc., developer of City Center, would not comment on their properties or the GSA procurement, other than to confirm they remain in the running for the lease.

Law firms, consultants and the Washington offices of companies with business before the FCC are keenly interested in where the FCC moves. "It's fair to say a number of law firms will be watching to see where the FCC will be relocated before they renew their leases," said Larry Roberts, of Mullin, Rhyne Emmons & Topel, who has followed the process closely. —MAJ

TV BRACES FOR SMITH RAPE TRIAL

Pool provider Court TV will offer optional feed that will mask identities of the witnesses

Court TV made its mark last week with unblinking coverage of the jury selection in the William Kennedy Smith case, labeled as a television first by the fledgling cable network. But the coverage was just a taste of the job that lies ahead for the nation's news organizations, bracing for the maelstrom that will hit when the highly publicized rape trial gets underway next month.

Presiding Judge Mary Lupo last week rejected a request by Smith attorneys that cameras be banned from the jury selection process, which is expected to continue right up to the opening day of testimony. The decision echoed an earlier ruling by Lupo allowing cameras to cover the main portion of the West Palm Beach trial when it begins on Dec. 3.

"Court TV is doing quite a good job at the moment of raising questions over whether a person can get a fair trial," said Everette Dennis, executive director, The Freedom Forum Media Studies Center, referring to last week's jury selection coverage. "That may be one of the more interesting things that will



Court TV covers the Smith rape jury selection

come out of this trial."

News organizations will find themselves in a whirlwind schedule when the celebrated trial opens next month. Journalists working on the case last week said that Lupo wants to have the trial wrapped up by Dec. 20, and will keep the court open seven days a week to meet the deadline.

Court TV, which is serving as the pool camera, plans to continue providing gavel-to-gavel coverage of all pro-

ceedings. So far, ABC, CBS and NBC have no plans for live coverage of the case. CNN will have extensive to continuous coverage "depending on the nature of the trial," according to Earl Casey, vice president and managing editor, domestic newsgathering.

Court TV is providing two feeds: one features no alterations; the other uses a mosaic wipe to alter the image of the alleged rape victim and a 20-second tape delay to allow for deletions of her name during testimony. Court TV itself is airing the edited version in keeping with the protective policy that has been in place at most major news organizations.

"We'd like other outfits to live with the rules that we've set, but we didn't want to impose our editorial restrictions on anybody who takes the pool," said Court TV executive producer Steve Cohen.

NBC News, which created a storm of controversy last April when it identified the alleged victim, has not ruled out naming her in future coverage.

"It depends on what we're reporting and in what context," said an NBC News spokeswoman. "The decision would be on a case-by-case basis."

The case continues to provide ample fodder for syndicated reality shows, with *A Current Affair*, *Hard Copy* and *Inside Edition* among those that have been aggressively pursuing it. —#

11-YEAR TIME BROKERAGE DEAL FOR MICHIGAN TV'S

Merger joins affiliates of two different networks; ad sales included

LIN Broadcasting's WOTV(TV), an NBC affiliate in Grand Rapids, Mich., has signed a time brokerage agreement with ABC affiliate WUHQ-TV Battle Creek, Mich., in which WOTV will pay WUHQ-TV a signal fee to air local programming for both stations starting Nov. 11 and to sell its advertising time. WOTV will also assume WUHQ-TV's expenses and liabilities.

The merger will keep WUHQ-TV alive. John Lawrence, president of WUHQ-TV parent Channel 41 Inc., said: "We could no longer run this station without a partner."

Besides merging two different network affiliates, the 11-year agreement also terminates the efforts of Northstar Television Group—which owns ABC affiliate WZZM-TV Grand Rapids—to acquire WUHQ-TV. Northstar Television had reached an agreement with Channel 41 Inc. to buy the station for \$10 mil-

lion. The sale had been approved by the FCC, but Northstar was apparently unable to close on the deal.

Another twist to the merger is that one rep firm will handle both stations. Currently, Seltel reps WUHQ-TV, with Blair repping WOTV. Bob Groothand, president and general manager, WOTV, said Blair will rep both stations.

The partnership will also allow WUHQ-TV to provide a five- to seven-minute news update on events in Battle Creek and Kalamazoo for its primary viewers. WUHQ-TV has tried on three separate occasions to launch its own newscast without success, the last time in 1985. That program ran for about two years and, according to Jerry Colvin, executive vice president and GM, lost about \$2 million. Groothand said five people will be added to WUHQ-TV for its newscasts.

Details have to be worked out, including how the selling of local ad time will

be divided between the two stations. However, since all advertising revenue generated by WUHQ-TV will go to WOTV, that may not be of paramount concern.

Satellite stations owned by the same companies are commonplace, but now more satellite station relationships between different companies are starting to appear. Two months ago, Act III Broadcasting reached a time brokerage agreement in which the signal of its Fox affiliate WNRW-TV Winston-Salem, N.C., is now simulcast on Guilford Telecasters' WGGT(TV) Piedmont, N.C. Earlier this year, ABRY Communications signed two independent stations to carry the signal of its Birmingham, Ala., Fox affiliate in Gadsden and Tuscaloosa. ABRY pays the two stations compensation and receives some local program rights held by the other two stations. LIN Broadcasting will also receive WUHQ-TV's programming rights. —#

HUGHES PLANS INFORMAL DISCUSSION ON LICENSE

Copyright chairman hopes to reach consensus among producers, broadcasters, cable

William J. (Bill) Hughes (D-N.J.), 11 months after taking over as chairman of the House Copyright Subcommittee, finds himself in the middle of a battle involving Hollywood TV producers and their customers.

Hughes is planning a mid-November meeting of producers, broadcasters, cable operators and other video interests to discuss retransmission consent, the compulsory license and other copyright-related issues (BROADCASTING, Oct. 28). "I don't think there's any question that there are problems that need to be addressed. It's not the same arena that existed 10 years ago. With evolving technologies, it's made many of the lines of demarcation kind of fuzzy," Hughes told BROADCASTING last week. "We're going to try to reach out to everybody we think has an interest in the area and see if there is any consensus for basically a regime that will be fair and balanced."

Since assuming the subcommittee chairmanship, Hughes has had a steady stream of visitors wanting to talk about television. "I've had contacts from attorneys and lobbyists, but in many instances it's the CEO's themselves that have come in," he said. The visits have increased this fall during the battle over retransmission consent.

The meeting, tentatively set for Nov. 13, will probably be the first in a series of meetings.

Hughes is planning an informal discussion, limited to members of the sub-



Copyright Subcommittee Chairman Bill Hughes will preside over Nov. 13 meeting

committee and invited members of interested companies and associations. Press will not be invited. The Motion Picture Association of America (MPAA) confirmed it had received an invitation to the meeting, and several MPAA members, including 20th Century Fox, are expected to attend.

"Since we have been involved in these issues from the beginning and have maintained an active interest, we have indicated to Hill staff our interest in participating if invited," said James C. May, executive vice president, government relations, National Association of Broadcasters.

Three key topics on the table will be retransmission consent (which would give broadcasters the right to charge cable systems a fee to carry their signals),

the repeal of the compulsory license and the applicability of the license, should it survive, to wireless cable, direct-broadcast satellite and other video services.

Backers of the House retransmission-consent/must-carry bill (H.R. 3380) are hoping for a sweeping victory for Senate reregulation bill S. 12 sometime in November. They hope momentum will drive support for H.R. 3380, which has attracted only about 20 co-sponsors since its introduction several weeks ago (BROADCASTING, Sept. 30).

H.R. 3380 was referred to the Energy and Commerce Committee, although Hughes and others believe retransmission consent is a copyright issue. "I don't think there's any question that it has intellectual-property implications which would trigger our jurisdiction," Hughes said.

Depending on the outcome of this month's meetings with the industry, the Copyright Subcommittee's parent Judiciary Committee may attempt to assert partial jurisdiction over the bill, a subcommittee staff member said. NAB's May said, however, that "we have been assured by Hill staff that the meeting is in no way designed to derail any pending legislation, including H.R. 3380."

The compulsory license, created by Congress in 1976, allows cable systems to retransmit local broadcast signals free and distant signals at fees set by the federal Copyright Royalty Tribunal. Under a repeal of the license, supported by Fox and MPAA, broadcasters would act as "rights-clearing intermediaries," negotiating broadcast rights with copyright holders as well as retransmission rights to cable systems and other video outlets in their areas. Should S. 12/H.R. 3380 fail to pass in the 102nd Congress, the repeal plan could generate greater interest beginning in 1993.

NAB and the Association of Independent Television Stations oppose compulsory license repeal because, they say, the must-carry and retransmission-consent provisions of S. 12/H.R. 3380 are based on perpetuation of the license.

Hughes, 59, has represented Southern New Jersey, including the area around Atlantic City, in the House since 1975. He was a member of the Copyright Subcommittee for two years under former chairman Robert Kastenmeier (D-Wis.), but mainly concentrated on his duties with the Judiciary Subcommittee on Crime, where he was chairman from 1981 to 1990.

-RMS

HIGH COURT DENIES PETITION TO STAY TELCO ENTRY

The Supreme Court of the United States last Wednesday (Oct. 30) denied an Oct. 17 petition by the National Association of Broadcasters, the National Cable Television Association, American Newspaper Publishers Association (ANPA) and 19 other organizations seeking to reinstate a stay on the seven regional Bell operating companies' (RBOC's) entry into information services.

By an 8-0 vote (Justice Sandra Day O'Connor did not vote) the Supreme Court reaffirmed an Oct. 7 order from the Appeals Court in Washington lifting a stay on RBOC entry imposed by U.S. District Court Judge Harold Greene (BROADCASTING, Oct. 14). Greene imposed the stay pending an Appeals Court review of his July 25 decision to allow RBOC's to own and provide information services.

"We are pleased with the court's unanimous decision, and we're moving quickly to plan new services that will benefit the general public," said a spokesman for BellSouth immediately after the Supreme Court vote.

A bill introduced last month by House Telecommunications Subcommittee Chairman Jim Cooper (D-Tenn.) would limit the RBOC's information-services entry in their local telephone service areas. Last week's Supreme Court decision "makes it imperative that Congress pass the Cooper bill," said ANPA President Cathleen Black.

U.S. PICKS S BAND FOR TERRESTRIAL DAB

Broadcasters hoping to establish a new terrestrial digital audio broadcasting service in the L band (frequencies near 1500 mhz) were dealt a setback last week by the announcement that the United States will instead seek higher S-band frequencies (2310-2360 mhz) for DAB at the 1992 World Administrative Radio Conference in Spain next February. The FCC recommended portions of both L and S bands for satellite and terrestrial DAB earlier this year. But protests by the U.S. military, which uses L band for aeronautical testing, led the Bush administration to overrule the FCC's L-band recommendation (BROADCASTING, Oct. 7). The S-band frequencies are widely believed to be unsuitable for satellite or terrestrial DAB because signals will have to be transmitted at high power and high expense.

The administration did not, however, rule out future allocation of lower bands for terrestrial DAB. It proposed international meetings after WARC 1992 to consider all bands for possible DAB service.

National Association of Broadcasters President Eddie Fritts said the administration has "left the door open on broadcasters' spectrum needs." NAB supports an L-band allocation for terrestrial DAB, but does not support satellite DAB. "We suspect [S band] will prove undesirable for any type of DAB—satellite or terrestrial," Fritts said.

PARAMOUNT TO STEP UP PROGRAM DEVELOPMENT

Kelly to head expansion: more prime time reality programming and shows for other dayparts

Paramount Domestic Television is expanding its program development activities, and has promoted Frank Kelly to oversee the expansion. Kelly, executive vice president, programming, for PDT since 1989, has been upped to president, creative affairs and first-run programming, for the Paramount unit.

His new duties include development of reality programming for network prime time, where he will collaborate with John Pike, president, Paramount Network Television. In addition, Kelly will explore program worlds where the company has not trekked before, including other network dayparts and international development. He will also supervise Paramount's ownership interest (49%) in Zenith Productions, the London-based independent producer. Kelly will continue to be in charge of PDT's first-run syndicated programming, including *Star Trek*, *Entertainment Tonight*, *Hard Copy* and *The Arsenio Hall Show*. He will report directly to Paramount Television Group President Kerry McCluggage on international matters, and continue to report to PDT President Steve Goldman on the syndication front.

Speculation about Kelly's future at the company now seems resolved. After Goldman assumed the presidency of PDT two months ago, questions emerged as to whether Paramount could



Frank Kelly: Paramount president, creative affairs and first-run programming

make a deal attractive enough to retain Kelly, said to be a candidate for the top PDT post. The same questions emerged concerning Greg Meidel, executive vice president and general sales manager at PDT. Meidel's status is still unresolved, and the big rumor is that he may be headed to Fox, possibly to fill the syndication post soon to be vacated by Michael Lambert, who is not renewing his contract there. Kelly has been a programming executive at PDT since 1983. Prior to that, he was a producer, and served a two-year stint as program director at KABC-TV Los Angeles.

CBS CLAIMS RATINGS WIN FOR SEASON

NBC says otherwise

With six weeks, or one-fifth of the prime time network season already played out, NBC and ABC have dug themselves into a hole in terms of catching first-place CBS. According to David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, NBC will need to beat CBS by six-tenths of a rating point every week for the rest of the season to overcome CBS's 2.2 rating point lead. ABC, meanwhile, will have to outdistance CBS by seven-tenths of a rating point to overcome its 2.7 rating point deficit.

"We're in a stronger position than we thought," said Poltrack, who added that CBS performance thus far is better than projections made before the start of the season when he and other CBS executives predicted CBS would finish the 1991-92 season in first place. Poltrack says NBC and ABC are performing to levels that he anticipated. "Even if you look at the performance of our regularly scheduled programming, without baseball, we're still ahead, averaging a 13.3 rating to NBC's 12.3 and ABC's 12.5," he said. "Obviously, for them to beat us they would have to have a dramatic turnaround of their regular lineup, and that's not going to happen. And none of those numbers take into account the numbers we'll get for the Super Bowl and the Olympics," said Poltrack.

"It's all an illusion," said Preston Beckman, vice president, program planning and scheduling, NBC Entertainment, referring to CBS's performance to date. "They've done it with stunts for the past six weeks, and now that the dust has settled [with baseball coverage completed] we'll get a more accurate view of what the season will look like." Beckman noted that CBS has aired only 88 hours of regularly scheduled programming including movies during the first six weeks of the season, while NBC has aired more than 120 hours' worth. "They got off to a fast start," acknowledged Beckman, pointing out the initial numbers for *Murphy Brown* and *Designing Women*, "but it's all been downhill since." This is the first real week we've had to determine what the performances really are, and I can tell you CBS won't win this week. —SC

PROGRAMING

CBS POSTS BIGGEST WINNING MARGIN IN SIX YEARS

World Series sets records for network, which has now won five of six weeks of season

CBS rolled to its most dominating weekly prime time win in more than six years for the week of Oct. 21-27, powered by the final five games of the World Series, which accounted for the five highest-rated telecasts for the week. Game seven of the series, which aired Sunday, Oct. 27, averaged a 32.2 rating and 49 share, the highest-rated televised baseball game since game seven of the 1987 series between Minnesota and St. Louis. Lost in the shuffle of CBS's baseball performance were the numbers turned in by NBC's counter-programing of Danielle Steel's *Daddy* and *Palomino*.

CBS won Tuesday, Wednesday, Thursday, Saturday and Sunday last week, leaving Monday to NBC and Friday to ABC, the two nights on which baseball did not air. Ironically, on the two nights CBS did not win, it fell to third place. On Monday night, which CBS has won since the start of the season, the network found itself in third place behind ABC's *Monday Night Football* and NBC's *Palomino*. On Friday night, it was in third place again, with the lineup averaging a 6.6/13.

Through the first six weeks of the season, of which CBS has won five, the network has a lead of more than two ratings points over second-place NBC. CBS has a 14.7/24 average, with NBC second with 12.5/21, ABC third with 12.0/20 and Fox fourth with 7.8/13.

For the full seven-game series, CBS averaged a 24.0/39, the highest-rated seven-game series since 1986. The network's 19.4/31 average for the week was its highest since February 1984, when it totaled a 21.7/33.

For the three networks and Fox the week was a successful one, with the three networks averaging a 43.8 rating, their highest since Feb. 6, 1989. The week was up 18% from the same week a year ago. The three-network share of 70 was the networks' best in more than a year. On Sunday night, the three-network and Fox share was at its highest for the week when it reached 80.

NBC took solace in the performance turned in by its female-skewing counter-



World Series plays well for CBS.

programing of adaptations of Danielle Steel novels. On Monday night, *Palomino* aired opposite CBS's comedies and ABC's *Monday Night Football* and averaged an 18.4/28. The telecast was the eighth-most-watched program of the week. On Wednesday night, NBC counterprogramed game four of the World Series with *Daddy*, starring Patrick Duffy and Linda Carter. The movie averaged a 19.6/30 and helped NBC stay competitive with CBS by bringing the night's average to 18.8/29 against CBS's 21.0/33. *Daddy* ranked sixth for the week and was the highest-rated non-baseball programing for the week. The numbers tallied by *Daddy* were the best against a game four of the World Series since ABC scheduled *Baretta* and *Starsky and Hutch* in October 1975. The two NBC made-for-television movies also rank as the highest-rated made-fors this season.

The inflated numbers pulled in by baseball and NBC's weepy made-fors served as a contrast to continued trouble spots faced by all networks. ABC ac-

knowledged its problems on Wednesday night by deciding not to give *Good & Evil* at 10:30 p.m. a pick-up for the rest of the season. By night's end, the network had lost half the audience it started with at 8 p.m.

Both CBS and NBC continue to stumble on Friday night, with CBS's *Princesses* pulling in a meager 5.0/9 in the 8:30-9 time slot and *Palace Guard* bringing the evening to a close with a 6.1/12 in the 10-11 time period. NBC is only slightly better, due to the recent addition of *Matlock* in the 8-9 hour. Otherwise, the duo of *Flesh 'N' Blood* and *Dear John* scored a 6.6/12 and 7.6/14, respectively, and *Reasonable Doubts* followed with an 8.2/16.

ABC's Saturday night lineup averaged a 6.9/12, less than a rating point ahead of Fox, and on Sunday night, NBC fell to fourth place behind the declining 7-9 lineup, which witnessed *Man of the People* in the 8-8:30 time slot being doubled in ratings by Fox's *In Living Color*. For the night, NBC averaged a 7.3/11. -SC

AGOGLIA TO OVERSEE NBC BURBANK REORGANIZATION

Network plans to convert operation from support facility to production entity

NBC took another step toward converting its Burbank facilities into a full-service, autonomous production entity last week with the announcement that John Agoglia, president, NBC Enterprises and executive vice president, NBC Productions, will oversee a reorganization of the facility in order to improve the efficiency of NBC's West Coast operation.

"The goal here is to take a close look at a vastly underutilized asset," said Agoglia, who added that the only changes thus far at Burbank are that several departments now report to him. Agoglia said NBC hopes the Burbank facility will eventually be home to production companies and new studios, and added that NBC may bring in partners on the venture. "In the past Burbank has been looked at as just a network support facility," he said. "We have 44 acres of prime network property, but our first order of business is, are we using [those acres] as efficiently as possible?"

In a letter sent out to Burbank employees last Wednesday, Bob Wright, chairman, NBC, called the facility "a terrific business opportunity," but one that NBC needed to "empower...to stand on its own." Wright urged the



NBC Enterprise's President John Agoglia

West Coast staffers to take "a hand in shaping your own destinies. I encourage you all to adopt an entrepreneurial approach to this endeavor—the 'blank sheet of paper' mindset that means there are no sacred cows and no historical encumbrances. It's entirely possible that the creation of new policies and ap-

proaches will be needed," he said.

Agoglia said the idea to re-examine the Burbank property came after discussions were held with companies interested in acquiring or leasing some of the facilities. On closer look, Agoglia said a number of department heads were reporting to New York, an arrangement that caused unnecessary bureaucracy and wasted costs. "I can't tell you how much it costs to operate Burbank right now, because the costs are split up."

This latest announcement follows NBC's April 1989 statement that the network would be building NBC Plaza directly across from the Burbank facility. The Plaza, a twin-tower office complex, will house all administrative personnel and NBC Entertainment executives while leaving the current NBC facility for studios and other production facilities. Agoglia estimated that, of the 44 acres NBC owns in Burbank, about half are empty or home to temporary buildings.

There are three outside entities using the Burbank facilities for production. Aside from KNBC-TV, New World produces *Santa Barbara*, Columbia produces *Day of Our Lives* and Carson Productions produces the *Tonight* show. —SC

STUDY BLAMES NETWORK VIEWER DROP ON REPEATS

Push for original programming in May sweeps means more reruns in non-summer months

While it is no secret that the big-three networks have been losing viewers to cable and other alternative program choices in recent years, a new study by Bozell Advertising concludes the networks have contributed significantly to that trend by boosting the number of prime time repeats in non-sweeps months when viewers were accustomed to mostly original programming.

Over the past four years, said Bozell, network ratings have decreased 23%, while overall television usage has dropped just 5%. Basic cable has been the main beneficiary, the ad agency said, picking up 12 of the 14 share points lost by ABC, CBS and NBC.

Part of the reason for the repeat scheduling pattern is pressure from affiliates to have fresh programming during the critical May period, which occurs after the end of the regular season. Reluctant for cost reasons to order more original epi-

sodes, the networks have stretched the typical 22- or 24-episode order into May by using more repeat episodes throughout the course of the season.

According to the Bozell study, repeat programming was up in five non-summer months during the 1990-91 season, compared to 1986-87 and 1982-83. In December, for example, original and repeat hours of regularly scheduled prime time shows in 1982 comprised 84% and 4% of network schedules (remaining percentages are specials). By 1990, the percentage of original hours had dropped to 59%, while repeat hours grew to 25%.

The pattern is similar for January and March. In March 1983, for example, the networks aired 77% original and 13% repeat programming; in March 1990, original shows were down to 55% and repeats up to 29%.

"Until a few years ago, viewers were able to watch first-run telecasts throughout mid-March or April with little or no

interruptions" except for specials, Bozell concluded. "Now, however, first-run series are frequently pre-empted early in the new season. Regular season repeats interrupt viewing patterns. Viewers often get frustrated with the lack of program continuity, particularly for dramas such as *L.A. Law*, which follow continuing storylines. Not only is it difficult for viewers to keep track of the unpredictable network season, but they also have a chance to sample other viewing options as well."

Whether the trend can be reversed remains problematic. As Bozell notes: "The networks buy two runs of a program, and the license fees are more or less made up by advertising revenue from the first run. The second run of the program is when the networks make a profit. The economics of the business dictate that the networks air a heavier load of repeats during the regular season than they did five to 10 years ago." —SM

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KCRA-TV'S NEWS MOVES UP AFTER PRIME TIME SHIFT

WATL(TV) Atlanta GM John Serrao to take GM post at Sacramento station

The shift by NBC affiliate KCRA-TV Sacramento of its prime time schedule to 7-10 p.m. has begun to reap benefits for the Kelly Broadcasting-owned station and for its recently inaugurated 10 p.m. newscast. Ratings growth for the news program is meeting the expectations of co-owner and interim general manager Jon Kelly, and the station is expected to announce this week that WATL(TV) Atlanta General Manager John Serrao has been hired to fill the GM post, according to sources in the Sacramento market.

According to one Sacramento station source, Serrao, who was once chairman of the Association of Independent Television Stations (INTV), wants to move to the West Coast because of the rumored imminent group sale of WATL(TV) and Chase Communications' four other owned stations to interested suitors. Serrao confirmed that he'll be starting at KCRA-TV in mid-January, but Kelly declined to confirm or deny Serrao's hiring.

Last September, on the day the eight-

month prime time test began (BROADCASTING, Sept. 23), John Kueneke announced his resignation as general manager, and it was widely rumored that he was forced out over personal differences with Kelly over sexually suggestive print and TV promotional campaigns for the earlier news. Kelly, according to competing station sources, has always maintained a hands-on approach to KCRA-TV, a method of management that apparently led to increasing friction between him and Kueneke.

"Kelly is a hands-on guy...a very astute broadcaster and businessman, but Serrao is no pussycat.... He'll stand his ground," a Sacramento station executive told BROADCASTING. "John [Serrao] will stay in a couple of years and then look forward to retiring into the sunset with his son already on the West Coast."

"I have worked well with tough businessmen," Serrao said. "When things get soft, I get worried. Jon is very tough, but very very smart. We'll work well together."

While some skeptics around the country, and in Sacramento, believed that KCRA-TV's 10 p.m. news would be clobbered by competing prime time network lineups from ABC affiliate KOVR(TV) and CBS affiliate KXTV(TV), the ratings have proved otherwise. If, however, the ratings should take a turn for the worse, programming could revert back to the 8-11 p.m. format after the test expires in mid-June.

In the most recent season-to-date Nielsen ratings, for Sept. 16-Oct. 27, KCRA-TV's 10 p.m. newscast turned in an 11.8 rating/22 share, a 19% rating increase over year-ago STD ratings for its former 11 p.m. newscast (9.9/27). When broken out over the four weeks of the mini-October sweeps, the 10 p.m. newscast averaged a 12.1/22, and over the last two weeks it had grown to 13.3/25. The peak score for KCRA-TV's late newscast was a top-ranked 19.5/33 on Sunday, Oct. 20, following the station's four-hour pre-emption (6-10 p.m.) of NBC's prime time to provide extended news coverage of the Oakland fire. The extended news coverage was also top-ranked, averaging a 19.3/29 over the four hours.

KTXL(TV), the UHF Fox affiliate in the market, posted a 3.8/8 for its 10 p.m. newscast, a 15% drop over a year ago. Without the 11 p.m. news competition from KCRA-TV, KOVR(TV)'s 11 p.m. newscast realized over 20% growth with a 6.0/17, while KXTV(TV)'s news grew 8% and averaged a top-ranked 6.7/19.

A competing affiliate general manager suggested that Kelly is so "hyped" over the 10 p.m. newscast's growth that he will eventually expand the 30-minute newscast to 60 or 90 minutes and push the *Tonight* show back to its original 11:35 p.m. time period. Kelly joked that he planted such a rumor in the market to "scare the hell out of my competitors and syndicators," but nonetheless conceded "anything is possible." Any such decision to expand the 10 p.m. news, Kelly added, would come after Dec. 20, at which time he and NBC officials will pore over the November sweeps demographic ratings.

A possible indication of Kelly's intent to expand the 10 p.m. news was his confirmation that he declined to renew Paramount Domestic Television's *Entertainment Tonight* for the 1991-92 season, leaving an opening for *Tonight* to be pushed back an hour. *Tonight* improved 30% in the ratings with a 6.5/16

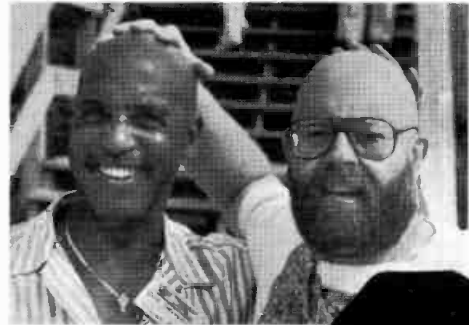


BLEAK ECONOMIC FORECAST

Following his Hollywood Radio and Television Society luncheon address last week, ABC President Daniel Burke (l) held court with Walt Disney Co. Chairman Michael Eisner (c) and Paramount Pictures Chairman Brandon Tartikoff. Earlier, Burke predicted all three broadcast networks will lose money in 1992, similar to the negative cash flow they expect this season.

Much of the loss he tied to the escalating cost of sports right fees, referring in particular to CBS's four-year, \$1-billion Major League Baseball contract. "If it means we get pushed back in the ratings a couple of weeks in the household ratings," said Burke of ABC's and NBC's weekly prime time losses to CBS's post-season baseball telecasts, "instead of long-term losses, it's worth staying away from." By saying "no" to baseball and the Olympics, Burke said that ABC is sending a message that a "meltdown" in players' salaries would meet the "financial realities" of what sports rights fees are valued at, in light of "lackluster" regular season ratings.

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"Bald is beautiful"

Mike Duffy, The Detroit Free Press, reviewing *NOVA: Sex, Lies and Toupee Tape*
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Haynes Johnson, The Washington Post, reviewing *The American Experience: LBJ*
Major funding for LBJ provided by NEH
Corporate funding for the series provided by Aetna
LBJ is a production of KERA Dallas in association with David Grubin Productions, Inc. for *The American Experience*, a co-production of WGBH Boston, Thirteen/WNET New York and KCET Los Angeles



"...wonderful entertainment"

People magazine, reviewing *This Old House*
Corporate funding provided by Parks Corporation and State Farm Insurance Companies

"...definitely MV (Must Viewing)"

Harry Waters, Newsweek, reviewing *Columbus and the Age of Discovery*
Corporate funding provided by Xerox



"...just about perfect"

John Leonard, New York magazine, reviewing *Masterpiece Theatre: A Murder of Quality*
Funding provided by Mobil

"...fast-moving, raucous...educational"

John Koch, The Boston Globe, reviewing *Where in the World is Carmen Sandiego?*
Corporate funding provided by Toyota
A co-production of WGBH Boston and WQED Pittsburgh



"...a moving treatment"

Walter Goodman, New York Times, reviewing *FRONTLINE: In the Shadow of Sakharov*
A co-production of KCTS Seattle, WGBH Boston, Thirteen/WNET New York, WTVS Detroit

This fall, a lot of what they watched came from WGBH Boston.



THE ORIGINAL

7.9

5.4

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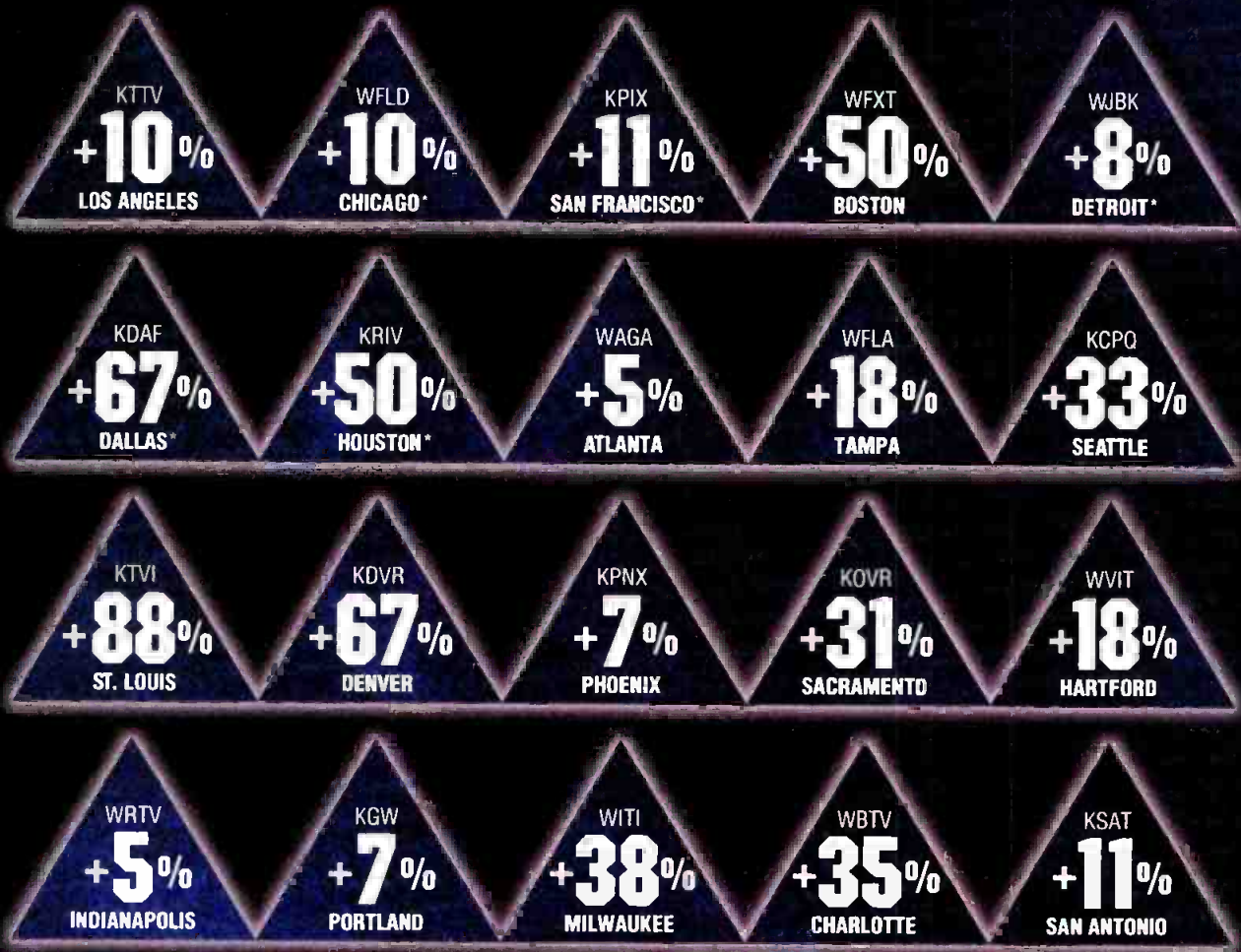
**INSIDE
EDITION**

**A
CURRENT
AFFAIR**

**TWENTIETH
TELEVISION**

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Source: NSS GAA (Aug 29-10/13/91) NSI Multiday Grid October '91 vs. Multiday Grid October '90 (A141)

ALL THE BEST.



The original is still far and away syndication's #1 reality show, surpassing Hard Copy by 46% and Inside Edition by 32%.

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After years of following the leader, the others still can't copy success.

A
Current
Affair

season-to-date average at 10:35 p.m., but *Entertainment Tonight* is at less than half of year-ago ratings with a 4.2/16 at 11:35 p.m. (Paramount ended up going across the street, signing a 1991-92 deal with ABC affiliate KOVR[TV].)

"It is one of my options [expanding news]," said Kelly. "The real question is where to put [*Tonight*] and whether NBC would accept its moving back to its original slot [11:35 p.m.]. To jump to the conclusion that I definitely intend to expand to a 60- or 90-minute newscast is pure silliness at this point. I could realize a \$5 [million] to \$10 million increase in ad revenues with a 60- or 90-minute newscast, but who's to say NBC wouldn't cancel me out" by threatening to pull the network affiliation.

NBC officials declined comment on KCRA-TV's performance or future plans, also citing the need to examine the November ratings book before making any judgments.

As far as the 7-10 p.m. prime time ratings for KCRA-TV, the station averaged a 12.1 season-to-date rating, a 7% decrease for NBC's prime time lineup compared to one year ago (12.9).

Although KTXL(TV)'s vice president and general manager Michael Fisher acknowledged that the station's 10 p.m. newscast has lost some of its ratings to KCRA-TV's newscast, he said what the Fox station "loses in apples, it gains in peaches," referring to decreased competition in prime access (7-8 p.m.). "There are 24 thirty-second spots out of the market that I don't have to compete against [KCRA-TV gave up those ad avails to air NBC's prime time lineup]," said Fisher, whose station's 7-8 p.m. off-network repeats of *Married...with Children* and *Cheers* averaged respective 7.3/12 and 7.9/13 October sweeps ratings. "It's supply and demand. With less ad avails, the local ad rates have gone up."

In giving up the 7-8 p.m. access slots, Kelly admitted that the station has lost a "considerable" source of revenue to make room for NBC's prime time lineup, but he is holding steadfastly that increased 10 p.m. news ratings will make up for the current shortfall.

"It's a difficult balancing act," Kelly said of his ownership interests in KCRA-TV compared with those of NBC's. "What I'm doing is investing in a new way to cater to what the audience wants to do, which is to go to bed earlier in the evening. I was a veteran of the radio business and we had to find ways to fight the fragmentation of the AM and FM bands—now we're trying just as hard to find a way to stay in the TV business from 1992 to 1996." —MF

'CAN BE TOLD' UP 26% SINCE DEBUT

'Povich' ratings flat; 'Camera' down 29%; 'Fortune' up

In the most recent national Nielsen Syndication Service ratings, measuring the week ending Oct. 20, Tribune Entertainment's *Now It Can Be Told* emerged as the highest rated of the rookie syndicated strips. The Geraldo Rivera-hosted investigative strip ranked 26th with a 3.4 rating, two spots ahead of Paramount Domestic Television's *Maury Povich Show*, which scored a 3.1 rating in the 114-program syndication report. Since its premiere, when it averaged a 2.7, *Now It Can Be Told* has exhibited 26% growth, while *Povich* has remained flat since it debuted the week of Sept. 9 with a 3.1 rating.

King World Production's comedy strip *Candid Camera* has been stricken with a 29% rating drop, declining from a 3.8 debut rating to a 30th-ranked 2.7. Among other rookie talkshow strips, Warner Bros. Domestic Television's *The Jenny Jones Show* has inched up 13% since its debut, earning a 1.7 rating and a 66 rank, while Group W Productions' *The Chuck Woolery Show*, ranking 72nd with a 1.5 rating, has shown no growth. Warner Bros.' romance strip *Love Stories* languishes in 93rd place with a 0.9 rating, 18% off its debut.

Among the incumbent strips, programming distributed by King World and Paramount continued to dominate the ranks of syndicated shows, according to

Petry Television research. For the six weeks ending Oct. 16, King World's *Wheel of Fortune* improved its year-ago ratings by over 50% in 21 overnight markets with a 12.8 rating/24 share, while *Jeopardy!* scored a 10.8/24, remaining flat or falling below its Oct. 1990 ratings in 16 of 21 metered markets. *The Oprah Winfrey Show* held on to third place for King World with 9.9/29, a 40% increase over its lead-in program's ratings and an improvement in its year-ago performance in 17 of 20 metered markets. *Inside Edition*, which King World cleared this season to run on WCBS-TV New York, turned in a 7.4/17, with 11 of 21 overnight markets bettering year-ago ratings.

Paramount's *Entertainment Tonight* had a six-week 9.0/17 average (up 12% over lead-in programming), *Hard Copy* turned in a 6.5/14 (up 15% over lead-in) and *Cheers* averaged a 6.1/13 (also up 15%). However, *The Arsenio Hall Show* has continued to exhibit erosion in its late-night ratings with a 3.5/11 average, about 15% off its lead-in ratings and flat in 17 of 21 markets compared with a year ago. Meanwhile, Twentieth Television's *A Current Affair*, with Maureen O'Boyle entering her first full season as host, averaged a 7.1/14, a 15% improvement over lead-ins and above year-ago numbers in 14 of 21 markets. —MF

HOW MUCH CHILDREN'S TELEVISION IS ENOUGH?

The National Association of Broadcasters' Service to Children's Television Symposium on Oct. 24 used scripted skits to give broadcasters an idea of what will be expected of them, come license renewal time, in implementing and documenting the new rules contained in the Children's Television Act of 1990.

Included in the act is the requirement that each television station serve the "educational and informational needs of children" in overall programming that is to include "some programming specifically designed to serve those needs," according to NAB senior associate general counsel Valerie Schulte. Through the skits, the panel tried to answer the question, how much programming is enough to meet the requirement?

Attendee Peggy Charren, president of Action for Children's Television, who gave the symposium's luncheon speech, said she "waited 23 years to hear the question, regarding kids' TV, 'Will it be all right if we only do one terrific program?' from a TV station representative." In fact, FCC attorney Roy Russo, who played the lawyer for "Bob Big Station Manager" in one of two scenarios, suggested one half-hour of programming per week be aired voluntarily by a local station.

However, Barbara Kreisman, chief, Video Services Division of the FCC, who represented the FCC in the skit, emphasized that the commission has no requirement on the amount of time a station must specifically program to children, but that the station must answer to the community it serves.

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 21	ABC 15.1/23		52. MacGyver [10.0/16] 9.4/15	10.6/17	13. NFL Monday Night Football—Cincinnati Bengals vs. Buffalo Bills [17.0/29] 16.5/25	18.3/27	19.2/29	16.8/27
	CBS 14.9/23		20. Evening Shade [15.2/24]	16. Major Dad [16.0/25]	14. Murphy Brown [16.2/24]	20. Designing Wmn [15.2/23]	29. Northern Exposure [13.5/22] 13.7/21	13.3/22
	NBC 16.9/26		23. Fresh Prince [15.1/24]	33. Blossom [12.9/20]	8. NBC Movie of the Week Monday—Danielle Steel's "Palomino" [18.4/28] 18.0/26	18.1/27	18.9/29	18.6/31
Tuesday Oct 22	ABC 15.8/24		10. Full House [17.5/28]	15. Home Improvement [16.1/24]	17. ABC Movie Special—Dynasty: The Reunion Pt. 2 [15.3/23] 14.9/22	15.3/22	15.7/24	15.3/25
	CBS 21.6/33		28. World Series Prgm [13.2/22]	3. CBS World Series Game 3—Minnesota at Atlanta [23.4/39] 19.3/30	22.6/34	24.3/35	25.4/38	24.9/39
	NBC 11.2/17		51. I'll Fly Away [10.1/16] 9.7/15	10.4/16	37. In the Heat of the Night [12.4/18] 11.9/17	12.8/19	45. Law and Order [11.1/18] 11.3/18	11.0/18
Wednesday Oct 23	ABC 10.7/17		38. Dinosaurs [12.3/20]	30. Wonder Years [13.3/20]	25. Doogie Hwrs [14.6/22]	53. Sibs [9.7/14]	61. Anything But Love [8.2/13]	77. Good & Evil [6.3/10]
	CBS 21.0/33		44. World Series Prgm [11.2/20]	4. CBS World Series Game 4—Minnesota at Atlanta [22.9/36] 17.7/28	21.8/33	24.6/36	24.8/37	25.2/39
	NBC 18.8/29		11. Unsolved Mysteries [17.3/27] 17.0/28	17.7/27	6. NBC Movie of the Week Wednesday—Danielle Steel's "Daddy" [19.6/30] 18.0/27	19.4/29	20.5/31	20.6/34
Thursday Oct 24	ABC 10.2/16		49. ABC Thursday Movie Special—Columbo: Murder of a Rock Star [10.7/16] 9.3/15	11.0/17	11.1/16	11.4/17	54. Primetime Live [9.1/15] 9.0/14	9.2/15
	CBS 21.6/34		46. World Series Prgm [11.0/19]	4. CBS World Series Game 5—Minnesota at Atlanta [22.9/37] 18.7/30	21.9/33	25.2/38	26.2/40	26.0/42
	NBC 15.6/24		17. Cosby [15.3/24]	20. A Different World [15.2/23]	11. Cheers [17.3/26]	17. TV's Funniest Ladies [15.3/24] 15.1/22	16.5/26	14.3/24
FOX 9.2/14		34. Simpsons [12.7/20]	58. Drexell's Class [8.5/13]	65. Idols Special [7.7/11] 8.3/12	7.1/11			
Friday Oct 25	ABC 13.4/25		27. Family Matters [14.0/27]	31. Step By Step [13.2/25]	36. Perfect Strngs [12.5/23]	41. Baby Talk [11.7/22]	25. 20/20 [14.6/28] 14.6/28	14.6/29
	CBS 6.6/13		79. Brooklyn Br [6.1/12]	85. Princesses [5.0/9]	63. Disney 20th Anniversary [8.1/15] 8.0/15	8.2/15	79. Palace Guard [6.1/12] 6.2/12	5.9/12
	NBC 8.6/16		50. Matlock [10.5/20] 9.8/19	11.2/21	76. Flesh 'n' Blood [6.6/12]	67. Dear John [7.6/14]	61. Reasonable Doubts [8.2/16] 8.2/16	8.3/16
FOX 5.5/10		72. America's Most Wanted [7.0/13] 6.9/13	7.2/13	87. Ultimate Challenge [4.0/7] 4.1/8	4.0/7			
Saturday Oct 26	ABC 6.9/12		65. Who's the Boss? [7.7/14]	67. Growing Pains [7.6/13]	79. Young Riders [6.1/10] 5.8/10	6.4/11	73. The Commish [6.9/12] 6.7/11	7.2/12
	CBS 22.3/39		43. World Series Prgm [11.5/22]	2. CBS World Series Game 6—Atlanta at Minnesota [25.4/44] 20.0/35	22.5/39	24.4/41	26.2/44	28.3/47
	NBC 9.9/17		48. Golden Girls [10.9/19]	67. Torkelsons [7.6/13]	40. Empty Nest [12.2/21]	46. Nurses [11.0/19]	56. Sisters [8.8/15] 8.8/15	8.7/15
FOX 6.0/10		73. Cops [6.9/12]	70. Cops 2 [7.1/12]	84. Totally Hidden Video [5.5/9]	86. Best of the Worst [4.4/7]			
Sunday Oct 27	ABC 12.0/18	59. ABC World of Disc [8.4/13] 8.2/13	8.6/13	24. Am. Fun. H. Videos [14.9/21]	32. Am. Funniest People [13.1/18]	34. ABC Sunday Night Movie—A Stranger in the Family [12.7/19] 12.6/18	12.6/18	13.0/20 12.6/21
	CBS 26.0/39	7. 60 Minutes [18.7/31] 18.1/30	19.3/32	9. World Series Prgm [17.8/27]	1. CBS World Series Game 7—Atlanta at Minnesota [32.2/49] 26.9/39	29.0/41	30.6/44	31.8/46 34.5/53
	NBC 7.3/11	70. Adv. Mark/Brian [7.1/11]	78. Eerie, Ind. [6.2/9]	82. Man of the People [5.7/8]	82. Pacific Station [5.7/8]	59. NBC Sunday Night Movie—White Palace [8.4/13] 7.9/11	8.6/12	8.5/13
FOX 8.0/12	75. True Colors [6.8/11]	63. Parker Lws [8.1/12]	38. In Living Color [12.3/18]	55. Roc [9.0/13]	41. Married/Chdn [11.7/16]	57. Herman's Head [8.6/12]	88. Sunday Comics [3.8/6] 4.3/7	3.4/6

WEEKLY PRIME TIME AVERAGE	ABC 12.0/19	CBS 19.4/31	NBC 12.4/20	FOX 7.3/12	YELLOW = 1/2 HR WINNER
SEASON PRIME TIME AVERAGE	ABC 12.0/20	CBS 14.7/24	NBC 12.5/21	FOX 7.8/13	*—PREMIERE

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

CABLE

YABBA-DABBA-DO—TBS BUYS HANNA-BARBERA

Price is \$320 million; sets stage for animation channel

It may not be Jellystone Park, but Yogi Bear has found a new home. As expected, Turner Broadcasting System, in conjunction with its 50% joint-venture partner Apollo Investment Fund, L.P., has signed an agreement to purchase Hanna-Barbera Productions, which counts *Yogi Bear* among its 3,000 animated half-hours and 350 series and films. TBS will pay \$320 million, including \$40 million in contingent future payments, to Hanna-Barbera's parent, Great American Communications Co.

The purchase opens the door for TBS to begin what Chairman Ted Turner has acknowledged are the company's plans to create a channel devoted to animated programming. Although Turner has obtained approval for the purchase from his board of directors, which includes Time Warner and Tele-Communications Inc., he has not yet broached with the board the possibility of an animation channel, according to two board members.

With a good part of the Hanna-Barbera inventory, including its star product *The Flintstones*, licensed as far out as 1995, an animation channel may not be in the works soon. In the meantime, TBS can bolster its children's programming on superstation WTBS(TV) Atlanta and on Turner Network Television. WTBS carries 18 hours of animated fare per week, and TNT carries more than 25. According to TBS executives, the new programming will be used to fortify existing schedules rather than to fill additional hours. TBS's current stock of animated programming consists largely of 750 cartoons from the Warner Bros. and MGM libraries, including *Popeye*, *Bugs Bunny* and *Tom and Jerry*.

TBS retains the right, under undisclosed circumstances, to buy out Apollo's 50% interest in Hanna-Barbera. Under the terms of the definitive agreement, still subject to regulatory review, TBS will also acquire H-B's animated production business and the distribution rights to the H-B animated library currently owned by Worldvision Enterprises. GACC is paying Worldvision \$24 million in exchange for giving



The Hanna-Barbera Family

up those rights.

TBS is said to be anxious to keep Hanna-Barbera Chief Executive Officer David Kirschner in his current position

with the company, but it is unclear whether Kirschner has agreed to stay.

It also remains unclear how the suit filed by MTV Networks against Worldvision for allegedly breaking a \$5-million, three-year exclusive license agreement (including 75 episodes of *The Jetsons*) will be affected. MTV is seeking an injunction preventing Worldvision from entering into any sale that would prevent MTV's license agreement from being executed. Until a New York State Supreme Court judge decides on the merits of an injunction, sources say Worldvision has agreed not to do anything deemed inconsistent with the MTV agreement. A sale to TBS, however, is not necessarily inconsistent with MTV's contention, since TBS is acquiring Worldvision's distribution rights. A source said Turner and MTV have had conversations aimed at trying to settle the matter out of court. —SDM

PAYING THE PRICE FOR SPORTS

ESPN loses \$40 million on baseball, likely to break even on NFL; TNT loses \$40 million on pro football

When basic cable networks began buying the rights to major-league football and baseball a few years ago, they were looking for programming that would draw attention to their networks and to cable. By sewing up baseball and football deals, ESPN managed to cement itself as the premiere sports network. Turner Network Television, still a fledgling network, looked upon the NFL to help it, among other things, attract subscribers. But given that both networks overestimated the audiences they would attract with some sports, they likely did not realize just how high the price would be.

Baseball

As it did last year, ESPN will lose \$40 million on its Major League Baseball package for the 1991 season, according

to analysts. While losses were expected, some observers had had earlier expectations that ESPN might be able to cut those losses significantly.

CBS may have had a hit with the World Series, but baseball continues to tilt heavily in favor of the loss column of MLB's broadcast and cable network rightsholders.

According to at least one analyst, CBS will take a loss of \$75 million on the second year of its four-year, \$1.06-billion MLB contract. And ESPN, also in the second year of its \$400-million, four-year contract, will likely tabulate a \$40-million loss, as it did last year, despite hopes to increase ratings and revenues this year, according to analysts Jessica Reif of Oppenheimer & Co. and Jay Nelson of Brown Brothers Harriman. ESPN President Steven Bornstein would

not comment.

Nelson had expected ESPN to lose \$30 million on baseball in 1991. "I thought there might have been a meaningful improvement in the landscape, that ESPN baseball could make itself seem special and plug into Americana. But it's just more baseball," he said. The irony, though, is "ESPN as a whole is doing better than I had predicted," said Nelson.

But ESPN did not do as well on baseball as it predicted. When he was appointed president of the network last year, Bornstein said that he expected ratings to grow through more aggressive marketing (BROADCASTING, Sept. 17, 1990). He acknowledged two months into the 1991 season that the network was "disappointed that we didn't do better...we were hopeful for more."

The depressed advertising market, along with decreased ratings, helped insure that ESPN found itself in a \$40-million hole once again, according to one Capcities executive. ESPN based its ratings guarantees to advertisers on last year's ratings, which had fallen 65%-70% below projections. But ratings were down on average 5% this year from 1990, and ESPN also dropped CPM rates from last year, according to Bill Sherman, vice president, network supervisor, McCann Erickson. Inventory, though, "sold pretty well," he said.

Talk at the end of the 1990 season had been that ESPN might impose a per-subscriber surcharge on cable operators to help cover its baseball costs, similar to the 15-cents-per-subscriber fee it charges operators monthly for the NFL. No baseball surcharge materialized for 1991, and the Capcities source said no surcharge is planned for 1992.

Football

NFL football, which began its run on ESPN on Oct. 27, will likely prove kinder to that network than baseball, but it was not so kind to TNT, which has ended its NFL carriage for the season. TNT aired three pre-season games and eight games in the first half of the regular season in the second year of a four-year, \$450-million contract. According to a Turner Sports spokesman, the network lost \$40 million on the NFL this year, twice the \$20 million it lost on the contract last year.

When TNT acquired the contract, it added 12 cents to its monthly 25-cents-per-subscriber fee, which has helped offset costs. With the fee up to 13 cents this year on a base of 55 million subscribers, TNT brought in \$85 million, which covered more than 70% of its rights fees. But the network faced prob-



ESPN, which hoped to see baseball ratings pick up this year, ended up with a 5% decline

lems in a soft sports marketplace, particularly since it has the weaker first half of the season, and had to lower its pricing expectations, according to one advertiser. Ratings were also down 9% from last year, from 7.0 to 6.4, and the network was forced to hand out some make-goods, according to Mark Mariani, executive vice president, Turner Sports.

TBS Executive Vice President Terry McGuirk has been quoted as saying that if cable subscriber fees are added in, the network will come close to breakeven on the NFL this year. McGuirk is likely counting the 11 million subscribers that have been added since the NFL deal was announced in April 1990. That would bring in nearly another \$35 million in revenue (not including the 13-cent fee attributable to the NFL contract). Whether the subscriber growth (and the revenue it brings in) can be solely attributed to the NFL is unanswerable.

Observers predict that ESPN will hover around the breakeven mark in this second year of its four-year, \$450-million NFL contract, which covers the last half of the season. The network had a slight profit of about \$5 million last year. About \$90 million of the costs are covered by ESPN's 15-cents-per-subscriber NFL surcharge.

Advertising revenue for ESPN football will likely be slightly down to flat. According to McCann Erickson's Bill Sherman, ESPN made a deal for a "considerable amount of inventory" with the ad agency Leo Burnett. "I have to believe the Burnett deal was below last year's costs," he said, adding that pricing on the rest of ESPN's inventory likely did not exceed last year's. According to Jack Bonanni, ESPN's senior vice president, ad sales, the network has sold out its NFL inventory, but he declined to give any specifics on pricing. -SBM

CABLEVISION'S KOFALT ADDS PRESIDENT TITLE

James A. Kofalt, currently Cablevision Systems chief operating officer, will add the title of president, effective January 1992. He replaces the current president, John Tatta, named chairman of the executive committee.

According to Kofalt, his activities as COO overseeing cable operations, programming, and ad sales will continue to take most of his time. "This new position will give me a chance to do more strategic things," he said. But one area Kofalt and Cablevision will not be focusing on is cable system buys. Although Cablevision, along with E.M. Warburg, Pincus & Co. bought Gateway Cable in Newark for \$78 million two weeks ago, Kofalt said the purchase "is not signaling an aggressive push to buy systems...the Newark property was a unique opportunity for us, since it is the area in which we are most concentrated."

The company will continue to focus on the \$100 million fiber optic upgrade of its 560,000-subscriber Long Island system, and will look to be more aggressive in upgrading its other systems, said Kofalt. With the promotion several months ago of William Quinn to president, cable operations, Kofalt no longer has day-to-day responsibility over the upgrades.

Kofalt joined Cablevision in 1976 as GM of its New Jersey and Westchester, N.Y., systems. He became group vice president in charge of company-managed cable operations in 1981, senior vice president in 1984, president of cable operations in 1985, and has had his current position since 1989.

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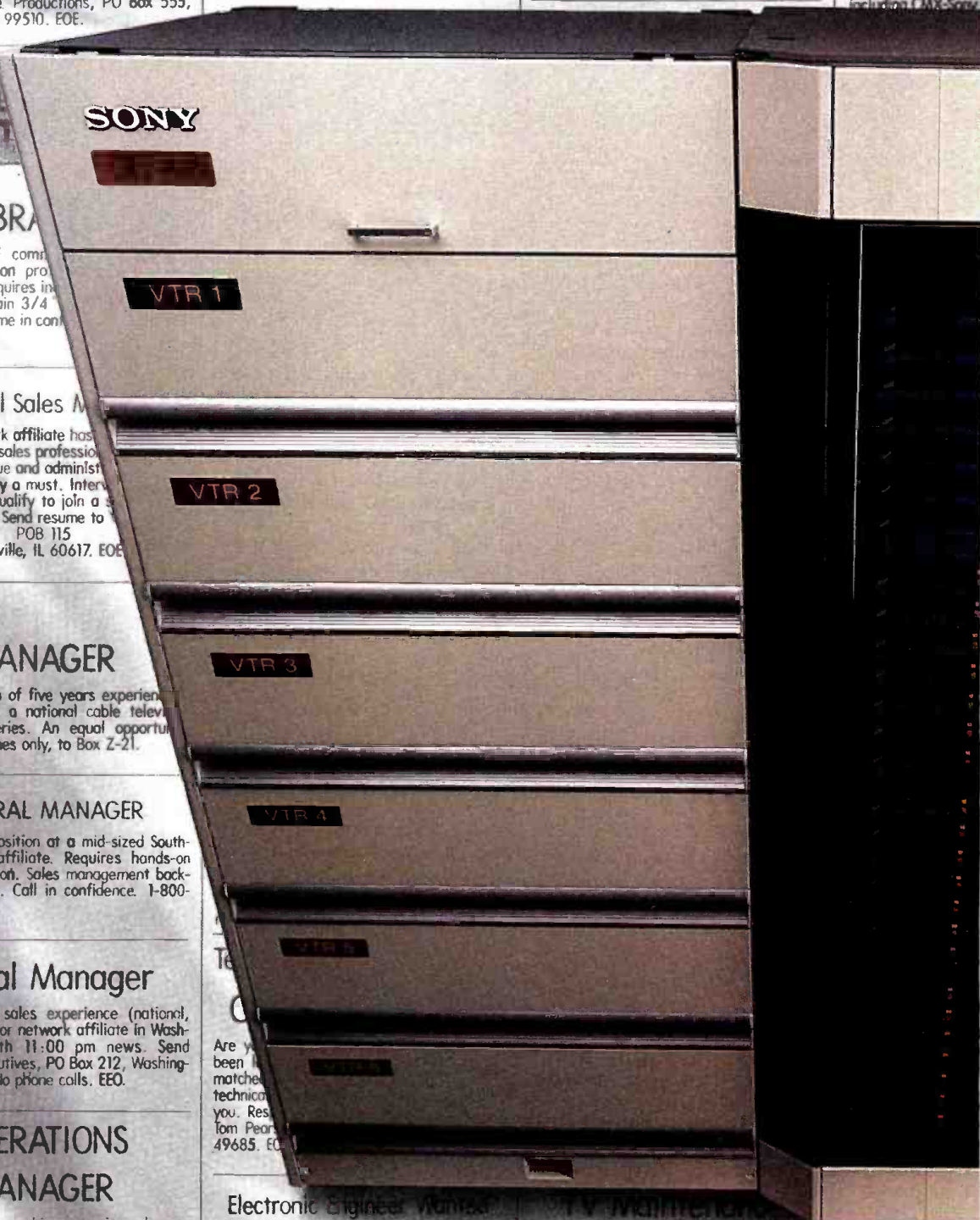
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TURNER'S TURN ON CBS AND MGM

Opportunity for film library pre-empted takeover, he says

Owning a broadcast network remains a desire of Ted Turner's, but it looks as though it is a desire that will be left unfulfilled.

"Unless it's cheap enough," he said. Even then, he conceded, the Turner board of directors might not back him. "We talk about it. They don't want to do it on any basis. They think it's a lost cause."

Turner's comments came during an interview on PBS's *...talking with David Frost* Oct. 25. In an expansive interview that ran the gamut of his life—from physical and emotional abuse at the hands of his father while growing up, to his passion for the environment and improving what he called the "human condition"—Turner covered several telecommunications issues while casting new light on his 1985 takeover attempt of CBS.

Conventional thinking holds that Turner's \$5-billion bid for the network failed when a federal judge in Atlanta let CBS buy 21% of outstanding stock for \$1 billion (*BROADCASTING*, Aug. 12, 1985). He said that was not the case.

"I withdrew from CBS. People thought I was beaten, but I was not.... I was going on a proxy fight, and I think I would have won it. I was close to winning, but CBS was not as good a fit for



Ted Turner got his vision of a superstation from *BROADCASTING* magazine.

me as MGM."

Although many believe, as Frost did, that Turner bought MGM as a sort of consolation prize following the collapse of the CBS bid, Turner denies it. "I really tried to acquire MGM through a merger years before CBS. But I realized what I had to do was buy MGM because [MGM majority shareholder Kirk] Ker-

korian wouldn't merge with me at that time. But while I was in the midst of going for CBS, he contacted me and told me that he decided to sell, not merge, MGM."

In retrospect, it was a better deal for Turner. "It's worked out perfectly that way because CBS is worth far less than it was then. It's not making any money at all.... We've gone ahead and just done fabulously by acquiring that [MGM] library."

At another point in the interview, when Frost asked where he got the idea for the WTBS(TV) Atlanta superstation, Turner told an oft-told tale: "I got the idea from *BROADCASTING* magazine when they said communication satellites will cover the whole country. We were already trying to reach cable systems in our surrounding [and] nearby areas [to] build up our audience. We had to do it by microwave. And really all a satellite was, was one big microwave pop, but instead of point-to-point transmission it was point-multipoint. Instead of broadcasting from a tower 500 feet high that goes out 50 miles, you broadcast from an antenna that's 24,000 miles out in space and covers a quarter of the surface of the earth with one signal. It was real simple. I'm sure it was difficult to do, but it was simple to understand." —PJ5

KYW-TV ELECTION COVERAGE: VIA CABLE SYSTEMS

Philadelphia NBC affiliate will air its regular prime time lineup on election night and feed its election reports to three area cable systems without commercials

In what could be a harbinger of future election coverage, NBC affiliate KYW-TV Philadelphia on Tuesday night will stick with its regularly scheduled prime time lineup and provide anchored election reports over three area cable systems.

As planned, the Group W station will produce more than one hour of prime time election coverage on the local origination channels of Comcast Cablevision, Greater Media Cable of Philadelphia and Wade Cablevision. KYW will provide the feed to the cable systems without commercial interruption from 9 p.m. to 10 p.m. ET. The cable systems will then switch to Comcast's studios in Northwest Philadelphia for the second hour of coverage, to be anchored by WWDB(FM) news director Paul Perrello. KYW view-



ers from 9 p.m. to 10 p.m. will see updated election results alongside regularly scheduled prime time programming via split-screen.

"It's an exciting way for us to try to give viewers everything they want,"

said KYW-TV news director Scott Herman. "If you want regularly scheduled programming, you've got it; if you want long-form election coverage, you've got it and if you just want the latest numbers, you've got it."

Herman said the arrangement enables KYW-TV to utilize station crews that would already be in place to cover the election. He added that the cable arrangement should benefit viewers in the outer regions who would not necessarily be interested in the citywide election results.

"Broadcasters have to focus on the ADI as opposed to the city," agreed Jim Riesenbach, director of programming and public affairs for Comcast Cablevision in Philadelphia. "We've been trying to expand our role and fill a lot of the

programming niches that we feel aren't being filled by the broadcasters."

At least two of the cable systems are no strangers to KYW-TV. The station entered into an agreement with Greater Media and Wade a year ago to produce "Citycast," a localized nightly segment on KYW's nightly newscast (the segment is currently on hiatus).

"We already had a good relationship with the cable companies, and it seemed like a nice marriage," said Herman.

Philadelphia viewers will be following a number of key races on election night, including runs for mayor, 17 city council seats and a congressional spot. But there is not likely to be a great deal of experimental joint coverage nationally this week because of a relatively uneventful election year, said news consultant David Smith of Frank N. Magid Associates. More alliances are likely to be seen in the 1992 general election, he said.

"There are a lot of people talking about that for the next general election," said Smith. "I think there'll be a number of alliances. I don't think they'll be breakthrough, but more cost-oriented. The idea is to keep the usual programming on the air and at the same time provide a public service."

While there are a number of options a station has in sharing its election-night resources, cable can prove to be an ideal outlet, said David Bartlett, president of the Radio-Television News Directors Association.

"As a general proposition, it's a creative solution to a difficult problem, namely, how do you satisfy all the viewers all the time?" said Bartlett. "Where you have significant cable penetration, clearly that's the more effective solution."

But cable is not the only option for local stations. In Pittsburgh, NBC affiliate WPXI(TV) will ally itself with public station WQEX(TV) for its Tuesday night election coverage. The coverage will mark the second year that WPXI(TV) will air its prime time election night coverage on the public TV station. WPXI(TV) will provide an 8 p.m. to 11 p.m. feed to WQEX(TV), with a two-minute break every half-hour to allow for public TV promos.

While stations continue to experiment with cable systems and other local outlets, shared election coverage could face its greatest test as NBC News and the Public Broadcasting Service enter into a joint-coverage agreement for the 1992 presidential election. Collectively, said RTNDA's Bartlett, election coverage in 1992 is "going to be greater than it has ever been in our history." —RB

LIFETIME KILLS SECOND ORIGINAL SERIES

Lifetime Television last week canceled *Confessions of Crime*, the reality-based series that aired Tuesdays, the basic cable network's first night of original series programming. *Veronica Clare*, an original hour-long drama, was dropped from the schedule several weeks ago.

That leaves *The Hidden Room* as the only remnant of Lifetime's first foray into original series production. All 13 episodes of *The Hidden Room* have been aired, and a decision about it, and the fate of an original night of programming, has yet to be determined. Other series are in development, according to a network spokeswoman, but the network has not decided if it wants to program another night devoted to original material.

In the meantime, the Tuesday night programming, which began airing on Lifetime July 25, will be pre-empted for the remainder of the year by movies and a series of specials, including *Wildflower*, an original movie directed by Diane Keaton. In other programming news, the network begins airing the off-network *China Beach*, starting today (Nov. 4), stripping the hour-long drama at 7 p.m. weekdays.

TBS TO SHOW GOODWILL FROM ST. PETERSBURG

In a deal that mirrors last summer's joint coverage of the Pan American Games from Cuba, Turner Broadcasting System and ABC Sports last week signed a long-awaited agreement to jointly televise the 1994 Goodwill Games from St. Petersburg in the USSR.

As with the Pan Am coverage, ABC Sports and Turner Sports will share production costs, facilities and talent for coverage of the Goodwill Games. Further terms of the deal were not disclosed.

The broadcast deal is expected to offset losses for Turner, which lost \$44 million on the last round of games in 1990. A verbal agreement between ABC and Turner on the 1994 games had been reached last May. At the time that the network had announced its 1990 Goodwill Games losses, Jack Kelly, president of the games, said the board supported a more conservative business plan that would bring the games closer to breakeven in 1994 and assure it by 1998 (BROADCASTING, Oct. 1, 1990). Additional revenue in 1994 is expected to come from international broadcast rights and sponsorships.

As planned, ABC will televise 17 hours of 1994 Goodwill Games coverage on weekends, with a third of that appearing on ABC's *Wide World of Sports*. Turner Sports will air 64 hours of prime time coverage on WTBS(TV) Atlanta. The 81 hours of combined coverage will represent five fewer than were telecast by WTBS in 1990, described as a financial decision by a source.

The 1994 Goodwill Games will feature approximately 2,500 athletes representing more than 50 countries in more than 20 sports. The games will run July 23 through Aug. 7.

During the last round of games in 1990, Turner received about 80% coverage and fell far short of its expected rating of a 5.0. Turner is expected to sell the 1994 games on the 2.5 average garnered by the event four years ago.

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RADIO

SHERIDAN, NBN TO COMBINE RADIO COMPANIES

Principals call new entity the largest media vehicle reaching black audience

Sheridan Broadcasting Networks Inc. and NBN Broadcasting Inc. have signed a letter of intent to combine their respective network radio companies. The resulting company, which has yet to be named, will be managed by an executive committee comprising Ronald Davenport, chairman, and E.J. Jay Williams, president, Sheridan Broadcasting Networks, and Sydney Small, chairman, and Jack Bryant, president, NBN Broadcasting.

The merging of the two black-owned and -operated companies had been talked about before (BROADCASTING, Sept. 10, 1990), but the timing was finally right, Williams said. "We both have come to appreciate what our combined strengths can lead us to do together," he said. "It made some sense. We are now set to become the largest media vehicle reaching the black audience on a continuous basis."

Executives at the companies declined to put a dollar value on the deal.

Bryant and Williams told BROADCASTING that plans for reconfiguration of the networks were already being drawn up. "The client community needs to know that a vehicle like this is available to them in every market," Bryant said. "Things in business happen in cycles. In the network radio business, we have seen everyone else consolidate and reconfigure—we were the only two that hadn't made any major changes."

The final name and make-up of the reconfigured Sheridan/NBN product will be announced soon, Williams said. A look at RADAR 43, which reflects measurement of network audiences for spring 1991, showed that Sheridan had sizable increases in three audience categories over the previous RADAR survey (BROADCASTING, Aug. 19): the company posted increases of 15.2%, 15.8% and 16.7% in the three demographic categories, persons 12-plus, adults 18-plus, and adults 25-54, respectively.

In the same survey, NBN posted losses in all three categories, declining 5.5% (12-plus), 6.8% (18-plus) and 10.5% (25-54). NBN eliminated its

news programming earlier this year (BROADCASTING, June 24), a move that resulted in the elimination of about 20 employees in the company's New York office. At the time, NBN told BROADCASTING that the move came after market evaluations determined that the way for NBN to grow was by targeting top-50-market urban contemporary FM stations.

Williams believes the new entity will be a boon to affiliates as well as to advertisers. "These are two solid operating companies," he said. "We will take the best of our marketing and pro-

gramming strengths and bring it to bear to serve the urban radio world."

From an advertiser's standpoint, Bryant said, "this company will emerge as a must buy. It will out-deliver any specifically targeted media vehicle. Our ability to compete in the marketplace will be substantial."

Sheridan Broadcasting began operations in 1972, and NBN in 1973. The combined companies will consist of National Black Network, Sheridan Broadcasting Network, STRZ Entertainment Network, SBN Sports Network and SPM Radio Networks. -16



BODETT SHEDS LIGHT ON RADIO

National Public Radio commentator and Motel 6 commercial spokesman Tom Bodett discussed the successful use of creative radio advertising at the San Francisco Advertising Club's "Radio Day" luncheon at the Sheraton Palace Hotel. Bodett capped a morning of creative workshops presented by various creative radio writers/producers, including Alan Barzman of L.A.-based Bert and Barz & Co.; John Crawford of John Crawford Radio, San Francisco; Walt Kraemer of Sausalito-based Walt Kraemer Creative Services and Thomas Hripko of The Richards Group, Dallas. Radio Day chairman was Thomas Martz, executive vice president/general manager of the Northern California Broadcasters Association, which co-sponsored the event with the Ad Club.

Pictured above (l-r) are Martz; Bodett; Paulette Williams, general manager, KMEL(FM); Rod Underhill, the Richards Group; Mike Gallagher, Marine World Africa, USA, and Ed Flynn, San Francisco Ad Club.

REVENUES DOWN 2.4% IN AUGUST, DROP 2.9% YEAR-TO-DATE

Radio advertising revenues fell 2.4% in August over the same month in 1990, according to an index of revenue pool numbers analyzed by the Radio Advertising Bureau. Through August, radio revenue is down 2.9%, with local revenues down 3.3% and national down 1.5%. Local revenues decreased 2.3% in August after posting a 3.5% increase in July, while national revenue dropped 2.6% in August after showing mixed signs in July. The only geographical region that exhibited local revenue growth in August was the Southwest, with a 4.2% increase over August 1990, but it posted the sharpest decline in national revenues with a decrease of 11.8%. National revenues increased only in the Southeast region, up 2.6% over August 1990.

RAB compiles its analysis from local and national spot revenue data provided by accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

Radio Revenues, Percent Change

Market	August 1991 vs. August 1990		January-August 1991 vs. January-August 1990	
	Local	National	Local	National
All Markets	-2.3	-2.6	-3.3	-1.5
East	-2.1	-4.9	-4.3	-4.5
Southeast	-3.3	+2.6	-3.7	-1.9
Midwest	-2.0	-3.4	-2.2	-2.1
Southwest	+4.2	-11.8	-1.3	-0.7
West	-3.4	-1.6	-3.3	+1.5

INTEREP COUNTRY STATIONS MEET

Format network develops strategies for members to increase their share of advertising

Interrep Radio Store convened the first meeting of its Country Radio Format Network in New York City to promote and increase the use of country radio within the advertising community. The Country Radio Format is one of several format programs developed by Interrep Radio as part of its ongoing Radio 2000/An Alliance for Growth campaign that seeks to increase radio's share of the advertising dollar from 7% to 9% by the year 2000 (BROADCASTING, March 11).

At the two-day meeting, representatives from individual country stations developed an outline for a regional action plan to promote the use of country radio to target various agencies and clients within the advertising community. Key steps in the action plan include:

- With Interrep's cooperation, to develop in-depth market and regional qualitative research regarding country listeners' buying power and country radio's

ability to move product.

- Each Country Radio Format representative station will contact a target advertiser that currently does not use radio in such advertising categories as home improvement, financial and insurance companies and cable television and magazines to formulate presentations geared specifically to advertiser presentations.

- Country Radio Format Network will reconvene on a national basis at the Country Radio Broadcasters annual convention in Nashville in March 1992.

Country Radio Format Network Director Lynn Kite said that Interrep's concept of format networks is to "differentiate without being divisive," and stressed that they have been developed to "increase the dollars coming to all formats by targeting advertisers who currently do not include radio in their targeting mix."

Interrep Marketing Division President

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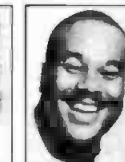
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GRADUATE: Nathaniel J. Hong, Northfield, MN, University of Washington



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Deadline for applications is January 31, 1992. Application forms must be requested before January 21 to allow for delivery.

For more information contact your school's journalism department or guidance office or write/call:

Nancy K. Higgins, Scholarship Administrator,
The Freedom Forum, 1101 Wilson Boulevard,
Arlington, VA. (703) 528-0800



Marc Guild said that widespread participation by radio stations in the project demonstrates industrywide cooperation and collaboration, but cautioned that "we all need to work together to make an impact on the advertising world and gain further awareness of radio's strengths and ability to move product."

Interop also released the first four reports in a series of studies profiling Me-

dia Habits and Consumer Profiles of the Top 20 Advertising Categories. These reports are billed as quick, easy-to-read summaries of media habits that look at radio time spent listening, television viewing patterns and magazine and newspaper readership. Consumer profiles are broken out by age/sex, income, marital status, education and occupation. Radio formats listened to by each

of the consumer/advertiser categories are indexed against the total U.S. The first four reports in the series cover automotive, travel-hotel, snacks-soft drinks and computers-office equipment.

Additionally, Interep has released its *Indispensable and Powerful—Adults 35-64* study, examining the buying power and influence of this demographic segment (BROADCASTING, Aug. 5). **—RB**

RIDING GAIN

GETTING READY FOR COUNTRY

The Nashville-based Country Radio Broadcasters is gearing up for the next annual Country Radio Seminar, to be held in Nashville, March 4-7, 1992, with the theme "Country—America's Choice."

The seminar will kick off with the "Artist Radio Tape Sessions" designed to allow radio programmers to tape customized ID's, spots and promos with popular country recording artists. Other

highlights of the seminar include: the Super Faces Show, sponsored by the Academy of Country Music; the New Faces Banquet and Show, and an exhibit hall featuring, among others, equipment manufacturers and program syndicators.

DAB DEMO

Ron Strother, champion of in-band digital audio broadcasting, and William Lindsey, chairman of Los Angeles-based LinCom Corp., said last week they will provide a

stationary demonstration of their first-adjacent-FM-channel system at the National Association of Broadcasters convention in April and, by September, put the system on-air for the Radio '92 show in New Orleans. In Washington last week, Strother and LinCom executives demonstrated breadboard DAB modulator and demodulator for officials from FCC, NTIA, EIA and NAB's DAB Task Force and, later, for the trade press. Unlike demo last week, said LinCom, the April exhibit will "fully address multipath." By September, \$5-\$10 receiver chip will be completed. In meantime, pending FCC approval, Cook Inlet station WPGC-FM Washington will provide the test facility.

SETTING DAB GOALS

NAB's Digital Audio Broadcasting Task Force has completed a list of 11 "performance objectives" for proponent DAB systems. "These are objectives, not rules," said Task Force Chairman Allan Box, president, EZ Communications, Fairfax, Va., who said he does not believe any currently proposed DAB system meets all 11 criteria.

Included on the list are: compact disc-quality sound (20 hz-20 khz frequency response); coverage area equaling or improving current coverage areas and immunity to multipath interference. One of the more important and difficult tasks to achieve will be the ability to accommodate all existing AM and FM broadcasters with DAB frequencies, especially for in-band systems. "I don't think we are convinced [in-band DAB] will work in AM.... I think we are convinced for the most part it will work for FM," Box said.

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GRAMMY BROADCASTER

New York-based MJI Broadcasting has once again been tapped by the National Academy of Recording Arts and Sciences to be the official radio broadcaster of the 1992 Grammy Awards. MJI's Grammy coverage will include:

- A two-hour pre-event show featuring exclusive interviews and nominated music in each of the official award formats.

- A 25-station live remote broadcast at which Grammy award nominees, past winners and popular musicians will visit each broadcaster's booth for individual interview sessions.

- A one-hour live backstage broadcast that provides one-on-one radio interviews with Grammy winners as they walk off the stage.

- A series of informational "tidbits" about past and current Grammy nominees.

The Grammy Awards Show will take place on Feb. 25 at Radio City Music Hall in New York.

ELECTION TALK

National Public Radio will launch a new daily, call-in program today (Nov. 4), *The Talk of the Nation*, that will focus on current issues with an ear to the 1992 elections.

Scheduled guests include: Lamar Alexander, secretary of education; former President Jimmy Carter; Democratic presidential candidate Paul Tsongas, and *Washington Post* reporter E.J. Dionne.

The Talk of the Nation will be hosted, Monday-Thursday, by NPR's John Hockenberry, and science journalist Ira Flatow will anchor the program on Friday.

WHAT ABOUT BOB?

Unistar Radio Networks currently is producing *The Bob Seger Story*, a three-hour special that tracks the career of the rock artist who, along with the Silver Bullet Band, has become a part of rock 'n' roll history. The program, written and produced by Unistar's Rich Vestuto and Ed Salamon, and scheduled to air Nov. 15-17, features cuts from such albums as *Live Bullet* and Seger's recently released *The Fire Inside*.

WASHINGTON

CITIES, CABLE UNITE AGAINST VIDEO DIAL TONE

Both plan to challenge FCC's decision to let telcos deliver TV without franchise

Often at odds, cable operators and the municipalities they regulate are one in their opposition to the FCC's video dial tone decision two weeks ago permitting telephone companies to deliver television to homes for unaffiliated programmers without the telcos or their customer-programmers having to obtain a municipal cable franchise (BROADCASTING, Oct. 28).

Plans for reversal

In the wake of the ruling, groups representing municipalities and local cable regulators and the National Cable Television Association assailed the no-franchise-needed ruling and hinted they would try to reverse it at the FCC, on Capitol Hill or in the courts.

"Under the guise of introducing competition, the FCC is proposing that telephone companies be authorized to deliver video programming services without any commitment to local community needs and interests, without any payment for utilization of public right of way and without a local franchise that every similarly situated company must obtain," said Susan Herman, president of the National Association of Telecommunications Officers and Advisors.

"Permitting telephone companies to develop an extensive, unregulated broadband communications network devoid of any standards or safeguards for service or accountability is a headlong plunge into a complex and still-evolving issue, with local governments and consumers being the ones left to suffer the consequences," said New Orleans Mayor Sidney Barthelemy, president of the National League of Cities, in a prepared statement.

NLC spokesman Randy Arndt added that the association is also upset by the apparent precipitousness of the FCC action. "We are at a loss to understand why the FCC would move so far so fast," he said. "There is no imperative here. There are no [telcos or programmers] pressing at the bit to immediately implement it."

Decker Anstrom, NCTA executive vice president, said the cable industry's

complaint centers on the question of fairness. Under video dial tone, a telco could build a network carrying services competitive with cable, he said, yet it would not be subject to the same onerous franchising obligations, most notably the franchise fee.

The fee generally amounts to 5% of gross revenues, he said. Nationwide, he said, the fees now amount to around \$800 million a year. Other franchising requirements such as access studio and institutional loops can effectively double what cable systems pay for their franchise, he said.

The groups were withholding decision on whether and how to attach the ruling until the final order is released, probably late this month. But the options are clear. They could ask the FCC to reconsider or petition a federal appeals court to review. Another recourse for the cities is legislation. They are already backing a bill that would tighten their regulatory grip on cable. Those bills could be amended to undo what the FCC has done.

The FCC ruling was, in essence, an interpretation of the Cable Communications Policy Act of 1984, the framework for cable regulation. The act requires that cable operators secure franchises. If the telco is leasing capacity to a video

programmer, the FCC found, neither the telco nor the programmer is a cable operator.

As far as NCTA's Anstrom was concerned, the FCC's reasoning is flawed. "It's a big stretch of the act to say an entity is not a cable operator if it is providing services comparable to a cable operator," he said.

Michael Berg, of Miller & Holbrooke, which represents a number of municipalities on cable matters and might be called upon to challenge the ruling, said it might also be subject to legal assault on procedural grounds as well. "This was kind of a sudden action—a surprise torpedo," he said.

Video dial tone components

The no-franchise ruling is one of the key elements of FCC Chairman Alfred Sikes's video dial tone concept aimed at encouraging telcos to build broadband video-capable networks and lease the capacity of a government-regulated common carrier to cable operators and programmers, studios, broadcasters, and anyone else interested in delivering TV to homes.

The other major element, still in the proposal stage at the commission, calls for modification of the rules to allow telcos to provide video gateways—on-

CABLE, CITIES AGREE ON CABLE TECHNICAL STANDARDS

Opposition to the FCC "no-franchise" video dial tone ruling is not the only common ground the cable industry and municipalities have found of late.

After three years of negotiations, cable and municipal groups agreed on cable system technical standards and, in an Oct. 17 filing, they urged the FCC to adopt them as mandatory national standards. "We believe that our agreement will improve the overall quality of cable consumers without duly impeding cable technological advances or cable operators' ability to serve subscribers," they said.

"The standards and testing requirements we proposed are practical for cable operators to achieve," they said. "They provide an objective measure against which cable technical performance may be judged in evaluating the renewal of the franchise."

Parties to the negotiations and the filing: the National Cable Television Association, the Community Antenna Television Association, the National Association of Telecommunications Officers and Advisors, the National League of Cities, the U.S. Conference of Mayors and the National Association of Counties.

screen menu and routing features—that will facilitate consumers' finding and ordering the programing.

According to FCC officials, video dial tone is intended to foster competition, if not between telephone and cable networks, then at least among programmers that would have access to the telcos' video dial tone network.

Yet another feature is permitting the telcos to own some of the programing that goes over their network. In a related inquiry, the FCC has asked whether the prohibition against telephone companies owning or controlling programing should be lifted or relaxed. The prohibition is embedded in FCC rules and codified by the Cable Act.

Disagreement on programing ban

Although cable and the municipalities agree that the franchise should be preserved and applied equally to all video carriers, they diverge sharply on repeal of the programing ban, which would put telcos in direct competition with cable.

The cable industry vigorously opposes any tampering with the ban. Municipalities, however, have agreed to support the telephone industry's effort to repeal the ban as long as the telco-programers

are subject to the same franchising obligations as cable operators are today.

Although the United States Telephone Association was disappointed that the FCC stopped short of calling for elimination of the ban, it praised the FCC's action as a "good start."

Ward White, vice president, government and public affairs, USTA, said the qualified praise for video dial tone does not undercut its agreement with the municipalities to submit to local franchising authorities should telcos be allowed into programing. But if telcos are going to simply continue to be common carriers as video dial tone envisions, he said, they should continue "under the same financial and regulatory regime they have now" and they should not have to obtain a cable franchise.

The FCC defends the no-franchise ruling as consistent with the Cable Act and regulatory common sense. Robert Pepper, chief of the FCC Office of Plans and Policy, said telcos today are allowed to provide the conduit for non-video information services. To require franchises should they offer the conduit for video information services, he said, "does not recognize the trends in digital technology" that are breaking down the

distinction between video and non-video.

What's more, Pepper said, requiring programmers who want to deliver video services over a common carrier wire to obtain a franchise—"a government license"—is "certainly not good public policy and is probably" a violation of the First Amendment.

If municipalities were to collect franchise fees from telephone companies, Pepper said, they would be double billing them. Most telephone companies already pay for use of rights of way through telco franchise fees, utility taxes or utility surcharges. By any name, he said, they amount to a significant piece of telcos' gross revenues.

The FCC believes telcos and cable should have equal obligations, Pepper said, but instead of imposing obligations on telcos, most of the existing obligations on cable should be lifted.

In its July 1990 report to Congress on cable, Pepper said, the FCC made "crystal clear" it did not believe cable operators should have any franchise obligations beyond those directly related to use rights of way in building and maintaining their systems. "That's how you even it out," he said. —MAJ

AM CONFRONTS STRICTURES OF NEW EXPANDED BAND

FCC order may restrict ability of broadcasters to move antennas, modify signals

AM broadcasters and their engineers were busy last week poring over the strict new AM interference standards to see how they would affect the ability of stations to move antennas and make other major modifications to their signals.

The standards were part of the AM improvement package adopted by the FCC last month and released Oct. 25.

"After a preliminary analysis," said Michael Rau, senior vice president, science and technology, National Association of Broadcasters, "it looks as if the commission did a good job of balancing a number of competing interests."

"It's hard to make any improvements without incurring some restrictions on the mobility of stations," Rau said. "Some broadcasters are not going to be able to do what they want to do, or they are going to have to pay the price of reducing power."

Rau said he will know more after the NAB AM Improvement Committee evaluates the standards "piece by piece."

In an effort to improve the AM ser-

vice, which has been steadily losing audience to the better-sounding FM service for the past two decades, the FCC decided to impose new standards for the existing 535 khz-1605 khz band as well as the newly available "expanded" 1605 khz-1705 khz band.

In hopes of alleviating some of the overcrowding and resulting interference, it also decided to reserve the expanded band for stations wishing to migrate from the existing band. According to one analysis, there will be room for around 100 stations in the new band.

Just before the FCC proposed the new standards in April 1990, it imposed a freeze on new AM stations and on modifications of existing ones. The FCC Oct. 25 order lifts the freeze in early January.

But before stations can begin filing applications to make major modifications to their stations, they will first have to make certain their plans are still possible under the new AM standards.

According to William Hassinger, assistant chief, engineering, FCC Mass Media Bureau, the new standards in-

crease the groundwave protection ratio between stations on adjacent channels from 0 db to 6 db and impose a nighttime ratio of 6 db. The standards will have the effect of spreading stations on adjacent channels further apart, Hassinger said.

The standards also contain a formula for calculating the overall interference caused by stations. Those deemed "high" interferers would have to agree to reduce interference by 10% to win approval for antenna moves or other major facilities modifications, the order says. "Medium interferers may preserve the status quo, and low interferers may make modest changes," it says. Also, it says, "a new station may be authorized only if it qualifies as a low interferer with respect to any other station on the same or first adjacent channel."

High interference would be subject to the 10% reduction only if the planned modification is voluntary, Hassinger said. If, for instance, a station is moving its antenna due to a loss of a lease, he said, the reduction requirement would be

waived.

Also, he said, high interferers with directional antennas may not have to reduce interference in all directions.

The new AM rules also afford some new opportunities for stations seeking to improve their coverage, Hassinger said. A shift to the international station classi-

fication means a regional AM, now restricted to 5 kw, may be able to increase power to as much as 50 kw with a showing that it will be in line with the new interference standards, he said. Most stations taking advantage of the new classification will probably come in for modest power increases—to between 5

khz and 15 khz, he said.

Another opportunity afforded by the rules is for healthy stations to pay weaker ones to reduce interference or go off the air and surrender their licenses, Hassinger said. Those who accept the latter offer, he said, would be entitled to a tax certificate deferring tax on the money. —HJ

WASHINGTON WATCH

HDTV UPDATERS

FCC Chairman Alfred Sikes and House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) have both accepted invitations to speak at the Association for Maximum Service Television's fifth annual HDTV Update. Sikes will give the opening speech at the conference this Thursday (Nov. 7) at Washington's ANA Hotel, and Markey will present the luncheon speech.

Other scheduled speakers include Joel Chaseman, chairman, Advanced Television Test Center; Joseph A. Flaherty, senior vice president, technology, CBS Inc., and Richard Wiley, senior partner, Wiley, Rein & Fielding, and chairman of the FCC's advisory committee on advanced TV service.

INTV PUSHES FOR MUST CARRY

The Association of Independent Television Stations continues to press the FCC for new must-carry rules requiring cable systems to pick up local broadcast signals and assign them optimum channel position.

The FCC is considering a must-carry rule as part of its "effective competition" standard, which exempts from local rate regulations stations in markets with six or more broadcast signals. If the FCC chooses to adopt any rules at all, most believe it will go no further than to require exempt systems to carry the six broadcast signals.

But backed by a new analysis of five studies of basic cable rates over the past five years by Nathan Associates of Arlington, Va., INTV argued in its Oct. 25 comments on the FCC rulemaking for most, if not all, stations. "There is a direct inverse relationship between the number of broadcast stations in a market and cable rates. INTV said.

"Accordingly, each broadcast station plays an important role in providing a check on cable rates.

"The goal of this proceeding is to develop policies which will exert maximum price discipline on cable rates. Stations that are denied carriage or afforded disadvantageous channel positioning cease to function in the market, thereby reducing price discipline on cable rates," it said. "Signal access and channel positioning rules are essential if price discipline on cable rates is to be maximized."

PCS TIMETABLE

Allocations of spectrum for personal communications services (PCS) could start as early as next year, the FCC said in a policy statement. The commission also said it intends over several years to provide enough spectrum to create a viable PCS marketplace.

An FCC en banc hearing was scheduled for Dec. 5 to determine how to proceed with interference avoidance rules, technical standards and other details. The commission said it is not yet ready to say how much spectrum will be allocated and from which bands, but indicated some assignments will be made between 1.8 ghz and 2.2 ghz. Cable systems have been among several industries expressing interest in operating PCS networks.

Commissioner Sherrie Marshall said common carriers also "should not be precluded from being eligible for PCS allocations."

PATENT PROBLEM SETTLED

Abekas Video Systems Inc. will pay an undisclosed amount of money, and Ampex will withdraw its three-year-old patent infringement suit, as a result of an out-of-court

settlement. The agreement also gave Abekas license to manufacture and market Ampex Corp. video effects technology.

OLYMPIC BILL FOR RIGHTS

House Telecommunications Subcommittee member Tom McMillen (D-Md.) plans to introduce legislation to reduce the amount U.S. television broadcast networks pay for rights to the Olympic games. The bill, similar to legislation McMillen introduced in 1990, would lift antitrust restrictions on the networks and allow them to coordinate their bids to the International Olympic Committee (IOC). U.S. TV networks traditionally pay several million dollars more than their European and Asian counterparts due to the bidding competition between the networks.

"In the current form, American television dollars are going to the IOC, which redistributes them to other countries, which often use them to subsidize their own Olympians. The only thing the U.S. consumer gets out of this deal is more commercials," a McMillen spokesman said.

PAY UP

The FCC rejected Sound Broadcasting's claim that it cannot afford to pay the \$4,000 indecency fine levied April 23 against its KCNA(FM) Cave Junction, Ore., for broadcasting indecent material in 1989 (BROADCASTING, April 29). The commission said the station failed to provide relevant documentation to support its claim, "including, but not limited to, a profit and loss statement...that contains no data older than one year" from the issuance of a fine.

JOURNALISM

Woman in the News

NPR'S TOTENBERG: PUSHED INTO THE LIMELIGHT

Thomas hearings propel veteran Washington journalist to center stage

The gut-wrenching and fractious drama of the Clarence Thomas confirmation process that kept millions of Americans glued to their televisions and radios might not have happened were it not for National Public Radio's Nina Totenberg.

Totenberg, NPR's legal affairs correspondent, broke the story (along with *Newsday*) on NPR's *Morning Edition* that charges of sexual harassment had been levied against Thomas by Anita Hill, and that the Senate Judiciary Committee did not take those charges seriously.

The political fire storm that followed put Totenberg, who doubles as *The MacNeill/Lehrer NewsHour* legal affairs cor-

respondent, on a hot seat of public and political scrutiny that many politicians live with but few journalists ever feel firsthand. Many media critics and Thomas supporters focused on the fact that the basis for Totenberg's scoop was a confidential report leaked by a member or staffer of the Senate Judiciary committee. Ugly questions about the role of leaks in the political process have since flared up.

"If you look back over recent history, a lot of leaks have led to important and good things—Watergate, the Pentagon Papers, Iran-Contra," Totenberg told BROADCASTING. "I would venture to say that there are bad leaks, but as long as the information is true—and I never said what

Anita Hill said was true, I said she was a credible witness who was making a serious allegation largely ignored by the committee—then the information deserves pursuing," she continued.

Not everyone agrees. For many, the leak and Totenberg's role became the story. And in the days following Thomas's narrowly won confirmation, the Senate is readying an investigation into the leaks, while conservative groups are seeking the identity of the person who gave Totenberg the committee report.

Since the story broke, Totenberg's own professional ethics and objectivity have been questioned by, among others, Senator Alan Simpson (R-Wyo.) on the Oct. 7

Ribbon-Cutting Ceremony

Scandal in
4-H Fair Queen Contest

Ambience of Hog
Barn at County Fair

Interview with Crime
Suspect's Neighbor



Was this the year you produced a Scrip

Every year, a few people transcend the routine and win a Scripps Howard Foundation National Journalism Award. Is 1991 your year?

The Jack R. Howard Broadcast/Cable News Awards, due Jan. 17, 1992. Judges will look for journalistic excellence, a courage to enlighten and significant results. Any program or series of programs is eligible. Television/cable and radio awards are given for large and small markets, for a total of four. In each of the four categories, the winner receives \$2,000.

The Charles E. Scripps Awards for Literacy, due Feb. 17, 1992. For print and electronic media, judges for this award will be looking for the campaign that best combats illiteracy at the local level. Judges are Jeanne Findlater, retired vice president and general manager of WXYZ-TV, Detroit; Mike Farrell, managing editor, *The Kentucky Post*; and a third judge to be announced. Winner of each category receives \$2,500. Also, the foundation will grant \$5,000 to a local literacy project designated by each winner.

The Edward Willis Scripps Award for Service to the First Amendment, due Feb. 11, 1992. Any newspaper that fought censorship and government secrecy, improved press credibility, or otherwise furthered the cause of a free press should send entries to be judged by Lou Boccardi, president and general manager, *The Associated Press*; David Lawrence, Jr., chairman and publisher of *The Miami Herald*, and president, *American Society of Newspaper Editors*; and a third judge to be announced. Winner receives \$2,500.

The Ernie Pyle Award for Human Interest Writing, due Jan. 21, 1992. In peace as well as in war, the late Ernie Pyle wrote moving newspaper stories about everyday people with everyday dreams and disappointments. Enter articles that demonstrate your talent for human interest storytelling, and see if you can move our judges: John Driscoll, editor, *The Boston Globe*; Linda Cunningham, executive editor, *Rockford (IL) Register Star*; and John Huff, special projects editor, *The Orlando Sentinel*. Winner receives \$2,500.

broadcast of ABC's *Nightline*.

"I don't think there are ethical questions here for me. I don't know of any reporter who would not have done the story. The ethical questions would have arisen if I had suppressed a perfectly legitimate story that I became increasingly convinced was true, and it was true in the sense that a credible witness had made a serious allegation that was ignored by the Judiciary Committee."

Her on-the-air sparring with Simpson, and their outside-the-studio confrontation following *Nightline*, is fast becoming part of Washington political lore.

"I regret nothing I said on the air. I only regret that I was very tired, and when pursued and held captive by the senator from Wyoming, I lost my temper. One never does like to lose one's temper. It puts one partially in the wrong," Totenberg said.

Totenberg didn't want a role in the Thomas-Hill drama, it's just one of the results of years of hard work and solid reporting, as are numerous sources, much respect and a reputation for investigating thoroughly information given to her under a variety of circumstances.

Her reports in 1988, for example, that



NPR's Totenberg covering Thomas hearings then-Supreme Court nominee Douglas Ginsburg used marijuana while a law school professor led to Ginsburg withdrawing from consideration.

It's not a case of being "out" for the conservatives, she said. Totenberg, a registered independent, said: "these things are always skewed. Republicans have been in power for almost 12 years, and every Supreme Court nomination struggle that I have covered has involved a Republican president. "I did a couple

of stories during the Carter administration that resulted in lower court judges' names being withdrawn. Nobody, of course, remembers that. Since the Democrats haven't had an appointment in over 20 years...I haven't had the chance to put the microscope to them."

Totenberg has won many journalism awards, including the Alfred I. duPont-Columbia University Silver Baton for her coverage of Supreme Court nominations in 1988, and has been honored six times by the American Bar Association for continued excellence in legal reporting.

Totenberg joined NPR in 1975. Prior to that, she was the Washington editor of *New Times* magazine, where she wrote a now infamous article: "The Ten Dumbest Members of Congress."

Her workload remains the same, although the light of public scrutiny has dimmed along with the emotions of the Thomas debate. "The last couple of weeks have just been a lot of work. I've done nothing but cover the story. There have been 20-hour workdays. That won't stop. I've got a heavy court docket coming up this fall. I'll just keep my head down and try not to get it knocked off."

-PJS

Dog Frisbee-Catching Contest

Scripps Howard Foundation National Journalism Award Winner

Tax Return Night

Warehouse Fire



ps Howard Foundation Award winner?

The Edward J. Meeman Awards for Environmental Journalism, due Feb. 3, 1992. Any newspaper effort that helps educate the public and public officials about the environment and the forces that affect it is eligible. Judges are David Hawpe, editor and vice president, *The Courier-Journal*, Louisville; The Seaton, editor in chief, *The Manhattan (KS) Mercury*; and Acel Moore, associate editor, *The Philadelphia Inquirer*. Two categories, large and small circulation, each winner receives \$2,000.

The Roy W. Howard Newspaper Awards for Public Service, due Feb. 10, 1992. These awards recognize "public service"—reporting that serves or protects the public interest by exposing and helping to alleviate corruption or other problems. Judges are William Ketter, editor, *The Patriot-Ledger*, Quincy, MA; James Tharpe, managing editor, *The Alabama (Montgomery) Journal*; and Lionel Linder, editor, *The Commercial Appeal*, Memphis, TN. Two categories, large and small circulation, each winner receives \$2,500.

The Walker Stone Award for Editorial Writing, due Jan. 27, 1992. The late Walker Stone wrote vivid editorials that were widely recognized and admired. If you produced newspaper editorials that were particularly well-written, forceful or important to the public interest, you should have them judged by Karen Jurgenson, senior editor, *USA Today*; Jay Ambrose, vice president and editor, *Rocky Mountain News*; and Frank Sutherland, editor, *The (Nashville) Tennessean*. Winner receives \$2,000.

The Charles M. Schulz Award for College Cartoonist, due Jan. 7, 1992. See if these judges select your work: Charles M. Schulz, creator of *Peanuts*; Roy Paul Nelson, professor of journalism, University of Oregon; and Marty Claus, managing editor—features/business, *Detroit Free Press*. Winner receives \$2,000.

For entry forms, write to Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, OH 45202.



SCRIPPS HOWARD FOUNDATION

TECHNOLOGY



More than 11,000 buyers, sellers and other interested parties toured this year's "Advanced Motion Imaging" exhibition

SMPTE: SEEKING A UNIVERSAL, DIGITAL LANGUAGE

As tapeless media and serial switching dominate new product offerings, society prepares to set protocol for upcoming multimedia age

For most of the 225 exhibitors, last week's Society of Motion Picture and Television Engineers 133rd Technical Conference and Equipment Exhibit at the Los Angeles Convention Center provided a forum to show off refined versions of products introduced last April at NAB.

For that and other reasons, the future shape of the exhibition remained somewhat in doubt at the conference's close. SMPTE officials—who reported the 225 exhibitors were up from 178 last year in New York, but short of the 259 at the same site in 1989—said they and the Audio Engineering Society are each conducting studies toward the feasibility of merging shows as early as 1994. The International Teleproduction Society, they said, has not responded officially to a similar invitation.

However, some notable new hardware appeared on the floor last week, as Grass Valley, Pioneer, Editel, Optical Disc Corp., Broadcast Television Systems, NEC America, Eastman Kodak, Quantel and others demonstrated tapeless, disc-

and chip-based digital video recording systems in various stages of development, some aimed at nonlinear, random-access editing applications, some at broadcast library management and some at film-to-film image manipulation applications (see "Top of the Week").

A handful of major manufacturers, including Grass Valley and its parent Tektronix, BTS, Rank Cintel, Sony, Com-Logic and NVision, also showcased new hardware designed to allow broadcasters and post-production houses to introduce serial digital distribution into their hybrid analog-digital facilities in piecemeal or wholesale fashion—signaling the beginning of the end of expensive and cumbersome 25-pin connections and separate parallel audio distribution.

But the tapeless media and the serial interconnection products represented only the beginnings of the drive among members in the society's 75th year toward a common digital, high-resolution imaging pasture for video, computer and film media.

In his last annual report to the society,

outgoing SMPTE Engineering Vice President Stanley Baron, managing director of technical development for NBC, compared the current evolutionary climate with 1916, when SMPTE began to set film standards, and with the 1950's, when it did the same for television.

By December of this year, he said, a television technology committee will present to SMPTE a draft of digital information exchange protocol standards among video, computer and film technologies—each of which will undoubtedly set its own internal standards, Baron said. Three meetings since last November among SMPTE, the Advanced Television Systems Committee and the Institute of Electrical and Electronics Engineers laid the groundwork for that draft, which will be open to public comment early next year.

Adoption of protocol standards, as early as December 1992—and subsequently of attending hierarchical standards and practices—will represent a milestone so great as to become "the



Grass Valley was only one exhibitor pitching new serial digital equipment

next SMPTE time code," Baron said.

The next 12 months promise a coordinated effort toward merging the video and computer worlds.

Under the theme of this year's technical conference—"Advanced Motion Imaging: Enhancing the Universal Lan-

guage"—SMPTE accepted what Program Chair Richard Thomas called its first paper from a computing industry engineer, a multimedia architecture proposal by Mitchell Yawitz of Apple Computer Inc. And film industry leader Kodak and video graphics giant Quantel

unveiled systems in development designed to allow filmmakers to scan and manipulate the highest-resolution film images in digital form within intermediate, supercomputer hardware.

Next year, SMPTE will sponsor technical papers and a tutorial on the need for technological compatibility between television and computers as a central part of its 26th annual Advanced Television and Electronic Imaging Conference, Feb. 7-8 in San Francisco, which is to focus on high-resolution imaging.

And, within its Nov. 10-14, 1992, annual conference and exhibition in Toronto, SMPTE will designate space for a specific video-computer-film "Multi-Media World" exhibit.

According to Baron, much of the intermedia interface standard work has already been accomplished in the form of a near-final draft of serial digital distribution standards.

Last Wednesday (Oct. 30), an SMPTE ad hoc group on ancillary serial data accepted a proposed standard from Sony and Grass Valley for imbedding digital audio in serial digital video data streams—a last step toward allowing

Continues on page 72.

SATELLITE FOOTPRINTS

'Unrepenting monopolists.' In a three-quarter-page open letter placed in the "A" section of the Oct. 21 *Washington Post*, Alpha Lyacom/Pan American Satellite Chairman Rene Anselmo asked President George Bush to "Free My Dog Spot!" The letter opened: "If you think Mikhail Gorbachev has problems with hidden hardliners in the Kremlin, you ought to check your own chicken coop." Noting that Pan Am Sat had asked the administration to repeal the restriction on nonIntelsat carriers offering public switched network services, Anselmo said, "Lurking within the Beltway is a school of unrepenting monopolists and forked-tongued apologists for the Comsat/Intelsat cartel."

Houston acquisition. TeleColumbus AG, a subsidiary of Swiss company Motor Columbus, said it intends to buy majority ownership of Houston International Teleport Inc. and its two operating subsidiaries, Satellite Transmission and Receptions Specialists (STARS) and STARS Production Services. David Olson, founder and chief executive officer of STARS (which has transmission and production facilities in Houston, Los Angeles, Denver and Mexico City), was named CEO of TeleColumbus subsidiary World Communications Inc.

Transportable report card. Operators of transportable satellite earth stations regularly overlook authorized power levels and fail to keep frequency coordination records, the FCC found through inspection of 64 transportables.

Inspectors found that Ku band unit technical compliance "is good." But they also found 50% of C band units exceed authorized power levels; 11% employ unauthorized transmit-

ter or antenna types; 2% failed to install an automatic transmitter identification encoder and no uniform procedures to protect humans from high-level radio frequency fields appeared evident.

Pirate amnesty. South Carolina U.S. Attorney E. Bart Daniel announced a 60-day amnesty period for consumers in possession of illegally modified VideoCipher II satellite descramblers, following the return two weeks ago of 23 indictments by a federal grand jury there charging the defendants with the sale and distribution of illegally modified VideoCipher II's.

Continuing its region-by-region raids of suspected satellite piracy operations, the FBI executed six search warrants last month in Blanchard, La., and in five east Texas cities. The Satellite Broadcasting and Communications Association reported that, with the aid of representatives from its Anti-Piracy Task Force, the raids netted allegedly modified descramblers, business records and tools commonly used in the alteration of descramblers.

10 million sold. Comsat Video Enterprises President Robert Wussler predicted 10 million direct broadcast satellite dishes will be sold in one year in the U.S. before 2001 and that fiber optics will begin to dominate video distribution around 2010.

Speaking to a United States Telephone Association public relations seminar in Washington, Wussler also predicted that "beyond 1996" pay per view will be integral to the survival of major sports leagues. Broadcast networks, he said, "will find their place, and they will profit from the push they've been given toward the 21st century."

-PDI

BUSINESS

SCANAMERICA SIGNS CBS; CBS SIGNS ARBITRON

Multimillion-dollar agreement includes contract for parent Arbitron to provide ratings for all CBS-owned radio and TV stations

Arbitron Co. and CBS Inc. have signed a multiyear, multimillion-dollar agreement that makes the network the first broadcast client for ScanAmerica, Arbitron's service designed to measure both television viewers and product purchases tied to television commercials.

The Arbitron agreement with CBS also includes a three-year contract for Arbitron's local-market ratings service with all five of CBS's owned television stations and Arbitron's radio ratings service for its seven AM and 12 FM stations. The CBS-owned television stations dropped Arbitron's local ratings service last May.

Both parties are keeping a lid on terms of the deal, especially how it impacts CBS-owned stations. Since CBS cited the high cost of maintaining two ratings services as its reason for dropping Arbitron, many said that Arbitron discounted its rates for its local services "significantly."

The cost of Arbitron's service in the New York and Los Angeles markets is said to be about \$1 million annually. It is a few hundred thousand less in Chicago, Philadelphia and Miami, where CBS also has stations. CBS, industry executives said, possibly paid a few million to service all five stations. One CBS executive said of the rates: "We did not have enough money for Arbitron in May, which means we must be paying less now."

Another interesting element of the deal is CBS Network's backing of ScanAmerica. David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, said the network "will be involved in the development of that service and, assuming they continue to meet their deadlines, we will follow them up until the full national sample [is ready]." Poltrack said it will be a two-year process to get ScanAmerica from "where they are now to a full national service." CBS will also work with Arbitron on developing software and computer equipment. CBS, observers remembered, was also the only network to

pay for AGB when it tried to compete with Nielsen in 1987. CBS was said to be the only network that encouraged AGB to re-enter the ratings game in June 1990. That effort was short-lived. Poltrack described CBS's relationship with Arbitron as "part of our ongoing commitment to move on from an anachronistic system to a multidimensional system," said Poltrack.

Arbitron competitor A. C. Nielsen Co. also has a single-source service. Nielsen Marketing Research's Nielsen Household Panel compiles information from 4,500 households through tuning meters, a wand in which participants record purchases. However, for now at least, the company has no intention of marketing its household panel as a future

TV viewing measurement source. Nielsen also recently signed the CBS-owned stations to a multiyear contract for its Nielsen Television Index service.

No one was willing to speculate on the financial commitment CBS is providing for Arbitron's ScanAmerica service. Poltrack said the network has a financial commitment for the "early development stages" and that more financing is contingent on the ratings company establishing a fully accepted national ratings service.

Industry reaction to the Arbitron-CBS relationship was reserved. For Arbitron, one network executive said, the relationship with CBS gives ScanAmerica some

Continues on page 71.

TV REVENUE'S THIRD QUARTER GIVEN NO QUARTER

Double-digit declines predominate for most group owners; cash flow off greater percentage than revenue

Operating cash flow dropped by more than 20% among most of the TV station group owners who reported third-quarter cash-flow numbers recently.

The culprit behind the bad news was the decline in revenue, which, for most reporting group owners, also was at least 10% worse when compared with the third quarter of a year ago. The revenue decline was greatest on the national side of the ledger, with poor political comparisons also a problem. Other reasons cited for the revenue decline included weak local automotive spending and "aggressive network regional pricing."

The least of the revenue declines was reported by Pulitzer Publishing, with a 6.3% revenue decline attributed to "...local automotive spot advertising and a decrease in political advertising." A noticeable decline in expense related

to a prior acquisition helped keep to 13.3% the operating cash-flow decline from the prior-year's third quarter.

Cash flow for Heritage Media's TV stations fell 7% on a revenue decline of 2%. The Dallas-based media company said one exception to the poor performance of the group was "significant revenue and operating cash flow increases from the company's repositioned Fox affiliate in Oklahoma City...."

Viacom said TV operating cash flow dropped 20% on a revenue decline of 7.9%. A.H. Belo said TV revenue fell 8.3%, which it attributed to "...reduced national spot advertising demand and aggressive network regional pricing." Belo also noted that political advertising comparisons were unfavorable. The company disclosed a \$1.3-million pre-tax write-down of "syndicated television programming at two of Belo's televi-

sion stations.”

Multimedia said that excluding a recent acquisition, broadcasting revenue decreased 10.5%, while at both the Washington Post Co. and Tribune, the decline was 11%.

Third-quarter television revenue fell 12% at Gannett, Times Mirror and McGraw-Hill. As a result, the latter two companies' television operating income dropped 25.3% and 42%, respectively. Chairmen and chief executive officers at both Times Mirror and McGraw-Hill said that they do not see any indications of near-term economic recovery taking place.

Those not quantifying an apples-to-apples revenue change included Scripps Howard and Westinghouse, which said broadcasting operating profit was “down substantially for the quarter.... The decline was principally in the television group....”

One of Meredith's three independent TV's, WOFL(TV) Orlando, Fla., was the sole station among its seven-station group to show a profit increase. Profits at all other stations were down, said Meredith, “in spite of strict cost controls, due to soft local and national advertising revenue.”

-G

TV ADVERTISING MORE PROFITABLE THAN PROMOTIONS, STUDY SAYS

'How Advertising Works' is favorable toward television

Advertising on television got a boost last week from a study that says, among other things, that television advertising is likely to be more profitable than a trade promotion and that an increase in prime time television advertising corresponds to a larger increase in sales for new products. But it was not all good news. The study also shows it is “very unlikely that there is a strong relationship between standard measures of TV commercial recall and persuasion for established brands and the sales impact of the copy.”

The 2,500-page study, titled “How Advertising Works,” was released by Information Resources Inc. (IRI), a Chicago-based consulting service. The study was conducted by Dr. Len Lodish, a professor at the University of Pennsylvania's Wharton School. Charter sponsors included advertisers Campbell Soup Co., Colgate-Palmolive Co., Frito-Lay

Inc., General Mills and Pepsi-Cola, advertising agencies Leo Burnett, J. Walter Thompson and DDB Needham, and the Network Television Association—which endorsed the study—represented the three networks.

Among the findings of the study: there is “no simple correspondence between increased advertising weight and increased sales.” Said Lodish: “Just spending money is not enough. It is what you say and how you say it that is important. Just spending more does not do it.”

TV advertising, the study said, is more likely to be effective when there are changes in a particular brand's penetration objective, where new copy is used or when the copy is designed to alter attitudes about a project. Television advertising, the report said, can have a significant long-term effect on sales. “When increased advertising has been successful in year one, the cumulative incremental effect over the first year plus the following two years is on the average twice that of the first year.”

New products or line extensions, the study said, tend to be “more responsive to alternative TV advertising plans than established products.”

Perhaps the best news for the television industry from the study is on the effectiveness of trade promotions. Lodish told BROADCASTING that after analyzing hundreds of thousands of trade promotions, the average trade promotion is less profitable than TV advertising. That is good news for the industry, which has had to deal with many advertisers cutting back on their TV budgets to spend more on promotions. Anheuser-Busch, which last year cut its TV budget in favor of promotions, is said to have rethought that strategy and now looks to spend aggressively on television.

The study, which cost \$1 million to produce and was conducted from 1982 through 1988, was compiled using IRI's “BehaviorScan,” a system of eight geographically dispersed test markets where consumer and retail purchasing behavior are monitored. IRI also has a panel of 3,000 households. Some of the households have their television viewing monitored.

The study was sold to its sponsors for between \$25,000 and \$50,000.

-JF

This announcement appears as a matter of record only.

Benchmark Radio Funds II and III

\$6,550,000

Benchmark Communications

To Acquire:

WVGO-FM Richmond, Virginia
WUSQ-AM/FM Winchester, Virginia
WZNY-FM Augusta, Georgia

*The undersigned acted as financial advisor to
Benchmark Communications and as agent in
the private placement of equity capital.*

ALEX. BROWN & SONS
INCORPORATED

July 1991

CHANGING HANDS

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

KSFO(AM)-KYA(FM) San Francisco □ Sold by King Broadcasting to First Broadcasting Co. for approximately \$13 million. Seller is headed by Steven A. Clifford. King Broadcasting Co., which was licensee of six TV's, was sold in July ("For the Record," July 22); final consummation of sale is contingent on sale King Broadcasting's radio stations. King recently sold KING-AM-FM Seattle ("Changing Hands," July 15), and also owns KGW(AM)-KINK(FM) Portland, Ore. Buyer is headed by Ronald Unkefer, CEO of home electronics retail chain based in San Francisco. KSFO is fulltimer with country format on 560 khz with 5 kw. KYA has country format on 93.3 mhz with 50 kw and antenna 492 feet above average terrain. *Broker: Kalil and Co.*

KRSR(FM) Dallas □ Sold by GWR Equity Holding Inc. to Alliance Broadcasting Dallas Ltd. for \$11 million. Seller is headed by James B. Thompson, and is subsidiary of Group W Radio, licensee of nine AM's nine FM's and five TV's. Buyer is headed by John P. Hayes, and has no other broadcast interests. KRSR has AC format on 105.3 mhz with 100 kw and antenna 1,560 feet above average terrain.

KSJX(AM)-KSJO(FM) San Jose, Calif. □ Sold by Narragansett Broadcasting Co. of California Inc. to BayCom Partners Ltd. for approximately \$5.5 million, according to industry sources. Seller is headed by Greg Barber, and is affiliate of Narragansett Capital Inc., licensee of WYNK-AM-FM Baton Rouge; KEZO-AM-FM Omaha and KAYI(FM) Muskegee (Tulsa), Okla. It also owns cable and newspaper properties. Buyer is headed by Jack McSorley, Ed Canty and CableSouth Inc. of Birmingham, Ala., which owns and operates cable systems. KSJX has news format on 1500 khz jwith 10 kw day and 5 kw night. KSJO has AOR format on 92.3 mhz with 50 kw and antenna 464 feet above average terrain. *Broker: Media Venture Partners.*

KBET(AM) Canyon Country, Calif. □ Sold by Canyon Broadcasters Inc., debtor-in-possession, to Saddleback Broadcasting Inc. for \$330,000. Seller has no other broadcast interests. Buyer is headed by Carl Goldman (17%), and has no other broadcast interests. KBET has AC format on 1220 khz with 1 kw day and 500 w night.

WIZE(AM) Springfield, Ohio Sold by Great Trails Broadcasting Corp. to Staggs Broadcasting Inc. for \$300,000. Terms: \$210,000 cash at closing, \$90,000 note payable at 11% and six-year noncompete covenant. Seller is headed by Alexander J. Williams, and is also licensee of WHAG-TV

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$633,726 □ 7

FM's □ \$11,025,000 □ 3

AM-FM's □ \$19,600,000 □ 4

TV's □ \$0 □ 0

Total □ \$31,258,726 □ 14

Year to Date:

AM's □ \$69,627,499 □ 235

FM's □ \$187,502,708 □ 239

AM-FM's □ \$275,524,574 □ 175

TV's □ \$926,854,400 □ 69

Total □ \$1,459,509,181 □ 718

For 1990 total see Jan. 7, 1991 BROADCASTING.

Hagerstown, Md.; WFFT-TV Fort Wayne, Ind., and WING(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. WIZE is fulltimer with AC format on 1340 khz with 1 kw.

WAML(AM)-WEEZ(FM) Laurel-Heidelberg, Miss. □ Sold by Pine Belt Broadcasting Inc. to Gerald Williams for \$250,000. Seller is headed by Joe H. and Beverly G. Norman, who are selling 100% of licensee stock. Buyer has no other broadcast interests. WAML is fulltimer with religious format on 1340 khz with 1 kw. WEEZ has easy listening format on 99.3 mhz with 3 kw and antenna 300 feet.

NEVER MIND

Only a few days after giving most of its radio network employees layoff notices, to be effective Nov. 5, UPI cancelled the decision, saying it should be re-evaluated in light of continued buyer interest in the service, a spokesman said. UPI filed for bankruptcy four months ago and is believed to be in the process of selling off divisions of its news operations. The layoffs would have affected less than 40 employees. UPI has not ruled out the possibility of individual layoffs in the near future.

CLOSED!

WCRJ-FM, Jacksonville, Florida from Hoker Broadcasting, Inc., to Paxson Broadcasting for \$3,500,000.

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IN OUR 60TH ANNIVERSARY ISSUE,

Once in a decade an important issue comes along. This one took six decades. It's *Broadcasting's* 60th Anniversary Issue. We look at 60 years of incredible change, profile 60 of the most influential people in the business and ask what the next 60 years will bring.

We're also marking our 60th Anniversary with the creation of the *Broadcasting Magazine* Hall of Fame. On December 10th, we'll induct the first inembers. It's our way of honoring and remembering the people who have made broadcasting what it is today. And will be tomorrow.

TO THE NEW WAVE...



WE COVER IT ALL.

This special Anniversary Issue will be polybagged with the regular December 9th issue. It's one wave you've got to catch. Closing November 27th.

For rate information, call Larry Oliver at: (212) 599-2830.



FOCUS ON FINANCE

Biggest stock story for week ending last Wednesday was cable programming stocks (see "Top of the Week"). Black Entertainment Television went public on Wednesday at \$17—compared to initially projected offering range of \$11-\$13—and closed day at 23½. Shares, under symbol of BTV, were fourth most active stock on New York Stock Exchange. Interest in BTV offering helped boost shares of 21.5% voting-share owner, Liberty Media, which rose 52% from prior Thursday to \$500 bid last Wednesday. Cheyenne, Wyo.-based cable programming holding company also had announced prior Friday recapitalization involving 20-for-1 split of its common stock

with additional two shares of 6% preferred. Parent company of Nashville Network, Gaylord Entertainment, also went public in past 10 days, at 20½, and by last Wednesday had risen to 24¾. In week during which market averages were up by 1% or less, CBS gained 2%, to 159⅞. CBS's coverage of World Series, which went to full seven games, possibly added measurably to earnings per share. Most ad stocks were also up for week, with Grey gaining 4% and Omnicom up 2.3%. Market reacted favorably to Time Warner announcement (see "Top of the Week"), up 6%, but at 89⅞, stock was still trading below levels of only few months ago.

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	57	1/8	57	7/8	-	3/4	-01.30	-6	1,536
N (CCB) Cap. Cities/ABC	405		415		-10		-02.41	17	7,183
N (CBS) CBS Inc.	159	1/8	154		5	1/8	03.33	70	2,069
A (CCU) Clear Channel	13	1/4	13	1/4			00.00	1325	100
O (JCOR) Jacor Commun.	1	3/8	1	3/8			00.00	-2	24
O (OSBN) Osborn Commun.	5	1/4	5	1/4			00.00	-9	48
O (OCOMA) Outlet Comm.	6		5	1/2		1/2	09.09	-8	37
N (PL) Pinelands	13	3/4	13	3/4			00.00	-31	234
A (PR) Price Commun.		1/4		5/16	-	1/16	-20.00		2
O (SCRIP) Scripps Howard	52		52				00.00	22	526
O (SUNNC) SunGroup Inc.		3/4		3/4			00.00	-1	1
O (TLMD) Telemundo	1	1/2	1	1/2			00.00		37
O (UTVI) United Television	26	1/4	26	1/4			00.00	2	296

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	26	5/8	28		-	1	3/8	-04.91	22	561
A (AK) Ackerly Comm.	1	1/2	1	1/2			00.00	-1	28	
N (AFL) American Family	27	1/8	25	1/8	2		07.96	15	1,927	
O (ACCMA) Assoc. Comm.	17	1/8	17	1/4	-	1/8	-00.72	162	667	
N (CCN) Chris-Craft	26	3/4	26	3/4			00.00	9	663	
O (DUCO) Durham Corp.	34	3/8	33		1	3/8	04.17	15	257	
N (GCI) Gannett Co.	41	3/8	40	5/8	3/4		01.85	18	5,726	
N (GE) General Electric	70	1/8	71	3/4	-	1	5/8	-02.26	13	59,962
O (GACC) Great American	1	7/16	1	3/4	-	5/16	-17.86		94	
A (HITG) Heritage Media	5	5/8	3	1/8	2	1/2	80.00	-3	124	
N (JP) Jefferson-Pilot	55		53		2		03.77	11	1,739	
N (LEE) Lee Enterprises	22	7/8	21	7/8	1		04.57	11	518	
N (LC) Liberty	57	1/8	57	7/8	-	3/4	-01.30	13	329	
O (LINB) LIN	72	3/4	72	1/2	1/4		03.40	-39	3,828	
N (MHP) McGraw-Hill	53	7/8	52	5/8	1	1/4	02.38	15	2,549	
A (MEGA) Media General	20	3/8	20	1/4	1/8		00.62	22	569	
N (MDP) Meredith Corp.	27	1/2	27		1/2		01.85	14	445	
O (MMEIDC) Multimedia	23	21	3/4	1	1/4		05.75	18	874	
A (NYTA) New York Times	19	1/2	19	1/2	1/2		02.63	31	1,719	
N (NWS) News Corp. Ltd.	22	1/4	21	3/8	7/8		04.09	9	4,563	
O (PARC) Park Commun.	14	1/4	14	1/2	-	1/4	-01.72	17	310	
O (PLTZ) Pulitzer Pub.	22	1/4	22		1/4		01.14	21	233	
O (SAGB) Sage Bsg.	1	5/8	1	5/8			00.00	-1	6	
O (STAUF) Stauffer Comm.	117		117				00.00	39	117	
N (TMC) Times Mirror	29	3/8	28	5/8	3/4		02.62	25	3,967	
N (TRB) Tribune Co.	38	1/2	38	1/8	3/8		00.98	28	2,606	
A (TBSA) Turner Bestg.'A'	18	1/4	17	5/8	5/8		03.55	-38	2,427	

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	191	3/4	196		-	4	1/4	-02.17	17	2,526
N (WX) Westinghouse	17	5/8	16	1/8	1	1/2	09.30	41	7,055	

PROGRAMING

O (IATV) ACTV Inc.	1	1/4	1	1/4			00.00		1	
O (AACI) All American TV	1		1				00.00		1	
N (CRC) Carolco Pictures	5	3/8	5	1/2	-	1/8	-02.27	18	166	
O (DCPI) Dick Clark Prod.	5	3/4	5	3/4			00.00	16	39	
N (DIS) Disney	119	3/4	119	7/8	-	1/8	-00.10	19	14,765	
A (FE) Fries Entertain.		3/16		3/16			00.00		1	
A (HHH) Heritage Ent.		5/64		1	-	5964	-92.19		1	
N (HSN) Home Shop. Net.	3	1/8	5	3/8	-	2	1/4	-41.86	-76	533
O (IBTVA) IBS		1/4		1/4			00.00	4	1	
N (KWP) King World	29	1/4	29	7/8	-	5/8	-02.09	12	1,089	
O (KREN) Kings Road Ent.		5/32		3/16	-	1/32	-16.67	-1	1	
N (MC) Matsushita	115	1/2	114		1	1/2	01.32	13	241,827	
A (NNH) Nelson Holdings		15/16		15/16			00.00		1	
O (NNET) Nostalgia Net.	1		1				23.08		2	
N (OPC) Orion Pictures	2	1/2	3		-	1/2	-16.67		30	
N (PCD) Paramount Comm.	39		37	3/4	1	1/4	03.31	28	4,338	
N (PLA) Playboy Ent.	8	1/8	7	7/8		1/4	03.17	76	127	
O (QNTXQ) Qintex Ent.		1/8		1/8			00.00		2	
O (QVCN) QVC Network	17		17	3/8	3/8		-02.16	-26	273	
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85	
O (RPICA) Republic Pic.'A'	6	3/4	7	1/2	-	3/4	-10.00	35	29	
A (SP) Spelling Ent.	4	3/4	4	3/4			00.00	31	144	
O (JUKE) Video Jukebox	2	1/4	2	3/4	-	1/2	-18.18	-25	39	
O (WONE) Westwood One	1	3/4	2		-	1/4	-12.50	-1	23	

CABLE

A (ATN) Acton Corp.	3	3/4	3	7/8	-	1/8	-03.23		6	
O (ATCMA) ATC	54	1/2	51	5/8	2	7/8	05.57	40	5,207	
A (CVC) Cablevision Sys.'A'	34		33		7/8		02.64	-2	712	
A (CTY) Century Comm.	10		10				00.00	-11	776	
O (CMCSA) Comcast	16	1/2	16	7/8	3/8		-02.22	-10	1,879	
A (FAL) Falcon Cable	10	3/8	10	1/2	-	1/8	-01.19	-5	67	
O (JOIN) Jones Intercable	13		12	7/8	1/8		00.97	-3	146	
N (KRI) Knight-Ridder	48	3/4	47	1/2	1	1/4	02.63	18	2,510	
T (RCLA) Rogers'A'	11	1/2	11	1/2			00.00	-9	395	
O (TCAT) TCA Cable TV	17	5/8	18	1/4	-	5/8	-03.42	66	437	
O (TCOMA) TCI	15	1/2	15	1/2			00.00	-23	5,595	
N (TWX) Time Warner	90		87	3/8	2	5/8	03.00	-5	4,750	
O (UAECA) United Art.'A'	15	5/8	15	5/8			00.00	-13	2,228	
A (VIA) Viacom	31	1/2	33	1/4	-	1	3/4	-05.26	-41	3,487

SCANAMERICA

Continued from page 65.

credibility. And CBS, another executive said, has always expressed interest in single-source data and its potential uses. However, sources at both networks said they have reservations about a service designed to measure both viewing and purchasing habits. The main concern is that it is asking too much of participants.

Arbitron's ScanAmerica is up and running in Denver and Phoenix. However, it does not yet have accreditation from the Electronic Media Ratings Council (EMRC) in those markets. Pete Megroz, vice president, sales and marketing, Arbitron, said he wants the EMRC to address other concerns the company has with the way it monitors ratings books before seeking accreditation for its local ScanAmerica service.

Just how much of a financial boost the CBS deal will be to Arbitron is not known, but any new revenue will be well received. The company has been losing clients as more and more stations opt for one ratings service. Last July, Arbitron told employees it was time to cut costs and to price itself more aggressively to get stations back. According to a study conducted by the rep firm Petry after the February sweeps, 54% of 811 television stations now subscribe to single services; the number of dual subscribers is down to 43%. —JF

FTC CHARGES INFOMERCIAL PRODUCER

Synchronal Corp., one of the largest producers of program-length commercials, was charged with making false and unsubstantiated claims regarding two of its products last week by the Federal Trade Commission. The infomercial producer was also charged with enrolling its customers without permission in an automatic shipping program.

The FTC said *Can You Beat Baldness?*, touting the "Omexin System for Hair," made "false and unsubstantiated claims" that Omexin contains an ingredient that is scientifically proven to stop hair loss and promote growth for a majority of balding men and women. The FTC said Dr. Steven Victor, who appears in the infomercial, did not have a "reasonable basis" to make such claims. The FTC also charged Synchronal with making false claims in *Cellulite Free: Straight Talk with Erin Gray*, an infomercial advertising the Anushka program that claims to reduce cellulite.

If the charges are upheld, the FTC said it could stop the two infomercials from airing again. The commission also challenges as deceptive the "format of the advertising, charging that some of the respondents falsely represented the two infomercials" to be independent programming and not paid commercials.

SEPTEMBER: NOT YET BACK TO BUSINESS

The beginning of fall proved to be a cool month for TV station group operators. Unaudited revenue results for September indicated little letup from previous year-over-year declines, and perhaps even a slight worsening. Gannett said a 16% decline in spot revenue led total TV revenue to fall 10%, while Pulitzer said broadcasting revenue for the month fell 6%.

An unaudited survey of TV station owners representing several hundred properties indicated total September revenue fell 10% compared with the prior-year's third quarter. Spot revenue was off 12.3%, while local fell 8.1%. Between affiliates and independents, the latter actually performed worse, dropping 11.5%, while affiliates were down 9.6%. For the year-to-date, the survey indicates a 7.7% total decline in TV station revenue.

September was the last month of the third quarter, whose results were recently reported (see page 65).

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N	(MMM) 3M	91	1/4	91	3/8	1/8	-00.14	15	19,628	
N	(ARV) Arvin Industries	21	5/8	21	7/8	1/4	-01.14	17	418	
O	(CCBL) C-Cor Electronics	7	3/4	8	1/8	-	3/8	-04.62	812	36
O	(CTEX) C-Tec Corp.	15	1/4	15	3/4	-	1/2	-03.17	-21	275
N	(CHY) Chyron		9/16		7/16		1/8	28.57		3
A	(COH) Cohu	12	1/4	11	7/8		3/8	03.16	8	20
N	(EK) Eastman Kodak	45		45	3/8	-	3/8	-00.83	20	13,791
N	(HRS) Harris Corp.	24	5/8	25	5/8	-1		-03.90	31	865
N	(IV) Mark IV Indus.	18	1/2	18			1/2	02.78	9	237
O	(MATT) Matthews Equip.	4	3/16	4			3/16	04.69	215	25
O	(MCDY) Microdyne	11	3/4	12	3/8	-	5/8	-05.05	-11	36
N	(MOT) Motorola	63	1/4	64		-	3/4	-01.17	16	8,037
A	(PPI) Pico Products	1	5/8	1	5/8			00.00	-2	6
N	(SFA) Sci-Atlanta	14		13	5/8		3/8	02.75	13	296
N	(SNE) Sony Corp.	39	3/4	39			3/4	01.92	19	13,543
N	(TEK) Tektronix	23		23				00.00	-22	711
N	(VAR) Varian Assoc.	37	3/8	37	1/2	-	1/8	-00.33	74	620
O	(WGNR) Wegener	1	1/32	1	1/32			00.00	-2	5
N	(ZE) Zenith	6	5/8	6	7/8	-	1/4	-03.64	-2	163

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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SERVICE

O	(AFTI) Am. Film Tech.	2	5/8	3		-	3/8	-12.50	-9	31	
O	(BSIM) Burnup & Sims	4		4				00.00	-13	56	
A	(CLR) Color Systems	3	3/4	3	7/8	-	1/8	-03.23	-5	42	
N	(CQ) Comsat	36	3/4	36	5/8		1/8	00.34	-38	658	
N	(CDA) Control Data	9	3/8	9	3/8			00.00	66	341	
N	(DNB) Dun & Bradstreet	50		47	3/4	2	1/4	04.71	17	8,374	
N	(FCB) Foote Cone & B.	22	3/4	22	7/8	-	1/8	-00.55	12	283	
O	(GREY) Grey Adv.	136		131				03.82	11	145	
O	(IDBX) IDB Commun.	15	5/8	14			1	5/8	11.61	120	84
N	(IPG) Interpublic Group	45		45				00.00	19	1,729	
N	(OMC) Omnicom	32	3/4	32			3/4	02.34	14	806	
O	(RTRSY) Reuters	49	1/4	49	1/2	-	1/4	-00.51	17	21,742	
N	(SAA) Saatchi & Saatchi		11/16		3/4	-	1/16	-08.33	-1	1,358	
O	(TLMT) Telemation		5/32		1/8		1/32	25.00		0	
O	(TMCI) TM Century		5/32		5/32			00.00	-10	4	
A	(UNV) Unitel Video	7	1/2	7	1/2			00.00	10	11	
O	(WPPGY) WPP Group	2	5/8	1	13/16		13/16	44.83	1	129	
Standard & Poor's Industrials		463.60		459.21		+4.39		+0.95%			

SMPTE

Continued from page 64.

those and other companies to move ahead with developing multiplexers and other serial distribution products.

In the realm of advanced TV standard setting, a new draft of Baron's own proposal for an extended 525-line standard that would allow production of 16x9 aspect ratio NTSC video in the United States was submitted. Stressing that the proposal is toward a production standard and no end-run around FCC transmission standard efforts, Baron said SMPTE is "looking at what we can do to lower the costs of advanced TV and how we could use existing technology" to ease the transition to HDTV.

Baron's claim of "a broad range of support among users and manufacturers" to prepare the way for an extended, 16x9 NTSC video option in the U.S. appeared supported by a number of the 129 papers presented at the conference—including an all-digital, letter box transmission system proposed by Panasonic Advanced Television Video Labs to deliver either 587 lines of NTSC for 16x9 display, or 440 lines for 4x3 display, within 6 mhz bandwidth. Panasonic parent Matsushita also proposed a design for a decoder for a letter box-type, wide-aspect EDTV system.

For television users, both the technical conference and exhibition appeared to underscore the difficulties in moving to a digital universe.

On the one hand, authors of papers on digital recording, processing and compression, and exhibitors alike, promised further advances in efficiently and accurately storing, manipulating, reproducing and transmitting increasing amounts of video and audio information.

On the other hand, the conference and exhibit underscored the present and future shock of proliferating choice among recording formats, editing and effects systems, as well as interface systems to hold those elements together.

Format wars

Broadcast Television Systems is "re-committed to Betacam for the indefinite future" and will join Sony in the development of "digital Betacam" toward delivery of the half-inch digital component format to the PAL market in 1993, and "toward a worldwide standard" thereafter, said M. Michael D'Amore, BTS director of business development.

"Customers are becoming confused by new standards and compatibility issues," he said, adding that BTS will distribute the Betacam SP Pro 2000 series and tapes that "can be played back

on all future and current Betacam VTR's. An all-Betacam environment will protect customers' investment."

Leaving its American manufacturing center in Salt Lake City, BTS is now setting up a marketing and sales shop in California's Silicon Valley with an eye toward strategic alliances with computer companies, said D'Amore. BTS Corporate Vice President Richard Crippa will move from the Darmstadt, Germany, headquarters to head the operation in Sherman Oaks.

Meanwhile, Panasonic Broadcast Systems showcased its half-inch composite D-3 VTR's. The newest digital recording format was the subject of a half dozen technical papers outlining its NHK-developed "Optimal 8-14 Channel Coding" and NBC's choice of D-3

"Most users are not ready yet to change out their facility core, but they're asking us for solutions now."

—Keith Reynolds, Grass Valley

for the 1992 summer Olympics.

Thomas Moore, national sales manager for D-3, said within the next several weeks Panasonic will set a price for a D-1 to composite converter it expects to deliver in the first quarter of 1992.

Routing, switching and conversion

"Most users are not ready yet to change out their facility core, but they're asking us for solutions now," said Keith Reynolds, marketing manager for Grass Valley's Distribution Systems Division.

■ Grass Valley's SMS-7000 routing switcher demo ran parallel source signals through serializers and serial signals through deserializers, 10-bit A-to-D and D-to-A converters and routers. Designed to handle analog video (base- or wide-band), digital video (serial and parallel), analog or digital audio, timecode and up to 1,024-by-1,024 data matrices (or 128-by-128 with no external D-A converters), the first build-as-you-go systems will be delivered this month.

Grass Valley also demonstrated its Model 250 production switcher, newly optimized for live production through addition of program presets and panel

redesign. Owners of the post-production Model 200 can avoid spending another \$57,000 and opt for a several-thousand-dollar upgrade.

■ BTS introduced the SDR 400 serial digital video router and will distribute Miranda Technologies of Quebec's SER-100 D-1 serial coders. The SDR 400 is designed to handle serial D-1 and D-2, proposed 16x9 extended definition TV and compressed HDTV signals.

■ NVISION Inc.'s new Audio Products Division launched a digital audio for video product line, including terminal equipment, routing systems, a sample rate converter and a modular digital audio transmission system. Presenter of five technical papers last week, NVISION has developed a new bussing chip set allowing \$2-\$3 crosspoint costs.

■ Vistek Electronics Ltd., based in Buckinghamshire, England, reserved twice the booth space it had at SMPTE a year ago to introduce its Vector Motion Compensation standards converter and to demonstrate its new Array V2100 digital router. The Array handles NTSC or PAL, D-1 or D-2 formats with parallel and serial digital options.

■ Thomson Broadcast Inc.'s Digiphase automatic digital component phase synchronizer made its debut at SMPTE. Thomson also introduced the TTV 7671 combination A-D and D-A converter designed to accept composite and component analog signals and parallel and serial digital signals. Thomson said it has sold 20 Synonym serial digital component switchers worldwide since debuting it at Montreux in June.

Other SMPTE news of note

Alcatel Network Systems and Sony demonstrated 45-megabit-per-second fiber optic transmission of 1125-50 high-definition television via its 1741 VC Video Codec. The system is based on a hybrid discrete cosine transfer algorithm and motion compensation.

■ Symbolics Inc. demonstrated for the first time its HD PaintAmation and HD XL Animation systems, integrating paint, 2D and 3D functions in high definition.

■ Canon Broadcast believes it has found an aftermarket among broadcasters that have invested in smaller ENG cameras for studio use. By opting for Canon's mid- and high-end lenses—from the \$11,000 range 12x to the \$20,000-\$35,000 20x—broadcasters can get \$60,000 performance out of \$10,000 CCD cameras, Canon said.

■ Chyron Aurora Systems demonstrated Liberty Series, a paint and animation system able to address NTSC, PAL and HDTV source video. —PBL

FOR THE RECORD

As compiled by BROADCASTING from October 21 through 25 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

- **KBET(AM) Canyon Country, CA** (BAL911016EA; 1220 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Canyon Broadcasters Inc., debtor-in-possession, to Saddleback Broadcasting Inc. for \$330,000. Seller has no other broadcast interests. Buyer is headed by Carl Goldman (17%), and has no other broadcast interests. Filed Oct. 16.
- **WMIB(AM) Marco Island, FL** (BAL911021EF; 1480 khz; 1 kw-U)—Seeks assignment of license from Teiwes Broadcasting Co. to Marco Island Broadcasting Inc. for \$70,000. Seller is headed by Harry Teiwes and Heinz Bauer, and has no other broadcast interests. Buyer is headed by Terry Lee Trunzo, who is general manager of WCOO(FM) Immokalee, FL. Filed Oct. 21.
- **WTIS(AM) Tampa and WSOS(FM) St. Augustine, both Florida** (AM: BTC911010EA; 1110 khz; 10 kw-D; FM: BTCH911010GM; 105.5 mhz; 2.25 kw; ant. 380 ft.)—Seeks transfer of control from WTIS-AM Inc. and WTIS-FM Inc. to Ronald L. Roseman and Edward Roseman for \$20,000. Seller is headed by Luis S. Diaz-Albertini, and is selling his 22% share of company; he has no other broadcast interests. Buyers (each 48.5%) have no other broadcast interests. Filed Oct. 10.
- **KXGA(FM) Eldora, IA** (BAPH911010GN; 99.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from E.W. Bie to Eldora Broadcasting Co. for \$15,000. Seller has no other broadcast interests. Buyer is owned by general partner Dean Osmundson (51%). He and general partner Mark K. Osmundson (25%) are also 51% and 15% shareholders, respectively, of MTN Broadcasting Inc., licensee of KDAO(AM) and LPTV K39AS, both Marshalltown, IA. Filed Oct. 10.
- **KMYQ(AM) Bastrop, LA** (BAL911009EC; 1340 khz; 1 kw-U)—Seeks assignment of license from My Cue Broadcasting Inc. to Jerald H. Womack for \$47,538. Seller is headed by William D. Sanders and Billy Edmonson, and was recently granted sale of co-owned KRVV(FM) Bastrop, LA (see below). Buyer has no other broadcast interests. Filed Oct. 9.
- **WJML(AM) Petoskey, MI** (BAL911021EB; 1110 khz; 10 kw-D)—Seeks assignment of license from Northern Radio of Petoskey Inc. to Stone Communications Inc. for \$24,000. Seller is headed by Richard A. Dills, and is licensee of co-owned WKLZ-FM Petoskey, MI. Buyer is headed by Richard D. Stone, who has 100% non-voting stock interest in WAIR(FM) Atlanta, MI, and 100% voting stock of WTRV(FM) Leland, MI. Filed Oct. 21.
- **KFIL-AM-FM Preston, MN** (AM: BTC910916EA 1060 khz; 1 kw-D; FM: BTCH910916EB; 103.1 mhz; 3 kw; ant. 270 ft.)—Seeks transfer of control of licensee KFIL Inc. for no cash consideration; transfer is gift. Transferor is Obed S. Borgen, who is licensee of WMIN(AM) Maplewood, MN. Transferees are Michael S. and Jeffrey Borgen (each 50%), brothers, and sons of transferor; they have no other broadcast interests. Filed Sept. 16.
- **KNSP(AM) Staples, MN** (BAL911017EG; 1430 khz; 1 kw-D, 199 w-N)—Seeks assignment of license from Staples Broadcasting Inc. to Cardinal Broadcasting Inc. for \$86,188. Seller is headed by Perry Kugler, who is also licensee of KDJS(AM) Willmar, MN. Buyer is Larry A. Best, and has no other broadcast interests. Filed Oct. 17.
- **WAML(AM)-WEEZ(FM) Laurel-Heidelberg, MS** (AM: BTC911018EG; 1340 khz; 1 kw-U; FM: BTCH911018EH; 99.3 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control of Pine Belt Broadcasting Inc. to Gerald Williams for \$250,000. Sellers are Joe H. and Beverly G. Norman, selling 100% of their interest. Principals have no other broadcast interests. Filed Oct. 18.
- **KRSR(FM) Dallas** (BALH911011GL; 105.3 mhz; 100 kw; ant. 1,560 ft.)—Seeks assignment of license from GWR Equity Holding Inc. to Alliance Broadcasting Dallas Ltd. for \$11 million. Seller is subsidiary of Group W Radio, which owns nine AM's, nine FM's and five TV's. Buyer is headed by John P. Hayes, and has no other broadcast interests. Filed Oct. 11.
- **KIMP(AM)-KPXI(FM) Mt. Pleasant, TX** (AM: BAL911010EB; 960 khz; 1 kw-D; FM: BALH911010EC; 100.7 mhz; 100 kw; ant. 984 ft.)—Seeks assignment of license from James B. Acocck, receiver, to East Texas Broadcasting Inc. for \$850,000. Seller has no other broadcast interests. Buyer is owned by John D. Mitchell (75%) and Robert Earl Barnett (25%). Mitchell is also 75% owner of licensee of KLLI(FM) Hooks, TX, and 50% owner of licensee of KELE(FM) Aurora, MO. Filed Oct. 10.
- **KSFA(AM)-KTBBQ(FM) Nacogdoches, TX** (AM: BAL911016EB; 860 khz; 1 kw-D, 500 w-N; FM: BALH911016EC; 107.7 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Center City Communications Inc. to George B. Wilkes III for \$700,000 ("Changing Hands," Oct. 28). Seller is headed by Ken Williams, who has interests in KILZ(AM)-KLFX(FM) Killen-Harker Heights, Tex. Buyer has interest in WORQ(AM) Orangeburg, S.C. Filed Oct. 16.
- ***KCKA(TV) Centralia, WA** (BALET911009KG; ch. 15; 537 kw-V; 64.6 kw-A; ant. 1,500 ft.)—Seeks assignment of license from Tacoma School District #10 to State Board for Community & Technical Colleges for no cash consideration (see KTPS-FM-TV Tacoma, WA, below). Filed Oct. 9.
- **KWNC(AM) Quincy, WA** (BAL911021EA; 1370 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Quincy Communications Inc. to Jack Rabbit Broadcasting Co. for \$66,000. Seller is headed by Richard D. Leary and Donald W. Lindberg. Leary owns KRSC(AM) Othello, WA. Leary and Lindberg both have interests in newspaper in Quincy, WA. Buyer is headed by Charles T. Fournier, who has no other broadcast interests. Filed Oct. 21.
- **KHCV-TV Seattle** (BAPCT911011KF; ch. 45)—Seeks transfer of control of CP from Allen E. Horn to North Pacific International Television, Inc. for no cash consideration; transferee is diluting his 100% interest in exchange for operational equipment and expertise of transferor. Horn will retain 40% interest in North Pacific International Television. He also has interest in KTTY(TV) San Diego. Transferor is headed by Kenneth Casey (50.1%), who also has interests in four LPTV's. Filed Oct. 11.
- ***KTPS-FM-TV Tacoma, WA** (FM: BALED911009KH; 91.7 mhz; 7.9 kw; 553 ft.; TV: BALET911009KF; ch. 28; 35 kw-V; 4.112 kw-A; ant. 755 ft.)—Seeks assignment of license from Tacoma School District #10 to State Board for Community & Technical Colleges for no cash consideration consideration; assignment is pursuant to state amendments that restructured and reassigned entities in the state. Assignment includes KCKA(TV) Centralia, WA (see above). Assignor has no other broadcast interests. Assignee is headed by Earl Hale and eight other directors, and has no other broadcast interests. Filed Oct. 9.

Actions

- ***KBAD(AM) Bakersfield, CA** (BAL910621EC; 1350 khz; 1 kw-D)—Granted assignment of license from Patrick Kavanaugh, bankruptcy trustee, to Southpaw Communications Inc. for \$170,000. Seller, representing Ask Broadcasting, has no other broadcast interests. Buyer is headed by Curtis Darling (92%) and James R. Darling (5%), father and son, and Burton Michael Wenland (3%), and has no other broadcast interests. Action Oct. 16.
- **KICO(AM) Calexico, CA** (BAL910829ED; 1490 khz; 1 kw-U)—Granted assignment of license from KIKO Inc. to CAL-Mex Broadcasting Co. for \$90,000. Seller is headed by Richard Simpson, and has no other broadcast interests. Buyer is headed by Douglas H. Hanson, and is licensee of KQVO(FM) Calexico, CA. Action Oct. 15.
- **KXBS(FM) Santa Paula, CA** (BALH910826HH; 96.7 mhz; 87 w; ant. 1,500 ft.)—Granted assignment of license from Richard C. Phalen, receiver for Radio Ventura, to KXBS Broadcasting Co. for \$775,000 ("Changing Hands," Sept. 2). Seller is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara and KKAM(AM)-KBOS(FM) Fresno-Tulare, both California. Buyer is headed by Peter Daradics (30.9677%), and has no other broadcast interests. Action Oct. 11.
- **WKGQ(AM)-WSKS(FM) Milledgeville-Sparta, GA** (AM: BAL910805GS; 1060 khz; 1 kw-D; FM: BALH910805GT; 97.7 mhz; 3 kw; ant. 328 ft.)—Dismissed app. of assignment of license from Alexander Mitchell Communications Corp. to Middle Georgia Radio Inc. for \$240,000. Seller is headed by James A. Karrh, and has no other broadcast interests. Buyer is headed by Charles W. Hubbard Jr., and has no other broadcast interests. Dismissed Oct. 11.
- **WCAA(FM) Ocilla, GA** (BALH910821GU; 97.7 mhz; 1.8 kw; ant. 400 ft.)—Granted assignment of license from Irwin County Broadcasting Corp. to Harper Broadcasting Inc. for \$205,000. Seller is headed by E.L. Kilday, and has 100% interest in WSKX(FM) Hinesville, GA. Buyer is owned by Harold G. Harper, and has no other broadcast interests. Action Oct. 15.
- **WYTL(AM) Terre Haute, IN** (BAL910829EE; 1300 khz; 500 w-D)—Granted assignment of license from Power Rock Broadcasting of Indiana to Cardinal Broadcasting Inc. for \$17,000. Seller is headed by William H. Rice, receiver, who is also receiver for co-owned WPFM(FM) Terre Haute, IN, which was recently sold ("Changing Hands," Sept. 9). Buyer is headed by Ronald J. Mott, and has no other broadcast interests. Action Oct. 15.
- **WAVG(AM) Louisville, KY** (BAL910607EE; 970 khz; 5 kw-U)—Granted assignment of license from

Radio One of Louisville Inc. to Sunnyside Communications Inc. for \$425,000. Seller is headed by Thomas M. Duddy, receiver, and is also licensee of WLRN(FM) Louisville, KY. Buyer is headed by Charles J. Jenkins, (9.52%), Corum Enterprises Inc. (9.52%), E.H. Hughes Co. Inc. (9.52%), Citizens Fidelity Bank & Trust Inc. (4.76%) and 10 other directors, and is licensee of WXVW(AM) Jeffersonville, IN. Action Oct. 16.

■ **KRVV-FM Bastrop (Monroe), LA** (BALH910725HL; 100.1 mhz; 50 kw; ant. 150 ft.)—Granted assignment of license from My Cue Broadcasting Inc. to Holladay Broadcasting of Louisiana Inc. for \$1,035,891. Seller is headed by Billy Edmundson, and is also licensee of KMYQ(FM) Bastrop, LA. Buyer is headed by Clay E. Holladay, and is 100% owner of Holladay Broadcasting Co. Inc., licensee of WYZB(FM) Mary Esther, FL. Action Oct. 15.

■ **WKCD(FM) Kittery, ME** (BAPH910603GV; 105.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Outreach Communications Ltd. to Bear Broadcasting Co. for \$750,000 ("Changing Hands," June 17). Seller is headed by Edward Ockendon, and has no other broadcast interests. Buyer is headed by Natale L. Urso, Philip J. Urso, Joseph V. Gallagher and M. Linda Urso, and is licensee of WZNN(AM)-WVEM(FM) Rochester, NH, and WHIM(AM) East Providence, R.I. Natale L. Urso is sole stockholder of Westerly Broadcasting Company, licensee of WERI(AM)-WWRX(FM) Westerly, R.I. Action Oct. 11.

■ **WFFF-AM-FM Columbia, MS** (AM: BTC910823HB; 1360 khz; 1 kw-D, 159 w-N; FM: BTCH910823HC; 96.7 mhz; 3 kw; ant. 400 ft.)—Granted transfer of control from Haddox Enterprises Inc. to David H. Martin and Ronald E. Geiger for \$250,000. Seller is headed by Lester Haddox, and has no other broadcast interests. Buyers have no other broadcast interests. Action Oct. 9.

■ **KGRD(FM) Orchard, NE** (BALH910828HS; 105.3 mhz; 100 kw; ant. 495 ft.)—Granted assignment of license from Good Life Radio Inc. to The Praise Network Inc. for assumption of debts and liabilities of Good Life Radio. Seller is headed by Herbert P. Roszhart (50%). Buyer is also headed by Roszhart. The Praise Network has filed applications for authority to construct noncommercial educational FM's at Norfolk, NE, and Hays, KS. Action Oct. 16.

■ **KRCV(AM) Reno, NV** (BAL910829EF; 1340 khz; 1 kw-U)—Granted assignment of license from Cat Broadcasting Corp., debtor-in-possession, to Rolando Collantes for \$30,000. Seller is headed by Douglas Trenner, and has interests in KNUU(AM) Paradise, NV. Buyer has interests in KSVN(AM) Ogden, UT, and KGEN(AM) Tulare, CA. Action Oct. 16.

■ **KWBY(AM) Woodburn, OR** (BTC910903EA; 940 khz; 250 w-D, 200 w-N)—Granted transfer of control from 94 Country Inc. to Donald D. Coss for \$300,000. Seller is headed by Clifford A. Zauner, who also has interests in KCKX(AM) Stayton, OR. Buyer has no other broadcast interests. Action Oct. 18.

■ **WRJT(FM) Monterey, TN** (BALH910823HF; 107.1 mhz; 1.5 kw; ant. 482)—Granted assignment of license from First Media of Monterey Inc. to JWC Broadcasting for \$590,000. Seller is headed by Gerald R. Roberts, and has no other broadcast interests. Buyer is headed by Joe B. Wilmoth, who is licensee of WATX(AM) Algood, TN. Action Oct. 16.

■ **KAKS-AM-FM Canyon, TX** (AM: BTC910829EG; 1550 khz; 1 kw-D, 219 w-N; FM: BTCH910829EH; 107.9 mhz; 96 kw; ant. 1,323 ft.)—Granted transfer of control from Heritage Communications Corp. to Apollo Broadcasting Corp. for \$225,000. Licensee United Heritage Corp., which owns Heritage Communications, is transferring its stock. Seller is headed by Walter G. Mize, and has no other broadcast interests. Buyer is headed by Charles Broomhead, who is currently an officer and director of licensee; he has no other broadcast interests. Action Oct. 18.

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

and has no other broadcast interests. Action Oct. 16.

■ **WKVV-AM-FM Racine, WI** (AM: BAL910826HJ; 1460 khz; 500 w-D, 65 w-N; FM: BALH910826HK; 100.7 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Three Chiefs Company Inc. to UNC Media of Milwaukee Inc. for \$3,175 million. Seller is headed by Ragan Henry, who is also selling WWIN-AM-FM Baltimore-Glen Burnie, MD. Buyer is headed by Edward Dugger III and Constance W. Balthrop, and has no other broadcast interests. Action Oct. 11.

■ **WOBT(AM)-WRHN(FM) Rhinelander, WI** (AM: BAL910827HP; 1240 khz; 1 kw-U; FM: BALH910827HQ; 100.3 mhz; 25 kw; ant. 385 ft.)—Granted assignment of license from Oneida Broadcasting Co. to Northwoods Broadcasting Inc. for \$850,000. Seller is headed by Thomas P. Cleary, and has no other broadcast interests. Buyer is headed by Thomas (70%) and Robert Koser (10%), father and son, Dane Jensen (10%) and Thomas Walker (10%). Walker and Jensen have interests in licensee of WMAY(AM)-WNNN(FM) Springfield, IL. Walker also has interests in licensees of WOSH(AM)-WGMV(FM) Oshkosh, WI; WKKN(AM)-WMGN(FM) Rockford, IL; WKMQ(FM) Winnebago, WI; WJMC-AM-FM Rice Lake, WI; WCHT(AM)-WGLQ(FM) Escanaba, MI; WCFX(FM) Clare, MI, and is permittee of WFDL(FM) Lomira, WI. Thomas and Robert Koser have interests in licensee of WJMC-AM-FM Rice Lake, WI. Action Oct. 15.

NEW STATIONS

Applications

■ **Chico, CA** (BPH910926MF)—Ninety-Two Seven Ltd. seeks 92.7 mhz; 4.681 kw; ant. 110.2 m. Address: 31 Skymountain Circle, Chico, CA 95928. Applicant is headed by James Dorsey, and has no other broadcast interests. Filed Sept. 26.

■ **Chico, CA** (BPH910926ME)—Phoenix Broadcasting Inc. seeks 92.7 mhz; 2.8 kw; ant. 91 m. Address: P.O. Box 7568, Chico, CA 95927. Applicant is headed by Gary Kaiz, and has no other broadcast interests. Filed Sept. 26.

■ **Kalispell, MT** (BPH910926MD)—Michael J. Stocklin seeks 106.3 mhz; 3.83 kw; ant. 126 m. Address: 239 Segiah Way, Kalispell, MT 59901. Applicant has no other broadcast interests. Filed Sept. 26.

■ **Kalispell, MT** (BPH910926MI)—Cloud Nine Broadcasting Inc. seeks 106.3 mhz; 3.9 kw; ant. 123 m. Address: 900 W. Reserve #349, Kalispell, MT 59901. Applicant is headed by James E. Schaeffer. Vice president Benny L. Bee Jr. owns 100% of stock of Gilbert Broadcasting of Montana, licensee of KMMS-AM-FM Bozeman, MT. Filed Sept. 26.

■ **Laporte, PA** (BPH910926MH)—Theodore J. Saul Jr. seeks 103.9 mhz; 3 kw; ant. 82.1 m. Address: Box 45, Eagles Mere, PA 17731. Applicant has no other broadcast interests. Filed Sept. 26.

■ **Mill Hall, PA** (BPH910926MG)—Jane E. Kennedy seeks 98.7 mhz; 1.864 kw; ant. 177 m. Address: 832 Emerson Dr. NE, Palm Bay, FL 32907. Applicant has no other broadcast interests. Filed Sept. 26.

■ **Bryan, TX** (BPED910924MC)—Educational Media Foundation of Bryan College seeks 89.9 mhz; .1 kw; ant. 101 ft. Address: P.O. Box 187, Humble, TX 77347. Applicant is headed by Johnny Franks. Each board member is also board member of KSBJ Educational Foundation Inc., licensee of noncommercial educational KSBJ(FM) Humble, TX. Filed Sept. 24.

■ **Chetek, WI** (BPH910927MB)—Lake Shore Communications seeks 106.7 mhz; 50 kw; ant. 150 m. Address: P.O. Box 366, Chetek, WI 54728. Applicant is equally owned by general partners James Paulson, Cynthia Mohr-Paulson, Robert Paulson and Sharon Paulson, and has no other broadcast interests. Filed Sept. 27.

■ **Ripley, WV** (BPED910930MC)—Lower Ohio Valley Educational Corp. seeks 90.7 mhz; 3 kw; ant. 100 m. Address: 1928 Washington Blvd., P.O. Box 473, Belpre, OH 45714. Applicant is headed by Anthony L.

Atkinson, and also has interests in Lower Ohio Valley Educational Corp., permittee of WMBP(FM) Belpre, OH. Filed Sept. 30.

Actions

■ **Kings Beach, CA** (BPED901012MH)—Granted app. of California State University, Sacramento, for 89.9 mhz; 2.7 kw; ant. 218 m. Address: 3416 American River Dr., Suite B, Sacramento, CA 95864. Applicant is headed by Phil Coriveau, and is licensee of noncommercial KXPR(FM) and permittee of noncommercial KXJZ(FM) both Sacramento, CA. Action Sept. 20.

■ **Brownsburg, IN** (BPH880722MP)—Granted app. of Helen Sparks Quinn for 101.9 mhz; 2.5 kw; ant. 51 m. Address: 1812 Crescent Dr., Springfield, OH 45504. Applicant has no other broadcast interests. Action Sept. 20.

■ **Great Bend, KS** (BPED910111MA)—Granted app. of Hutchinson Community College for 90.9 mhz; 50 kw; ant. 238 m. Address: 815 N. Walnut, Suite 300 K, Hutchinson, KS 67501. Applicant is headed by Wesley Nunemaker and Don Miller, and has no other broadcast interests. Action Sept. 25.

■ **Portsmouth, OH** (BPED900111MA)—Granted app. of Cedarville College for 88.3 mhz; 1 kw; ant. 196 m. Address: 251 N. Main St., Cedarville, OH 45314. Applicant is headed by Paul Gathany, and has interests in WCDR-FM Cedarville, OH. Action Sept. 24.

■ **Edmond, OK** (BPH900501MF)—Dismissed app. of Premiere Radio Networks Inc. for 97.7 mhz; .82 kw; ant. 153 m. Address: 6255 Sunset Blvd, Suite 2203, Hollywood, CA 90028. Applicant is headed by Steven Lehman, and has no other broadcast interests. Action Sept. 6.

FACILITIES CHANGES

Applications

TV's

■ **Jackson, TN** WMTU(TV) ch. 16—Sept. 26 application (BPCT-900321LB) for Jackson Investment Corp. to change ant.: 322 m.

■ **Martinsburg, WV** WYVN(TV) ch. 60—Sept. 30 application of Flying A Communications Inc. for CP to change ERP: vis: 3890 kw; ant.: 312 m.; antenna: Alan Dick & Co. UTA-28. (DA)(BT) (39-27-27 78-03-53).

Actions

AM's

■ **Glendale, CA** KIEV(AM) 870 khz—Sept. 26 application of Southern California Broadcasting Co. Inc. (BP-900405DL) granted for mod. of CP (BP860612AC) to increase day power to 15 kw and make changes in ant. system.

■ **Johannesburg, CA** KRAJ(AM) 103.9 mhz—Sept. 30 application of Robert Adelman (BPH-9105091D) granted for CP to change ERP: 1.5 kw H&V; class: B1 (per docket #88-601).

■ **San Francisco** KCBS(AM) 740 khz—Sept. 23 application (BMP910703AD) granted for mod. of CP (BP890411AD) to augment nighttime pattern.

■ **Chicago** WLUP(AM) 1000 khz—Oct. 2 application of Evergreen Media Corp. of Chicago (BP-910812AB) granted for CP to correct coordinates to 41 49 04 - 87 59 17.

■ **Roseau, MN** KRMB(AM) 102.1 mhz—CP is hereby forfeited and call letters deleted.

■ **Babylon, NY** WGLI(AM) 1290 khz—application of Spanish Radio Network (BP-910429AE) returned for CP to change city of license to Mastic Beach, NY; increase night power to 550 watts; change antenna system; change TL: Nicoll Floyd Lane at Biltmore Dr., Mastic Beach, Suffolk Co., NY: 40 46 56 - 72 49 44.

■ **Cleveland** WABQ(AM) 1540 khz—Sept. 24 application (BP910617AE) granted for CP to make changes in antenna system and change TL: 8000 Euclid Ave., Cleveland: 41 30 10N 81 37 57W.

■ **Richmond, VA** WRNL(AM) 910 khz—Oct. 3 appli-

cation of Capitol Broadcasting Co. of Va. Inc. (BP-900713AD) granted for CP to make changes in antenna system.

FM's

■ **Tuscaloosa, AL** WACT-FM 105.5 mhz—Sept. 24 application (BPH910524IA) dismissed for CP to change ERP: 10 m.; change ant.: 155.2 m (H&V); TL: .5 km SE of the intersection of Hwy. 69 and Yellow Creek Church Rd., in section 18, T19S, R9W, AL; change to class C3.

■ **Anchorage KPXR(FM)** 102.1 mhz—Oct. 1 application of Ingstad Alaska Broadcasting Inc. (BPH-9104111F) granted for CP to change ERP: 24.54 kw H&V; ant.: -48 m.; TL: 2800 East Dowling Rd., Anchorage; class: C3.

■ **Payson, AZ** KRIM(FM) 103.9 mhz—Sept. 20 application (BPH9105311F) granted for CP to change ant.: 355 m.

■ **Phoenix, AZ** KFLR-FM 90.3 mhz—Sept. 30 application of Family Life Broadcasting System Inc. (BPED-880915MA) granted for CP to change ERP: 28.31 kw (H), 24.59 kw (V), change ant.: 474 m., change TL: South Mountain electronics site.

■ **Irvine, CA** KUCI(FM) 88.9 mhz—Sept. 20 application (BPED900807MA) granted for CP to change ERP: .20 kw H&V; change ant.: -3 m.; class: A; other: propose directional antenna.

■ **Ledyard, CT** WVNL(FM) 106.5 mhz—Sept. 24 application (BMPH9108011F) granted for mod. of CP (BPH880714NL) to change ERP: 6 kw H&V; ant.: 91 m.; TL: on W side of Rte. 117, .6 mi NW of junction of Church Hill Rd. at City Landfill, Ledyard.

■ **Lewes, DE** WXJN(FM) 105.9 mhz—Sept. 30 application of Susan Marie Beth Romaine (BMPH-9103041F) granted for mod. of CP (BPH-870910OE) to changes: ERP: 6 kw (H&V) ant.: 104 m. TL: 16.59 km from Lewes.

■ **Edgewater, FL** WEDG(FM) 93.1 mhz—Oct. 3 application of Deharo Radio Ltd. (BMPH-9109121D) returned for mod. of CP (BPH-880406M1) to change ERP: 10 kw H&V ant.: 146 m.; TL: 10.1 km south of Edgewater, Volusia County; 4.2 km east of I-95; change to class C3 (per docket #91-117).

■ **Riviera Beach, FL** WOLL(FM) 94.3 mhz—Oct. 21 application of Lappin Communications-Florida Inc. (BPH-9102051A) dismissed for CP to change ERP: 12 kw H&V; ant.: 144 m.; class C3; (per docket #89-423).

■ **Vidalia, GA** WTCQ(FM) 97.7 mhz—Sept. 24 application (BMLH900814KD) granted for mod. of license to increase ERP: 6,000 kw H&V (pursuant to docket #88-375).

■ **Champaign, IL** WHMS-FM 97.5 mhz—Sept. 18 application (BPH9105161F) granted for CP to change ant.: 109 m.; other: correct site elevation and coordinates: 40 05 04N 88 14 53W.

■ **Indianapolis** WAJC(FM) 104.5 mhz—Sept. 20 application (BPED9101241B) granted for CP to change ERP: 50 kw H&V; ant.: 150 m.; TL: 2.3 km NW of intersection of N Meridian and E 38th St., Butler University Campus; Indianapolis.

■ **Fort Knox, KY** WASE(FM) 105.5 mhz—Sept. 25 application (BMPH9108091M) granted for mod. of CP (BPH8909291B) to change ERP: 3.6 kw H&V; ant.: 127 m.; change from DA to non-DA.

■ **Manchester, KY** WTBK(FM) 105.7 mhz—Sept. 20 application (BMLH901228KF) granted for mod. of license to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

■ **Hancock, MI** WTHV(FM) 98.7 mhz—Sept. 20 CP is hereby forfeited and call letters deleted.

■ **Scottville, MI** WKZC(FM) 95.9 mhz—Sept. 25 application of West Shore Broadcasting Corp. (BPH-9105281C) dismissed for CP to change ERP: 25 kw H&V; ant.: 100 m.; freq: 94.9 mhz; class: C3 (per docket #89-385).

■ **Alexandria, MN** KSTQ(FM) 99.3 mhz—Sept. 20 application (BMLH901119KA) granted for mod. of license (BLH840413BY) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Preston, MN** KFIL-FM 103.1 mhz—application of

KFIL Inc. (BMLH-900206KC) granted license or license modification for mod. of license to increase ERP: 6 kw (H) (per docket #88-375).

■ **St. Peter, MN** KRBI-FM 105.5 mhz—Sept. 23 application (BPH9105171D) dismissed for CP to change ERP: 6 kw H&V; change ant.: 100 m.; TL: 3.3 km from St. Peter, MN, at bearing of 69.3 degrees.

■ **Iuka, MS** WFXO(FM) 104.9 mhz—Sept. 18 application (BMPH9106191C) granted for mod. of CP (BPH8902061I) to make changes: change ant.: 135 m.

■ **Bolivar, MO** KCBX-FM 106.3 mhz—Sept. 20 CP is hereby forfeited.

■ **Branson, MO** KRZK(FM) 106.3 mhz—Sept. 26 application of Turtle Broadcasting of Branson (BMPH-9105201E) granted for mod. of CP (BPH-9012241J) to change ant.: 169 m.; TL: 33 miles north of U.S. Hwy. 160, 47 miles NE of intersection of U.S. 160 and State Hwy 176, 2.1 miles NNW of Rockaway Beach, MO.

■ **Warrenton, MO** KFAV(FM) 99.9 mhz—Oct. 3 application of Kaspar Broadcasting Co. of Missouri (BMPH-9109181F) returned for mod. of CP (BPH-880107MO) to change ERP: 6 kw (H&V); change to class C3 (per docket #91-44).

■ **Dover Township, NJ** WKTW(FM) 91.1 mhz—Sept. 20 application (BPED910718ME) granted for CP to relocate main studio outside of Community Contour.

■ **Asheville, NC** WCQS(FM) 88.1 mhz—Sept. 24 application (BPED881214MF) granted for CP to change ERP: 1.6 kw H&V; change ant.: 356 m.; TL: High Top Mountain at end of Starnes Cove Rd.

■ **Wishek, ND** KMVC(FM) 100.3 mhz—Sept. 20 CP is hereby forfeited and call letters deleted.

■ **Conway, SC** WJXY-FM 93.9 mhz—Sept. 26 application of Conway Broadcasting Co. Inc. (BPH-9104301I) granted for mod. to change ERP: 6 kw (H&V).

■ **Georgetown, SC** WTUB(FM) 93.7 mhz—Sept. 26 application of VBX Communications Inc. (BPH-91043010) granted for CP to changes ERP: 6 kw (H&V).

■ **Marion, SC** WKSJ(FM) 100.5 mhz—Sept. 27 application of Holder Media Inc. (BPH-91051311TO) granted for CP to change class to C3 (per docket #90-33); ERP: 21.5 kw (H&V); ant.: 108 m.; TL: 1.2 miles SW of intersection of Interstate 95 and State Hwy 38, 1.7 miles south of Oak Grove, SC.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's †	TOTAL *
Commercial AM	4,988	235	5,223
Commercial FM	4,517	1,019	5,536
Educational FM	1,484	311	1,795
Total Radio	10,989	1,565	12,554
Commercial VHF TV	556	15	571
Commercial UHF TV	572	167	739
Educational VHF TV	125	4	129
Educational UHF TV	233	12	245
■ Total TV	1,486	198	1,684
VHF LPTV	219	147	366
UHF LPTV	719	789	1,508
■ Total LPTV	925	948	1,873
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%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ‡ Construction permit. † Instructional TV fixed service. ‡ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

■ **Murrell's Inlet, SC WKO(FM)** 94.5 mhz—Sept. 26 application of Inlet Broadcasting Co. (BPH-9104301K) granted for mod. of CP (BPH-870724MA as mod.) to change ERP: 3.47 km (H&V); ant.: 130 m.

■ **Parris Island, SC WBHH(FM)** 92.1 mhz—Sept. 19 application (BMPH9106101E) granted for CP to change ERP: 6 kw H&V.

■ **Johnson City, TX KFAN(FM)** 107.9 mhz—Sept. 20 application (BMPH9104301G) granted for mod. of CP (BPH890405MD) to change ERP: 37.2 kw; ant.: 170 m.; TL: 3.1 mi S/SE of Stonewall, TX.

■ **Llano, TX KLKM(FM)** 104.9 mhz—Sept. 23 application (BPH9009171F) granted for CP to change freq: 104.7 mhz; change ERP: 11 kw H&V; class: C3 (per docket #88-34).

■ **Lytle, TX KXPZ(FM)** 91.3 mhz—Sept. 18 application (BPED910081B) granted for mod. of CP (BPED870817MF new station) to change ant.: 92 m.; TL: 5.60 km on bearing 75.7 degrees (T) from Lytle, TX. reference coordinates 29 14 39N 98 44 27W.

■ **Refugio, TX KZTX(FM)** 106.3 mhz—Sept. 20 application (BPH9108121B) granted for CP to change freq: 106.1 mhz; change ERP: 25 kw H&V; ant.: 100 m.; TL: intersection of Hwy. 136 and Hwy. 1360, 3 mi N of Bayside, TX; change to class C3.

■ **Tyler, TX KTYL-FM** 93.1 mhz—Sept. 20 CP is hereby forfeited.

■ **Orem, UT KMGR-FM** 107.5 mhz—Sept. 24 application (BPH9104121D) granted for CP to change to directional antenna.

■ **Vernal, UT KUIN(FM)** 105.9 mhz—Sept. 26 application of KVFL Inc. (BPH-9105171F) granted for CP to change ERP: 7.4 kw (H&V).

■ **Hartford, VT WGLV(FM)** 104.3 mhz—Sept. 20

application (BMPED9106031E) granted for mod. of CP (BPED881013MG) to change ERP: 2.7 kw H&V; ant.: 149 m.; TL: Summit of Hurricane Hill, Hartford Town, VT.

■ **Charlotte Amalie, VI WVG(FM)** 107.1 mhz—Sept. 27 application of Sandy Isle Broadcasting Inc. (BMPH-9105231F) granted for mod. of CP (BPH-9011131D) to change ERP: 10 kw H&V. Informal objection filed on 6/19/91, denied, 9/27/91.

■ **Cruz Bay, VI WDCM(FM)** 92.3 mhz—Oct. 1 application of David Condon (BMPH-9012141H) granted for mod. of CP (BPH-870629NF as mod. for new station) to change ant.: 397 m.; TL: 10-10-8 Estate Carolina; 1.4 km S/SW of Carolina, 250 m. north of top of Bordeaux Mtn., St. John Island, US VI.

■ **Rocky Mount, VA WZBB(FM)** 99.9 mhz—Sept. 18 application (BPH9104291F) granted for CP to change ERP: 1.20 kw H&V; ant.: 220 m.; TL: E side of VA 607, 1.3 km S of intersection of VA 606 on Thornton Mt., VA.

■ **Neenah-Menasha, WI WROE(FM)** 94.3 mhz—Sept. 18 application (BLH901220KA) granted for mod. of license to increase ERP: 5.6 kw H&V (pursuant to docket #88-375).

TV's

■ **Frederick, MD WFPT(TV)** ch. 62—Sept. 27 application (BMPET910702KF) granted for mod. of CP to change ERP: 3366 kw (vis); ant.: 138 m; TL: approximately 2 mi S/SE of Urbana, MD. .3 mi W of Interstate 270 (39 17 53N 77 20 35W); antenna: Dielectric TFU-30 E/V (DA)(BT).

■ **Duluth, MN WDIO-TV** ch. 10—Oct. 2 application of WDIO-TV Inc. (BPCT-910617KF) granted for CP to change ERP: vis: 316 kw aur: 105 kw; ant.: 301 m.; TL: 10 Observation Rd., Duluth, St. Louis County;

(46-47-13 92-07-17); antenna: LDL VTA-16 H/V (BT).

■ **Greenville, NC WUNK-TV** ch. 25—Sept. 27 application (BPET910624KE) granted for CP to change ERP: 1,256 kw (vis); ant.: 351 m; TL: 2 mi S of Farmville State Rd. US 258, Farmville, NC (35 33 01N 77 36 02W); antenna: Dielectric TFU-30E (R), (DAXBT).

CALL LETTERS

Applications

Existing AM's

- KXEQ(AM) KRCV Rolando Collantes: Reno, NV
- WCER(AM) WBXT Melodynamic Broadcasting Corporation: Canton, OH
- WCQM(AM) WNBI-FM Nicolet Broadcasting Inc.: Park Falls, WI
- WJSH(AM) WYTL Cardinal Broadcasting Inc.: Terre Haute, IN
- WXTD(AM) WKTX Miklos, Attila, and Maria Kossanyi: Cortland, OH

Existing FM's

- KRSS(FM) KRCD-FM Calvary Chapel of Costa Mesa Inc.: Chubbuck, ID
- WBZD(FM) WCBZ Target Communications of KY Inc.: Bowling Green, KY
- WQMR(FM) WDLF-FM P.M. Broadcast Engineering Inc.: Federalsburg, MD

Existing TV

- KSWT(TV) KYEL-TV KB Media Inc.: Yuma, AZ

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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 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.

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.

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.

Top central New York FM needs a superior sales manager to pilot our sales growth and dominance of market. Must have motivational skills to build and lead a sales staff with one on one training. Will aggressively compensate the pro who can consistently hit and exceed budgets. Salary, bonus plan, automobile, plus other benefits. Send resume, references and salary requirements to: Box R-1. EOE.

California: Sales manager for full time clear channel AM with FM CP. Christian format. Prefer verifiable experience in Christian or Secular radio sales. Future growth in AM and FM applications with 2 CPs. Send resume, sales and salary history to: 3070 Skyway Drive, Suite 501, Santa Maria, CA 93455. EOE.

Texas manager: Medium market top rated AOR has opening for aggressive sales motivator and station leader. Two sales teams. Best staff in market. Management background in radio or agency would be beneficial. Send your resume in confidence to KBAT/KWEL, 3306 Andrews Hwy., Midland, TX 79703. EOE.

Sales manager: NAC in Raleigh, NC is looking for a self-motivated, aggressive individual to lead a 5 member sales staff. Strong direct sales experience is a must. Management experience preferred but not mandatory. We are looking for a hard working individual who can do it all. Send resume to WNND-FM, 2000 Regency Parkway, Suite 295, Cary, NC 27511 or call Marvin Ceder at 919-481-1039. EOE.

Indianapolis (37th market) needs energetic sales oriented general manager. Experience as GSM important, local market experience a plus. If you are a strong sales oriented GM or GSM, and you can take a very successful station to greater achievement, write Clint White, PO Box 266394, Kansas City, MO 64126. EOE.

HELP WANTED FINANCE

Group radio operator with 11 profitable stations is seeking an individual to oversee accounting functions and manage lender relations. Must have at least three years of relevant financial experience, preferably in radio, accounting or commercial banking. Send resume and salary requirements to: Wilks/Schwartz Communications, PO Box 9013, Springfield, MA 01102. Please no phone calls. Equal opportunity employer.

HELP WANTED SALES

Leading east Texas combo seeks experienced sales person. Must be professional, aggressive and successful. Great organization, facilities, stability with growth, family lifestyle. Contact Dudley Waller, KOOI/KEBE. 903-595-4159. EOE.

Sales manager wanted for northeast Mississippi C3 FM with over 250,000 in primary coverage area when upgrade is achieved on or about January 1. Jim Buffington, WWZQ-FM, Aberdeen, MS 601-369-4561. EOE.

HELP WANTED TECHNICAL

Broadcast technician. Opening for a full-time and a part-time position at WTOP/WASH. These incumbents will be required to work (variable hours). Broadcast operations experience of at least one year and an operators permit is required. Salary is negotiable. Please mail resumes to: WTOP/WASH Radio, 3400 Idaho Avenue, NW, Washington, DC 20016. Attention: Engineering Department. EOE.

HELP WANTED PERSONALITY/TALENT

Seeking. Christian radio station is looking for creative talent to bring to air in dynamic southern California market. Call Crawford Broadcasting Company, an equal opportunity employer, 714-754-4450, request Ann Harrison.

HELP WANTED NEWS

News director for dominant Southern Maryland AM/FM combo. Host 6-8 am news program. Local play-by-play possible. News experience required. T&R with writing sample, ASAP, to Mike Torne, GM, WPTX/WMDM, PO Box 600, Lexington Park, MD 20653. EOE.

On-air host: WNYC Public Radio seeks a professional host to work for am programming. Responsibilities include performing on-air announcing duties including news, fundraising, live events, remotes, interviews & continuity between programs. Requirements include a BA degree in Communications and a minimum of 3 yrs. full-time professional on-air experience. If interested, send resume, salary requirement & non-returnable cassette to WNYC, Personnel, Dept. 13A, 1 Centre Street, New York, NY 10007. EOE. No phone calls.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Florida group owner needs PD high energy on-air talent plus administration skills. Country format. Send resume, air check to Ron Kight, 3101 West Highway 98, Panama City, FL 32401. EOE/MF.

SITUATIONS WANTED MANAGEMENT

Searching for a GM that's sales oriented? Able to create innovative sales presentations, master of money making promotions and bottom line oriented. Presently employed. Reply to Box R-2.

Classical music: General manager/general sales manager. Over 20 years of experience - top biller. A street smart, people person. If you're a classical station or your non-classical format isn't working, let's talk. Reply to Box R3.

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Business manager: SE is seeking an individual with an accounting degree or 2-3 years experience. Responsible for financial reporting and analysis, budgets and billings. Experience with computers required. Send replies to Box R-4. EOE.

HELP WANTED SALES

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.

Account executive needed for established list in Midwest medium-small market. Must be experienced, driven and have what it takes to thrive in the 90's (i.e., not an order taker). Respond to Sales Manager, Box R-5. EOE.

HELP WANTED TECHNICAL

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 Pkwy 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.

Chief engineer: WTMW-TV Washington, DC. Looking for highly qualified individual to assume responsibilities of chief broadcasting engineer with experience and capabilities in startup. Individual we are seeking will possess qualifications and abilities in all aspects of broadcast engineering including design of studio and transmission facilities. FCC license or SBE certification required. Submit detailed resume to Urban Broadcasting Corporation, PO Box 678, Ben Franklin Station, Washington, DC 20044. EOE.

Video technician/editor: Major NY area sports / entertainment company has an opportunity for a video technician/editor. Individual must possess at least 1-2 years advanced technical knowledge in video, broadcast, production, computer equipment and operation. Individual must be flexible to work days, evenings and weekends; overtime required; position available seasonally from August-June. Responsibilities include: The maintenance of video, computer and production equipment used for live event presentation production and programming; basic system set-up; identifying system problems or maintenance needs; pre/post production and video editing. Please send resume and salary requirements to: Bayard, Dept. 298, 21st Floor, 401 Broadway, NYC, NY 10013. Equal opportunity employer M/F/V/H.

Director of engineering for Sutro Tower Company in San Francisco. An engineering management background is required to manage this tower complex. The candidate should have 10 years of demonstrated ability to handle engineering, maintenance, business and community issues. Send resume prior to November 28, 1991 to: Donald E. Lincoln, Sutro Tower, Inc., 250 Palo Alto Avenue, San Francisco, CA 94114-2198.

Air operator: Basic understanding of FCC regulations, switcher operation, program logging and knowledge of Beta Cart systems signal, a plus. Familiarity of waveform monitor and parameter needed. Experience required. Send resume to: Trinity Broadcasting Network/Personnel Department, 14131 Chambers, Tustin, CA 92680. EOE.

Associate director of engineering for northeast major market TV station with production facilities. Strong technical, organizational and supervisory skills required. Please write Box R-6. EOE.

HELP WANTED NEWS

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.

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.

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.

Reporter: To replace one of our strong creative male reporters. Some anchoring as well. Editing knowledge a plus. College degree preferred. One year experience. Hard news is our mainstay. 3/4" non-returnable tape and resume, references to Mac Thompson, News Director, WCBD-TV, Box 879, Charleston, SC 29402. No calls. EOE.

Southeast NBC affiliate looking for right person to complement male co-anchor. Must possess strong news judgement and team leadership. Reporting and community involvement are critical to the position. An equal opportunity employer. Send tape and resume (no calls) to: WSAV-TV, News Director, Harry W. Bowman, PO Box 2429, Savannah, GA 31402. EOE.

News writer: Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Must be super-fast and super-creative with lead lines and transitions. Send resume and writing samples to: David Friend, Assistant News Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Midwest market leader needs a consumer/investigative producer to run our award-winning unit. If you have producer/reporter skills, are aggressive and a self-starter, please respond. We also need an associate news producer with a good news sense and strong organizational skills. For both jobs, we encourage women and minorities to apply. EOE. Reply to Box R-7.

Anchor/reporter: Prefer 3-5 years experience and journalism degree. Strong writing and "live shot" skills a must. We're expanding! Send non-returnable tape, along with salary requirements to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE M/F.

Reporter: Come join the Emmy winning NBC affiliate in Charlotte, NC, which is also the home of the NBC news channel. We seek a compelling journalist who can write and deliver the story in a competitive local news market. You must be outstanding in live settings. Our requirements include at least five years TV news experience and a college degree. If this sounds like you, send resume, references and a non-returnable tape showing your abilities to Ken Middleton, News Director, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE M/F.

Newscast producer: WCNC-TV, the Emmy winning NBC affiliate in Charlotte, NC, seeks a strong producer and writer who wants to compete in a metered market. You must be creative and willing to be more than a show mechanic. We need live and SNG savvy. Our requirements include at least three years producing experience and a college degree. If this sounds like you, send resume, references and a non-returnable tape showing your creative capabilities to Ken Middleton, News Director, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE M/F.

Desk assistant: Entry-level position for an energetic, self-starting, highly organized individual. Responsibilities include script organization, file tape distribution and other general newsroom functions. Send resume to: David Friend, Assistant News Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Award winning East Coast affiliate looking for a strong weekend anchor general assignment reporter. 1 year broadcast TV experience is a must. Send non-returnable 3/4 inch tape to Roger Follebout, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Minorities encouraged to apply. EOE/M-F.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Science editor (Astronomy and other natural sciences): To study and research current developments in astronomy and other natural sciences; analyze findings and relate findings to tenets of Christianity and basic scientific knowledge; develop and write comments on topics of science and Christianity in Mandarin Chinese language for broadcast programming to China. Must be fluent in Mandarin Chinese language, have ability to relate tenets of Christianity to science and to write at popular level. BS or BA in Astronomy or Journalism, plus five years experience as astronomer or technical editor in natural sciences. Salary: \$23,000 per year. Send resume to: Kathy Malo, Job Serv Prog & Tech Supp, TN Dept of Employment Sec, Nashville, TN 37245-1200 (Job Order TN1235918). EOE.

Chyron operator: KVII-TV, the top rated station in Amarillo, Texas is seeking a Chyron operator with a minimum of two years experience with Chyron IV or other computer graphics system. Excellent typing/spelling skills a must. Responsibilities include graphics, c.g. and still store for computerized election system. Females and minorities are encouraged to apply. Resumes to Mr. Jackie Smith, Production Manager, KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

Associate sports producer: Immediate opening. New national motorsports program seeks producer with three to five years experience in program production. Candidate must be well versed in videotape editing, camera operation and coordination of live multicamera productions. Situation located in Southeast US and salary is mid-twenties. EOE. Reply to Box R-8.

Promotion wizard wanted: #1 Northeast CBS affiliate looking for a creative service director who can make "magic". Must have solid news promotion experience. Background in marketing helpful. Be creative. Send tape, resume and salary requirements to David M. Tinsch, Dir. of Programing and Marketing, WTVH 5, 980 James St., Syracuse, NY 13203. No phone calls. EOE.

Promotion manager: To apply, you provide the job description. Tell us what you think a medium, market affiliate promotion manager should be responsible for. Please include resume and reel. Send to: Operations Manager, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615 by November 11th. WNWO-TV is an equal opportunity employer.

Freelance video crews and production services for news oriented production company. Expanding our worldwide network. Send resume, rate sheet and gear list. Reply to Box R-10. EOE.

SITUATIONS WANTED MANAGEMENT

Director of station operations. I have a wealth of experience in TV station management. New start-ups, unions, technical operations, small market, large market. Can I help you? Please reply to Box Q-31.

Outside director of Board! Television/radio professional past 45 years. Outstanding record as troubleshooter/turnaround specialist/empire-builder. Nationally prominent. Chairman/CEO highly successful conglomerate. Reply to Box R-9.

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.

SITUATIONS WANTED TECHNICAL

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.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 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 Bymes 206-479-7250.

Weather anchor, with slick graphics and AMS Seal. Looking for 1 to 30 market with #1 news team. Reply to Box Q-39.

Freelance videographer with NPPA philosophy seeks F/T position with medium to large market station. Relocation not a problem. Over 5 yrs. ENG experience with an impressive resume. Presently available for work in the NJ, CT, NY metro area and Dem's primary. John Albertson 516-933-1795.

Aggressive, observant, fair and personable 39th market radio news director seeks first job in television. Experienced with demo TV tape. Speaks Spanish well. Call Melanie 716-283-3872.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Attention general managers: Wish you could hire an experienced, seasoned and successful top market executive producer but barely have the budget for another secretary? I'm a multiple-E Emmy winning ex-television executive with 20 years in NYC, LA and Washington (network and local). I teach television at UCLA. I'm available to consult to a limited number of stations who want to improve their look, efficiency and ratings. For less than the cost of another secretary (and no fringes!) I will help you improve all aspects of your operation, and you keep the glory. How do you know I'm good? After 12 Emmys and 20 successful television years, I created and produced "Good Morning, Vietnam". (Now I make movies.) Call or write Ben Moses, 3350 Troy Drive, Los Angeles, CA 90068. 213-878-2560.

Freelance cameraman/editor/field producer seeks staff position in news, promotion, or special projects. Will pay moving expenses. Ray 818-891-1168.

SITUATIONS WANTED PERSONALITY/TALENT

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.

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

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Primo People needs specialists! Investigative, consumer, medical and feature reporters, send resume and 3/4" tape to Steve Porricelli or Fred Landau at Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

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Doctoral assistantships. The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting and advertising concentration. M.S. degree helpful. GRE required. Program requires 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for Fall 1992 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H.H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347.

Nicholls State University is seeking a faculty member starting fall 1992 in broadcast journalism. The position is a tenure-track position. Salary is up to \$42,000 for nine months. Rank open. Applicants should have a Ph.D. or be ABD and have teaching and research ability. Professional experience is important. Nicholls is located 60 miles southwest of New Orleans in the culturally rich Cajun, plantation country of Louisiana near the beaches of the Gulf of Mexico. Deadline for applying is Jan. 15, 1992. Submit a letter of applications, vita and three references to Dr. E. Joseph Broussard, Head, Department of Communication, Nicholls State University, Thibodaux, LA 70310. Nicholls is an EEO employer.

Graduate assistants to study for M.A. or Ph.D. in Mass Communication. Start Fall 1992. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques, or do research. Broadcasters with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Graduate Record Examination required. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084. AA/EOE.

University of Arkansas at Little Rock. Department of Radio, TV and Film is seeking assistant/associate professor to teach courses at undergraduate and master's level. Ph.D. required. Preferred specialties include theory, comparative media systems, sales/promotions with teaching competency in performance and/or one production area. Other specialties also considered. Some professional experience in production, performance or management required. Candidate must be able to demonstrate ability to teach at the graduate level and to continue an established research effort. Send letter of application, curriculum vitae and contact information for three references to: Dr. Lynn Wahl-Wilson, Chairperson, Department of Radio, Television and Film, University of Arkansas at Little Rock, 2801 South University, Little Rock, AR 72204. The University of Arkansas at Little Rock is an affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women.

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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.

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**The Christian Broadcasting
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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:



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Creative Services Director**

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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:

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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



Schiavone

James Schiavone, president and general manager, KSAT-TV San Antonio, Tex., announced retirement before end of year.

Royce Nation, VP and treasurer, KWGN-TV Denver, retired.

Karen Lee Rice, programming and

creative services manager, KOIN-TV Portland, Ore., joins KGUN(TV) Tucson, Ariz., as GM.

Andrew Reimer, executive VP and general manager, KTYD(FM) Santa Barbara, Calif., joins Austereo Ltd. radio group, Sydney, Australia, as business development manager.

Appointments at WETA-TV Washington: **Judith Moak**, director, local underwriting and business development, named director, business relations and local underwriting; **Carol Buchanan**, marketing coordinator for local underwriting, named associate director of local underwriting; **Jamie Stewart**, development associate, local underwriting, named foundation development coordinator, and **Stephanie Sindler**, administrative assistant, named marketing associate.

Bill Christian, general manager, WYOU(TV) Scranton, Pa., named VP and general manager.

Jason Elkin, VP and general manager, KTTU-TV Tucson, Ariz., joins co-owned KOKI-TV Tulsa, Okla., as VP and general manager.

Daniel S. Volz, marketing executive, Ryan, Hutchins, Arthur, Southwick advertising, Portland, Ore., joins KWJJ-AM-FM there as general manager.

Richard J. Young, chief operating officer, Mart Communications, joins WBTU(FM) Kendallville, Ind. (Fort Wayne), as general manager.

SALES AND MARKETING

Norman S. Lesser, executive director, Buena Vista Television advertising sales, New York, named VP, Eastern sales.

Jennifer Pappas, from WCGY(FM) Lawrence, Mass., and **Lisa Noble**, from WVBF(FM) Framingham, Mass., join WODS(FM) Boston as account executives.

J. Marvin Sanders, local sales manager, KSHE(FM) Crestwood, Mo. (St. Louis), named general sales manager. **Matt Saunders**, account executive, KSHE, named local sales manager.

Rod Smith, director of marketing, Bear Essential News for Kids, Tempe, Ariz., joins W. B. Doner & Co., Phoenix, as account supervisor.

Serena L. Beasley, assistant manager, Stanley H. Kaplan Educational Center, joins Rainbow Advertising Sales Co., Bala Cynwyd, Pa., as advertising sales assistant.



Sanfilippo



Svete

Jim Sanfilippo, senior VP, Backer Spielvogel Bates Inc., Irvine, Calif., named executive VP. **Robert Svete**, VP and account supervisor, Backer Spielvogel Bates, named senior VP, management representative.

Stephen Daniloff, general sales manager, WFLX(TV) West Palm Beach, Fla., joins WSTR-TV Cincinnati as co-manager, local sales. **Ann Hornblower**, from WCPO-TV Cincinnati, joins WSTR-TV as account executive.

Lynn DeCola, sales representative, Allnet, joins WTOL-TV Toledo, Ohio, as account executive, succeeding **Catherine Clark**, named national sales manager.

Bill Huggins, local sales manager, WPDE-TV Florence, S.C. (Myrtle Beach), joins co-owned WYOU(TV) Scranton, Pa., as general sales manager, succeeded by **Robert Hartnett**, account executive.

Bill Karl, broadcast producer and art director, Lawrence Butner Advertising Inc., New York, named creative director and head of production. **Marie Coons**, print production manager, Lawrence Butner Advertising, named art director and studio manager.

STATION-BOUND

Kenneth W. Taishoff, senior vice president and general manager of

BROADCASTING magazine, has announced plans for his return to active station management.

Prior to assuming direction of the magazine's sales operations in January 1989, he was general manager of Griffin Television's KPOM-TV Fort Smith-Fayetteville, Ark., and had been an executive in the Landmark, Fetzer, Wometco and Taft station groups.



Michael A. Jones, from KEKA-FM Eureka, Calif., joins KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., as general sales manager.

Michael Fox, manager, sales analysis and planning, ESPN Inc., New York, named director, international sales.

Diana Dixon, account executive, WOWT(TV) Omaha, named national sales manager.

PROGRAMING

Robert E. Noonoo, director, program standards and broadcast policy, compliances and practices department, NBC-TV, New York, named VP, telemarketing.

Rosalie A. Borzumato, manager, home video sales and administration, Viacom Enterprises, New York, named director, ancillary sales and administration.

Randall Katz, independent producer, Los Angeles, joins Mark Goodson Games there as director of marketing.

Ron Monat, president, USAccess Inc. marketing, joins Warner Bros., Burbank, Calif., as VP, marketing, consumer products.

Michael Webster, VP, worldwide animation production, Walt Disney Television Animation, Burbank, Calif., named senior VP, worldwide animation production. **Barbara G. Hand**, area marketing manager, The Disney Channel, New York, named director, Eastern region.

Peter Brickman, VP, operations, production and engineering, Reiss Media Enterprises, New York, named VP and general manager of parent company Reiss Media Entertainment Corp.



Brickman



Mayer

David Mayer, former VP, business and legal affairs, Walt Disney Television, and Honi Almond, VP, business affairs and administration, Marvel Productions, join Reeves Entertainment, Los Angeles, as VP's, business affairs.

Alan H. Gerson, VP, program standards and broadcast policy, NBC-TV, joins Home Shopping Network Inc., St. Petersburg, Fla., as corporate VP and president of its subsidiary, Diversified Marketing and Media Services Inc.

John Craddock, post-production consultant, Steven King mini-series *Golden Years*, joins HBO Inc., New York, as director, post-production.

Neal Travis, editor, *California Magazine*, joins Paramount Domestic Television's *Hard Copy* as associate to executive producer.

NEWS AND PUBLIC AFFAIRS

Peter Vesey, director, CNN International, London, named VP.

Cissy Baker, producer, VU Productions, Los Angeles, joins Fox News Service, Washington, as VP and managing editor.

Richard Beebe, from Money Radio Network, Los Angeles, joins KRLA(AM) there as morning anchor.

Bob Montgomery, sales representative, WEZB(FM) New Orleans, joins Associated Press Broadcast Services, Washington, as regional radio executive. Kristin McGuire, VP, sales and marketing, MediaWest, San Francisco, joins AP Broadcast Services there as regional radio executive.

Vince Gerasole, from WTAE-TV Pittsburgh, joins WPXI(TV) there as general assignment reporter.

Dale Schornack, weekend anchor and general assignment reporter, KTSP-TV Phoenix, joins KDFW-TV Dallas as 5 p.m. anchor.

Appointments at KYTV(TV) Springfield, Mo.: Kent Boyd, reporter, photographer and assignment editor. KFOR(TV) Oklaho-

ma City, named as assignment editor; Brian Shipman, reporter and photographer, KF5M-TV Fort Smith, Ark. (Fayetteville), named general assignment reporter, and Gene Hartley, former news director, KOLR(TV) Springfield, Mo., named producer.

Jeff Karnowski, assignment editor, WTMJ-TV Milwaukee, joins KRCG-TV Jefferson City, Mo. (Columbia), as news director.

Ed Messett, general assignment and special projects reporter, KOB-TV Albuquerque, N.M., joins KTSP-TV Phoenix as general assignment reporter.

Bill Martin, from WPXI(TV) Pittsburgh, joins WUAB(TV) Lorain, Ohio (Cleveland), as general assignment reporter.

Johanna Antes, membership director and systems analyst, WCNY-TV Syracuse, N.Y., joins WEDU(TV) Tampa, Fla., as membership manager.

Luix V. Overbea, executive producer, *Inner City Beat*, The Monitor Channel, Boston, named VP, community relations, Monitor Television Inc. and WQTV(TV) Boston.

Sharon Hinds, executive producer, special projects, KDFW-TV Dallas, joins KGUN(TV) Tucson, Ariz., as weekend assignment editor. James Shields, videographer, University of Arizona, Tucson, Ariz., joins KGUN(TV) there as photographer.

TECHNOLOGY

Bruce F. Miller, manager, studio and field operations, ABC News, Washington, joins Advanced Television Test Center, Alexandria, Va., as general manager.



Jenny

Thomas M. Jenny, Western regional manager, Studer Revox America Inc., Van Nuys, Calif., named VP and general manager, succeeded by Vencil Wells, sales engineer.

Shoichi Takada, manager, optical products sales division, Fuji Photo Optical Co., Ltd., Wayne, N.J., named executive VP.

Gary Liebisch, chief engineer, WPTF(AM)-WQDR(FM) Raleigh, N.C., adds duties as director, technical operations, parent company Curtis Media Group.

Larry Pestana, VP, engineering, Paragon Cable, Manhattan system, joins Multivision Cable TV, Greenwich, Conn., as VP, engineering.

Appointments at ESPN Inc., Bristol, Conn.: Joseph Brock, video engineer, Jefferson Pilot Teleproduction, Charlotte.

N.C., named video engineer; Paula Fichman, senior graphics operator, named graphics producer; Al DiPrato, senior graphics operator, named graphic producer; Sue Cassidy, graphic art operator II, named senior graphics art operator; Nancy Franklin, graphics operator II, named senior graphics operator; Ken Boudreau, senior remote technician, named encryption engineer; David Duennebier, senior network operations and traffic controller, named encryption engineer, and Hugh Cappezone, studio technician I, named studio technician II.

PROMOTION AND PR



Levinson

Randy Levinson, VP, production, New World Pictures, joins MCA Television Entertainment, Universal City, Calif., as VP, creative affairs.

Leigh Bolton, executive director, video promotion, Viewer's Choice, New York, named

VP, video promotion. Katie Danziger, promotions supervisor, *The National* sports daily, joins Viewer's Choice, New York, as supervisor, event promotion.

ALLIED FIELDS

Robert Scarth, acting research director, Canadian Association of Broadcasters, Ottawa, Ontario, Canada, named director, TV policy.

Mike Lawrence, station manager, WLAM(AM) Lewiston, Me., WKZN(AM) Gorham, Me., and WKZS(FM) Auburn, Me., elected president, Maine Association of Broadcasters.

DEATHS

Richard E. Bailey, 80, sports TV pioneer, died Oct. 25 in Holmdel Township, N.J. Bailey founded Sports Network Inc. (SNI), in 1955, televising major sporting events and pioneered use of instant replay. SNI presentations were televised on network television and was well known for its *Race of the Week*, telecast of thoroughbred racing. Survivors include Bailey's wife, Patrica; three daughters; six sons; brother, sister and 22 grandchildren.

Khig Dhiagh, 81, actor, died Oct. 25 of heart and kidney ailments in Mesa, Ariz. He was best known as *Hawaii Five-0* villain Wo Fat. Other TV credits include short-lived *Kahn* and mini-series *Noble House*.

FIFTH ESTATE

JAY COOK: ARCHITECT OF ON-AIR EXCELLENCE

Taking a radio station from zero-base and watching it grow gives you the biggest thrill," says Gannett Radio's Jay Cook. And he should know. Cook was part of the team that put WFIL(AM) Philadelphia on the map. But long before Cook set his sights on the city of brotherly love, he set his sights on radio, as a teenager growing up in Memphis.

After completing the course in broadcasting offered by the Keegan Technical Institute in Memphis, Cook began his broadcasting career with a job as an announcer for KSTV(AM) Stephenville, Tex. "At that point I just wanted some kind of career," remembers Cook, "but I am delighted that I made that decision—it has turned out better than I ever dreamed it would."

Cook's early days in radio saw him doing stints at stations in Birmingham, Ala., Greenville, Miss., and Memphis. In 1966, he was recruited by top-40 consultant Mike Joseph to join a team he was putting together to run WFIL. The station was taking on the "kingpin" of Philadelphia radio, WIBG(AM).

Cook was named program director in 1969, and realized his professional ambitions of controlling the on-air product. "I wasn't in the business any more than six months when I developed very strong programing ambitions. I wanted to be more and more in control over the ultimate on-air product. I had some definite ideas and theories I wanted to test."

But even more important to Cook than testing his programing theories was the team of people that worked together and the "esprit de corps" that existed. "The spirit of group and the fact that we won the battle and had a long tenured run at the top," says Cook, "is the kind of opportunity in radio that you don't get much anymore."

And it was at WFIL that Cook also had a chance to develop his management techniques and philosophy. Current WRC-TV Washington sports anchor George Michaels was then WFIL's nighttime disc jockey and music director for the station. Michaels credits Cook with fostering the team spirit. "We were a team, and we would do anything for each other and for the betterment of the station," says Michaels, "and I would have done anything for Jay Cook.



"His strength is that he will let you explore your strong suit to its fullest," Michaels says. "Jay was the epitome of great management material, and he has proven it at Gannett."

"Dealing with people is my favorite side of this business," says Cook, "and at Gannett I generally let our managers run their operations. They are responsible for them. We have a solid bank of experts to advise our managers on all areas of station operations." At Gannett, Cook says, he has promoted every general manager—with only one exception—from within the company. "Over the past five or six years we have grown from within, and I believe we have a very good group of excellent general managers."

And unlike most radio managers, Cook came up through the ranks of programing. As he worked his way through the 1970's, Cook recognized that operators would need to focus more and more on the on-air product than they had in the past. "Programers had to become more businesslike in their approach," says Cook, "they had to pay more attention to the business side and the operations side and they learned how

to become better managers." In the past, programing was a "creative" deal isolated from the rest of the station's operations. "That is a luxury program directors are not allowed these days."

Gannett numbers among its radio stations some considered by many to be among the best in the country—KJIS-AM-FM Los Angeles and WGCI-AM-FM Chicago. "What we have attempted to do is reposition some of the stations for the 90's," says Cook, "and having successfully completed that, the trick is now to see that those grow and mature properly and grab a very competitive position."

Also in store for Gannett Radio is expansion. "I would love to see us identify and expand into certain cities where we are free to go," Cook says. Gannett is limited to markets in which the parent company does not publish a newspaper. "But there are cities we would like to

move into and create opportunities for some fine people in our company and give them an opportunity to grow." Cook believes that the radio industry leadership will become more sophisticated and knowledgeable in how it runs the business, and how to market the medium to its audience and to its advertisers.

And reflective of how Cook's philosophy of doing business is shaped by his vision of the future, Cook believes the underpinning for success in the coming years will be people. "It is so competitive, and the very intense competitive scenario is not going to get easier as many hands-on operators

return to the business. The people who survive and win are going to have to be the people with the best people."

The most important person in Cook's life is his wife, Carolyn. "My wife is a radio junkie," says Cook. "She is also the key to my success, especially in the early years, when I moved around so much."

John Rowell Cook

President, Gannett Broadcasting radio division, Los Angeles; b. Feb. 17, 1938, Memphis; graduated Keegan Technical Institute of Memphis, 1958; announcer, KSTV(AM) Stephenville, Tex., 1958; staff announcer-DJ, WDDY(AM) Greenville, Miss., 1958-1959; DJ, WHHM(AM) Memphis, 1959-1960; announcer-DJ, WYDE(AM) Birmingham, 1960-1961; announcer-DJ, WHBQ(AM) Memphis, 1961-1966; DJ, WFIL(AM) Philadelphia, 1966-1969; program director, WFIL, 1969-1975; operations manager WFIL(AM)-WUSL(FM) 1975-1979; VP-national PD, Gannett/Combined Communications, St. Louis, 1979-1986; VP, Southern region, Gannett Radio, 1986-1987; present position since 1987; m. Carolyn Edmondson, June 19, 1958; children—Susan, 31; John, 30.

IN BRIEF

Following what has been market-by-market sales effort for *The Wonder Years*, Turner Program Services reports it has accumulated 48 clearances and 42% U.S. coverage for fall 1992 off-network entry. Eight major markets in which TPS claims to have prime access (6-8 p.m.) commitments for half-hour dramedy are WTTG-TV Washington, KTXA-TV Dallas, KTXH-TV Houston, WPGH-TV Pittsburgh, WBFF-TV Baltimore, KRRT-TV San Antonio, WFLX-TV West Palm Beach and WBKO-TV Bowling Green, Ky. Earlier top-market clearances include WPIX(TV) New York, KTTV(TV) Los Angeles, WFLD(TV) Chicago, KPLR-TV St. Louis and KNXV(TV) Phoenix. Given most recently announced clearance list, TPS has sold nine of top-20 markets.

U.S. Court of Appeals in Washington last week upheld FCC's renewal of Metroplex Communications' license for WTVY(FM) Fort Lauderdale, Fla., ending five years of litigation arising from 1986 license challenge. "The only good thing to come

out of this case is that we convinced the FCC to change its rules regarding comparative renewal hearing and settlements," said Metroplex's Norman Wain. "Now that settlements are limited to prudent legal fees we've removed the incentive for challengers to file sham applications against legitimate license holders." Southeast Florida Broadcasting, limited partnership represented by Cohen & Berfield, had challenged Metroplex for license in October 1986.

As widely rumored, **Paramount Domestic Television**, in move anticipated to keep **Frank Kelly** in syndication fold, renewed his contract, giving him **newly created title of president of creative affairs and first-run programming for syndication division.** In addition to previous responsibilities of developing first-run programming for syndication, Kelly has been given new opportunities to develop nonfiction programming for broadcast networks and international markets, as well as supervisory duties for Paramount-owned Ze-



Paul Duggan, son of FCC Commissioner Ervin Duggan, and Jennifer Padden, daughter of Fox's Preston Padden, pose with a Captain Hook at last week's Fox Children's Network Halloween reception in Washington held in the Capitol's Mansfield Room.

HERITAGE LOOKING FOR A BUYER

Heritage Media Corp. (seven TV's, six AM's and five FM's) has retained Goldman, Sachs & Co. to review the company's "strategic options." The company's TV group is made up of four NBC affiliates, two ABC affiliates and one Fox affiliate. Heritage Chief Financial Officer Jeffrey Curtiss told BROADCASTING the group owner would consider an offer to sell the entire company. Hallmark owns 21.7% of the company, and all of its shares are non-voting. Curtiss also said Heritage would be willing to consider spinning off the radio and TV divisions as a separate entity or continue to manage the properties after a sale.

Heritage, he said, has no immediate financial problems, but is obligated to refinance \$129.6 million that is due to Tele-Communications Inc. in July 1994. The company has \$352.2 million in total long-term debt. Heritage stock fell 50% from 4% in March to 2% in September before rising at end of October to close at 3%. The stock decline, Curtiss said, "was a catalyst for us wanting to do something."

In a recent report, James Dougherty, analyst with County NatWest, said Heritage is likely near the upper limit of its credit line, and "maintenance or reduction of present debt levels" in next two years is a high priority.

Heritage Media owns WEAR-TV Pensacola; WPTZ(TV) Plattsburgh; N.Y.; WNNE(TV) Hanover, N.H.; WCHS-TV Charleston, W.Va.; KDLT(TV) Sioux Falls, S.D.; KEVN-TV Rapid City, S.D., and KAUT(TV) Oklahoma City. Its radio properties are KDAY(AM) Santa Monica, Calif.; KKS(AM) Portland, Ore.; WRTH(AM)-WIL(FM) St. Louis; WBFF(AM)-WBEE(FM) Rochester, N.Y.; KRPM(AM) Seattle; KRPM-FM Tacoma and KKS(AM), all Washington, and WEMP(AM)-WVYX(FM) Milwaukee.

Heritage's other main business is its In-Store Marketing Group, which markets in-store advertising and promotional services mostly in mass merchandise outlets.

nith Productions, independent production house in United Kingdom. Considered one of several key executives in syndication division, Kelly's added responsibilities were seen necessary to keep him with studio. However, industry sources believe that similar lure may not be enough to keep VP-General Sales Manager Greg Meidel on lot, with most widely-talked-about scenario having him joining Twentieth (Fox) Television Chairman Lucie Salhany as president of syndication, cable and international sales. Kelly will continue to report to Steve Goldman, recently installed president of Paramount Domestic Television. On the international development front, Kelly will report separately to Kerry McCluggage, president of Paramount Television Group.

KWIZ-FM Santa Ana, Calif., was sold by Liberman Broadcasting Inc. to International Radio Ltd. for \$8.75 million. Seller is headed by Jose and Lenard Liberman, and is licensee of KWIZ(AM) Santa Ana and KKJH(AM) Los Angeles. Buyer is headed by John Douglas, who also owns Douglas Broadcasting Inc., licensee of KWWN(FM) Placerville, Calif.; and KEST(AM) San Francisco and KOBO(AM) Yuba City, Calif., which simulcast. Douglas

recently acquired Los Angeles area stations KAGR(FM) Ventura and KMLO(FM) Fallbrook, which he plans to "trimulcast" with his KMAX(FM) Arcadia, Calif. (BROADCASTING, Sept. 16). Broker: Media Venture Partners.

Concom Cable Television acquired CableSouth Inc.'s cable systems in metropolitan Birmingham, Ala. area, total of 23,000 basic subscribers. Price was \$40 million, according to source close to deal, putting per-sub price at under \$1,750. Acquisition gives Concom 68,000 subscribers in Alabama, and 560,000 subscribers nationwide. CableSouth retains some cable systems in Huntsville, Ala. area, total of 25,000 subscribers.

At press time, Pan American Satellite parent **Alpha Lyracom and Hughes Aircraft were preparing to finalize \$300-million purchase of three Hughes satellites.** Total cost of Lyracom's privately owned global system is expected to reach \$500 million-\$650 million, with first of three jumbo Hughes-built HS 601 birds launching in early 1994.

NBC *Today* show executive producer **Tom Capra** is said to be leaving to take job at NBC Entertainment on West Coast. Since Capra came on board in January 1990, ratings for show have climbed to close second to ABC's top-rated *Good Morning America*. *Today* supervising producer Jeff Zucker is among possible candidates to take on Capra's role. NBC News spokeswoman declined comment.

Fox News Service has named former CNN executive **Cissy Baker** as VP-managing editor for fledgling news service, where she will oversee all newsgathering and act as on-line senior editor for Fox's national news service.

Five radio stations have been identified by Arbitron as conducting "special station activities" during summer 1991 ratings survey, and have been treated accordingly. KRSP-FM Salt Lake City and KXLK(FM) Wichita, Kan., each received page 5B notices for "extemporaneous comments"; WBHP(AM) Huntsville, Ala., received cover note, plus notice on page 5B and computer tape for "ratings bias"; KSSK-AM-FM was listed below line for "ratings distortion and ratings bias," and KQPT(FM) Sacramento, Calif., was listed below line for printing article in station newsletter drawing attention to ratings process.

FCC waived one-to-a-market rule and granted assignment of WTKN(AM)-WYVE(FM) Pinellas Park-Sarasota, Fla., from Sus-

NEWS CORP. CONTINUES TO CHOP AT DEBT

News Corp. continues to hammer away at its \$8.4-billion debt load. Last week, it announced it is preparing an offering of \$450 million of equity and a separate offering of about \$250 million of long-term debt.

The announcement comes one week after the Australian-based media conglomerate raised \$718 million through a private placement from three investors including Tele-Communications Inc. and from a spin-off of its Australian printing and magazine divisions. That amount could largely cover \$800 million of debt, principal due by February 1992. The offerings announced last week could help with the additional repayments of \$400 million due at the end of each ensuing six months through June 1993.

According to Oppenheimer & Co. analyst Jessica Reif, News Corp. should also be able to add \$60 million in equity to British Sky Broadcasting. Said Reif on the News Corp. offering: "This is the culmination of all the financial restructuring they have done. The only thing left is to refinance the \$5 billion remaining in bank debt due in February 1994." News Corp.'s previous renegotiation of its bank debt cost the company an additional 1% of interest on that debt. Reif is hopeful that the recent offerings will help News Corp. get the rate lowered.

The \$450-million equity offering announced last week will be made up of the Australian company's stock and the U.S. equivalent ADR's (American Depository Receipts), which trade on the New York Stock Exchange.

FTC BANS CHEWING-TOBACCO LOGOS ON TV

In a move that may have wide-ranging implications for televised events sponsored by cigarette manufacturers, the Federal Trade Commission settled a suit that charged the Pinkerton Tobacco Co., maker of Red Man chewing tobacco and snuff, with circumventing television advertising restrictions on tobacco products. The settlement follows the federal government's first challenge to tobacco company sponsorship of televised events, the FTC said.

Red Man sponsored the *Red Man Series* truck- and tractor-pulling events, which were videotaped and shown on cable systems, including ESPN. Red Man, the FTC alleged, placed its logos in such a way as to guarantee maximum exposure during broadcasts. As part of settlement, Pinkerton's product logos may no longer appear on or near places television cameras routinely focus on, including the start and finish lines, on vehicles and other equipment as well as the clothing provided by Pinkerton to event officials, program commentators and drivers.

The FTC said Pinkerton violated a provision in the Smokeless Tobacco Act of 1986. However, advertising bans for other tobacco products, including cigarettes, fall under the jurisdiction of the Justice Department. Justice had no comment, but Representative Henry A. Waxman (D-Calif.), among others, is said to be unhappy with Justice for not enforcing tobacco advertising bans. Programs that may be affected include the Winston Cup auto racing series and Virginia Slims tennis tournaments.

quehanna Radio Corp. to Paxson Broadcasting of Tampa Ltd. Former president-CEO of Home Shopping Network, Lowell Paxson, who purchased stations in July for \$6.4 million ("Changing Hands," July 8), has attributable interest in HSN's WBSH(TV) Tampa, Fla. FCC said stations meet top 25 markets/30 voice test allowing common ownership of TV-radio combinations.

Nominations of Leslie B. Alexander and Victor Gold to Corporation for Public Broadcasting board of directors appear to headed for approval following Senate Commerce, Science and Transportation

Committee hearing. No objections to Alexander or Gold were raised in hearing marked mainly by debate between Senators Albert Gore (D-Tenn.) and John McCain (R-Ariz.) over whether CPB has demonstrated liberal bias in past grant selections. Alexander, former first lady of Tennessee, has served on CPB board since 1988. Gold, former press secretary to Vice President Spiro Agnew and speech writer for George Bush while he was vice president, is author of several books and regular commentator for *Washingtonian* magazine. Full Senate is expected to vote on nominations later this year.

LIVE LONG AND PROSPER

Three television shows, numerous books and magazines, hit movie after hit movie, conventions, fan clubs, product lines and more. Clearly, *Star Trek*, the phenomenon, went where no television entertainment vehicle had gone before, or is likely to go afterward. The captain of that enterprise (with due respect to Captains Pike, Kirk and Picard) was Gene Roddenberry, the former swashbuckling pilot, policeman and veteran small-screen writer-producer who died two weeks ago at the age of 70 (BROADCASTING, Oct. 28), even as his series was celebrating its 25th anniversary.

Roddenberry turned TV space science fiction from the province of borrowed back-lot robots and late night airings of theatricals about ray gun-toting monsters into an entertaining forum for the treatment of universal themes, usually painted in broad strokes with liberal dollops of action and humor. *Star Trek* turned space from a cold-war battlefield to an ocean of possibility for contact with new life and new civilizations. As with all good science fiction, the program was about conflict and relationships, although the conflicts took place at warp 8 and the relationships were often between people from different worlds. To that end, the show had an optimistic message about communication among different peoples that contributed to its popularity. (And not just metaphorically through various aliens. There was a black woman in a principal role when there were few black actors on TV, period, and a Russian character was added to the crew as an acknowledgement that our space race competitor might one day become our ally against the unknown of deep space.)

With *Star Trek: The Next Generation* a hit in first-run syndication, Roddenberry's creation seems assured of boldly splitting its infinitives into the foreseeable future, a future Roddenberry helped make a lot of fun for TV's first generation.

TO BE OR NOT TO BE

Representative Don Ritter (R-Pa.), himself an engineer, thinks there should be one on the FCC. Indeed, he has introduced a bill to that effect, mandating that one of the five members of that agency "be skilled in the engineering sciences at the time of his or her appointment" (BROADCASTING, Nov. 4). It shouldn't happen.

Nevertheless, the idea proceeds from merit. This page has argued for years that someone who knows what he/she is talking about, technologically speaking, should be part of the FCC's deliberations. A Joe Flaherty or a Jim McKinney in governmental high place could have a revolutionary impact on the nation's telecommunications policy.

But none of these seats should be designated by category. There's always a minority commissioner, of course, but that's dictated by politics, not statute. There's no more reason for a

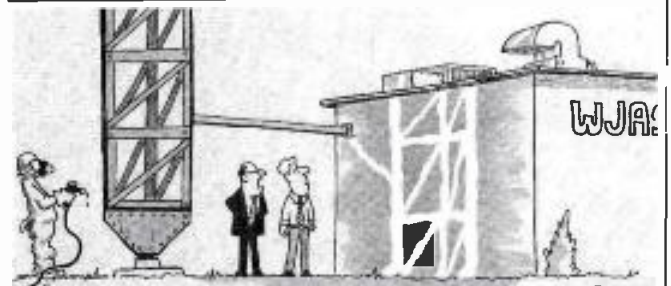
designated engineer than a designated broadcaster, or cable operator—or telephone specialist. All those professions/media should be well represented in the ranks of the FCC, but in picking the commission it should be left to the President to strike the right balance for the times.

Now, Mr. Bush, the next time there's a vacancy....

TOO MUCH OF A GOOD THING? HARDLY

Step right up. Pick your one-inch, your half-inch; your composite or component; your analog or digital, your parallel and/or serial ins and outs. There's your library management system, also in small, medium and portly. Over here you've got your highend, your lowend, your midend effects, with or without your rotoscope, your paint, your 3D page turn. Trade in those old tubes for interline transfer, or your even snappier frame interline transfer charge coupled devices. Robotize three little cameras for the price of one; mix and match your 10-by, your 18-by, your 20-by lenses. Be the first on your block with discrete cosine transfer channel squeezers, D-1, D-2, D-3, D-4, RAM, disc, CCD, DCT, JPEG, MPEG, EDTV, HDTV....

Future shock or high-tech redundancy? Judging by last week's SMPTE Technical Conference and Exhibition in Los Angeles, the number of options has become daunting, and exciting. "Customers are becoming confused by new standards and compatibility issues," claimed a purveyor of one of the proliferating digital videotape formats. We doubt it. If the guys in the lab coats are running a bit ahead into a new world of zeros and ones, this page believes 40 years of relative TV technology calm (since the onset of NTSC) never put anyone to sleep at the switcher. No more nor less than yesterday, purveyors of television push for the better mousetrap and delight in cost and feature options. Back and forth from the drawing board, the manufacturers ask them what, how and why, and then they deliver. Builders and users may never have been so legion, competition rarely more fierce, choices more difficult, money more tight—or opportunities so grand. The good news about Technology '91 is that there's something—that works—for everyone.



Drawn for BROADCASTING by Jack Schmidt

"Whose idea was it to spray paint the tower?"



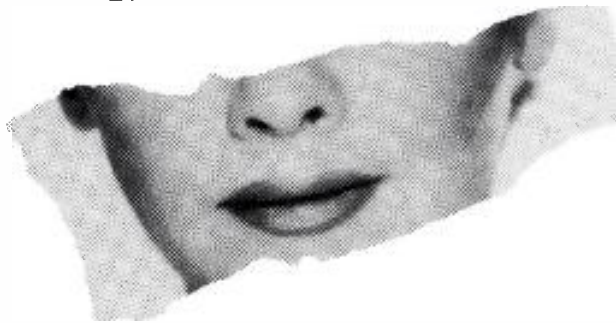
A.



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 polybagged 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: _____

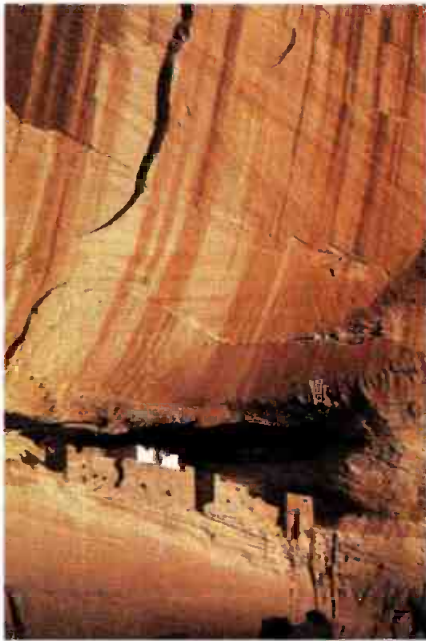
City _____ State _____ Zip _____

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.

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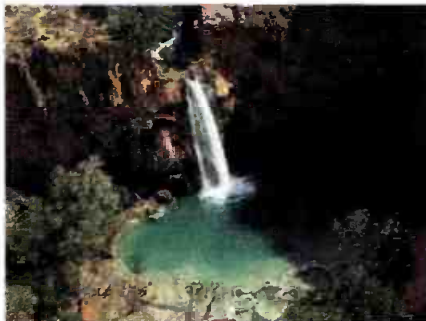


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