

Broadcasting

FEB 24

61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1992 \$2.95

- CBS LATE-NIGHT WHEEL ON A ROLL / 20
- TURNER TURNS TO TOONS / 31
- 1992 AD FORECASTS: WHO HAS IT RIGHT? / 36



THE
Montel Williams
 SHOW

RIDE THE HEAT!
 NOW PROVEN IN 53 MARKETS.
 FULL NATIONAL LAUNCH
 BEGINS SEPTEMBER 21, 1992.

A COOL HEAD
 FOR HOT TALK.

VIACOM™

© 1992 Viacom International Inc. All rights reserved.

A GANNERS PUBLICATION
UP TO BAT
WITH MR. BASEBALL
 Broadcasting Interviews
 Fay Vincent
 Vol. 192 No. 9

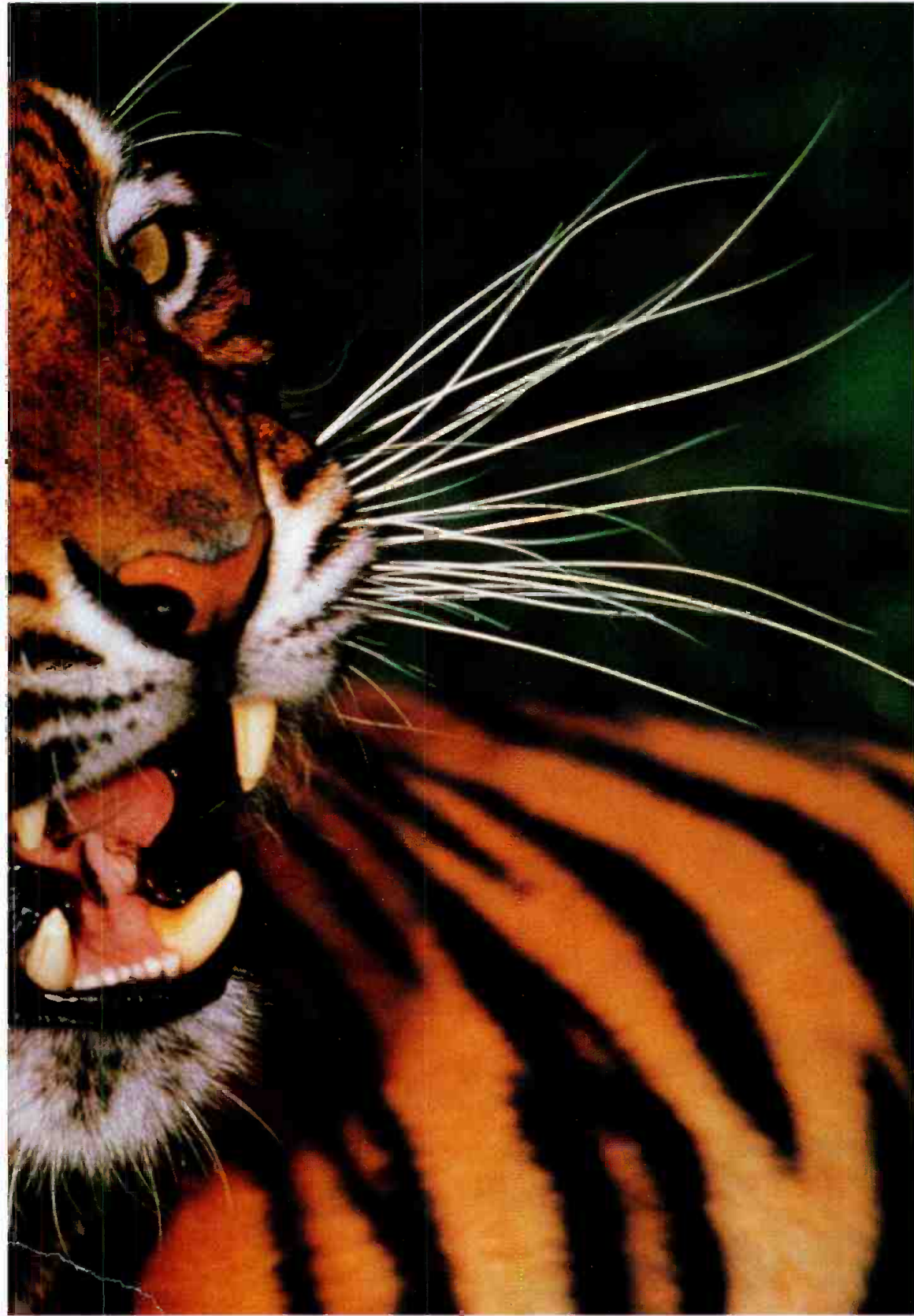
***** 3-DIGIT 554
 APR92 BR092
 BROOKLYN CENTE MN 55430 56



**180 VIDEO
PIECES A DAY.
ANYTHING
LESS LEAVES
YOU HUNGRY
FOR MORE.**

The more voracious your appetite for fresh news feeds, live breaking coverage and professional, reliable reporting, the more you need Newsource. To satisfy your hunger pains, just call (404) 827-3603.

C N N N E W



LIVE BREAKING
COVERAGE

11 DAILY FEEDS

WORLD NEWS

NATIONAL NEWS

SPORTS

BUSINESS

MEDICAL

FEATURES

FREE CUSTOMIZED
TAGS

VIDEO INSERTS
FROM LIVE EVENTS

USER-FRIENDLY
RUNDOWNS

WORLD-WIDE
NEWSGATHERING
CAPABILITIES
OF CNN



TELEVISION

© 1992 Turner Broadcasting System, Inc. All Rights Reserved.

S O U R C E

Top of the Week

BASEBALL WANTS MORE BUCK FOR ITS BANG

Major League Baseball, keeper of the national pastime, is also a major supplier of programming to the media universe—radio and TV, broadcast and cable. As such, it shares concerns with other program suppliers, among them whether it can control the distribution of its programming—for which the issue of compulsory license is an important one. It is a contest that currently finds Major League Baseball Commissioner Fay Vincent a key player. In this exclusive interview with BROADCASTING's Rich Brown and Geoffrey Foisie, Vincent talks about that and more, including TV's pricey rights payments, improving baseball as a TV event, and playoff migration to cable.

You are once again looking hard at compulsory license, just as you did as head of Columbia Pictures. Or is it the same?

I think there are some aspects that overlap. The movie studio was a copyright owner and so is Major League Baseball. So to that extent, as the owner of a copyright, whether at Columbia or at baseball, I was not a fan of the compulsory license. I think the best you can say for it is that it may have served a purpose, although I'm doubtful. And certainly now, I don't think it works. I don't think it's fair, which is even more important than it not working. I don't think it's an appropriate way to deal with copyright material. The Copyright Royalty Tribunal is charged with trying to duplicate marketplace pricing. But nobody in the world has figured out a way to duplicate a market price when there isn't one. You're trying to recreate something that doesn't exist. And they do the best job they can. But my own view is that the defect is a fatal one—namely, the only way to know what a market is going to provide for something is to have a market. To say to federal appointees, well intentioned



Major League Baseball Commissioner Fay Vincent

and bright and hardworking as they may be: "Tell these various claimants what the marketplace would have given them had they sold their product in an open market," is to provide a challenge that cannot be met.

Copyright payments last year were about \$200 million and change. I would guess that maybe baseball got \$10 million or \$15 million, something in that range?

You're a little low, but not much. I think we got about \$20 million.

There is legislation that deals with this as part of the cable bill. Some would say now is as appropriate a time as there has been in a while to push on compulsory copyright.

And we're going to push. I mean, I've said publicly and privately that I think one of my main objectives is to address the copyright tribunal issue, the compulsory license issue, because I think that it is harmful to baseball—as it is harmful to any copyright owner. And I think you may be right; this may be the right time. We're cer-

tainly looking hard at it, and I would hope that at least our point of view would be carefully thought about. I think it will be.

You also get money from at least two of the superstations.

Right. One of my predecessors [Peter Ueberroth] made an arrangement with both WTBS and WGN for some payments. But all of that is, again, an attempt to do something that we shouldn't be attempting to do. It would be much better to sit down and negotiate a reasonable transaction, taking into account all of the interests, than it is to try to figure out what this property is worth, absent the ability to negotiate. I think if you take the ESPN contract as some guide, because it is an open

Continues on page 24.

CABLE FILLS THE PRIMARY VOID

CNN, C-SPAN blanket their airwaves with N.H. election coverage; networks offer specials, cut-ins

By Steve McClellan

For news junkies and the politically astute, cable was clearly the medium of choice for following last week's New Hampshire primary.

CNN and C-SPAN provided live blanket coverage for a week or more leading up to the Tuesday, Feb. 18, primary, where the big story was Republican contender Pat Buchanan's surprisingly strong showing.

CNN's anchor team of Bernard Shaw and Catherine Crier spent a week telecasting live from the state, and C-SPAN set up a studio Feb. 8 at an inn just outside Manchester.

Of the three major networks, only one, NBC, devoted an hour of prime time (10 p.m.-11 p.m. ET) to the primary. ABC and CBS provided cut-ins during the evening to report results, and ABC's *Nightline* that night was devoted to the election.

PBS's *MacNeil/Lehrer NewsHour* was more aggressive. The broadcast expanded to three hours of live coverage on Tuesday and devoted its entire regular broadcast on Wednesday to analyzing the results.

While coverage by the big three was not expansive, the tidbits they provided in prime time generated far more audience than did CNN's for the entire evening. For example, ABC's three-minute update at 8 p.m., leading into *Full House*, generated a 15.1/24 rating. An hour and 15 minutes later, in the middle of *Roseanne*, another



Buchanan's surprise showing in New Hampshire provided a good lead for media stories

THE COMMISH / 4

In an exclusive interview with BROADCASTING, Baseball Commissioner Fay Vincent says "there's no thought of" moving any part of the league championship to cable. As for PPV playoffs, "nobody has really shown me a way in which pay per view works," he says.

NICHOLAS OUT, LEVIN IN / 14

Time Warner last week announced the resignation of President and co-CEO Nicholas J. Nicholas and the unanimous election of Gerald Levin, vice chairman and COO, to succeed him. Levin is considered to be more in line with company Chairman Steve Ross.

CREATIVE FINANCING / 20

Its goal of filling five late nights a week with action dramas has prompted CBS to seek out inexpensive alternatives to the high cost of series production. In spite of poor clearances, numbers continue to grow for *Crimetime After Primetime*.

FOX PUSHING LOCAL NEWS / 21

Armed with focus group findings showing that younger adults and working parents would like an earlier nighttime newscast, Fox Broadcasting Co. is hoping to convince some affiliates to get into the local news business.

CLASH OF THE TITANS / 28

Citing the current lack of competition, the



Ted Turner, with help from his friends, set to launch The Cartoon Network in October (p. 31).

regional Bell companies asked a congressional committee last week for the chance to compete in the information services marketplace. Newspaper publishers took an opposing view.

MEET GEORGE JETSON... / 31

Flush with cartoon titles from its newly acquired Hanna-Barbera library, TBS made an earlier-than-expected announcement of the launch of The Cartoon Network. The 24-hour basic-cable animation channel is set to hit homes in October.

SPORTS ON SATELLITE / 33

The VideoCipher-Plus promise of piracy-protected transmissions could usher in an expansion of satellite sports programming, if a National Hockey League agreement is any indication.

RADAR REPORT / 34

The RADAR 44 numbers, covering fall '91, show radio network listening numbers are mostly flat compared

with spring '91 levels. ABC Prime continued to hold the top spot, and Westwood One networks, coming off a big jump in its spring numbers, showed the steepest declines.

ADS UP, BUT HOW MUCH? / 36

Advertising forecasters differ on the details, but signs point to an improved '92 for total TV ad sales. The average prediction for growth—4.1%—may not be enough to boost the medium back to 1990 levels.

NEWS DEPARTMENTS

Business.....	36
Cable.....	31
Radio.....	34
Technology.....	33
Television.....	20
Top of the Week.....	4
Washington.....	28

FEATURE SECTIONS

Bicoastal.....	19
By the Numbers.....	46
Changing Hands.....	37
Closed Circuit.....	18
Datebook.....	39
Editorials.....	58
Fates & Fortunes.....	53
Fifth Estater.....	52
For the Record.....	47
In Brief.....	56
Monday Memo.....	55
Ratings Week.....	27

three-minute update scored a 19.4/28. (*Roseanne* averaged a 20.6/29.)

By contrast, CNN's entire four-and-a-half hours of coverage Tuesday night averaged a 1.3/2 in its universe, with about 740,000 homes tuned in.

C-SPAN's coverage included a live simulcast of WMUR-TV Manchester's extended local newscast from 8 p.m. to midnight. "We've found that the local coverage, particularly with WMUR-TV, best captures the mood of what's happening in an area," said Steve Scully, C-SPAN's political editor.

In addition, the network programed many additional hours of original coverage leading up to the primary. Scully said that in the coming weeks the network would strike up similar simulcast arrangements with broadcast stations in other primary markets. For the March 3 Georgia primary, C-SPAN will carry live coverage provided by WSB-TV Atlanta.

Meanwhile, media coverage is likely to get more intense from this point, with speculation that some current Democratic contenders will bow out and new ones will join the fray.

The networks were still developing plans for primary coverage last week, but sources said it was a sure bet that coverage would expand next month with the arrival of Super Tuesday.

Syndicated news services were also in New Hampshire last week, and some executives on the scene noticed a great deal more cooperation among local stations trying to cover all the activity. "What was noticeable to me was, with the economy the way it is, stations came there without the budgets and resources they had four years ago," said Dave Forman, news editor at Group W's Newsfeed. "Peo-

ple really had to work together."

Steve Blum, director of information services for Hubbard-owned Conus Communications, agreed. "It is a much tighter year for our clients, and it is impacting our political coverage."

Forman said he coordinated the assignments of eight news crews to insure that all the candidates were covered each day, with the understanding that all footage would be shared.

Conus had a similar setup, with nine crews sharing a "cooperative newsroom," said Blum, "and every-



C-SPAN simulcast WMUR-TV Manchester four hours primary night, including a victory speech by former Senator Paul Tsongas from a local restaurant.

"It is a much tighter year for our clients, and it is impacting our political coverage."

Conus's Steve Blum

body swapped tapes." The news cooperative is also offering a seven-month "primary package" to stations (with a \$1,000 monthly price tag), which provides weekly packages of primary campaign activity. ■

TRACING PAT BUCHANAN'S MEDIA ROOTS

Like recent media candidates before him (Ronald Reagan and Pat Robertson), Pat Buchanan is a conservative who hopes to galvanize the sprawling and supposedly disenfranchised middle class. His career has mixed politics and journalism from the start. After writing for the *St. Louis Globe-Democrat* in the early 1960's, Buchanan, 53, joined Richard Nixon in 1966 as the latter was planning his presidential run. He stayed with Nixon until the President's resignation in 1974. A biography provided by CNN, for whom Buchanan co-hosts *Crossfire* and moderates *The Capital Gang* (although he's currently on leave), notes that during his eight years with Nixon, he served as senior political analyst, press secretary, speech writer and executive assistant. For the time being, Buchanan has also given up a print syndicated column, carried in about 180 newspapers. He served in the Reagan White House as communications director from 1985 to '87.

-SM

FCC turns down political complaints

While none of the major presidential candidates have filed any written complaints at the FCC against any New Hampshire broadcast outlets, several have called the commission's political programming branch with questions, primarily seeking clarification on news adjacency rates.

Also last week, the Radio-Television News Directors Association (RTNDA) filed comments at the FCC asking the commission to extend the statutory exemption from candidate equal-time requirements to apply to independently produced news-interview programs, documentaries and on-the-spot news coverage. RTNDA President David Bartlett asked the FCC to "clarify once and for all that the equal-time exemption that already applies fully to newscasts also applies to other kinds of news programs that are independently produced."

The FCC rejected complaints filed at the commission by Democratic candidates Tom Laughlin and Lenora Fulani and Republican candidate Michael Levinson.

Laughlin's attorney complained that the reasonable access provision was denied when WMUR-TV Manchester, N.H., rescheduled an hour Laughlin had purchased right after a debate and also required him to submit a tape of his show and would not allow him to broadcast live.

While the commission agreed that Laughlin had the right to broadcast live, his complaint against the rescheduling was denied because, the FCC said, there was no evidence that the rescheduling was unreasonable.

Fulani's counsel complained that public stations WGBH-TV Boston and WENH-TV Durham, N.H., denied her equal opportunities after the two stations declined to provide her with two hours of prime time programming, in part because she was not included in a debate between five Democratic candidates produced by MacNeil/Lehrer Productions and aired on PBS. The stations did offer Fulani five minutes of programming, which the commission said was not unreasonable and denied the complaint.

The commission also denied Levinson's complaint that he was denied reasonable access by WENH-TV Durham and WEKW-TV Keene, both New Hampshire, and WGBH-TV Boston. ■

**PART ADULT.
PART KID.**

PURE GENIUS.



SOLD TO TRIBUNE!
NEW YORK/WPIX LOS ANGELES/KTLA

DOOGIE HOWSER. THE PERFECT AUDIENCE FOR SYNDICATION.

Doogie Howser's audience is part adult, part kid and perfect for syndication.

Remarkably, Doogie is #3 among all sitcoms in 18-49s. And with just the right teens and kids, it's far below kidcoms like Family Matters and Perfect Strangers.

That's why Doogie is a smart match for the top sitcoms in your lineup.

In fact, it's nothing short of genius.

JUST THE RIGHT TEENS/KIDS

Family Matters	37%
Blossom	37%
Fresh Prince of Bel Air	35%
Full House	35%
Perfect Strangers	35%
Growing Pains	32%
Wonder Years	31%
DOOGIE HOWSER, M.D.	29%
Cosby Show	28%
Who's the Boss	27%
Different World	27%
Roseanne	23%



©1992 Steven Bochco Productions, Inc.
"Doogie Howser, M.D." is a trademark of Steven Bochco Productions, Inc.
Source: NTA Audience Comp based on P2+, '90-'91 season / 3-network sitcoms with 10+ airings / Cosby '89-'90 season.

#3 SITCOM IN 18-49s

Coach	61%
Roseanne	58%
DOOGIE HOWSER, M.D.	56%
Cheers	56%
Designing Women	54%
Murphy Brown	53%
Night Court	53%
Growing Pains	50%
Wonder Years	50%
Who's the Boss	49%
Cosby Show	46%
Major Dad	45%
Perfect Strangers	43%
Family Matters	41%
Full House	40%
Empty Nest	39%
Golden Girls	37%



DOOGIE HOWSER, M.D.

COMEDY THAT'S PURE GENIUS.



COLORADO MAY PROBE TCI DEALS

AG's office determining jurisdiction for investigating charges raised in 'Journal' story

By Sharon D. Moshavi
and Geoffrey Foisie

The Colorado state attorney general's office is looking into assertions in a *Wall Street Journal* article last month of "self-dealing" by top executives of Denver-based Tele-Communications Inc., BROADCASTING has learned.

According to a senior state official, the office is trying to determine the extent of its jurisdiction. No formal investigation has been launched, he added.

Bob Thomson, TCI's senior vice president, communications and policy planning, said: "We have had no contact with the state nor any other regulatory agency other than routine explanations that are required." Thomson complained that any story, including this BROADCASTING report, examining the potential consequences of an investigation "stacks one hypothetical on top of another. It's impossible for us to respond to."

The *Journal* story, headlined "Cable Cabal," drew widespread attention when it appeared on the eve of the cable reregulation vote in the U.S. Senate. It discussed aspects of the MSO's operations, including testy re-

lations with certain city governments and claims of "self-dealing" in Utah cable properties between the company and its top officers, Chairman Robert Magness and President and Chief Executive Officer John Malone. The article claimed that the cable property transactions enabled Magness and Malone to substantially increase their voting control of the company while contributing little personal equity.

The Utah attorney general's office, which could also have jurisdiction over the matter, is not commenting on whether it is investigating any of the statements made about TCI. Top brass at the office have given explicit instructions not to talk about the matter, said a staff member.

TCI has said the Utah transaction was "fully disclosed in the company's SEC filing" and "validated by an outside appraisal." Two of the industry's largest cable brokers, including one who had a substantial long-term relationship with the MSO, said they had been unaware of any questions about those transactions until reading the *Journal* story.

Although the Utah transactions discussed in the article began 12 years ago, there is no statute of limitations for federal fraud or disclosure viola-

tions, according to John Heine, a Securities and Exchange Commission spokesman.

Heine said that the commission never comments on the existence or nonexistence of investigations. The SEC could, theoretically, undertake an investigation leading to an administrative proceeding or a civil court filing. Any finding of inadequate disclosure or fraud could result in cease and desist orders or penalties of up to \$500,000; in the case of fraud, penalties might be augmented by the return of any ill-gotten gains. In addition, the SEC sometimes refers matters to the Justice Department for criminal prosecution.

If any TCI shareholders were to file suit, they would do so in Delaware, where the cable operator is incorporated. No suits have been filed against TCI in 1992, according to the state's Register in Chancery.

If TCI were ever convicted of a wrongdoing, its microwave licenses (and its current attempts to get a DBS license) could be jeopardized. Any conviction could disqualify TCI under the FCC's character-qualification policy, which is primarily concerned with felony convictions that suggest a willingness to deceive a federal

TCI BROADENS BASE IN FIBER-OPTIC PHONE NETWORKS

Tele-Communications Inc. last week agreed to buy Merrill Lynch's 49.9% stake in Teleport Communications Group Inc., the latest in the company's growing interest and involvement in telephone companies. In an apparently unrelated move, TCI also sold its interest in United Artists Entertainment for \$680 million.

TCI's ownership in Teleport—which provides alternative optical fiber access to long-distance carriers, major businesses and others—is not the cable company's first step into so-called metropolitan area network (MAN) communication systems. TCI already owns a subsidiary, Digital Direct, which currently operates in Chicago, Dallas and Seattle. Discussions are pending on the purchase of at least one other fiber-optic company, Pittsburgh-based Penn Access, according to a TCI spokeswoman.

Teleport's operations will likely grow to include the transmission of video signals, said Bob Thomson, TCI senior vice president.

TCI has been working to interconnect local Digital

Direct loops city-to-city through Vyvx Inc., a company that has been trying to convince cable operators to receive programming and advertising via fiber distribution.

In other telco activity, TCI last December entered into a 50-50 partnership with US West to jointly operate telephone and cable in the United Kingdom. TCI is also involved in a test with AT&T and US West that will begin testing video-on-demand and multichannel pay per view in Denver, possibly as early as June. Next month, TCI and McCaw Cellular will start a Personal Communication Service test in Ashland, Ore., designed to determine the value of a limited cellular-based phone service.

In other TCI activity last week, a spokeswoman said the company had not yet determined what it would do with the money acquired in the sale of UAE's theaters and theater-related real estate to Merrill Lynch Capital Partners Inc. and others. She said the company plans to focus on the video delivery business. —RB

THE LARGEST SUPPLIER OF
QUALITY PRIMETIME
NETWORK PROGRAMMING,
WITH...

10 SHOWS AND 6½ HOURS
EACH WEEK ON ABC

5 SHOWS AND 4 HOURS
EACH WEEK ON NBC

3 SHOWS AND 2½ HOURS
EACH WEEK ON CBS

PLUS

2 SHOWS AND 1 HOUR
EACH WEEK ON FOX

IS PLEASED TO ANNOUNCE
ITS NEWEST NETWORK-QUALITY
PRODUCTIONS...

COMMENCING

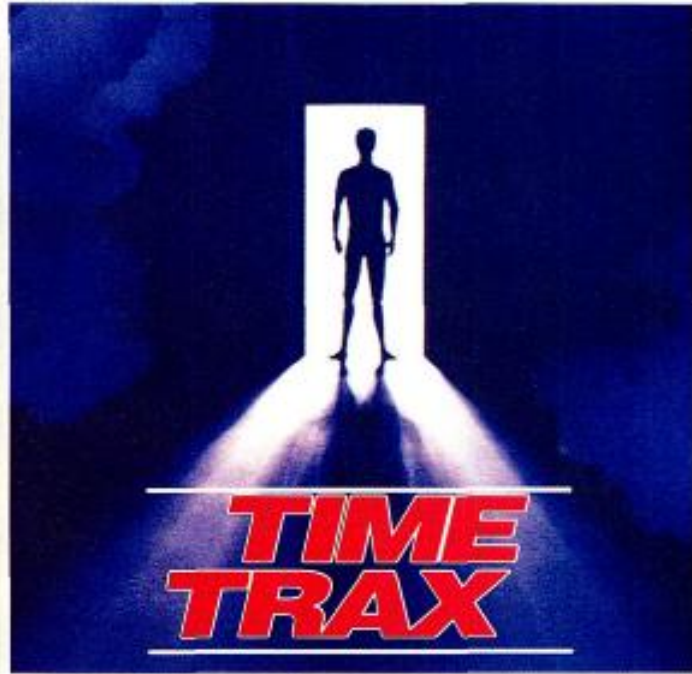


KUNG FU: THE LEGEND CONTINUES

A KF Production in association with
Warner Bros. Television

One Hour In Primetime
Each Week

Debuting January '93



TIME TRAX

A Gary Nardino Production
in association with Lorimar Television

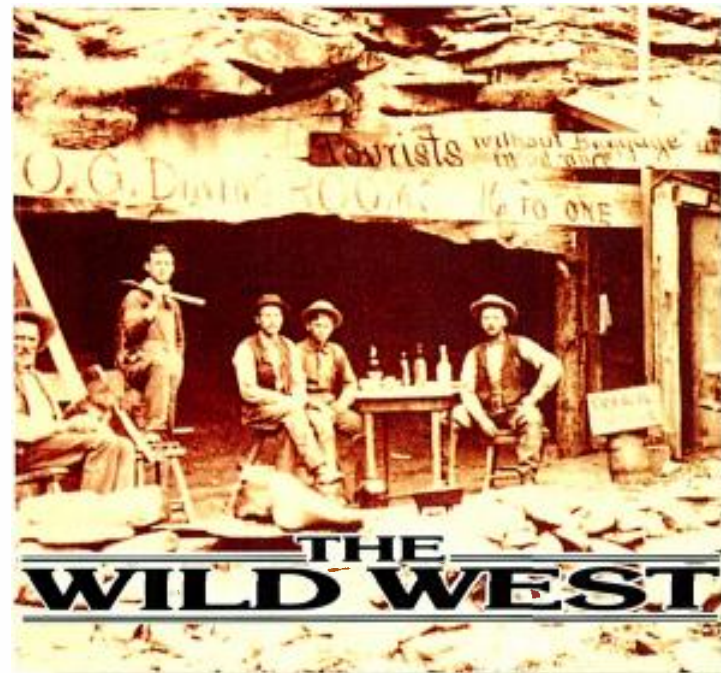
One Hour In Primetime
Each Week

Debuting January '93

ALREADY CLEARED
COVERING OVER 74%

THE
TELEVISION
CONSORTIUM

PRODUCTION!



THE WILD WEST

A Rattlesnake Production
in association with
Telepictures Productions

10 Primetime Hours
Debuting March '93



BABYLON 5

A Rattlesnake Production
in association with Synthetic Worlds Ltd.

A Two Hour Primetime
Movie Event
Debuting November '92

IN 68 MARKETS OF THE COUNTRY!



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Company

agency or the public.

While the policy has been used to revoke broadcast licenses, it has not yet been tested in the cable arena, according to Ron Parver, chief of the FCC's cable television branch. Since a microwave license is considered more passive than a broadcast license, "there may be some difference in the nature of the character-qualification policy and how it's applied."

TCI has already said it would not sue the *Journal* over what it alleges were "numerous errors of fact, mischaracterizations and distortions." The MSO has not asked for a correction, said Paul Steiger, the *Journal's* managing editor: "We have not heard from TCI nor seen any indication that we have made mistakes." Said Thompson: "We talked to the various constituencies and found that the sto-

ry was not believed by those who understood it and that it persuaded only those who already were persuaded.... It will be part of the myth—another TCI myth that we have to explain away."

The Colorado attorney general's office could find it has jurisdiction either because TCI securities have been sold in the state or because of other business-related reasons. ■

NICHOLAS OUT, LEVIN IN AT TIME WARNER

By Sharon D. Moshavi

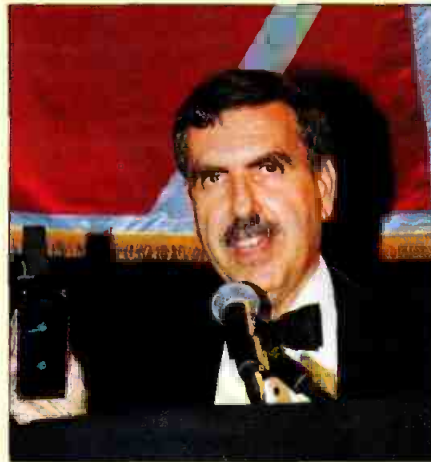
Citing "sufficient difference" between himself and the Time Warner board, President and co-CEO Nicholas J. Nicholas left the company last week. Nicholas's contract had stipulated that he would take over as sole CEO by August 1994, but he was either ousted by the board, as many speculate, or resigned, as the company asserted last week. Gerald Levin, Time Warner vice chairman and chief operating officer and long-time rival of Nicholas's, has been unanimously elected by the board of directors to become president and co-CEO with Steven Ross, who is also the company's chairman.

Nicholas was not at an unscheduled board meeting at which last week's events transpired. In a statement, he said his "resignation should now enable a single and consistent view to prevail." All of those commenting considered that to be Ross's view and perceive the departure of Nicholas as another step in the "Warnerization" of Time Warner. "This is another part of the evolution of the Warner takeover of Time, rather than vice versa, which was the way it was supposed to be," said one knowledgeable source.

Levin is considered to be more in line with Ross's thinking, and has agreed with him on the company's two most important moves: last year's rights offering and its partnership with two Japanese investors. Nicholas reportedly was unenthusiastic about both of those deals.

Although Wall Street analysts say they look favorably on the switch from Nicholas to Levin, most had also been critical of the initial Time Warner rights

offering, which Ross, and supposedly Levin, had supported. According to John Reidy of Smith Barney, "Wall Street, in retrospect, realizes they had



Levin accepting *BROADCASTING's* Hall of Fame award last December



Nicholas, who had been considered heir apparent to Steven Ross, resigns as Time Warner co-chairman

to do it, that they needed the money." As for the strategic alliance announced last fall with C. Itoh and Toshiba, Wall Street has applauded that,

and Time Warner has said it plans to announce further alliances sometime in the next 12 months.

What the removal of Nicholas says about Ross's health is unclear. Diagnosed with and currently being treated for prostate cancer, Ross, in this latest power struggle, is "insuring that his child continues to grow," according to one Time Warner insider. Reidy of Smith Barney said Ross's illness has caused a "period of uncertainty" within Time Warner, which led to Levin's ascension (and Nicholas's descent). "With Levin...you have in place a successor perceived to be good at working with both the Time and Warner business." The maneuver also "alleviates concerns about Ross's health because it shows that Ross is dealing from a position of strength," said Jessica Reif of Oppenheimer & Co.

Several analysts, who asked not to be identified, said Nicholas had not captured the confidence of Wall Street. Nor, said those commenting, was he perceived to have won the respect of the Warner side of the business, as has Levin, whose "diplomatic, friendly" demeanor Time Warner insiders say is diametrically opposed to that of Nicholas.

Levin is also perceived to be more visionary, while others describe Nicholas as a "financial wizard." Levin was instrumental in the growth of HBO, Time's pay television service, back in 1975, when he persuaded the company to deliver the service by satellite, effectively opening the door to the cable television business. Although Nicholas also worked at HBO, from 1976 to 1981, first as president and chief operating officer and then as chairman and CEO, his role was

viewed as putting HBO's financial house in order.

As for Time Warner's cable system operations, which control the second-largest concentration of subscribers in the country, Nicholas was instrumental in helping to formulate the plan to start Time's cable system business. Observers have faith that Levin can bring his vision to that side of the business as well. And Time Warner is currently creating a 150-channel system in Queens, N.Y., exactly the sort of project to which Levin can bring his vision, according to Oppenheimer's Reif: "Levin is particularly well suited for starting new businesses."

Levin and Ross are said to get along well, but the relationship between Nicholas and Ross never blossomed. "If Ross himself could have created an heir apparent, he would have created a Levin," said one observer. The relationship between Levin and Nicholas has, it is said, always been steeped in rivalry. Levin and Nicholas had both jockeyed for the position of president-COO of Time. When Nicholas won, thanks to the mentorship of CEO J. Richard Munro, Levin lost his spot on the board.

Although Nicholas's departure was greeted with shock by most of the followers of the company, some foresaw the situation years ago. In Connie Bruck's National Magazine Award-winning *New Yorker* article in January 1990 on the Time Warner merger, she quotes a Warner associate speaking on Nicholas's succession within the next five years: "Five years is a long time. In five years, Nicholas may not even be in the company." ■

SYNDICATORS WANT EQUAL IMPACT WITH NETWORK RATINGS

Nielsen putting together proposal for two-part rankings

By Mike Freeman

Several major syndicators have joined forces in an effort to have Nielsen Media Research include its national syndication pocketpiece ratings with its weekly network ranking report. The Nielsen Syndication Service (NSS) pocketpiece is normally released to advertisers, research executives and media outlets with ratings data compiled two weeks prior to issuance, while the network report is issued with more up-to-date data from the preceding week's ratings. The disparity has made some distributors—King World Productions, Paramount Domestic Television, Warner Bros. Domestic Television Distribution and Twentieth Television—unhappy over their perceived treatment as second-class citizens.

According to Jack Loftus, vice president/communications, Nielsen Media Research, the company has put together a proposal for a three-tier system that he hopes will placate syndicators, network executives and advertisers alike. The system would track the syndicated program, the barter advertising (where commercial spots are sometimes aired in time periods separate from the program) and the barter and the program together. The combined report would be split in

two parts, with the first half dedicated to network rankings and the second to the syndication pocketpiece.

Loftus said the major stumbling block is whether advertisers, ad agency executives and network executives would accept the prospect of a single pocketpiece report. A major differentiation between the NSS report and the NTI network ratings is that multiple exposures, which are commonly used by such syndicated series as *Star Trek: The Next Generation*, *A Current Affair* and *Entertainment Tonight*, are tabulated in a gross aggregate average besides the single-run aggregate average. Network research executives have charged that the inclusion of the GAA rating would artificially boost a syndicated program's ratings and cause serious delays in the proposed combined pocketpiece.

"Given the sad state of network ratings, it is in the networks' best interest not to have us included with their report," said one syndication president. "The advertisers are buying the GAA rating from us, and shows like *Star Trek* and *Wheel of Fortune* are outdelivering most network programs. So what's the difference if a show has single exposure or double exposure? It's something that the networks rarely do, and something they're afraid of competing against for ad dollars." ■

SLOW GOING FOR 'MILLER'

A little over a month since its debut in syndication, Tribune Entertainment's late-night talk show strip, *The Dennis Miller Show*, has shown no ratings growth with a season-to-date 1.7 rating/7 share (NSI, 24 markets, Jan. 20-Feb. 14), which is more than 20% off its lead-in share average and 30% lower than year-ago programming (NSI, February 1991). *Miller's* best metered market was Detroit, where independent WXYZ-TV benefited from a 21% increase over year-ago ratings at 1 a.m. with a 4/17 average (ARB, week ending Feb. 14). One of *Miller's* worst performances is in Los Angeles (where it originates), with Tribune's KTLA-TV turning in a 2.7/10 average (NSI) at 11:30 p.m., more than 40% off from *Cheers'* lead-in shares.

Tribune officials, through trade ads (see "Bi-Coastal," page 19), have nonetheless emphasized that the demographic composition of *Miller* is 80% of the 18-49 audi-



ence and 60% of those 18-34. However, in the most recent national demographic ratings (NTI, Jan. 27-Feb. 2), *Miller* measured a 1.5 rating among men 18-49 and a 1.2 among women 18-49. In the same report, *The Arsenio Hall Show* registered a 2.4 rating among women 18-49 and a 1.9 for men 18-49. The national household ratings for the show's first two weeks (NTI, Jan. 20-Feb. 2) had *Miller* up to a 1.9 rating, but the strip's ratings were still 147% lower than NBC's *Tonight Show Starring Johnny Carson* (a two-week 4.7 average rating) and 84% behind *Arsenio's* 3.5. NBC's *Latenight with David Letterman* was 32% higher with a 2.5 average.

Although Jim Curtin, vice president and director of programming of the rep firm of Harrington, Righter and Parsons, said *Miller* "may not be setting the world on fire," he stressed that Tribune is in for the long haul. —MF

COURT OVERTURNS FCC GENDER PREFERENCE

Writing for appeals panel, Justice Thomas says rule violates equal-protection clause

By Harry A. Jessell

In an opinion written by Supreme Court Justice Clarence Thomas, a split three-judge panel of the U.S. Court of Appeals in Washington last week struck down the FCC's preference for women in awarding broadcast licenses, declaring it unconstitutional under the equal-protection clause of the Fifth Amendment.

Thomas, a member of the appeals court until joining the Supreme Court last October, wrote the opinion as a "Circuit Justice." He, along with Judge James Buckley, who wrote a concurring opinion, and Judge Abner Mikva, who dissented, heard oral arguments in the case—*Lamprecht vs. FCC*—in January 1991.

Michael Carver, of Shaw Pittman Potts & Trowbridge, the attorney for Jerome Lamprecht, the FM applicant who challenged the gender-preference, said the ruling was "significant" in that it was the first time a congressionally sanctioned affirmative-action program had been struck down. The court "made it clear that Congress has to support such programs with evidence," he said.

Although the FCC instituted the gender preference in 1978, it acquired the weight of law when Congress 10 years later attached language to an appropriations bill that prohibited the FCC from taking any steps to repeal the preferences. The language has been a regular feature of the agency appropriation bills ever since.

Carver was optimistic the Supreme Court would sustain the ruling, should it decide to take it up. The Supreme Court upheld the related preferences for minorities in the 1990 *Metro Broadcasting* case, he said. But the vote was 5-4, he said, and two of the five members of that majority, William Brennan and Thurgood Marshall, are now gone, replaced by David Souter and Thomas, respectively.

Considering the Bush administration oft-expressed opposition to affirmative-action programs, Carver said

he "would hope that it would not seek" Supreme Court review.

The FCC has yet to decide how to proceed. Whether to appeal to the Supreme Court is the province of Solicitor General Kenneth Starr. As part of the administration, Starr would presumably oppose review, but if the FCC insists on defending the preference, he could, as he has done before, permit the FCC to proceed independently.

Another option would be for the FCC to take a second look at the gender preference through a public proceeding before making a final de-



"In this case, the government has failed to show that its sex-preference policy is substantially related to achieving diversity on the airwaves."

Clarence Thomas

termination on awarding the FM license for Middletown, Md., at issue.

In any event, the issue is a hot one that puts the FCC between the rock of Congress and the hard place of the White House. To the extent the five Bush-appointed commissioners fight for the preference, they are running afoul of their benefactors in the Bush administration. To the extent they roll over, they are tweaking those Demo-

cratic congressmen with FCC oversight who champion the preferences.

The political problem is particularly acute for FCC Commissioner Sherrie Marshall, who is campaigning for re-appointment and needs Bush for the nomination and the Senate for confirmation. Her term expires June 30.

"When the government treats people differently because of their sex, equal-protection principles at the very least require that there be a meaningful factual predicate supporting a link between the government's means and its ends," Thomas wrote. "In this case, the government has failed to show that its sex-preference policy is substantially related to achieving diversity on the airwaves."

In his dissent, Mikva said the ruling was "impossible to reconcile" with the court's upholding the minority preferences in *Metro Broadcasting*. "The Supreme Court, of course, may now decide to overrule *Metro Broadcasting* and to require strict scrutiny of Congress's affirmative-action policies, as the four dissenters urged," he wrote. "But as appellate judges, our duty is to follow Supreme Court precedents, not to anticipate them."

As Mikva suggested, the *Lamprecht* ruling sets up a reversal of *Metro*, especially with two members of the *Metro* majority gone and Thomas as one of the replacements. But some observers see that as unlikely, at least in the immediate future. The court tends not to reverse recent decisions, said Andrew Schwartzman of the Media Access Project. It tends "to draw lines and erode a case rather than overrule it," he said.

Buckley, in an unusual concurring statement, decried the leaking of the contents of Thomas's opinion and Mikva's dissent to *The Legal Times* last fall during Thomas's confirmation hearing. "The seriousness of this violation cannot be overstated," he said, calling for an investigation to find the source of the leaks.

The case, which merited the front page of the *Washington Post*, goes back to 1982 when Lamprecht and three others applied for the same FM channel in Middletown, Md. After a comparative hearing, an FCC administrative law judge awarded the station to Barbara Driscoll Marmet, based in part on her gender and the extra comparative points that entitled her to. After the FCC affirmed the award, Lamprecht went to court. ■

FCC LMA STUDY MAY NOT SATISFY HILL

Survey doesn't address whether LMA's are trend; House questions results, methodology

By Joe Flint

The FCC's study on the prevalence of time brokerage or local market agreements in the broadcasting industry failed to allay concerns about such agreements on Capitol Hill. The FCC surveyed 284 radio and TV stations and found that only 6% were engaged in time brokerage ("In Brief," Feb. 17).

Late last year, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and the House Telecommunications Subcommittee, concerned about the apparent proliferation of LMA's, introduced legislation (H.R. 3715) limiting the amount of time a licensee can sell to 25% or less. That bill was seen by some observers as instructions to the FCC to curtail LMA activity.

One Energy and Commerce Committee staffer called the FCC's study "statistically invalid" and questioned its worth. Said the staffer: "It [the survey] is a nice piece of paper and when there is a hearing, they will be able to create words and pretend to know something."

"I suspect the survey strongly over-represents small-market stations," the Energy and Commerce critic said. The stations, the FCC said, were selected on a random basis and the sample size represents 2.4% of the commercial radio and television population.

The FCC would not elaborate on what specific markets or stations were surveyed except to say that all 35 field offices participated and it made no attempt to analyze large markets versus small markets.

The survey results also do not report whether LMA's are becoming a trend. The FCC asked stations whether they were involved in any form of time brokerage in 1991. The commission did not ask stations involved in local market agreements when they first entered the agreement.

Richard Smith, FCC field operations bureau chief, acknowledged that the survey did not answer the trend question. "That probably begs for a follow-up survey at some interval to see if there is a trend," Smith said.

Another area the House would

have liked pursued, the Energy and Commerce staffer said, "is to find out when the last time the owner of a station involved in an LMA stepped foot on his property." It has been speculated that the House will ask the FCC to require stations that want to enter LMA's to file the contracts with the FCC. "I don't think it is unreasonable to do that," the source said.

The National Association of Broadcasters, which supports LMA's, did not take issue with the commission's findings. Said an NAB official: "My take would be that this survey indicates that the practice of time brokerage is not as widespread as one would think, given all the attention the subject has received in the last year." The 17 stations involved in time brokerage included nine AM's, seven FM's and one TV. Two of the 16 radio stations were AM-FM combos. One of

the radio stations surveyed was the brokering station; the other 15 stations received programming from a broker, as did the TV stations.

Of the 17 stations, the FCC reported, "three [two FM's and one TV] were in the same service as the brokering station, served substantial areas in common with the brokering station and simulcasted the programming of the brokering station." Two of the FM stations carried the programming of FM stations located outside their service areas.

At least 12 of the 17 stations, the survey said, were airing programming supplied by a broker not associated with any station licensee. Of those 12, three aired at least 154 hours of the non-licensee's programming per week.

The contract length of the LMA's reviewed by the FCC ranged from six months to seven years. ■

BACKING THE BELLS

Representatives of 76 small electronic publishing companies signed a joint letter to all members of Congress last Thursday (Feb. 20) urging them to oppose H.R. 3515 and S. 2112, bills designed to limit the regional Bell operating companies' entry into information services.

"A large number of electronic publishers do not support legislation barring Bell participation in this industry because entrepreneurial electronic publishers stand to benefit if they are permitted to enter joint ventures with a Bell company or to rely on the financial or technical resources or marketing expertise of a Bell company," the letter claimed.

"This kind of participation tells us that there are a lot of people in the information services area who want to do business with the Bells, who are not afraid of the Bells and see the Bells as an opportunity to provide more information to my constituents," said House Telecommunications Subcommittee member Mike Oxley (R-Ohio), an H.R. 3515 opponent, during a press conference to introduce some of the signers.

The electronic publishers refuted David E. Easterly, president, Cox Newspapers, who claimed during a House Judiciary Subcommittee meeting last week (see page 28) that past efforts to form joint "gateway" information-services ventures have failed because RBOC's have failed to promote the services adequately. The Bells are waiting for an opportunity to control the entire information services industry, Easterly said.

Mark Walsh, vice president and general manager of the Online electronic service provided by CUC International Inc., Stamford, Conn., who participated in the original gateway tests, said they were "hampered by" the laws, which then limited Bell participation. "I thought the Bells tried as hard as they could. They reached out to information providers like ourselves and others," Walsh said.

"Those projects were not successful simply because the Bells could not add sufficient value in terms of being able to manage the content," said James Coane, president, Telebase Systems Inc., Wayne, Pa., who also participated in the gateway tests. "We found the relationship to be highly cooperative and potentially rewarding."

—RMS

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

REFORM TIME

The FCC is expected to launch at its March 12 meeting a proceeding aimed at reforming the much-maligned comparative criteria for awarding broadcast licenses. The agency had been planning such a move for a long while, but the preparations accelerated after a federal appeals court raised questions in its January *Bechtel* ruling about the continued validity of the critical integration credit—the preference for applicants who promise to manage as well as own the station. The proceeding could cause problems on Capitol Hill because minority preferences, which are “enhancements” to and intertwined with the integration credit, are protected by congressional fiat. The FCC hopes to steer clear of trouble with a statement promising not to undermine them. The proceeding may ask about the preference for women in light of last week’s decision out of the U.S. Court of Appeals in Washington that preferences are unconstitutional.

BELL BOOST?

The Bell operating companies may have gained a new ally in their legislative fight to enter the cable and information-services businesses. John M. Clough Jr., long-time House Energy and Commerce Committee staff director, will become a partner in the lobbying firm of Bergner, Boyette & Bockorny, Washington, representatives for Bell Atlantic. Clough will not join the firm until his successor on the committee is chosen. Both Clough and the firm declined to say which companies he will represent until he formally leaves the committee. David Bockorny, former Reagan White House aide, currently represents Bell Atlantic and last year handled financial interest and syndication lobbying for Fox Broadcasting.

FIRST AID FOR RADIO

Reflecting the aggressive deregulatory posture of FCC Chairman Alfred Sikes, the Mass Media Bureau floated a memo to commissioners proposing, as “primary recommendations,” repeal of the national multiple ownership rule, which limits companies to 12 AM’s and 12 FM’s, and a drastic cutback of the local duopoly rule, which limits companies to no more than one AM or FM in a market. In place of the duopoly rule, the bureau proposes letting broadcasters own as many stations as they want in large markets (more than eight stations), subject to a listenership cap of 25%. Under the plan, broadcasters would not have to divest stations if they exceed caps solely by building audience with programming. In small markets (eight or fewer), a single licensee could own no more than half the stations. The memo offers some alternatives. One multiple ownership fallback is a new cap on total station ownership at between 100 and 200 stations. A duopoly alternative would allow ownership of up to four stations (any combination of AM’s and FM’s) in a market, but in no case more than half the stations. With respect to local marketing agreements, the bureau’s preference is to impose only reporting requirements.

NEW YORK

BASEBALL PROMOTER

Although CBS Sports has had no luck in convincing Major League Baseball to reduce the \$1.06 billion rights fee on its money-losing network contract, there might be at least some relief from baseball in the upcoming season. Word has it that MLB is planning to run ads on CBS that will promote baseball while providing welcome revenue.

FACEOFF

With digital compression around the corner, will TV networks buy satellite capacity by bandwidth or video channel? ABC, CBS and NBC will battle over that question this week with Comsat and British Telecom in New York. Word last week had the networks—which must replace current trans-Atlantic satellite capacity in 1993—insisting they be allowed to squeeze digitally compressed video into bandwidth any way they choose. So far, Comsat and BT have offered digital services only at established business data rates described as 10 times the cost of the networks compressing signals themselves.

LOS ANGELES

SCHEDULE SCHEDULING

With Fox having announced its fall Saturday morning lineup three weeks ago, the other networks are beginning to schedule the release of their own lineups. NBC, which will roll out a “tween” schedule of live-action geared to the older child and young teen audience, will make its announcement Wednesday or Thursday of this week. ABC will unveil its schedule in mid- to its March, and CBS won’t make their Saturday morning wares known until early April, according to a CBS spokeswoman.

NO HARD FEELINGS

Despite the flap last week between MGM/UA Television and NBC over renewal of *In the Heat of the Night* (the show was sold to CBS), the relationship is still strong, according to Ed Gradinger, president, Worldwide Television Group, MGM. The studio recently completed a deal to sell a movie package to the network. Titles include “Thelma & Louise,” “Russia House,” “Quigley Down Under,” and “Shattered,” with the network free to air them after the cable window has expired.

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting

1705 DeSales Street, N.W.
Washington, D.C. 20036
Phone: 202-659-2340

Editorial Fax: 202-429-0651 Administrative Fax
202-331-1732 Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman
David Persson, publisher

Editorial

Donald V. West, senior vice president and editor

Mark K. Miller, managing editor

Harry A. Jessell, senior editor

Kira Greene, John S. Eggerton,
assistant managing editors

Washington

Randall M. Sukow, Peter D. Lambert
(technology), Joe Flint,

Patrick Watson, assistant editors

Janet Sullivan, John Gallagher,
staff writers

Marsha L. Bell, editorial assistant

David R. Borucki, art director

Denise P. Smith, Kenneth Ray, production

New York

475 Park Ave. South 10016 212-340-9860

Fax 212-340-9869

Geoffrey Folsie, bureau chief

Stephen McClellan, chief correspondent

Rich Brown, Sharon D. Moshavi,
assistant editors

Peter Viles, staff writer

Hollywood

1680 N. Vine St. 90028 213-463-3148

Fax 213-463-3159

Steve Coe, assistant editor (networks)

Mike Freeman, assistant editor (syndication)

Reed E. Bunzel, radio editor (West Coast)

408-625-3076

Advertising

New York

212-340-9860

Lawrence W. Oliver, advertising director

Leslie Lillien Levy, marketing services director

Joseph E. Ondrick, East Coast regional
sales manager

Randi T. Schatz, sales manager

Joan Miller, executive secretary

Barbara Sonnenfeld, sales assistant

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager

Sandra Klausner, editorial-advertising assistant

Washington

202-659-2340

Doris Kelly, sales service manager

Mitzi Miller, classified advertising manager

Carrie Autio, classified sales representative

Advertising Representatives

Lewis Edge & Associates (Southern regional
and East Coast equipment) 609-683-7900

Fax 609-497-0412

Yukari Media Inc. (Japan) (06) 925-4452

Fax (06) 925-5005

Circulation

800-323-4345

P.O. Box 715 Brewster, N.Y. 10509-9873

Fax 914-878-7317

Production

Harry Stevens, production manager

Rick Higgs, assistant production manager

Corporate Relations

Patricia A. Vance, director

Broadcasting & Cable

Market Place

(formerly The Broadcasting Yearbook)

Editorial 908-464-6800 Circulation 800-521-8110

Advertising 212-340-9860

Cahners Consumer/Entertainment

Publishing Division

John J. Beni, senior VP-general manager

Neil Perlman, senior VP-group publisher

Lawrence B. Taishoff, adviser

Cahners Publishing Company

Terrence M. McDermott, president-COO

Reed Publishing (U.S.A.) Inc.

Robert L. Krakoff, chairman-CEO

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

In the running

With the death of Roger Colloff earlier this month after a battle with cancer, finding a replacement for the vacant general manager slot at wCBS-TV New York is said to be occupying much of the attention of CBS Station Group President Johnathon Rodgers. According to sources, the list of possible candidates includes CBS O&O general managers **Allen Shalkan** at WCIX(TV) Miami and **Gene Lothery** at WCAU-TV Philadelphia, and non-CBS candidates **Ron Tindiglia**, former VP of news programming for the CBS Station Group and GM of wCBS-TV New York, and **Peter Temple**, also a former station manager at wCBS-TV and currently GM at Gannett-owned independent WLVI-TV Boston.

Animated fan

One might expect that after years of crusading against much on commercial children's television, Action for Children's Television founder **Peggy Charren** (who is folding her tents, at least under ACT's auspices, at the end of this year) might have something to say about Ted Turner's upcoming 24-hour cable cartoon network. And she does. She's all for it. Charren, a big animation fan, says she is rooting for the channel. In fact, the only problem she has so far is not enough variety on the network, which will feature predominantly Hanna-Barbera and MGM product when it launches in October.

Puck stops here

Perhaps tired of being restricted to making programming and spending decisions on the winter Olympics, CBS Sports President **Neal Pilson** got in on the action when a hockey puck went airborne into the stands during a hockey game and landed in his lap. Pilson stood up triumphantly and doffed his cap to a rousing ovation from the crowd for his quick snag, which was caught by the CBS cameras. For trivia buffs: The puck deflected off Finland's goalie in the third period of the Feb. 13 Finland-USA matchup won by the United States.

Self-deprecating humor

Since the launch of *The Dennis Miller Show*, Tribune Entertainment has taken a rather unorthodox approach to marketing the recently launched talk show strip. In trade advertisements produced by Chicago's Eisaman, Johns & Laws Advertising, headline copy reads: "We couldn't be happier about the early numbers posted by *The Dennis Miller Show*"; followed on the next page with "You have no idea how hard it is to write one of these ads when you have to make that stuff up." Minus the usual ratings bashing and bragging commonly practiced in most syndication trade ads, Tribune instead chose to emphasize



CBS Sports President Neal Pilson, puck in hand, doffs his cap to the crowd after his Olympic effort.

that 80% of Miller's audience is 18-49 years old. Its season-to-date 1.7 rating/7 share average (NSI, Jan. 20-Feb. 14) was not included in the copy.

Comings and goings

Look for the Advertiser Syndicated Television Association (ASTA) to name **Clark Morehouse**, senior vice president, advertiser sales, Tribune Entertainment Co., as its new president, reporting to full-time executive director Tim Duncan.

An LBS Communications employe making the transition to All American Television, is **Mike Weiden**, who has been named president of media sales out of New York.

Old college buy

Those looking for MGM Chairman **David Gerber** late last week could have found the executive at his hotel and ranch in Stockton, Calif. Gerber, along with 28 friends from the University of the Pacific, bought the property shortly after graduation in 1951. He has since bought them all out.

Television

PRIVATE EYES, VAMPIRES STALK CBS LATE NIGHT

Viewers warming to inexpensively produced series in 'Crime Time After Primetime'

By Steve Coe

Ten months after launching *Crime Time After Primetime*, the wheel of adult action adventure series in the 11:30 p.m.-12:30 a.m. time slot, CBS's numbers keep growing while the network looks for the perfect blend of shows. This Wednesday (Feb. 26), CBS debuts *Dangerous Curves*, which replaces *Urban Angel*, and sometime in May, Stephen J. Cannell's *Scene of the Crime* will be replaced by *Nick Knight* (working title) on Wednesday nights.

Dangerous Curves, which has former *Dallas* executive producers Len Katzman and David Paulsen at the helm, features two female former cops who take on wealthy clients in their private-eye firm. The series is produced by Hemisphere Froup Production, *Nick Knight*, from Tri-Star with Jim Parriot as executive producer, originally aired two seasons ago on CBS as a two-hour movie. The main character, a cop working the night shift, is a vampire; the series follows his sometimes humorous attempts to break away from his legacy in an attempt to become mortal and human. Casting on *Nick Knight* is under way, and both of the new shows have been given 16-episode commitments.

The new entries to the schedule, like the current series in the wheel, will be produced with a budget some 25%-30% lower than standard network prime time hours. In order to fill the five late-night time slots while maintaining a profit, CBS was forced to look for alternative financing; as a result, says Rod Perth, vice president, late-night programming, CBS Entertainment, the network has moved a step ahead of its competitors. "Because of the economy, you're beginning to see many other people looking for alternative means of financing production. We managed to catch the curl and, in



CBS is on a roll with late-night wheel shows 'Silk Stalkings' (l) and 'Sweating Bullets'

the process, we've learned a lot about producers we might not have known about and about overseas companies we might not have known about."

In addition to the two new series, Perth said the network always has about five projects in development. At present, CBS has "at least six scripts developed, and two or three shows we could trigger at any time," he said. One of the backup shows is *Razor Sharp*, produced by Lorimar with former CBS Entertainment president Kim LeMasters as executive producer. The show features a "Dirty Harry"-type Los Angeles cop who is suspended from the force and takes a job with the Sydney, Australia, police force; there he is teamed with a female cyborg. In *Hell Cats*, from Michael Berk and Doug Schwartz, the writer-producers of *Baywatch*, two female prisoners use their special skills to assist the FBI in return for a reduction of their sentences.

Although *Crime Time* continues to be hamstrung by poor clearances—87%, with only about half of those live—the strategy has shown steady

growth as it approaches its first-year anniversary. The ratings in the time period have increased 30% in September 1990-February 1991 over September 1991-February 1992. In addition to the overall household ratings, the action series have improved CBS's draw among young demographics, the prime audience in late night. Among adults 18-34, *Crime Time* has improved the time period by 25%, and in adults 35-49 the improvement was 46%.

Also, Perth says the clearances may increase as both the economy improves and some of the affiliates' contracts for syndicated programming expire. "Some of our affiliates are waiting for their contracts to run out," he said in reference to affiliates in key markets who contracted for syndicated programming after cancellation of *The Pat Sajak Show*. Also, Perth says, affiliates who air reruns of shows like *Cheers*, *Barney Miller* or *M*A*S*H* in late night are unwilling to make the switch to CBS's current lineup "because those stations own all of the inventory in those old episodes." ■

FOX TESTS THE LOCAL NEWS WATERS

Network is providing focus group research in an attempt to convince affiliates that there's a market for newscasts, especially early ones

By Steve McClellan

Fox Broadcasting Co. is doing extensive market-by-market focus-group studies that it hopes will persuade its affiliates to get into the local news business, or at least provide a sense of what the core Fox viewer expects from local newscasts.

According to a memo from Joe Saitta, FBC vice president, affiliate news, to Fox affiliate managers, a key finding of the focus group testing so far is that younger adults and working parents express a strong preference for an earlier newscast.

Saitta declined to elaborate fully on the memo (obtained by BROADCASTING from a source who wished to remain anonymous), citing the proprietary nature of the research.

But he did offer some clarification on the points cited in the memo, including apparent differences in the priorities of 11 p.m. news watchers versus 10 p.m. news watchers.

For example, Saitta said the findings to date indicate that 11 p.m. news watchers tend to base their viewing choices on who the anchors are, saying that the content of most affiliate newscasts is pretty much the same. However, 10 p.m. news watchers tend to base their choice on the "time and convenience" of the newscast.

Program content is the second priority among the earlier news watchers, while the personality of the anchors tends to be the third factor in determining which newscast to watch. The point being, said Saitta, that while affiliates are often forced to spend bundles of cash for the most popular anchor in a market, "we don't have to do that."

Saitta said Fox is conducting focus group testing in any market in which a Fox affiliate contemplating a newscast requests it. "We're offering it as an incentive to get them into the news business," he said. As for the memo, Saitta said that was to address, generally, a number of questions from station managers as to the type of feedback they could expect from such testing.

"There are lifestyle changes going on across the country" that Fox affil-

ates can tap into with an early newscast, Saitta said. Indeed, such changes have been felt strongly on the West Coast, where several affiliates are shifting prime time schedules earlier to test 10 p.m. newscasts.

Another key finding in the memo

that bucks traditional thinking is that in some markets female anchors often have the biggest impact on the personality of the newscast. "Traditionally the male has been dominant," Saitta said.

From the start, the Fox blueprint for

GET TWO CONFERENCES FOR THE PRICE OF ONE!



Register for TVB '92 FRIDAY, APR. 10 - SUNDAY, APR. 12, 1992
GET NAB '92 FREE! SUNDAY, APR. 12 - THURSDAY, APR. 16, 1992

SAVE HUNDREDS AND YOUR SATISFACTION IS GUARANTEED! READ THE FINE PRINT!

Register for TVB '92 - Television's only sales and marketing conference of 1992 - and attend NAB '92 convention sessions and exhibitions absolutely free! We're so sure that TVB '92 will supply you with useful sales and marketing information and tips that we guarantee your satisfaction. If you're not, we will give you free registration to the sessions and exhibitions at NAB '93.

SAVE THREE WAYS

- Registration Fees - Save \$\$\$ on NAB '92
- Airfares - One trip instead of two with convention discount
- Less Time Away From the Office - Increased efficiency

TRAVEL DISCOUNTS

TAKE ADVANTAGE OF SUPER DISCOUNTS - JUST CALL
Corporate Travel Services - 1-800-368-3119 (mention file #E0058)

Delta Airlines - 1-800-241-6760 (file #E0058)

USAir - 1-800-334-8644 (file #51200002)

Alamo Rent A Car - 1-800-732-3232 (ID #51979-G3)

REGISTER FOR TVB '92 NOW
CALL: 1-800-342-2460 OR FAX: 202-775-2146

local newscasts has been lean and mean, and one of the things the company has taken a look at is the importance of individual sportscasters and weathercasters to a news show. And the research shows most viewers "want and expect to see" separate personalities for both categories.

"We were hoping it wouldn't mat-

ter," said Saitta. "We had a couple of stations go without the sports anchor, but have decided to go back. People are used to seeing someone with expertise deliver the sports."

The Saitta memo also said the "Fox image heightens interest in a newscast. While viewers may disagree on what to expect from Fox News, the

majority agree that it will be something they would check out just to see what Fox is up to next."

The memo also said that most people are willing to sample a new newscast at 10 p.m. "Existing news loyalty is often based on unchallenged habit, rather than a clear preference for one news over another," the memo said. ■

NEW MEDIA SALES FIRM BULLISH ON BARTER

Ex-MTV ad sales executive Russ Naiman launches Taurus Media Sales; he has three established program suppliers on board

By Mike Freeman

Russ Naiman, a New York sales executive who recently went off on his own after seven years with MTV Networks' barter advertising sales arm, has officially launched Taurus Media Sales by landing three major program suppliers—Grove Television Enterprises, Pandora International and Those Guys International. Following serious sales pitches to those distributors and others (reportedly Claster Television and Rysher Entertainment) within the last month ("Bi-Coastal," Feb. 3), Naiman told BROADCASTING that he is close to completing sales representation agreements with two other "major" distributors.

In an economic climate that is somewhat hostile toward startup ventures, particularly in light of the continuing decline in the national advertising market, Naiman is confident that the growth in the number of syndicated programs turning solely to national barter advertising revenues will continue through the 1990's. Naiman declined to disclose where the seed money came from to create his new company, saying instead that much of the startup costs will be covered by initial billings.

Taurus will open shop on Sixth Avenue in New York this week, and Naiman said he is close to hiring two regional sales representatives based in Los Angeles and Chicago.

"It is a fairly low-overhead sort of business," said Naiman, who was formerly senior vice president of media sales, MTV Networks, which handles the barter sales for Viacom Enterprises, the MTV cable networks and others.

"Most producers and distributors are entirely reliant on barter revenues. There are only a few major barter sales companies, most of which are syndicators who concentrate more on selling their ad inventory first. I think there is plenty of barter out there to be sold where a small company like mine finds its niche in the market."

Naiman, an acquaintance of GTE President Rich Grove while at MTV Networks, estimated that Grove Television Enterprises' syndicated programming accounts for more than 2,000 30-second commercial spots annually. Among the GTE programs Taurus will handle as barter sales agent are *Memories...Then and Now* (which NBC Productions pulled from LBS Communications and steered to GTE), *The*

Edison Twins, *Spotlight*, *Weekend with Crook & Chase* and *The Wolfman Jack Show*.

Pandora International, which made its splash at last January's NATPE program conference in New Orleans, is bringing its fall 1992 weekly, *Hollywood Babylon* (hosted by actor Tony Curtis). So far, Those Guys International, largely producers of network series programming, are turning over international advertising sales of *Life in America*, a yet-to-be aired ABC special.

The goal for the first year of operation, Naiman says, is to achieve gross barter advertising billings in excess of \$10 million, which could translate to upwards of \$2 million in first-year commissions for Taurus. ■

MGM OFFERS DO-IT-YOURSELF FILM PACKAGES

MGM Domestic Television Distribution, further exploiting its library of United Artists and MGM film titles, is offering stations the opportunity to "customize" film packages from a collection of 450 United Artists and MGM titles. According to Sid Cohen, president of MGM Domestic TV Distribution, stations will have the opportunity to choose from films previously distributed in various packages. Some of the redistributed titles, which will be sold only in straight cash packages, will be receiving their second or third runs in syndication. Those titles include "Moonstruck" (for a July 1999 broadcast window), "Yentl" (December 1992), "Baby Boom" (October 1996) and "War Games" (December 1992). Other popular library titles such as "Rocky I, II, III and IV," "The Magnificent Seven," "Fiddler on the Roof," "West Side Story," "Red Dawn," "The Manchurian Candidate," "Poltergeist II," "The Battle of Britain," "Raging Bull," "The Alamo," "The Mechanic" and "Midnight Cowboy" will be available for various broadcast windows, depending on how each station arranges its package.

MGM is also working on marketing plans for a separate package of recent film releases including "Thelma & Louise" and "Russia House." Cohen says he is "seriously exploring" a launch of the package before the end of this year. Other recent box office titles to headline the package will be "Rush," "Delirious" and "Harley Davidson." ■

DAWGS' LIFE

Claster Television reports that its fall 1992 animated strip, *Stunt Dawgs*, has been cleared in 75% of the U.S., including 18 of the top 20 markets. The half-hour cartoon, which is loosely based on the real life exploits of stunt coordinator-turned-director Hal Needham, has added WKBD-TV Detroit, WUAB-TV Cleveland, WGNX-TV Atlanta, KPLR-TV St. Louis, KCPQ-TV Seattle, WBFS-TV Miami, KRBK-TV Sacramento, KPHO-TV Phoenix, WTTV-TV Indianapolis and KWGN-TV Denver. In related news, Claster Television has hired Rain Forest Entertainment to animate the initial 40 episodes. Rain Forest is headed by Kevin O'Donnell, who has animated such network series as *ProStars* and *Hammerman*.

WPIX PICKS VICKI

Group W Productions has sold its fall 1992 hour-long talk strip, *Vicki!*, to Tribune Broadcasting-owned independent WPIX(TV) New York, bringing its totals to 69 markets—eight of the top 10—representing 65% of the U.S.

VOTES FOR OSCAR

Buena Vista Television's weekly *Siskel & Ebert* movie preview series will feature a new twist for its annual Academy Awards preview special—an interactive phone system that will allow viewers to pick the Oscar winners. The hour-long special, *Siskel & Ebert: If We Picked the Winners*, which will have a March 16-29 broadcast window, invites viewers to cast their vote between now and Feb. 17 by calling 1-900-773-1212. Calls will cost 50 cents minimum, with any additional revenue from the interactive phone service going to the Foundation for Film Preservation.

OSCAR, PART II

According to Promark Television Distribution, it has cleared *Hollywood's Golden Night*, an Academy Award preview special (airing this March), in over 45% of

the U.S. Movie critic Jeffrey Lyons, who hosts Lifetime cable TV's *Sneak Previews*, is slated to host.

HURRICANE FORCE

Samuel Goldwyn Television is setting a Feb. 20-March 11 broadcast window for the colorized world premiere of the Academy Award-winning feature "The Hurricane." It's part of the Samuel Goldwyn Theatre film package sold in 185 markets representing 94% of the U.S.

TURNER GETS 'HEAT'

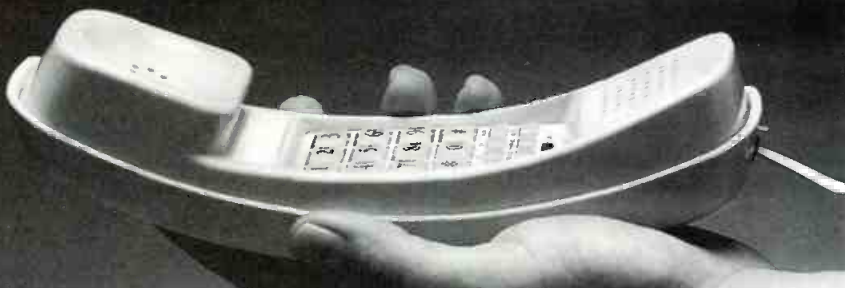
MGM Television Domestic Television Distribution has retained Turner Broadcasting Sales Inc. to handle the national barter advertising sales of its fall 1992 off-network drama, *In the Heat of the Night*. The venture marks the first time that TBSI will represent the ad time for another distribution company, other than its Turner Program Services sister syndication division. MGM is offering *Heat* in single-year, seven-

minute local/seven-minute national barter deals, with 97 markets representing 73% of the U.S. picking up the NBC off-network series, so far.

'FEUD' FAN

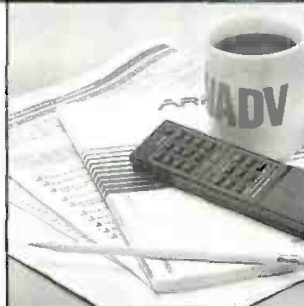
LBS Distribution's game show strip, *Family Feud*, has been picked up by WWOR-TV New York for its 5:30 p.m. (ET) slot, displacing Warner Bros. Domestic Television Distribution's off-network sitcom, *Head of the Class*. Officials at WWOR-TV and Warner Bros. were unreachable for comment on what time slot *Head of the Class* will inherit. LBS reports that two other major markets, WCCO-TV Minneapolis and WCNC-TV Charlotte recently reinstated *Feud* in the 7:30 p.m. (CT) and 3:30 p.m. (ET) time slots, respectively. In each of those cases, it replaced King World Production's rookie strip, *Candid Camera*. *Feud*, claims LBS, is renewed in 50% of the U.S.

See what your viewers' opinions are really worth with InfoTouch.



InfoTouch offers all-important interaction with your viewers and helps you bring them specialized services, all at a profit to you.

With our 900 pay-per-call programs, you can learn instantly what your audience thinks about issues, programming or promotions. All this, with a profit on every paid call and no added investment in equipment or personnel.



For a brochure or a free estimate of your profit potential, call today.

InfoTouch

InfoTouch
3000 Zelda Road Suite F
Montgomery, Alabama 36106

(205) 244-9868 ■ 1-800-239-INFO
(205) 586-0891 fax

OPPORTUNITY AND PROFIT DON'T KNOCK. THEY RING.

FAY VINCENT INTERVIEW

Continued from page 4.

market transaction, it tells you that baseball programming in large quantities has substantial value. I don't think we are getting—"we" being baseball—proper compensation, if you will, for the high volume of games that appear on the superstations. Now, I'm sensitive that the public likes having all those games, but the damage to baseball is considerable. And I think, in fairness, it's a mechanism that has seen better days and should be eliminated.

A lot of the questions and the things we want to talk about really revolve around the same subject, which is the tension between baseball as a property of the owner and baseball as a consumer item. The owners want some control over the viewing of that product, while consumers say "the more, the better." A lot of these issues, whether it's compulsory license or superstations or pay per view or whatever, seem to revolve around this tension. Do you see it that way?

I see it as complicated, if that's the point. I think the superstations present a major challenge to baseball, as they presented a major challenge to the movie companies. Baseball's situation is even more complicated because it is not an issue of whether it is appropriate to reduce the number of

"We do a lot with major corporate sponsors of baseball. We should probably work much more with the networks to increase the revenues for television. We should be more pro-active in the joint marketing of baseball."

Fay Vincent

superstation games. The question really is: What's in the ultimate interests of the consumer? And to the extent that superstation games are not being properly paid for, one of the consequences may be the ultimate reduction in the number of games. Because you've obviously got franchises struggling. There's no doubt about the fact that some baseball franchises are having a difficult time. And I think the superstation, to the extent it comes into a community, clearly detracts from the value in that local community of the local games broadcast. If Milwaukee is at home and is on television and is playing in a game that may be less attractive than the Dodgers against the Braves on the superstation that night, the ultimate effect may be that the people who want and are entitled to and would like to have Milwaukee games locally, either now or in the future, will be adversely affected in the very thing we're talking about—namely, more games and more games on free television if that's the objective.

So it's a very difficult, complicated issue. The fact is, the only way we know in this country to allocate scarce resources efficiently and properly is by the market. And the one thing we've done here is, we have really disrupted the market. I think we've got to go back; it's not just the baseball issue, it cuts across all of television and cable and broadcasting strategy. And because the cable legislation sort of tees up a look at all of broadcasting, I'm happy for that because I think it does give us a chance, fairly and openly, to debate and try to influence and persuade the

Congress that the compulsory license has served its purpose and should be eliminated. I am reasonably certain that it will be eliminated at some point. The question is when. And to baseball, that's a very important issue.

What is the current status of your dealings with the superstations?

The interesting thing for me is that the two main superstations are owned by enterprises who also own baseball teams. So they're my partners to some extent. The Tribune and Turner organizations are colleagues. In one ultimate sense, I work for them. It's a very difficult issue for me to say to Stan Cook or to Ted Turner: "I want to challenge the compulsory license," knowing that, at least on the first blush, that is not in their interest. On the other hand, I think the responsibility is to baseball. I've been open with both of them. Both Mr. Turner and Mr. Cook have been here. I've explained my view. They understand what I am going to try to achieve. They may or may not oppose it. It's early on. But I think what I've said is no secret. It's open and it is an important issue.

There have been suggestions by some in the TV community that future contract negotiations should include broadcast partners enjoying some of the revenue streams currently enjoyed by baseball alone. Any thoughts on that?

I haven't heard that. I think the future with a television contract between baseball and a network will be more complicated. I think the network has every right to make a deal that it thinks is going to be profitable. And since times are difficult, I would expect that their judgments about the level at which the transaction will be profitable will be conservative. I think we and they probably should do a better job at working together with advertisers. We do a lot with major corporate sponsors of baseball. We should probably work much more with the networks to increase the revenues for television. We should be more pro-active in the joint marketing of baseball. We've begun some of those things at CBS, and I think they're useful. We can't correct the basic problem with the CBS arrangement—namely, that the pricing was out of line. But the fact is, there are a number of things we are doing with them to be helpful, and I think they're promotional.

Money questions aside, do you have an assessment of how the two major television contracts—ESPN and CBS—are working out from a structural point of view? Should there be more or fewer games?

I think that the national television contracts are surely complicated by the compulsory license and by the superstations because we make a transaction with CBS or with ESPN and we do not make comparable transactions with the superstations. The number of games that appear is not totally within baseball's control because we don't control the number of games the superstations will televise. That makes a national baseball television strategy more complicated.

I don't think I can comment on what the perfect world would be from a network or from baseball's point of view in terms of number of games.

You mentioned before some of the markets that are having their troubles. It's been suggested by some that a team might some day fold. Is there anything being done for the small markets at this point?

Well, you understand, the best thing that can be done for the small markets is to generate more national revenue. By "national revenue," I mean more revenue that is divided



equally, because in effect that is a sharing on a pro rata basis with all the teams. So, the CBS contract, ESPN, MLB Properties—our licensing business, which is a big business—all that money goes into what we call the Central Fund, and it gets divided equally. So there's a significant incentive in baseball to generate more revenue on a national basis. Baseball, unlike football, generates substantial revenues locally because local media, local television, are very much more important. Indeed, there is no such revenue stream in football. Baseball has significant revenues in some markets and very little revenue in others—again, depending on the size of the market. It ranges from the Yankees and the Mets and others generating enormous revenue to smaller-market teams generating a fraction of what the big-market teams generate.

So we have a staggering anomaly in which the large-market teams and contracts set the pricing, if you will, for small-market payrolls. There's no other industry I know of where that takes place. And that is what puts a major wrench into the small-market economics. A first baseman in Milwaukee says: "Hey, the first baseman in New York just got paid \$5 million and therefore I should be paid \$5 million." And there's a doctrine in baseball called arbitration that excludes issues of geography and revenue.

David Alworth, the director of broadcasting for Major League Baseball, was recently quoted in BROADCASTING as saying that part of the League Championship Series could appear on cable in the next TV contract. Any comment?

First, that's premature, and, second, there's no thought of that. The emphasis, I think, here is to talk to the networks as we continue to talk to the networks about baseball and the League Championship and the World Series. We have an arrangement with cable through ESPN that affords ESPN some options for the regular season. We have had no discussions with anybody about post-season play, and I think the best strategy here would be to envision that the networks would be the primary people interested in the

post-season, and we have to pursue that....

It's very tricky for anybody in baseball to answer a hypothetical question. I never answer hypothetical questions. The reason it's so hard, particularly in television, to talk about the future is it would be hard for you to set the predicate. "Tell me what the television, cable and broadcast universe is going to look like down the road" as the predicate. It's impossible to do. Nobody is smart enough to know. Could I have predicted the emergence and the extraordinary growth of the videocassette business? We [at Columbia] were one of the first people in that business. I thought HBO was going to be the death of the videocassette business because why would you pay both for HBO and then to rent the same movie? If you wait, you'll see it. And how wrong was I? The videocassette business has boomed. I did not predict that ESPN would be as enormously successful as it was. If I had, we would've tried to invest in it at the beginning. I was wrong so much that I'm tempted not to be wrong again.

The problem is it's a business which is changing at a speed which is exponential.

But you're signing contracts that extend out two, three, four years. So, in a sense, you are making judgments.

Well, one judgment is that you don't sign long-term contracts in the media business. Isn't that true? I mean, who would want to make a 20-year commitment, either as a buyer or seller in this business?

In four years, sticking with that time frame, don't you expect the number of homes equipped to receive pay per view to increase substantially?

I just had Seth Abraham here from HBO, and he was telling me that their latest boxing ventures have not been all that robust—largely, he thinks, because of the economy. Pay per view is a more vulnerable mechanism, it seems to me—and he's confirming—to economic downturn because those are \$20 items. When people are being pinched, they just

don't make the \$20 purchase of a boxing match.

I don't know what the future of pay per view is for baseball. You know, we think about it. Pay per view has, as you know better than anybody, been driven by marketing. It's event-focused; it's a single event that you can put a lot of promotion behind, charge a substantial amount of money. It's unique, it's one time, it's wrestling, it's boxing. Baseball is a volume business. The good thing about baseball is that there's a terrific number of games, no one of which is predictable up front to be "the game."

If we had tried to predict up front what games toward the end of the season would be the ones to sell on a pay-per-view basis, we couldn't have done it. Baseball defies that kind of isolation. The football teams might be able to say the Redskins and the Giants toward the end of the season is likely to be a big game. And they have a higher degree of assurance, particularly at the start of the year, more than we would ever know. But 162 games is a ton of games. It's very hard for me to figure out where pay per view comes into play. Can I tell you it will never have a role in baseball? I can't. But nobody has really shown me a way in which pay per view works. For the post-season games, you have a major problem which we feel strongly about and which others feel even stronger about—that baseball is a national institution and trust. The very argument that I'm making in Seattle, if you will, that there's something different about baseball, is the one that people make to me with respect to television strategy.

What would you say to station owners who might say they've had problems hanging on to baseball rights vis-à-vis cable—and that the prices have been going very high while the revenues to help pay for those rights have been soft for the past couple of years?

It sounds to me like a marketplace problem. Take the [St. Louis] Cardinals. The Cardinals have an over-the-air arrangement with a substantial broadcaster. There's no cable for Cardinal games. Why? Because the over-the-air broadcaster bought the rights in a marketplace transaction. In other places, there's substantial cable and over-the-air. One of my long-term questions is: Is that a difference without a distinction? In a very substantial percentage of homes in the United States, the signals all arrive via cable. In my house, where I have 50-some signals, when I turn the dial it really doesn't matter to me whether the dial is over the air. And I'm a dial-switcher, so I move around. You know, I'll move from the Mets game on channel 9 to the Yankee game on 11 to the superstation and back. But I'm a baseball voyeur. I think there's probably been a lot of focus on the debate as to whether baseball is on free television or cable. I think in the long term those will be defined much more closely than they are. And I think to some extent the issue's a political one. The issue of siphoning is a political issue. And the argument is that there isn't enough baseball on free television in New York—there should be more—to which I say: "How do I get that to happen?" The Tribune Company and Paramount have the Yankee games. If Tribune hadn't bought the games for WPIX, they'd all have been on Madison Square Garden. We got criticized in Congress for not arranging there to be over-the-air television of Yankee games. Which company do I subsidize, and who gives me the money to do so? The marketplace is at work. I mean, why should baseball be different from movies or any other products for television? Some things are on cable, some things are on over the air. It differs from market to market.

The only allocator I know in our system that's efficient is the market. In some locales, like Chicago, there is no over-the-air station on which the White Sox could be presented. When they got bumped off Fox, they had nowhere to go. They ended up on the superstation. The criticism that baseball then lost games on free television to cable must confront the reality of where you're going to put these games.

Are you preparing a strategy to deal with DBS?

We're thinking about it. I don't know if there's anything I'd say about that. I mean, at the moment it's still pretty embryonic. Obviously, we watch it. As long as I've been in the television business, DBS has been just around the corner.

How much pressure are you getting from owners in situations like Seattle, or wherever there's a team for sale, that a TV station in that market ought to be able to buy, even if it is a superstation?

There's no pressure within baseball to change baseball's position on the combination of television ownership and baseball ownership. I think that's viewed with considerable skepticism.

You have been quoted as saying that certain aspects of the game might be changed, or might be looked at for change, with an eye toward making it more interesting television viewing—maybe make the games somewhat shorter.... Where does that stand?

You have to be careful with that, and I think it's important to set the context. The best baseball game I ever saw in my life was also the longest. And I only saw parts of it. It was the Houston-Mets game in '86 that went about five hours or longer. It was a playoff game. It was a remarkable baseball game, spectacular. The good thing about baseball is, it's the only major game without a clock. On the other hand, there are things that occur during the game which I think make it somewhat longer without adding to the game, such as the amount of time some batters take. So I'm not against length; I'm against delay. And there are delays in the game which, if I were central planner—and I'm not—I would try to eliminate. And I think all of us in baseball are concerned about the pace.

Will the addition of two MLB teams lead to any changes?

Not in and of itself, no. And I think the problem with the playoff schedule proposal is really twofold. One of the good things about baseball is that the play-offs are relatively straightforward. If you finish second in the division, you go home. Unlike most sports, in baseball there's a certain finality in failing to win. I think changing the post-season is, to some extent, a television-driven issue. I don't think that this is the time. I don't think the networks or cable are looking for additional playoff inventory in this circumstance. So I don't see any reasonable likelihood that a revenue-driven television push for alteration is in the cards in the near term. And the only reason to do it, in my judgment, would be a business one, not a baseball one.

Does the same hold true for the possibility of MLB inter-league play during the regular season?

Less true, because it's less clear that you couldn't develop some interleague program that would be modest and have some revenue dimension to it. Again, I don't see that happening, in part because I think we all worry about the effect on the World Series. The ultimate interleague play is the World Series, and it's a very powerful American institution. ■

Broadcasting's Ratings Week Feb 10-16

	ABC	CBS	NBC	FOX
MONDAY	15.0/23	19.1/29	13.5/20	NO PROGRAMING
8:00	20. FBI: Untold St 14.3/22	5. XVI Olympic Winter Games 19.1/29	18. Fresh Prince 14.9/23	
8:30	17. Amer Detective 15.0/22		27. Blossom 13.1/19	
9:00	16. ABC Monday Night Movie—Burden of Proof Pt. 2 15.1/23		26. NBC Monday Night Movie—In the Line of Duty: Siege at Mari 13.2/20	
9:30				
10:00				
10:30				
TUESDAY	15.4/23	21.5/32	12.2/18	NO PROGRAMING
8:00	14. Full House 15.8/24	2. XVI Olympic Winter Games 21.5/32	23. In the Heat of the Night 14.0/20	
8:30	8. Home Improvmt 17.6/25		34. Law and Order 12.1/17	
9:00	7. Roseanne 18.3/26		45. Reasonable Doubts 10.5/17	
9:30	11. Coach 16.2/23			
10:00	33. Class Clowns 12.3/19			
10:30				
WEDNESDAY	9.1/14	16.7/26	13.1/21	NO PROGRAMING
8:00	49. Dinosaurs 10.2/16	10. XVI Olympic Winter Games 16.7/26	12. Unsolved Mysteries 16.0/25	
8:30	38. Wonder Years 11.3/17		35. Seinfeld 12.0/18	
9:00	44. Doogie Howser 10.6/16		40. Night Court 11.2/19	
9:30	64. Anything B/Love 7.6/12			
10:00	65. Civil Wars 7.3/12			
10:30				
THURSDAY	10.7/16	19.2/29	14.0/21	10.9/16
8:00	43. Columbo 10.9/16	4. XVI Olympic Winter Games 19.2/29	24. Cosby 13.9/21	29. Simpsons 12.9/19
8:30			25. A Diffnt World 13.7/21	60. Drexell's Class 8.8/13
9:00			15. Cheers 15.5/23	42. Beverly Hills 90210 11.0/16
9:30			19. Wings 14.7/21	
10:00			28. L.A. Law 13.0/21	
10:30	46. Primetime Live 10.4/17			
FRIDAY	10.7/19	16.8/30	10.4/19	5.4/10
8:00	31. Family Matters 12.7/23	9. XVI Olympic Winter Games 16.8/30	67. Toonces 7.1/13	69. America's Most Wanted 6.7/12
8:30	36. Step By Step 11.6/20		41. NBC Movie of the Week—Kindergarten Cop 11.1/20	74. Firehouse 4.9/9
9:00	48. Baby Talk 10.3/18			77. Hidden Video 3.2/6
9:30	57. Billy 9.0/16			
10:00	49. 20/20 10.2/18			
10:30				
SATURDAY	9.4/16	18.8/31	9.4/16	8.8/15
8:00	71. Capitol Critters 6.3/11	6. XVI Olympic Winter Games 18.8/31	38. Golden Girls 11.3/19	63. Cops 8.2/14
8:30	61. Who's the Boss? 8.6/14		55. Walter and Emily 9.2/15	56. Cops 2 9.1/15
9:00	46. ABC Saturday Night Movie Special—Beverly Hills Cop 10.4/17		37. Empty Nest 11.5/19	57. Cops 3 9.0/15
9:30			53. Nurses 9.8/16	59. Cops 4 8.9/14
10:00			66. Sisters 7.2/12	
10:30				
SUNDAY	10.6/16	22.0/34	11.0/17	8.6/13
7:00	62. Life Goes On 8.3/14	1. 60 Minutes 24.4/40	76. The Torkelsons 4.4/7	70. True Colors 6.4/11
7:30	22. Am Fun Hme Vid 14.1/21	3. XVI Olympic Winter Games 21.2/32	73. The Torkelsons 5.6/9	72. Parker Lewis 6.2/10
8:00			68. Hot Country Nights 6.9/10	32. In Living Color 12.6/19
8:30			29. Am Fun People 12.9/19	52. Roc 10.1/15
9:00	49. ABC Sunday Night Movie—Ghostbusters II 10.2/15		12. NBC Sunday Night Movie—In the Best Interests of the Children 16.0/24	21. Married w/Childn 14.2/20
9:30				54. Herman's Head 9.5/14
10:00				75. Paul Rodriguez Special 4.7/7
10:30				
WEEK'S AVGS	11.5/18	19.3/30	11.9/19	8.4/13
SSN. TO DATE	12.1/20	13.9/23	12.5/20	7.8/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Washington

POWER OF THE PRESS VS. THE BABY 'BEHEMOTHS'

RBOC's seek entry into information services; publishers warn Hill of monopoly threat

By Randy Sukow

Regional Bell operating company (RBOC) entry into the cable television business is one of the key elements needed to insure that the technology of the U.S. telecommunications infrastructure leads the world, said Ivan Seidenberg, vice chairman, telecommunications, NYNEX Corp., in an appearance before a House subcommittee last Wednesday (Feb. 19).

"Consumers need competition in the cable market to improve education and to correct abuses to consumers," Seidenberg told the House Judiciary Subcommittee on Economic and Commercial Law. "Allowing telephone companies to compete will hold down the prices that consumers pay and will

give us the incentive to invest in new technologies, such as fiber optics."

But Democratic subcommittee members and witnesses representing the newspaper and long-distance telephone industries were skeptical of RBOC concern about monopolies. Until the RBOC's give up their dominance over local telephone service, restrictions on their entry into cable and other information services should be left in place, they said.

Most call the RBOC's "baby Bells, but they are actually behemoth Bells," said subcommittee member Dan Glickman (D-Kan.).

The modified final judgment (MFJ), the 1984 consent decree ruling the breakup of AT&T, created the seven Bells and at the same time barred them

from entering the long-distance telephone, telephone equipment manufacturing and information-services businesses. But following a decision by U.S. District Court Judge Harold Greene last summer (BROADCASTING, July 29, 1991), the information-services restriction was lifted. ("Information services" is the broad term used to describe wire-based information delivery from computer data to cable TV.)

A coalition of media interests, led by the American Newspaper Publishers Association (ANPA) and including the National Association of Broadcasters and the National Cable Television Association, have filed appeals to Greene's decision but were unsuccessful in a bid to stay the effects of the

BOUCHER WANTS TELCO ENTRY IN CABLE REREG BILL

Broadcasters should be working with the telephone industry to pass a cable bill in 1992 with provisions allowing telcos to own cable television systems in their own local telephone service areas, House Telecommunications Subcommittee Member Rick Boucher (D-Va.) told BROADCASTING last week.

Boucher and fellow subcommittee member Mike Oxley (R-Ohio) are attempting to have the language of their telco-entry bill (H.R. 2546) included in the House cable rereg bill. The United States Telephone Association endorsed such a move at its executive committee meeting earlier this month (BROADCASTING, Feb. 17).

The Senate version of the cable bill (S. 12) passed last month without telco-entry language. S. 1200, the Senate version of H.R. 2546, will be the subject of a hearing of the Communications Subcommittee this Friday (Feb. 28).

"I frankly think broadcasters will ultimately fail in their effort to have retransmission consent enacted into law if they insist on going it alone. They did succeed in the Senate, but special circumstances prevailed there that do not prevail in the House," Boucher said. In a partnership with the telcos, broadcasters could be assured that retransmission consent will be part of the

package, he said.

Broadcasters oppose telco-entry into cable TV, especially if telcos are free to cross-subsidize their cable delivery business and own program services, as conventional cable systems are now permitted. Cross-subsidization issues "are available for discussion, and the telephone industry, I'm confident, is willing to assist broadcasters in addressing those concerns once it is generally understood that broadcasters are willing to participate in the effort to let telephone companies enter the [cable] industry," Boucher said.

A markup of the House cable reregulation bill is expected to be held by next month. Most observers do not believe Oxley and Boucher currently have the votes to have the language of H.R. 2546 attached to the bill.

But Boucher is confident an agreement can be reached. "The leadership of the subcommittee and the full [Energy and Commerce] committee is presently looking for votes. They are trying to decide what combination of provisions can achieve a majority of votes on the subcommittee and the full committee," Boucher said. Adding telco-entry provisions could attract more support, especially from the Bush administration, which opposes many provisions in S. 12. **-RMS**

decision until the appeals are exhausted.

House Telecommunications Subcommittee member Jim Cooper (D-Tenn.) last fall introduced H.R. 3515, a bill that would stop RBOC's from entering into information services in their local areas until a sufficient level of competition for local telephone service is established. A similar bill, S. 2112, has been introduced by Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

In seeking the right to enter the cable television business, RBOC's not only oppose the Cooper bill but are supporting House and Senate bills to remove the 1984 Cable Act's prohibition on cable-telco crossownership (see page 28).

The House Energy and Commerce Committee holds joint jurisdiction over H.R. 3515 with the Judiciary Committee, but most give the bill little chance of clearing Energy and Commerce. Last week's hearing gave Jack Brooks (D-Tex.), chairman of the Economic and Commercial Law Subcommittee and the parent Judiciary Committee, an opportunity to revitalize the issue.

"The electronic publishing industry is an American success story. The Bell companies' rhetoric is that our country is falling behind. On the contrary, the United States is a world leader in information services," said Cathleen Black, president of the ANPA. If the Bell companies are allowed unrestricted entry into the business while maintaining their local monopolies, the information services established by newspapers and others will be destroyed, she said.

Subcommittee member John Bryant (D-Tex.), a co-sponsor of H.R. 3515, agreed that RBOC domination of local exchanges should be broken before the Bells are allowed into information services, but also suggested that the newspaper industry has disingenuously attacked the monopoly power of the telephone industry. At the same time the newspaper industry was seeking support for the Cooper bill, the *Dallas Times-Herald* and *Dallas Morning News* were merging, making the seventh largest U.S. city a one-paper town, he said.

"Monopolistic behavior is certainly not limited to the telephone industry... The newspaper industry is run by monopolists or would-be monopolists also," Bryant said. ■

MOVING ISSUE

In the wake of the FCC's aborted move to the Portals development in Southwest Washington, the Federal Communications Bar Association has asked Congress to restore the FCC's power to choose its location.

In a letter to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) dated Feb. 13 and released last week, FCBA President John Lane requested that a rider be added to pending FCC reauthorization legislation that would allow the FCC to lease office space in Washington. Under current law, the General Services Administration shops for space for the FCC and most other federal agencies.

The FCC had the power to pick its own facilities, but relinquished it in the early 1980's, Lane said. The bar's belief that the power should be restored stems from the GSA's "ill-considered decision" to locate the agency in the Portals. "It was an inadequate facility," he said.

"GSA's power over the commission's physical facilities conflicts with the concept of independence embodied" in the Communications Act, he said.

MYHREN'S ALTERNATIVE

As an alternative to retransmission consent rights, Providence Journal Co. President Trygve Myhren last week proposed modifying the compulsory copyright license to require cable systems to pay a "modest compiler's fee" for carriage of local signals.

Speaking at the Washington Metropolitan Cable Club, Myhren said the "compiler's fee" would compensate stations for "their role as a compiler and promoter of programing." The fee should be based on station viewership, he said.

"This way, broadcasters would actually enjoy a modest second revenue stream instead of watching the retransmission dollars as they fly by on their way from the cable operator to Hollywood," he said, referring to the retransmission-consent rights broadcasters are attempting to persuade Congress to grant them.

Myhren said he believes systems should also be required to carry local

signals under some new must-carry regime. And since must carry is valuable to broadcasters, he said, local royalties should be "modest."

Myhren also called for a phase-out of the compulsory license for distant signals, under which systems import signals from other markets and pay federally regulated fees.

FCC DISMISSES LAMPLEY COMPLAINT

The FCC dismissed a personal attack complaint against KFI Inc. filed by KNBC-TV Los Angeles anchorwoman Bree Walker Lampley and several disability rights organizations. The commission found the complainants failed to establish that KFI(AM) Los Angeles on-air personalities had intentionally slanted the news or engaged in a personal attack when, in a July 22, 1991, broadcast, they discussed Lampley's decision to conceive a child knowing that she suffers from ectrodactylism, a hereditary disorder. The FCC declined to reprimand or fine the station or revoke its license. The Associated Press reported Lampley would not appeal the decision.

CCTA SAYS PREFERRED LACKS STANDING

Preferred Communications lacks the requisite standing to press its First Amendment challenge of the Los Angeles cable franchise, according to a friend-of-the-court brief submitted by the California Cable Television Association last week.

CCTA petitioned the U.S. Court of Appeals for the Ninth Circuit to forgo ruling on Preferred's complaint that the city franchise obligations infringe on its First Amendment rights and to dismiss the suit.

Preferred has neither the \$26 million nor the "technical ability" to build a cable system in Los Angeles; thus, it lacks standing, CCTA said.

"We filed this brief to insure that the true voice of the cable television industry is heard in this First Amendment decision," said CCTA President Spencer Kaitz.

AFTER 50 YEARS, THE VOICE IS LOUD AND CLEAR

While celebrating its golden anniversary, service faces new challenges

By Joe Flint

When Voice of America made its first broadcast—as the U.S. Foreign Information Service on Feb. 24, 1942—79 days after the United States' entry into World War II, the announcer, William Harlan Hale, opened that German-language program with: "Here speaks a voice from America."

The name stuck, and now, 50 years later, that voice and the mission behind it to report U.S. and world events is still going.

That world, however, has changed dramatically since that initial broadcast. Born in a hot war, VOA made it through and indeed may have prospered through the Cold War. Now VOA's target audiences have changed dramatically, and new challenges lie ahead in terms of getting on the air in countries where the air waves have been opened up to local broadcasters.

Leading the VOA into its next 50 years is former White House personnel director Charles G. (Chase) Untermeyer. In an interview with BROADCASTING, Untermeyer said the three target audiences for VOA remain those countries still under communism (China, Cuba, North Korea and Vietnam); Eastern Europe and, as Untermeyer put it, "the rest of the world."

However, VOA and other international broadcasters face a more competitive world than they are accustomed to. Said Untermeyer: "Now that there are free media outlets, all the broadcasters are competing to get on the air." He also suggested financial constraints keep VOA from competing on a level playing field. "Others have a chubby checkbook. If we had money we would be in there."

The USIA's proposed budget is \$1.1 billion for fiscal 1993, up slightly from the \$1 billion approved by Congress last year.

Besides competition from international broadcasters, VOA is also fighting for air time with local broadcasters who are enjoying their first taste of freedom. Explained Untermeyer: "Research shows as local media is developed, people prefer local broadcasts over international."

VOA's advantage, Untermeyer said, "is that in the end, even though



USIA Director Chase Untermeyer

we are not economically able to compete with our better-heeled friends, we are the Voice of America. We are the radio instrument of the superpower."

The world outside VOA is not the only thing that has changed over time. In December 1990, the VOA's parent,

the United States Information Agency, took over many of VOA's operations when USIA Director Bruce Gelb created a new Bureau of Broadcasting that wanted to rein in all of the U.S. government's international broadcasting systems under one division. Of the changes under way at USIA, Untermeyer said, "It is my intention and my charge to make the Bureau of Broadcasting my reality and make sure there is a true interchange and that we all work together."

While the VOA director is concerned about isolationist movements such as the one being pushed by Republican presidential candidate Pat Buchanan, he thinks VOA will remain "whether the next president has a 'D' or an 'R' after his name." After all, he added, "we are the cheapest means by far to present America and American ideals overseas." ■

VOA: FROM WORLD WAR TO COLD WAR

The United States was one of the last major world powers to start an international broadcasting service. By the time it got into the game, Russia, Italy, Germany and Great Britain had systems up and running.

VOA's first broadcast, under the leadership of its first director, John Houseman, was made from San Francisco to Europe via BBC transmitters. On reporting World War II, Houseman once said: "We would have to report our reverses without weaseling; only thus could we establish a reputation for honesty, which we hoped would pay off on that distant but inevitable day when we would start reporting our own invasions and victories."

At the end of the war, many VOA services were cut back. However, a State Department-appointed committee advised the U.S. not to be "indifferent to the ways in which our society is portrayed to other countries," and funds were again appropriated for VOA. The desire to cut funding dropped dramatically when the Cold War started to escalate. In 1953, a commission headed by former president Herbert Hoover concluded that the VOA should be separate from the State Department, and the USIA was born. VOA subsequently moved from New York City to its current home in Washington.

In the 1960's and 1970's, VOA began to broaden its horizons and increased its newsgathering resources. According to VOA, when Neil Armstrong walked on the moon, nearly 800 million people were listening to the VOA or to stations carrying its feed.

During the Reagan administration, VOA launched VOA Europe and Radio Marti—the 24-hour Spanish-language programming service to Cuba.

VOA's international importance was evident during the failed Soviet coup last year. Following the coup attempt, then-president Mikhail Gorbachev praised VOA and other international broadcasters.

VOA has had a distinguished list of directors including Houseman and NBC commentator John Chancellor. USIA directors have included Edward R. Murrow, columnist Carl Rowan and Charles Z. Wick. —JF

Broadcasting

Radio Extra

DESIGNED TO EXPAND THE HORIZONS OF REPORTING ABOUT RADIO □ FEBRUARY '92

Grammy Awards: Sizzle, but not much at stake

Radio programmers disregard 'granddaddy of awards' in determining long-term formatics

By Reed E. Bunzel

Don't expect the hoopla and hubbub of the 34th annual Grammy Awards tomorrow night (Feb. 25) to dramatically transform the sound of radio Wednesday morning.

Despite the symbiotic relationship between the radio and record industries, shows like the Grammys and the American Music Awards generally have little long-term bearing on the content or formatics of contemporary music radio programming, according to programmers and program producers. While some artists receive an immediate boost, the short-term success seldom lasts long enough for winners or nominees to enjoy long-term benefits.



Album of the year nominees 'Unforgettable,' by Natalie Cole, and 'Out of Time,' by R.E.M.

Michael O'Shea, vice president and general manager at KUBE(FM) Seattle, harkens back 10 years to the practice of playing the hits of all Grammy winners the day after the awards show,

but says that such interest has waned, largely because of changing radio formatics. "We used to play every one of the winners, and the songs that really fit my format would be put into a

Silver lining: Ad categories that still shine

'Hot' areas include home improvement products, fast food, beer and water

By Peter Viles

The good news for radio stations fighting for advertising dollars is that there are some bright spots out there. The bad news, according to station representatives and other observers, is that today's hottest ad categories are the ones that boom during recessions.

That means stations hoping for big-dollar automotive buys may have to settle for automotive accessories such as tires, mufflers and batteries. And while many major retailers are still cutting back on advertising, discounters and superstore warehouses are expanding.

What's hot now, according to Judy Carlough, executive vice president, marketing, at the Radio Advertising Bureau, is "any category that can really give people value—real value—and it doesn't have to be cheap."



Slow nationally, car ads picking up locally.

According to other observers, what's hot is what's inexpensive: fast food, beer instead of hard liquor, home improvement instead of real estate and movies and movie rentals instead of full-blown vacations.

Interep Radio Store account executive Graham Keenan sees recent surges in gasoline and chicken. Ellen Heller, vice president, sales, at Interep, sees growth in home improvement and do-it-yourself goods such as painting and plumbing supplies.

In addition, B.J. Hucke, regional marketing manager, Katz Radio Group, sees several trendy niches that continue to grow, such as bottled water and water systems (especially in areas where water is scarce), and fitness and weight loss products and services. Other trendy categories cited for growth include packaged goods that are marketed as healthy or environmentally correct, microwavable foods and office products that stress convenience and efficiency, such as fax machines and personal computers and software.

In general, says RAB research expert Ken Costa, "Services are taking precedence over goods. Especially any service or product that gets things done quickly, because of the increasing emphasis on saving time in business and consumers' lives."

That's the good news. The bad news is that major categories that re-

main sluggish include automotive, real estate, tourism, travel, financial services, consumer electronics and even some packaged goods such as coffee.

"The big-budget advertisers are sitting on their rear ends waiting to see what happens," says Interep's Heller. "You see this tremendous caution that is delaying any sort of improvement in the advertising business."

Heller says some categories, such as automotive, are showing signs of

recovery at the local level while remaining sluggish nationally.

"The local retailers are realizing that they've got to advertise," she says. "So they're taking their own money and not waiting for somebody sitting in New York or Detroit to make a decision to start spending some money. The local retailers are taking their own destiny in their own hands."

The RAB's Carlough predicts that, as the economy improves later this year,

big-ticket items will show strong growth because of a combination of pent-up demand and low interest rates. She also predicts that auto manufacturers will follow the lead of Volkswagen and launch creative selling campaigns in an attempt to capitalize on low interest rates even before the economy shows concrete signs of a turnaround. "I really think that automotive will be good in 1992, better than many people expect," she says. ■

GRAMMY AWARDS

heavier rotation for the next week or so," O'Shea says. "The programers of today rarely do anything that extreme with the Grammy winners." If anything, programers tend to pay more attention to the American Music Awards, since they are voted on by radio listeners and record purchasers. Grammy winners are selected by members of the National Academy of Recording Arts and Sciences.

Mark Capps, program director at KKRZ(FM) Portland, Ore. disagrees. "The Grammys still are the granddaddy of the music awards, and we still develop a lot of Grammy-oriented programming," Capps says. Still, he concedes, tightened formats and fractionalized music limit the range of artists and songs that a radio station can play, and while the awards can serve as a "launching pad," the Grammys "still won't have much affect on how we program this station."

WZOU(FM) Boston Program Director Sunny Joe White discounts the impact of the Grammys on radio programers and record buyers. "Considering the disposable acts that seem to be nominated, like CNC Music Factory and Milli Vanilli, the Grammys can't have the pizzazz they once did," he says. "In fact, the last time radio was affected by the Grammys was when Paul Simon won for Graceland."

Josh Feigenbaum, president of MJI Broadcasting in New York, which again this year is broadcasting a series of exclusive Grammy-oriented programming, disagrees—to a point. "It's pretty clear that the Grammy Award gives an artist a major boost, both in terms of promotion and radio airplay," he says. "It gives them something to take back to radio stations and retail outlets, and there's definitely a correlation between additional airplay and the Grammys." ■

Tom Joyner: A tale of two cities

Jet-setting DJ's Dallas mornings, Chicago afternoons

By Reed E. Bunzel

After seven years jetting roundtrip from Dallas to Chicago on a daily basis, "flyjock" Tom Joyner says he's learned one thing: "I always get a window seat, because I sleep on the plane and I need something to help my neck support my big head."

Joyner should know the ropes. For seven years he's been polishing his impression of O.J. Simpson, dashing through airports to maintain a daily schedule that takes him from his 5:30-9 morning drive program at KKDA-FM in Dallas to his 2-6 afternoon shift at WGCI(FM) Chicago. On most days he leaves the house no later than 4:30 a.m., and usually arrives home around 9:00 that evening. Meanwhile, on Wednesdays he records the audio for "On the Move," a three-hour urban contemporary countdown produced by CBS Radio Programs that airs weekends on some 75 stations nationwide.

"It's still fun," Joyner insists, with almost complete sincerity. "When I started doing this a lot of my friends in the business formed a pool based on how long I was going to last, and I think the longest prediction was a year. They guessed wrong. The ratings are still good, and I'm still having a good time." Still, Joyner sounds sincere when he says "that's it" when his contracts expire in two years.

Despite his frenetic—some might say schizophrenic—routine, Joyner says he has been able to keep his personality intact. "I don't have to split myself, or be two different people," he says. "If I did I wouldn't last. My program in the morning is much the same as in the afternoon, except that afternoons are a little less busy because the show is more



Frequent flyer Tom Joyner

music intense."

Joyner says neither station was pleased when he first announced his dual-market plans. Following a number of on-air positions at medium- and large-market stations, Joyner in 1983 landed a job at KKDA(FM). Two years later he agreed to add afternoons at WGCI-FM in Chicago to his schedule, a decision which underwhelmed his two employers. "Both radio stations were ticked off in the beginning; they just didn't like the idea of me splitting my time," he recalls. "But when the numbers came in they finally accepted it. WGCI came around after about the second book, and KKDA came around a few books after that."

Joyner's dedication to his jobs—and the industry—has earned him "DJ of the Year" and "Program of the Year" awards, but despite all the accolades, he appears to look forward to cashing in on his frequent flyer miles to "go shopping with my wife." ■

If You Think Radio Is So Great, Prove It.

© 1992 The Arbitron Company



How would you like to tell the world what a great advertising medium radio is?
Well now you can.

Write us a one-page letter (sorry, no more than 250 words), telling us why radio works for advertisers. If your letter is judged best, we'll reprint it on your station's letterhead in trade publications advertisers read every week.

The Arbitron Radio Advisory Council will do the judging. They'll be looking for letters that sell radio, not just your station, not just your format.

It's simple. It's fun. And it's your chance to tell everyone about today's radio.

You write it. We'll print it. All entries must be postmarked no later than March 31, 1992. Send entries to The Great Radio Promotion, The Arbitron Company, 142 West 57th Street, New York, NY 10019.

ARBITRON

Radio seeks government lifesaver

Broadcasters want the FCC to limit new stations and allow greater concentration of ownership to help combat declining advertising market

By Harry A. Jessell

It's a matter of simple economics. There are too many radio stations and too few advertising dollars. The upshot is some stations are failing and many are struggling to make ends meet.

To correct the supply-and-demand imbalance, radio broadcasters are looking to the government to cap supply by limiting new stations and permitting consolidation among existing ones.

And the broadcasters make no apology for their seeking of government aid. Dick Novik, president of WKIP (AM)-WRNQ(FM) Poughkeepsie, N.Y., and chairman of the National Association of Broadcasters radio board, says the philosophy during the 1980's was to allow "the marketplace" to decide. "It has," he says. "It has decided there are too many stations."

If the imbalance is not corrected, he says, the news and public affairs offerings of stations will deteriorate "to a point where we become jukeboxes rather than radio stations."

Gary Fries, president of the Radio Advertising Bureau, says: "The FCC's job is to bring [the situation] back to reality. If a station is going to be effective in serving its community, it has to be economically stable, otherwise it does not do anything for anybody."

At least one member of the FCC is sympathetic. Commissioner James Quello told BROADCASTING that stemming the proliferation of stations was justified because of the public interest obligations radio stations are burdened with. "You can't get good program service from stations that are bankrupt or marginal," he says.

Asking the government to restrict competition carries some risk. After spending years "trying to get government out of this business," says broker and former broadcaster Gary Stevens, he is "wary" about asking it to manage the market. "Remember what you are asking for," Stevens warns. "You won't always be dealing with a bunch of Republican appointees."

If the government wants to exact a

price for restricting the size of the radio market, some broadcasters are apparently willing to pay it. Broadcasters should be held to a higher public interest standard, says Richard Harris, vice chairman of the NAB radio board, adding that in making such a comment he may be a "lone broadcaster crying in the wilderness."

Harris stresses that limiting new stations is not only a matter of economics, but also of technical quality. If new stations continue to flood the FM band, he says, it will soon start experiencing the degradation of audio quality that has made AM a second-class medium.

"Yes, there are too many stations versus ad dollars," says radio media buyer Jean Poole, senior vice president, J. Walter Thompson. But she questioned whether government intervention is the solution. "How do you regulate against stupidity?" Poole asks. If "you are going to buy something, make sure there is going to be something there," she says.

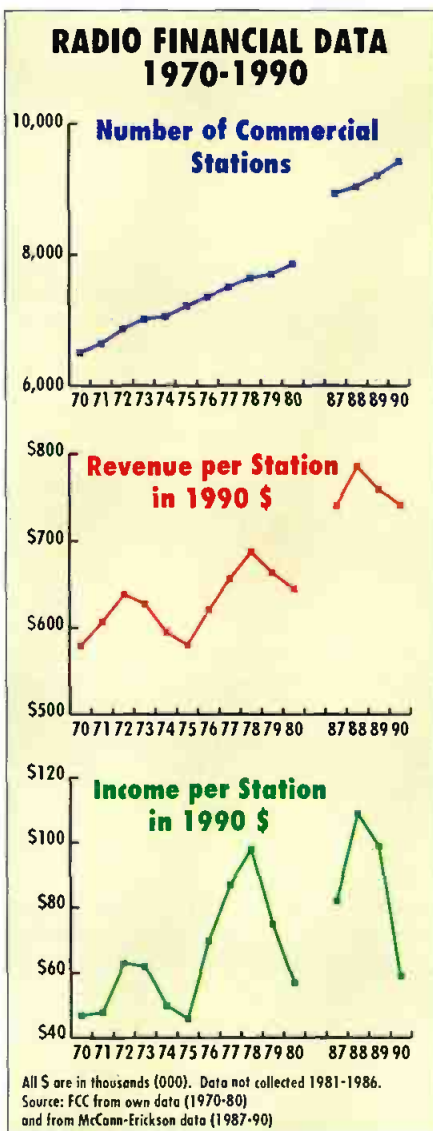
Radio's latest appeal to the government came just two weeks ago when the NAB petitioned the FCC to consider tough new criteria for those applying for new FM licenses and channels that would have the effect of limiting their number. And while considering such criteria, the NAB says, the FCC should impose a "freeze" on FM channel and license grants (BROADCASTING, Feb. 17).

The NAB has also supported other supply-limiting initiatives. Among them: the FCC's decision to reserve the expanded AM band—1605-1705 khz—for AM stations migrating from the existing band (rather than new stations) and proposals to relax the restrictions on how many radio stations a single company may own.

The latter proposals, heading for adoption in March or April, would permit further consolidation of station ownership, nationally and locally. Although the proposals would not shrink the number of stations, they would have much the same economic effect since they would put more stations in the hands of fewer broadcasters.

Along the same lines, broadcasters are also urging the FCC to forego clamping down on time-brokerage agreements and joint ventures among broadcasters in the same market, despite pressure from Congress to do so. For broadcasters, such agreements are a means to reap the benefits of economy of scale without actually having to merge operations by buying competitors.

"From the humanitarian, idealistic standpoint," said radio broker Dick Blackburn, it is not a good idea to limit entry into the broadcasting business. But, he added, from "a strict business standpoint, we don't need more radio stations."



ABC COUNTRY RADIO IS...

Country starts with great music... but it's the "extras" that make your station stand out! We give you the right mix of information, production elements and features to help you create outstanding country radio.

- Daily Country Music News!
- Country Events: We cover them all... the CMA Awards to Fan Fair!
- Soundscan: Weekly music sales charts for your market!
- Exclusive Production Packages: Sizzling sounds!
- Music Feeds: For holidays and events!
- Special Series: Country Music Month, Year-End Specials... perfect for local sponsorship!
- Celebrity Satellite Interviews: Talk to the stars!
- America's Number One Country Countdown: "American Country Countdown with Bob Kingsley!"
- AND THE BEST RADIO NEWS IN THE BUSINESS!

ABC IS COUNTRY



abc ABC RADIO NETWORKS

PATRICIA GOODRICH IS YOUR COUNTRY CONNECTION: 212-456-5553

Announcing the Radio Creative Fund Mercury Awards...



\$200,000

**FOR THE BEST RADIO
ADVERTISING OF THE YEAR.**

Coming May 11...

The ultimate award competition.

A celebration of excellence in
radio advertising.

MARICCA MAZZILLI & JIM CRAPANZANO - 8 BALL STUDIOS

The **MERCURY GOLD AWARD**,
with a \$100,000 Cash Prize.

The **MERCURY SILVER AWARDS**,
four \$20,000 Cash Prizes.

And the **MERCURY BRONZE AWARDS**,
fifteen \$1,000 Cash Prizes.

RADIO ADVERTISING BUREAU
Radio

SOMETHING MORE FOR LESS!

It's *Broadcasting's* RADIO EXTRA— a new, once-a-month supplement that makes it possible for advertisers to target the radio industry within the framework of *Broadcasting Magazine*.

Each month, this special section of expanded radio coverage—both news and features—and radio-oriented advertising, will be bound into all radio subscriber issues.

Not only will your advertising be targeted to your radio customer—but you can save as much as one-third off the regular *Broadcasting* advertising rates. And naturally, all RADIO EXTRA insertions apply towards your full-run frequency in *Broadcasting*.



For more details, contact your *Broadcasting* rep, today!

Broadcasting

More than 60 years in the making. And almost perfect.

New York
(212) 340-9860
Fax (212) 340-9869

Washington D.C.
(202) 659-2340
Fax (202) 293-3278

Hollywood
(213) 463-3148
Fax (213) 463-3159

Lewis Edge & Assoc.
(609) 683-7900
Fax (609) 497-0412

Yukari Media Inc. (Japan)
(06) 925-4452
Fax (06) 925-5005

Cable

TURNER ANIMATED OVER NEW CHANNEL

TBS announces it will launch *The Cartoon Network* basic service in October

By Rich Brown

One could argue that now might not be the greatest time to start a cable network. Turner Broadcasting System executives themselves say they recognize the difficulty, but they're not going to let it stop them from launching *The Cartoon Network*, a 24-hour basic cable animation channel set to debut this October.

Turner's announcement last week arrived sooner than anyone had expected. Although the company had clearly been building its animation library in anticipation of a launch, it did not seem likely that the debut would come at such a difficult time. Among other concerns, the cable industry is struggling with limited channel capacity, a continued ad slump and the threat of cable reregulation.

"We don't play for the short term here; we play for the long term," said TBS Board Chairman Ted Turner. "There's no question in our minds that this was a long-term play, and even though it may be slow going at the very beginning, we feel that eventually the cable industry will be increasing channel capacity and this network will be a real winner."

Turner said he would not discuss a break-even target and would not offer any projected subscriber figures. But he did say that there would not be a big charge on earnings for the start-up because the company already owns the programing.

The bulk of the programing on *The Cartoon Network* will come from the company's Hanna-Barbera library, purchased last November for \$320 million. The library gives Turner access to more than 3,000 half-hours of animated programing, including *The Jetsons*, *The Flintstones*, *Top Cat*, *Yogi Bear* and *Scooby Doo*. Turner



TBS Board Chairman Turner and his new cast: "We don't play for the short-term here."

Broadcasting also owns about 800 half-hours from the MGM library, including *Tom and Jerry* and *Popeye*, and a sizable collection of pre-1948 Warner Bros. cartoons.

Cable operators last week were not quite sure what to make of the new service, particularly because Turner Broadcasting had not yet made any formal presentations. Nevertheless, some operators were showing enthusiasm strictly on the basis of Turner's track record.

"Turner, through the launch of TNT, has shown they're a good programmer and they know how to launch a service," said John Clark, senior vice president of marketing and programing, Cencom Cable Associates. "It's still too early to tell, but we have an open mind going into it."

TBS Executive Vice President Terry McGuirk said last week that *The*

Cartoon Network would not be offered to cable operators as part of a package deal with any of the four other Turner basic cable networks. He also shrugged off any concerns about limited channel capacity.

"We know that the channel capacity environment is very tough in the industry today, and we have very realistic expectations," said McGuirk. "The business plan is based on very modest initial signs of growth."

With a fair amount of bravura, McGuirk also said the announced launch date served as an expression by the company that the cable reregulation outlined by S. 12 would not become law in its current form.

On the sales front, McGuirk pointed to the children's category as the strongest area of growth—on a gross dollar basis—in the cable industry. He said Turner Entertainment Networks ex-

pected mid-20% growth in the category between 1991 and 1992.

McGuirk said every major children's advertiser by last week had been approached on The Cartoon Network and response had been favorable. Advertisers contacted last week by BROADCASTING appeared eager to commit to the network in the children's upfront (see "Top of the Week").

As planned, sponsors will be given minimum guarantees to advertise on the service. There will be about eight minutes of national advertising per hour, and programing blocks will be divided into half-hours and hours.

"One of the misconceptions is that there are a lot of cartoons already out there," said Scott Sassa, president, Turner Entertainment Networks. "For the most part, cartoons are limited to mornings, 7 to 9, and afternoons, 3 to 5. In fact, the daypart that has the most kids 2 to 11 watching is 8 to 10 p.m."

Most of The Cartoon Network's prime time programs will come from the company's 1,000 theatrical cartoons, many of which were originally designed for adult audiences. Late night is expected to be filled with

Johnny Quest, *The Flintstones* and other shows that should hold nostalgic appeal for baby boomers. Turner has considerable expectations from adult viewers, given that the category accounts for 50% of the audience for its existing 6:30-8 p.m. cartoon block on TNT.

Turner does not have any immedi-

"We know that the channel capacity environment is very tough.... The business plan is based on very modest signs of initial growth."

Terry McGuirk
TBS executive vice president

ate plans for original programing for the new network. But the company does have ownership in a number of animation studios, including a joint venture in Taiwan—Cuckoo's Nest—which does 60% of all network cartoon production and various syndicated product; a start-up in Manila and a small facility in Poland. Ted Turner added that the company's existing car-

toon series, *Captain Planet*, will eventually go to The Cartoon Channel.

Some contracts for Hanna-Barbera cartoons will initially prohibit their airing on The Cartoon Channel, said Sassa, but he added that most of those domestic contracts are short term. The popular *Flintstones* is locked up domestically by TPE through 1995, although Sassa said a deal is underway that might allow The Cartoon Channel to get the show much earlier.

Turner also still needs to resolve a suit that MTV Networks had filed against the former owner of the Hanna-Barbera library, Worldvision, for breaking a multimillion-dollar, three-year license agreement. A court date is set for late spring.

Heading the new animation channel will be Executive Vice President Betty Cohen, who spearheaded the launch of TNT in 1988 and before that was a director of on-air promotion for Nickelodeon and Nick at Night.

Turner executives were quick to point out the global potential of the upcoming service. McGuirk said pan-European growth could be a "key ingredient" in its success. Immediate international targets include the Caribbean and Central America. ■

TNT PLEASED WITH OLYMPICS PARTNERSHIP

Tripled ratings for daytime coverage bode well for revenue prospects in '94 deal

By Rich Brown

Turner Sports senior vice president of programing Kevin O'Malley labels the company's partnership with CBS Sports to cover the winter Olympics a "successful experiment" that should bode well for their joint coverage in 1994.

TNT tripled its normal ratings with its daytime coverage of the games during the last two weeks, and O'Malley says he suspected the actual number of viewers was even higher.

"Probably 80% of our viewers are not being measured by Nielsen because they're sitting in offices somewhere," he says.

O'Malley says the strong performance of the games on TNT will allow for higher ratings guarantees and increased ad revenue next time. Similar to their arrangement this year, CBS will sell all available advertising time in both its own network's prime time

coverage and TNT's daytime.

TNT executives never expected to make money on its coverage, which cost \$24 million in production and rights fees. But it was still unclear last week exactly how much money was lost. O'Malley says that by early next month TNT should know exactly how much advertising revenue had been sold on the cable network by CBS. Some of the TNT inventory was sold cheaply to advertisers that made major commitments to prime time coverage on CBS, he says, and some of the cable time might have been sold as underdelivery time for CBS coverage.

TNT provided CBS with an incentive to sell the cable time by giving it 90% of the last 25% of inventory sold. TNT maintained a larger percentage of the initial inventory sold.

The first-ever broadcasting-cable partnership to cover an Olympics contest posed at least one awkward moment last week when CBS Sports de-

cidated at the last minute to supplement its prime time offerings with live coverage of Friday's important U.S. hockey game. The decision accounted for some overlapping Olympics coverage by the TV partners.

O'Malley says that based on the experience, CBS could try to change some of the scheduling of the 1994 winter games.

"Our reaction is we would have liked to have had the game, but we appreciate having had a good deal of the hockey story, and we're not surprised that CBS wanted to take advantage of it," says O'Malley.

"This was an arrangement where we were paying less than 10% of the rights fee that CBS was paying," O'Malley added, "and we were not required to make the kind of production contribution to this event that they have seen fit to make. It would have been unrealistic to think that we should have shared equally." ■

Technology

SATELLITE TV: OUT WITH PIRACY, IN WITH SPORTS

SBCA trade show hears leagues consider expansion without siphoning

By Peter Lambert

The National Hockey League agreed to amend its territorial TV distribution restrictions for six of seven NHL games delivered to home dish subscribers by Prime Network subsidiary Satellite Sports Network. SSN will be allowed to sell those six games even in markets where other NHL telecasts exist.

The agreement—revealed during the Satellite Broadcasting and Communications Association trade show in Reno, Feb. 12-14—appeared to be one of several indications that programmers believe satellite TV will become a more significant, paying niche market, now that General Instrument has agreed to finance a \$50 million project to upgrade legitimate home dish users from heavily pirated VideoCipher-II to VideoCipher-Plus encryption (BROADCASTING, Feb. 17).

Turner Home Satellite Vice President Scott Weiss said that he could foresee future "season ticket venues where, if you're a Bostonian living in L.A., you could buy a package of Celtics games" from Turner Broadcasting via satellite.

Ed Desser, president of NBA Television Ventures, said the National Basketball Association "has no intention of siphoning games away from broadcast and cable, our preferred venues," and that, in the long term, the NBA favors a "level playing field" with no compulsory license for cable and no program access law for satellite broadcast. However, he added, distributing sold-out home games in a home region via satellite could be a way to extend box office revenue.

"I think they see that satellite has flexibilities that cable does not," said SBCA President Chuck Hewitt. "The

CABLE LAUNCHES A BRAND NEW BIRD THIS WEEK

If all goes well with a General Dynamics Atlas/Centaur launch vehicle on Feb. 27, many of the nation's top pay and basic cable channels will have a replacement C-band satellite in orbit and operational by May—Hughes Communications' Galaxy V.

Almost exactly three years ago, a co-venture formed by Home Box Office and the Turner Broadcasting System purchased at least a third of Galaxy V's 24 transponders, each powered with 16 watts, about double current design (BROADCASTING, Feb. 27, 1989). The purchase assured a home for HBO, CNN, CNN Headline News, TNT and WTBS(TV) Atlanta at 125 degrees west longitude through the year 2003. The four primary cable birds (Galaxy I and III and GE Americom's Satcom FIR and IV) will all run out of station-keeping fuel by mid-1994.

Over the following year, other programmers purchasing or leasing Galaxy V capacity included ESPN, Viacom International, The Disney Channel, A&E, USA Network, CNBC, Black Entertainment Network, The Family Channel, The Nashville Network, WGN-TV Chicago, The Monitor Channel, Trinity Broadcasting Network and Mind Extension University. —PDL

key is they want to assure access to everybody, as well as arrange for the best dollar return. At home it may be broadcast, across the state, cable. And maybe, if you're on the opposite side of the country, it's pay per view and/or DBS."

As for the industry's encryption upgrade program, Hewitt conceded that some dealers in attendance in Reno objected to General Instrument's offering dealers only \$32 per installation visit and doubted that all consumers will return VC-II descramblers when their VC-Plus units arrive. But, he said, most dealers see the nonprofit installations as "their part of the sacrifice to get piracy behind us."

Showtime Satellite Networks by April 1 will no longer accept any subscription requests from consumers who have not been active subscribers this year. HBO, WTBS(TV) Atlanta and Netlink will take similar actions this spring. Signal pirates have used single subscriptions to receive other signals for free on altered VC-II's. ■

SATELLITE SPECIALISTS

Hughes Communications President Steve Petrucci and Hubbard Broadcasting Chairman and Chief Executive Officer Stanley S. Hubbard—partners in an effort to launch the nation's first high-power direct broadcast satellite in late 1993—are among speakers slated to appear in Washington March 4-6 for Satellite XI, "New Spectrum of Opportunity." The annual conference, hosted at the Hyatt Regency Crystal City, Va., by Phillips Publishing, will feature executives from the satellite user, operator, services and launch industries. The schedule includes panels on subjects including compression, encryption, mobile and lightsat satellite communications, separate systems and prospects for growth in the Asian and European markets. —PDL

Radio

NETWORK LISTENERSHIP FLAT IN RADAR 44

Westwood One networks dip after '91 spike; ABC's Paul Harvey still tops

By Peter Viles

RADAR 44, the network radio ratings for fall 1991, shows that network listenership remained essentially flat through 1991, while three of the four young adult networks and three of the four Westwood One networks lost ground from the spring book to the fall book.

ABC Radio and its venerable newscaster, Paul Harvey, again dominated the ratings. ABC Prime held its spot as the most listened-to network (see chart), and ABC networks claimed 19 of the 20 top-rated programs. Harvey's weekday morning show led all programs, with 6.4 million listeners, and his three weekday programs were heard by a total of 14.5 million people.

RADAR 44, which measured 15

networks owned by five companies, shows that total network listenership (Monday-Sunday, 6 a.m.-7 p.m., persons 12-plus) dropped only slightly, from 31.8 million to 31.6 million, or 0.5%.

"You look at the total tonnage across 15 radio networks and there's almost no movement," observed Bill McClenaghan, senior vice president, research and development, ABC Radio Network.

The new ratings, released last week, were the first since Sheridan Broadcasting and National Black Network combined to form American Urban Radio Network, a move that cut the number of networks from 16 to 15.

The steepest declines from RADAR 43 to RADAR 44 were posted by Westwood One networks. Westwood/Mutual was down 4.1% (Monday-

Sunday, 6 a.m.-7 p.m., total persons 12-plus), while W.O.N.E. was down 10.3% and Westwood/Source dropped 8%. Westwood/NBC, meanwhile, gained 5.9%.

Researchers at other networks said that those drops were not necessarily cause for alarm at Westwood One, and may reflect an abnormally strong showing by Westwood One networks in RADAR 43 rather than a decline in RADAR 44.

"Maybe they had a bump the last book, a positive bump that you can hardly explain," said a researcher for a rival network.

Still, Mutual Broadcasting remains the number two network for adults 12-plus and 25-54, despite respective declines of 4.1% and 8.9%, which Westwood One President William Battison discounts because of the

RADAR 44—FALL VS. SPRING 1991

Volume 2, network audiences to all commercials.

Average quarter-hour summary by network, Mon.-Sun., 6 a.m.-7 p.m.

TOTAL PERSONS, 12+						TOTAL PERSONS, 25-54					
Network	Spring 1991		Fall 1991		% Chg.	Network	Spring 1991		Fall 1991		% Chg.
	AQH	Rank	AQH	Rank			AQH	Rank	AQH	Rank	
ABC Prime	5,258,000	1	5,389,000	1	+2.5%	ABC Prime	2,993,000	1	3,022,000	1	+1.0%
Westwood Mutual	3,380,000	2	3,242,000	2	-4.1%	Westwood/Mutual	1,847,000	2	1,682,000	2	-8.9%
ABC Platinum	2,800,000	3	2,849,000	3	+1.8%	ABC Platinum	1,475,000	3	1,467,000	3	-0.5%
CBS Spectrum	2,361,000	5	2,408,000	4	+2.0%	CBS Spectrum	1,326,000	5	1,373,000	4	+3.5%
ABC Genesis	2,475,000	4	2,352,000	5	-5.0%	ABC Genesis	1,348,000	4	1,365,000	5	+1.3%
Unistar Super	2,346,000	6	2,239,000	6	-4.6%	Unistar Super	1,313,000	6	1,274,000	6	-3.0%
Unistar Ultimate	2,183,000	7	2,045,000	7	-6.3%	Unistar Ultimate	1,251,000	7	1,204,000	7	-3.8%
CBS Radio						W.O.N.E.	1,051,000	8	940,000	8	-10.6%
Network	1,721,000	9	1,753,000	8	+1.9%	Unistar Power	822,000	10	851,000	9	+3.5%
W.O.N.E.	1,894,000	8	1,698,000	9	-10.3%	CBS Radio					
Westwood/NBC	1,524,000	11	1,614,000	10	+5.9%	Network	821,000	11	850,000	10	+3.5%
Westwood/Source	1,613,000	10	1,484,000	11	-8.0%	Westwood/Source	958,000	9	821,000	11	-14.3%
Unistar Power	1,254,000	12	1,388,000	12	+10.7%	Westwood/NBC	806,000	12	767,000	12	-4.8%
ABC Excel	1,213,000	13	1,107,000	13	-8.7%	ABC Excel	774,000	13	662,000	13	-14.5%
ABC Galaxy	1,024,000	14	1,028,000	14	+0.4%	American Urban	N/A		588,000	14	N/A
American Urban	N/A		998,000	15	N/A	ABC Galaxy	532,000	14	554,000	15	+4.1%

company's RADAR 43 ratings spike.

"We expected to go down in RADAR 44, just as we expected that RADAR 43 would show a big increase—although they were bigger than we thought," Battison told BROADCASTING. "RADAR typically, because of its sample size, experiences some bounces, what we call statistical wobble, and that's what happened for us in RADAR 43." Battison said that, compared with last February's RADAR 42 results, Westwood One shows upward momentum in all target demos across every one of its networks. "Our growth curve statistically is still up,

RADIO ENDS '91 ON MIXED REVENUE SIGNALS

December shows slight increase; 1991 finishes down 3.1%

By Reed E. Bunzel

Radio revenue numbers for 1991 finally are in, and the reviews are mixed.

The radio industry ended the year better than it began, with December revenues up slightly—0.1%—over the same month the previous year, and the first increase since July 1991, according to figures released last week by the Radio Advertising Bureau. In fact, local revenues for December were down 0.5% vs. 1990, with increases coming only in the Midwest (+2.9%) and Southwest (+4.6%) regions; the steepest decline was in the East (down 3.8%). The overall decline was offset, however, by a 1.9% increase in national revenues, reversing a 7.7% decline in revenue performance in November.

For fiscal year 1991, combined local and spot revenue finished down 3.1% compared to last year's totals; local ad revenues declined 3% overall, while national spot revenue was down 3.3%.

The industry bright spot continued to be network radio, which turned in a positive performance on revenues that were up 1.6% over 1990, according to a report from the Radio Network Association. ■

and we're not worried about these numbers. We anticipated them, and we knew they were coming."

Three of the four young adult networks lost ground, and together the four young adult networks were down by 3.4%, from 6.6 million listeners to 6.3 million. ABC Genesis dropped 5% (Monday-Sunday, 6 a.m.-7 p.m., persons 12-plus), while Westwood/Source was off 8% and ABC Excel dropped 8.7%. Only Unistar's Power gained ground, increasing by 10.7%.

"We're pretty happy that the Power network has done as well as it has in light of the decreases in the other

youth networks," said Ron Werth, Unistar senior vice president, research. "That's really the main positive we see from the book."

Both CBS networks posted increases and climbed a spot overall. CBS Spectrum gained 2% and moved from fifth place to fourth, while CBS Radio Network gained 1.9% and moved from ninth to eighth.

RADAR results are delivered twice annually by Westfield, N.J.-based Statistical Research Inc. Information for this story was provided by ABC Radio Networks, CBS Radio Networks and Unistar Radio Networks. ■

R I D I N G G A I N

NPR INCREASE

The National Public Radio board of directors tentatively approved a 22% average increase in station costs for programming and a 9.7% average increase in station dues in fiscal year 1993, beginning Oct. 1, 1992.

The board plans to give final approval to the "current services only" FY '93 budget on March 26-27. NPR, which shares space at 2525 M Street in Northwest Washington with the FCC, is negotiating to purchase a building at 635 Massachusetts Ave., N.W. It expects increased occupancy expenditures whether it moves or not.

TOP 40 LOSES TWO

The top 40 format has lost two stations in the Baltimore-Washington area. WBSB-FM Baltimore last week dropped top 40 for a combination of new and old hits the station describes as "Today's Hits, Yesterday's Favorites." The Scripps Howard Broadcasting station now markets itself as "Variety 104.3." In Washington, meanwhile, WAVA-FM has shed top 40 to become the city's first commercial inspirational station. New programming includes contemporary Christian music and syndicated religious talk shows. The switch in format took place when Salem Communications took ownership from Emmis Broadcasting.

NPR AIDS FOCUS

Responding to the increasing health crisis of AIDS in the Hispanic

community, National Public Radio this week (Feb. 24-28) is broadcasting a 10-part series on the impact and magnitude of the disease among that segment of the U.S. population. The series, "In Spanish It's Called SIDA," will air during NPR's newsmagazines *Morning Edition*, *All Things Considered* and *Weekend Edition*. Topics include AIDS among recent Central American immigrants, the role of churches in teaching people about AIDS, women and AIDS in Puerto Rico, denial and death among victims, Cuban Marielitos and AIDS, and AIDS leadership within the Hispanic community.

Later this spring NPR plans to produce a series of five-to-six-minute reports in Spanish that can be broadcast independently or combined to form a half-hour documentary, made available to Spanish-language radio stations.

BREAKTHROUGH DELAYED

New York-based Vision Broadcasting Network has announced that its plans for "NY Breakthrough" have been delayed, postponing the summer 1992 launch of the AOR-targeted marketing and programming event. "Breakthrough" was designed as "a rock 'n' roll talent search developed to find and expose the best unknown talent while providing AOR radio with a multi-purpose vehicle," according to Vision founder Floyd Vasquez, who blamed the delay on an "adverse advertising climate." ■

Business

1992 ADVERTISING FORECASTS, WITH A DIFFERENCE

Varying economic scenarios cause divergence among ad estimates

By Sharon D. Moshavi

Advertising forecasters have agreed to disagree about the outlook for 1992. Divergent views about an economic upswing and the strength of political advertising are at the root of the varying forecasts for total spending, total TV spending and total spot advertising. But the survey of forecasts, initially compiled by Blair Television's Linda Cecere, in general reveals optimism that 1992 will be a better year for television advertising than 1991, with most of the turnaround waiting until the third quarter to surface.

The mean average forecast predicts growth of 4.1% for total advertising, 4.4% for TV advertising and 3.5% for spot advertising (see chart). Even if correct, those gains may not be enough to help television climb out of 1991's advertising hole. Jim Dougherty of County NatWest said the broadcast networks need about 5% growth and spot TV needs 7% growth to get back to 1990 levels. Dougherty, one of the more conservative forecasters, predicts the networks will be slightly shy of 1990 levels, but spot TV will only grow by 2.6%, leaving it well below 1990 spending.

Most forecasters are basing their predictions on an economic recovery in the second half of the year, with political and summer Olympics spending leading the surge. If the recession had ended at the start of this year, television advertising, which the Television Bureau of Advertising predicts will be 5.2%, would have been 6% to 8%, according to Harold Simpson, vice president, research.

The overall impact of the so-called "quadrennial effect" of Olympics and political advertising is still up for debate. With the Olympics, Barry Kaplan of Goldman Sachs said, more of

A COMPARISON OF 1992 AD PROJECTIONS			
% CHANGE VS. 1991			
	Total Adv	Total TV	Total Spot
County NatWest	NA	+3.6	+2.6
Goldman Sachs	+5.2	+6.0	+4.0
C.J. Lawrence	+5.0	+7.0	+5.0
McCann Erickson	+6.2	+7.0	+6.5
Oppenheimer	0	0 to -5	0 to -5
Rothschild	NA	+3.5	+4.0
Saatchi & Saatchi	+2.6	+2.0	0
Salomon Brothers	+4.5	+4.0	+3.5
TVB	+5.2	+5.0	+4.0
Wertheim Schroder	NA	+8.0	+8.0
Mean average	+4.1	+4.4	+3.5

Source: Blair Television
NA: not available

the money slated for the Olympics is coming out of existing ad budgets.

CBS's Olympics success will "set a tone for good delivery for the summer Olympics and make it sell better," said Bill Breda, Blair Television's senior vice president and general manager. To the extent the Olympics bring in incremental dollars, those will likely favor spot TV, according to Oppenheimer's Jessica Reif.

Political advertising, which few thought would show remarkable growth from years past, may in fact be better than some had initially predicted. TVB's Simpson said he thinks that level might rise because of Patrick Buchanan's serious challenge to President Bush in the New Hampshire primary. On the Democratic side, Simpson also pointed out that lack of a clear victor, combined with the possibility of one or more candidates joining the fray, may keep spending high in that party, too. Blair Television's Breda forecasts that political advertising will make up nearly half of the 4% to 5% increase he predicts in spot advertising this year.

Other categories show encouraging signs that they will pick up in 1992, said Breda, such as automotive and fast-foods. Packaged goods "have not been as exciting as we'd like it to be," but Breda said he hopes for more spending as the year progresses.

The most optimistic advertising forecast comes from Wertheim Schroder's David Londoner, who predicts 8% growth in both total television and spot advertising. McCann Erickson's Robert Coen projections fall just behind Londoner's, with a 7% increase for television in total and a 6.5% increase in spot TV. Coen said he based his forecast largely on economic recovery.

The most pessimistic forecast belongs to Oppenheimer's Reif. "I just don't see it happening," she said of TV advertising growth this year. With the first half of the year looking grim, and a majority of the first three quarters' network inventory sold at lower prices, which, for the entire broadcast year averaged 19%, she said, television "will need a huge fourth quarter to see any overall growth." ■

Changing Hands

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

WQBS(AM) San Juan, P.R. □ Sold by Radio Americas Corp. to Radio Cadena Informativa Inc. for \$2.1 million. Sale includes WORA(AM) Mayaguez and WPRP(AM) Ponce, both Puerto Rico. Terms: \$750,000 cash at closing, \$750,000 assumption of debt and \$650,000 five-year noninterest-bearing note. Seller is headed by Alfredo Ramirez de Arellano III, who also owns WIOA(FM) San Juan, WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico. Buyer is headed by Jose E. Rios Gautier. Principals Roberto Davila Rodriguez and wife Emilie E. Rios Gautier own all issued and outstanding stock of licensee of WXYX(FM) Bayamon, P.R. WQBS is fulltimer with Spanish pop salsa format on 630 khz with 5 kw.

WELU(TV) Aguadilla, P.R. □ Sold by Faith Pleases God Church to Healthy Christian Family Media Inc. for \$500,000 cash. Seller is headed by Carlos Ortiz, and has interests in KMNZ(TV) Oklahoma City and LPTV's in Corpus Christi and Beaumont, both Texas. Buyer is headed by Norman O. Gonzalez, and has no other broadcast interests. WELU is on ch. 32 with 105 kw visual, 20.9 kw aural and antenna 967 feet above average terrain.

WZZT(FM) Morrison, Ill. □ Sold by

Janet P. Bro to WZZT Inc. for \$349,000. Terms: \$284,000 assumption of debt and \$65,000 noncompete covenant. Seller has no other broadcast interests. Buyer is headed by Larry E. Sales and James B. Scott. Sales is executive producer at WLS-TV Chicago. WZZT has AC format on 95.1 mhz with 3 kw and antenna 328 feet above average terrain.

KROG(FM) Phoenix, Ore. (Medford) □ Sold by Asteria Broadcasting Corp. to Bear Creek Broadcasting Inc. for \$343,500 on terms. Seller is headed by Courtney L. Flatau and Steven Hess. Flatau also owns KSZL(AM)-KDUC(FM) Barstow, Calif. Buyer is headed by Thomas A. Dole, former broadcaster and current media buyer; he has no other broadcast interests. KROG has AC format on 105.1 mhz with 52 kw and antenna 545 feet above average terrain. Broker: William A. Exline Inc.

KMRJ(FM) Ukiah, Calif. □ Sold by M. J. Johnson Communications Inc. to Terrence P. Montgomery for \$300,000. Terms: \$120,000 cash, \$60,000 assumption of debt and \$120,000 five-year promissory note at 8%. Seller is headed by James A. Johnson, receiver, and has no other broadcast interests. Buyer recently sold WQPM-AM-FM Princeton, Minn., for \$1.2 million ("Changing Hands," Dec. 9, 1991). KMRJ has AC format on 105.9 mhz with 1.9 kw and antenna 2,017 feet above average terrain.

KNEV(FM) Reno □ Sold by Price Broadcasting Co. to KNEV Broadcasting Co. for \$300,000 cash. Station was part of group sale to Citadel Communications Corp. for \$12.5 million ("For the Record," Sept. 30, 1991); application was dismissed. Seller, headed by John Price, also owns KUTR (AM)-KCPX(FM) Salt Lake City and WOMG-AM-FM Columbia, S.C. Buyer is headed by Stephen R. Harris and has no other broadcast interests. KNEV has beautiful music format on 95.5 mhz with 60 kw and antenna 2,270 feet above average terrain.

For other proposed and approved sales see "For the Record," page 47.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$2,182,000 □ 4

FM's □ \$1,536,600 □ 6

AM-FM's □ \$0 □ 0

TV's □ \$0 □ 0

Total □ \$3,718,600 □ 10

1992 to Date:

AM's □ \$6,901,101 □ 14

FM's □ \$24,872,311 □ 25

AM-FM's □ \$15,855,500 □ 10

TV's □ \$23,460,000 □ 6

Total □ \$71,088,912 □ 55

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

WCBZ-FM, Bowling Green, Kentucky from Bahakel Communications, Cy Bahakel, President to Donald Alt.

Brian E. Cobb
and
Charles E. Giddens
Brokers

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results.

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
407-295-2572

ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

REMOTE LEVERAGED BUYOUT IN THE NORTHWEST

Former King Broadcasting executives buy mobile production division

By Geoffrey Foisie

Management-led LBO's are alive and well in Seattle. NBC affiliate-board chairman Eric Bremner has joined with two former King Broadcasting colleagues to buy the television production arm of King, Northwest Mobile Television (NMT), for about \$20 million. The company is benefiting from the proliferation of sports programming, which accounts for more than 90% of its business, while suffering from the cost-conscious negotiating of its clients—especially the broadcast networks.

Tim Abhold, the company's senior vice president, and former King Broadcasting President Steven Clifford are Bremner's other two partners. Abhold said last week that the company's revenue declined in fiscal 1991 (which ended June 30) by about 10%. Cash flow was also down from the \$4.5 million generated in the prior fiscal year.

The declines were caused in part by reduced production and tougher negotiating by the networks, said Abhold: "The networks generate a lot less rev-



Eric Bremner

enue for us now. We used to get \$700 per camera or per tape machine; now we get \$550 to \$600. They have also cut back the time; now setup is all done in one day.

This is a process that began five years ago, but the most dramatic reductions have occurred over the last 12 months."

Abhold said the shocks from their calendar-year clients were so dramatic that NMT itself moved to a calendar year, beginning last month, just to be better able to plan for them.



Steven Clifford

Northwest Mobile Television is the largest mobile production company in the business, with more than 17 production and post-production trucks operating out of Los Angeles, San Francisco, Honolulu, Seattle and Minneapolis. The company has the capability to provide complete services for a client, including on-air talent, but virtually all of its revenue comes from providing equipment and manning crews.

At some point, he added, NMT might get into the business of bidding on sports rights, packaging and selling the events. But, Abhold said, NMT's clients are sports packagers, and "we try to avoid competing with our clients." A more current strategy is making long-term deals with regional cable sports networks.

Prime Ticket Los Angeles and SportsChannel in San Francisco are NMT's largest customers. Clifford reportedly said that Northwest Mobile Television charges about \$8,000 for a college basketball game, while NFL football coverage might cost \$20,000. Among the 1,700 projects the company handles each year are also events such as rock concerts, telethons and awards ceremonies.

Sixty percent of the purchase consideration came from bank financing. Two-thirds of the remaining 40% in equity came from two venture firms, with the remaining one-third of equity coming from Abhold, Bremner and Clifford, who reportedly have an option to purchase more equity in the future. ■

TV STATION CASH FLOW DOWN IN 4TH QUARTER

Pulitzer Broadcasting said fourth-quarter cash flow was down 9.2% on a 5.8% decline in revenue, partially attributed to a \$1.5 million decline in political advertising. For the year, cash flow was off 16%, to \$29.2 million, while revenue was down 5.6% to \$109 million, resulting, said Pulitzer, from a \$1.5 million decline in spot automobile advertising and a \$2.6 million decline in political advertising.

■ United Television said fourth-quarter net revenues were down 1%, but a 9% increase in programming costs led to sharply lower earnings. For the year the group reported a 5% revenue decline, to \$112.9 million. After a 14% increase in programming costs, the company reported an operating loss for the year of \$7.3 million, compared with operating income last year of \$6.7 million.

■ WWOR-TV New York's parent company, Pinelands, reported a 12% decline in fourth-quarter revenue, to \$35.4 million. The company attributed the drop to "continued weakness in the advertising market, stronger competition in the fringe and access dayparts, and lower ratings and sales associated with the startup of our new prime time talk variety show, *New York at Night Starring Clint Holmes*." Fourth-quarter operating cash flow of negative \$16.9 million was attributed to a "\$23.7 million payment to Viacom for the renegotiation and prepayment in full of the *Cosby* contract extensions and renewal, as well as features and other product." For the year, Pinelands reported cash flow of \$10.3 million on revenue of \$166.2 million. ■

Date Book

■ Indicates new listing or changed item

THIS WEEK

Feb. 24-29—Advanced management training seminar for public broadcasting executives sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Palo Alto, Calif. Information: Karen Cox (907) 277-2776.

Feb. 25—"High-Definition Television: The Myth and Reality of HDTV," question-and-answer seminar sponsored by *International Radio and Television Society*. Participants: David Niles, president, Captain New York; Barry Rebo, president, Rebo High Definition Studios; Bob Zitter, senior vice president, affiliate relations, HBO; and Chuck Sherman, senior vice president, National Association of Broadcasters. Ed Sullivan Theatre, New York. Information: (212) 867-6650.

Feb. 25—*American Association of Advertising Agencies* legal issues seminar. The Grand Hyatt Hotel, New York. Information: Dorothy Forget, (212) 682-2500.

Feb. 25-26—Great Lakes Broadcasting conference and exposition sponsored by *Michigan Broadcasters Association*. Lansing Center, Lansing, Mich. Information: Leslie Staniszewski, (517) 484-7444.

Feb. 26—*International Radio and Television Society, sports division*, reception and seminar. Participants: Gary Bettman, senior vice president and general counsel, NBA; Edwin Durso, executive

vice president, network marketing and general counsel, ESPN; John Ertmann, vice president, negotiations, NBC Sports; Stephanie Vardavas, director of licensing and assistant general counsel, Pro Serv Inc.; and Phillip Hochberg of Baroff, Koerner, Olender and Hochberg, PC. Time Life Building, New York. Information: (212) 867-6650.

Feb. 26—*National Academy of Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Neil J. Rosini, attorney, Copacabana, New York. Information: (212) 768-7050.

Feb. 26—"Franchising: Business and Legal Issues," seminar sponsored by *Practising Law Institute, PLI Training Center*, New York. Information: (212) 765-5700.

Feb. 26—"The Future of Network Television," a conversation with Ken Auletta, author of *Three Blind Mice*. Sponsored by *The Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Information: Paul Eisenberg, (212) 280-8392.

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

Feb. 26-March 1—*Association of Music Personnel in Public Radio* annual conference. J.W. Marriott Hotel, Houston. Information: John Swinford, (800) 833-3976.

Feb. 27—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Randy Falco, senior vice president, Olympics and Sports Operations, NBC, and Terry

O'Neil, executive producer, NBC Sports. Copacabana, New York. Information: (212) 768-7050.

Feb. 27-28—"New Ways to Win New Business," seminar sponsored by *American Association of Advertising Agencies*. Arrowwood Conference Center, Rye Brook, N.Y. Information: Linda Field, (212) 682-2500.

Feb. 28—Deadline for applications to environmental journalism fellowship sponsored by the *University of Michigan* and the *Scripps Howard Foundation*. Candidates must have a minimum of three years' newsroom experience and hold full-time positions with news organizations. Information: (313) 763-1155 or (313) 763-5943.

Feb. 28—Deadline for entries for sports Emmy Awards nominations sponsored by the *National Academy of Television Arts and Sciences*. Information: David Beld, (212) 586-8424.

Feb. 28-March 1—*Intercollegiate Broadcasting System* national convention. Ramada Hotel at Madison Square Garden, New York. Information: Jeff Tellis, (914) 565-6710.

Feb. 29—"Prostitution, Politics and Powder," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Peppermill Hotel Casino, Reno, Nev. Information: Rachel Ambrose, (213) 626-1200.

Feb. 29-March 3—*Arbitron Television Advisory Council* meeting. Tucson, Ariz. Information: Pete Megroz, (212) 887-1344.

MAJOR MEETINGS

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

March 4-7—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

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

April 5-7—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 8-11—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

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

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

April 12-16—*National Association of Broadcasters* 70th annual convention and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

April 22-24—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. 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—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

May 3-6—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

May 27-30—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102.

June 10-13—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

June 14-17—*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—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

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

Aug. 6-8—*Satellite Broadcasting and Communications Association* summer conference. Baltimore, Md. Information: (703) 549-6990.

Aug. 23-26—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

Sept. 9-11—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta.

Information: (404) 255-1608.

Sept. 9-12—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

Oct. 12-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 13-14—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 14-17—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

Nov. 4-8—*National Black Media Coalition* annual conference. Hyatt Regency Hotel, Bethesda, Md. Information: (202) 387-8155.

Nov. 10-13—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto, Ontario. Information: (914) 761-1100.

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

Dec. 2-4—Western Cable show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.

Classifieds

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Sales manager: WBUX-AM, Doylestown, Penna. (Suburban Phila. market) seeking aggressive sales manager to double billing in 1992. New ownership w/support of nationally-known consultant. New "90's" format. Upscale with lots of business and 1/2 million population! Send resume to: M.M. Wesley, President, Network Broadcasting Corp., PO Box 689, Newtown, PA 18940. EOE.

General manager: WNAX Yankton, SD. AM/FM combo with Park Communications, Inc. Must have stable employment history, good sales experience and solid budget and expense control. Submit letter and resume giving complete career, salary history and references to: Rick Prusator, PO Box 550, Ithaca, NY 14851. EOE.

General sales manager: WHEN/WHRP Syracuse, NY. Proven sales leadership a must. Send letter and resume giving complete career, salary history and references to: Dick Carr, 620 Old Liverpool Road, Syracuse, NY 13217. EOE.

New England general manager: Powerhouse WFEA-AM/WZID-FM, Manchester, New Hampshire with fabulous ratings, facilities and people has a rare opening for a sales oriented general manager. Winning candidate will be a disciplined, "take charge" individual possessing high motivational leadership skills. Send resume to Ed Christian, President, Saga Communications, 73 Kercheval, Grosse Pointe Farms, MI 48236. EOE.

General sales manager: Experienced, energetic, aggressive, motivating, knowledgeable in all aspects of medium, market operations and promotions. Must be able to train, direct and be creative. Please send resume, references, and compensation needs to Personnel Director, PO Box 19100 OKC, OK 73144. Equal opportunity employer.

FM/AM Jackson TN GM opportunity! Strong sales management skills, documented track record essential. FM has 50kw upgrade. Salary bonus equity, growth with 9-station group. Winners only! Fax, mail resume: Jim Glassman, Box 3335 Peoria IL 61612, 309-694-2233. EOE F/M.

New FM for Ohio looking for stable selling GM, dedicated SM. EOE. Reply to: Dir. of Human Relations, PO Box 338, Newport, OH 45768.

Population 50,000 Ohio FM seeks GM, SM, AE's. EOE. Reply to: Corporate Manager, PO Box 374, St. Marys, WV 26170.

Contemporary Christian commercial radio station has opening for account executive. Seeks ambitious, energetic person with strong ability to prepare and deliver sales presentations. B.A. desirable. Broadcasting or sales experience required. Excellent benefits. Current resume to Denise Kriebel, Personnel Services, WQME FM, Anderson University, 3100 East 5th St., Anderson, IN 46012-3462. EOE.

Sales manager: Class C CHR, tops in programing, promotion, coverage, but poor sales. Needs experienced aggressive leader to turnaround sales. Bonus on sales increase, 4 Glenhaven Dr., Fort Smith, AR 72901, 501-783-3556. EOE.

HELP WANTED SALES

Sales manager needed for heritage rocker in big 10 college town with emphasis on teaching a young sales staff. Must be a team player. Salespersons also encouraged to apply. Send resume and management style to WPGU-FM, 204 E. Peabody Drive, Champaign, IL 61820. No phone calls please. EOE.

HELP WANTED TECHNICAL

Chief engineer: N.E. medium market opportunity for technical direction, planning, maintenance and operations of Class B FM and Class III Regional AM. Must have extensive experience in design and installation of studios, offices and transmitter equipment. Deadline March 6, 1992. Reply to Box B-52. EOE.

Hall Communications is accepting applications for a possible future opening in New England. Hands-on chief engineer with minimum 3 years experience in AM, FM, remotes, RPU's, automation, PC literate. Must get along well with people. General Class or SBE certification required. Resume and salary needs to: Edd Monskie, Hall Communications, 24 South Queen Street, Lancaster, PA 17603. No calls. Hall Communications is an EOE. Women and minorities are encouraged to apply.

HELP WANTED NEWS

News director/anchor wanted by Midwest 5-K 24-hour all news station, serving market of over a million listeners. Send resume and aircheck to National Broadcast Productions, 54020 Mound Rd., Utica, MI 48316. EOE.

Anchor/writer wanted by 50K metro NYC FM. Tape and resume to Mike Bennett, WHUD, Box 188, Peekskill, NY 10566. EOE.

WGST Radio looking for sports anchor/reporter, 3-5 years experience, sports talk experience very helpful. Tapes and resumes to Station Manager, 550 Pharr Rd, Atlanta GA 30363. No calls. EOE.

News director: Co-anchor M.D. newscast, 40+ person TV news staff as resource & radio newsroom is located in TV newsroom. **Talk host:** Provocative issue oriented entertainer who can make audience think, laugh & call-in. TV talk show possible. Newstalk 1240 WINK-AM T&R to: Jim Casale, A.D. talent: Mature voice & great style desired. WINK-FM 96.9 100kw AC. T&R to Bob Grissinger at PO Box 331, Fort Myers, FL 33904. EOE.

SITUATIONS WANTED MANAGEMENT

GM that delivers results. Has a strategically planned approach to sales and operations management. Can organize for efficiency, build structures, initiate plans to accomplish company goals and reverse downward trends. Seeks challenging position with broadcast group where people make the difference. 23 years radio. Reply to Box B-3.

Record setting sales manager, organized, motivator, leader; strong in details, teaching, selling, promotions, ideas. Want GM opportunity. Reply to Box B-24.

Got the billing and ratings up! Got the overhead down! Got the station sold! Got a new owner whose young son wants to try his hand at being GM! Got to find another station to help! Got a track record solid as a rock! Call Scott at 404-722-9696 day or 404-738-6523 anytime.

General manager, former group VP, three successful turnarounds, three startups in small, medium markets. Excellent sales training, administrative, people skills. Available immediately, have already left last station. Reply to Box B-30.

Do it all GM, now available for your small or medium market station. Excellent sales trainer, can carry list. Outstanding people skills. Documentable sales success record. Currently unemployed. Reply to Box B-31.

Group leader: One who can make a difference! Medium and small market properties. 30 years of experience in very successful radio management and group leadership positions. Call 508-540-8216.

New England/New York, turnarounds, startups only. Sales & management trained GM/GSM with major, large and unrated market experience will turnaround your AM, FM or combo. Tired of funding losses, write or call me. If you're making money, get someone else. Replies absolutely confidential. 617-267-3905 leave message, or write Box B-32.

General manager: 20 year broadcast veteran. 10 years management experience. Strong on sales, programing, news, community relations and people. Looking for small/medium market with potential, start-up or turnaround. Write to Box B-34.

General manager with over 20 years turnaround/revitalization now available after 11 years with same group. Success ranges from top five to medium markets. Strengths include sales, programing and administration. Reply to Box A-36.

An impact player: You want a successful manager who leads by example, sells, trains. You want someone who's valued by his present employer. More is needed today: more creativity, imagination, dynamic leadership, consistently staying in budget and making sales goals. You need me and I need a new challenge. Prefer top 100 market anywhere. Tell me about your current situation. Reply Box B-53.

SITUATIONS WANTED ANNOUNCERS

Midwest Over twenty years allround air experience, with solid references. Very strong news, writing and beat. Prefer Country or Beautiful music. Interview required. 507-334-6678.

SITUATIONS WANTED NEWS

One of the best play-by-play sportscasters available at end of current basketball season. Major market experience. Sportstalk, commentary and sportscasts very versatile. Great references. Over six years at current station. Bob Buck 812-424-6020.

TELEVISION

HELP WANTED MANAGEMENT

LSM: Group broadcaster, FOX affiliate with staff of 8 needs experienced LSM. Must have minimum of 3 years in that position. Looking for a leader, trainer, creative manager with a track record that will stand up. Not afraid to get out and make calls with staff. Sell us in resume and cover letter. Respond by mail or fax only to David D'Eugenio, GSM, WFLX-TV, 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404. Fax: 407-863-1238. EOE/MF.

Local sales manager: Group owned Fox affiliate in SE top 35 market. Must have grasp of marketing concepts in the new world of local television sales. Creative leadership abilities will yield six figure plus income. GSM, WZTV, 631 Mainstream Drive, Nashville, TN 37228. EOE MF.

General manager of WQPT-TV (Channel 24) Black Hawk College, a dynamic, comprehensive, 45-year-old community college in Illinois, is seeking applications for this full-time position performing administrative duties for the public broadcasting station, and a microwave interconnect between campuses, the college T.V. center and to assist in the overall promotion of the college. Master's Degree in Communication, Business or related field required. Five years previous successful supervisory and management experience in educational or commercial TV required. Demonstrated experience in grant writing/lundraising for not-for-profit institutions/organizations required. Submit application resume and transcripts by 3/2/92 to Human Resources Dept., 6600 34th Ave., Moline, IL 61265. We are an equal opportunity employer MF/VH.

#1 WABC-TV New York needs top art director. Tough, rewarding opportunity for hands-on leader with vision, fortitude and know-how. Ability to direct excellent staff for news and programing graphics. Previous TV art management experience a must. Experience on electronic paint and storage systems required. Send resume and tape to Brigitte McCray, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

Experienced general manager for top 50 market affiliate. All details in first letter, including resume and references. Send in confidence to Box B-35. EOE.

WDIV Detroit has an opening for a national sales manager. This position reports to the general sales manager and is responsible for the station's national revenue. NSM candidate should have 2-3 years NSM or national rep experience. Written communication skills are important as well as ability to handle heavy volume of detail and change. Send resume to: WDIV/TV, 550 W. Lafayette, Detroit, MI 48231. Attn: Harry Remboldt. EOE.

Director of membership/public broadcasting. WMFE seeks director of membership to make a major impact in a growing market. Supervise all activities of radio and television membership department—on-air campaigns, direct mail, telemarketing and customer service. Staff of eight. Responsible for over \$2 million annual revenue. Degree or experience in marketing or business administration preferred. Proven success in public broadcasting fundraising or a related field and experience with computer data bases for fundraising required. Resume by 3/9/92 to: Personnel, WMFE, 11510 East Colonial Drive, Orlando, FL 32817. EOE. Minorities encouraged to apply.

HELP WANTED SALES

WTVT (CBS), Tampa's #1 television station, is looking for a marketing/sales representative. Experience in top 30 market station sales and national rep experience required. Also, skills in technical negotiations plus the proven ability of new business-conceptual sales development. If you have this experience and can demonstrate growth, please send your resume to Ed Orteili, Local Sales Manager WTVT-TV, 3213 West Kennedy Boulevard Tampa, FL 33609. No phone calls please. EOE.

WDIV Detroit has an opening for a sales account executive. Must have the ability to handle a variety of television sales assignments: Including the development of new to TV direct advertisers and handling agency list. Must have the ability to develop sales presentations, establish individual goals and objectives, analyze rating books and market analyses. Prefer a minimum of 2-3 years experience in broadcast sales. Send resume to: WDIV/TV, 550 W. Lafayette, Detroit, MI 48231. Attn: Harry Remboldt. EOE.

Local account executive wanted by market-leading NBC affiliate. Applicant should have previous TV sales and marketing experience. Excellent opportunity plus growth potential. Send resume to Jonathan Van Ness, WGEM TV, PO Box 80, Quincy, IL 62306. EOE.

Local/regional sales manager Southwest VHF network affiliate. Fun in the sun community. An "enthusiastic motivator communicator" opportunity. Send resume and references to Box B-38. Confidential. EOE.

TV/radio sales position: Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). TV/sales experience required—time, travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

Salesperson Wanted: Broadcast salesperson. Dynamic salesperson with major market or network experience. Competitive sales structure, growth opportunity in a vibrant, youthful environment with an emerging company. Send resume and cover letter to Mr. R. Sarlis, PO Box 310, New York, NY 10018. EOE.

Account executive needed at network affiliate station in Southeast U.S. Self-starter with 3-5 years experience and opportunity for the right person to move up to LSM. Knowledge of vendor, coop, CTA and ability to develop new business helpful. Send resume and compensation requirements to Box B-54. EOE.

Sales: Marketing opportunity, self starter with great deal of enthusiasm. Income commensurate with experience. Send resume, no phone calls. WJET-TV, Mike George, 8455 Peach Street, Erie, PA 16509. Affirmative action EOE.

HELP WANTED TECHNICAL

TV technical-maintenance engineer: Tired of lousy winter weather? We've got mild winters and a beach to sit on in the summer. If you're a hands-on maintenance engineer (and don't just claim to be), who really knows his way around a VHF transmitter and knows how to delegate work efficiently, you could be the one we're looking for to fill this key position. Requires at least three years maintenance engineering supervisory experience in a commercial, network affiliate television station setting as well as three years hands-on VHF transmitter experience. Excellent maintenance skills and a current FCC Radiotelephone license are required and SBE certification is preferred. Previous applicants need not re-apply, absolutely no phone calls accepted. Send resume to David P. Brant, Chief Engineer, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Southwest VHF network affiliate. Fun in the sun living. Enthusiasm and ability to communicate with people important. Existing chief or engineer ready to move up. Please contact Box B-37 with resume and references. Confidential. EOE.

Chief engineer: Bismark, North Dakota. Hands-on chief engineer responsible for maintenance of all aspects of the station. First Class license required. **Maintenance engineer:** Also wanted to help in maintenance and operations. Send resume to KBMY-TV, PO Box 7277, Bismark, ND 58507. EOE.

Engineer for TV station maintenance on Sony 3/4", 1/2" Beta and 1" format VCR's. Must have Sony training. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

Trans./studio maint. experience on UHF transmitters and VCR's. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

Assistant chief engineer, Southwest UHF, minimum 5 years experience. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

HELP WANTED NEWS

News: Are you the #2 person looking to be news director? Network affiliate on the Gulf Coast is looking for you. Our ratings are the highest in our history. Need aggressive leader to take us to #1. Reply to Box B-27. Equal opportunity employer.

Opportunities: Aggressive top fifty affiliate looking to strengthen already strong staff. Openings anticipated for morning, weekend, 11 pm producers; morning anchor; assignment manager; reporter. We want the best. No beginners, please. Resumes only. Reply to Box B-39. EOE.

Anchor: To complement our female at 6/10. Extensive anchoring/reporting experience required. Excellent midwestern living. Send resume and non-returnable tape to: Ken Walker, News Director, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. EOE.

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, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Editor, film Manhattan, NY: Edit videotapes and soundtrack for Pakistani television company serving the NY Met. area. Evaluate news stories and programs received from Pakistan to determine suitability for broadcast to the Pakistani community in U.S. Edit same to fit into time segments. Confer with superiors on all news, events concerning Pakistan. Edit news programs and various news segments. Supervise 2 employees. Fluency in Urdu and English, 4 yrs experience as film editor or asst. film editor and B.S. in Film Producing or Editing or Political Science are required. \$40,720.00 per yr., 35 hrs/wk. Send resume/letter in duplicate to: F.R. #614, Rm. 501 One Main Street, Brooklyn, NY 11201. EOE.

Reporters wanted: Youth-oriented reporters for start-up TV news show. Experience preferred but energy and intelligence will suffice. Send resume, cover letter, and VHS tape to Mr. R. Sarlis, PO Box 310, New York, NY 10018. Must be available June 1, 1992. EOE.

News director: If you have top 50 market experience as an E.P., assignment manager or top 100 news director and are a hands-on, in-the-thick-of-things manager, let's talk. If you're a face-to-face person who can motivate, praise, guide and develop a staff, we have a beautiful, growing western city for you. Send a tape of your show, with resume to Marge Wilson, VP and GM, KOLD Television, 115 West Drachman St., Tucson, AZ 85705. EOE.

Producer: Producer-oriented newsroom needs sharp producer for 6:00 pm newscast. Our shows are creative, interesting and viewer-focused. Are you? If so send resume, statement of news philosophy and non-returnable VHS resume tape (include last night's air check) to Robert Cizek, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls or faxes. EOE.

Special projects events producer: Will be responsible for planning, coordinating and producing special news events, long form news programs and sweeps projects. Will fill in for absent line producers. Applicants must be good writer and producer. Must have at least two years experience as newscast producer at a commercial television station. Must be creative and have understanding of advanced production techniques. Send tape and resume to Greg Easterly, 3701 South Peoria, Tulsa, OK 74105. No phone calls. EOE.

Reporter: For CBS affiliate. Need one year experience in commercial TV newsroom, strong writing skills, good news judgement. Looking for a serious prospective Alaska resident. Send non-returnable tape and resume c/o T. Hiebert, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Join WCNC-TV as news anchor for early and late weekday newscasts, working with our female co-anchor. We need a seasoned journalist (15+ years experience) who is skilled as an anchor, writer, reporter and interviewer. Must enjoy taking active role in community events. WCNC-TV and Charlotte are the home of the NBC News Channel. We are part of a growing company with extensive TV and cable TV holdings. EOE, M/F. Send resume, references and salary requirement to Ken Middleton, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901.

News director. Experienced professional to motivate, train, produce and administer. Group station needs hands-on, take-charge manager. Send resume, salary requirements, philosophy, and non-returnable tape to: General Manager, KULR-TV, 2045 Overland Ave., Billings, MT 59102. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

News promotion whiz: Top twenty ABC affiliate seeks highly-motivated, creative writer/producer to work with news department in producing daily topical promotion. Candidates must have excellent writing skills, quick turn-around capabilities and at least three years experience producing effective news promotion. Strong people skills and a good eye for graphics are real pluses. College degree preferred. Rush resume to Box A-29. Women and minorities are encouraged to apply. EOE.

Producer/director: WRTV/6, Indy's #1 rated station, is accepting applications for producer/director. Responsibilities include directing weekend newscasts, production sessions, writing and producing special projects. Minimum three years experience directing news, demonstrated writing and producing skills (taped and live), college degree or equivalent. Demo tapes with directors communication track only accepted. No phone calls please. Send tapes, resume, and salary requirements to: Ryan Tredinnick, Executive Producer, WRTV/6 PO Box 607, Indianapolis, IN 46206-0607. WRTV/6 is an equal opportunity employer, M/F.

Producer/director: Must be technically proficient yet client oriented. Responsibilities include writing, directing and editing projects ranging from 30-second spots to 1/2 hour programs. Ideal applicant will be well-versed with the following: EFP production, 1" on-line computer based editing, film production, Macintosh, and free-hand software. Ability to work with commercial clients a big plus. Send tape and resume to: Producer/Director WPXT-TV FOX51 2320 Congress Street Portland, ME 04102. No phone calls please. EOE.

TV production manager: Self motivated, aggressive, experienced manager responsible for all station production. This is a hands-on position and if you have solid production experience, extensive knowledge of broadcast equipment, lots of ambition and energy we'd like to hear from you. Responsible for supervision and coordination of all areas of production, including personnel, budgeting, scheduling and equipment acquisition. Must be a motivator and creative problem solver, have ability to work effectively under pressure and be deadline oriented. Our heavy sports and sales marketing oriented production department needs an experienced enthusiastic leader. Send resume, tape and salary history to S. Pastoor, WDCA-TV, 5202 River Road, Washington DC 20816. Equal opportunity Employer.

Producer/director. Responsibilities include local spot announcement and long-format industrial video production. Send resume and tape to Steve Utt, Production Manager, WVAH-TV, 11 Broadcast Plaza, Hurricane WV 25526. No phone calls please. EOE.

SITUATIONS WANTED MANAGEMENT

Broadcasting financial executive over 18 years experience seeks position at either station or headquarters. Relocation not a problem. Solid background in all aspects of TV station operations. Call 203-622-7214.

TV general sales manager: "Value-added" manager who understands local TV marketing, strong presentation skills, documentable new business skills with sales driven promotions. My experience brings street-smarts and agency savvy. I come with three guarantees: Bigger revenue — Bigger profits — The best shot I can give it. Hurry, I won't last long! Reply to Box B-14.

Take-charge general manager: Medium or small market wanted. Successful broadcaster with 14 years experience. Bottom line operator. Increased sales, profits and ratings. Experienced in national and local sales. Successful motivator. Solid references. Reply to Box B-46.

General manager/group supervisor past 26 years! Rescued 4 stations from bankruptcy. Produced quality turnarounds, spectacular ratings, sales, profits; prestige nationwide! Nationally recognized as superior administrator major, medium, small markets! Expertise: Management, sales, programming, news, production, promotion, community-involvement—all hands-on! Compensation based on performance. Reply to Box B-50.

SITUATIONS WANTED NEWS

Outstanding sportscaster (also knowledgeable newsperson) looking for a good station in which to work. Call Ed, 216-929-0131.

NPPA former chief photographer of a southern California television station seeks general assignment ENG opportunity in 60 market or higher. 805-395-1848.

15 year radio news pro wants to move to TV as writer, reporter, or assignment editor. Call Kevin 216-228-0155.

Experienced young radio sportscaster seeks entry-level television position. Will work for free to get started. Videotape available. 919-676-2287 L. McLean.

Meteorologist: 11 years, A.M.S. seal. Genuine, personable, positive. Seeks long term employment with friendly, communicating, team oriented news operation. 207-799-7203.

Best kept secret in television: Cross between Johnny Carson and Tom Cruise. Currently hosting own talk show for cable TV in New York. Serious producers looking for successful television show format for any market. Can make any show successful. Call Tony Panther, 212-889-9134.

Dynamic radio news/sportscaster seeks first TV job. 5 years experience. Major market look, style, delivery. Will relocate anywhere. 1-703-777-8909.

Meteorologist, degreed, 7 years weather anchor, experience—live shots & environmental reporting. Bill, 615-877-8158.

Seeking first on-air TV position (full or part-time) anchor, street reporter, weather, sports, overnight news-breaks, etc. (prefer NE or Middle Atlantic area). Flexible regarding pay. 25 years radio news-casting experience and net radio-TV news audio operator-NYC. Write to Box B-51.

Need a good weatherman? Experienced Baltimore market traffic reporter of six years (and DJ), looking for television weather position, any market. Worked with National Weather Service. I've got excellent ad lib abilities, and a strong knowledge of weather and geography. Will consider anything east of Mississippi River. Call Richard, 301-744-7362, before 11:00 or 301-687-5407 after 12:00.

MISCELLANEOUS

Free promo voices: Network quality, great rates, overnight turnaround. Top NY male and female v/o's available for your weekly promos, etc. Our clients include Nickelodeon, Lifetime, Travel Channel, plus Indies. Try us free for one week. Call for demo. Ron Knight/Susan Berkley 800-333-8108.

Be on TV: Many needed for commercials. Now hiring all ages. For casting info. call 615-779-7111 ext. T-681.

24-hour job information. Television, radio, corporate communications. From major-market to entry-level. Rush resume/demo tape/applicable material and ask about our all new "portfolio of services". Media Marketing PO Box 1476—PSB, Palm Harbor, FL 34682-1476. 813-786-3603 or Fastfax: 813-787-5808.

Bill Slater and Associates helps you move up. Coaching and placement help, reporters and anchors. Audition tape help. 601 446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

BGSU seeks a director for the School of Mass Communication. Must have a Ph.D., significant media experience and research record commensurate with appointment as a tenured professor. Strong administrative and communication skills are required; fund-raising experience is desirable. School consists of: An accredited Dept. of Journalism, with 9 faculty, and a Dept. of Telecommunications, with 8 faculty. There are 660 undergraduate majors. Graduate program offers both the M.A. and Ph.D. and has 50 students. The position is available July 1, 1992. Salary is competitive. Consideration of candidates will begin March 27, 1992. Submit a letter of application, a current c.v., and the names and telephone numbers of 3-5 references to: Director Search Committee, School of Mass Communications, Bowling Green State University, Bowling Green, OH 43403. Phone: 419-372-8400. BGSU is an AA/EEOC employer. Minorities and women are especially encouraged to apply.

Dean, School of Fine Arts: Cameron University invites applications for the position of Dean, School of Fine Arts. The dean is the chief academic officer of the school and reports to the vice-president for academic affairs. The successful candidate must be eligible for a senior tenured appointment in one of the four academic departments in the school. Tenured appointments require an earned doctorate or an equivalent terminal degree and record of successful teaching, scholarly accomplishments and professional service. Preference will be given to candidates with a record of successful administrative experience at the departmental or school level or a record of leadership in academic and performance oriented programs. Formal screening of applications will begin April 1, 1992. Application must include a letter of interest, a curriculum vitae and names, addresses, and telephone numbers of three references. Mail applications to Jack Bryan, Chair, Screening Committee, PO Box 16356, Cameron University, Lawton, OK 73505. EOE/AA.

HELP WANTED SALES

CASCOM SYNDICATION now has over 50 new distributors marketing it's huge visual effects libraries, and Ernest "KnowWhatI Mean Vern", with news products and services being added continually. "The producers source" needs entrepreneurs with media and/or production backgrounds and strong sales skills to fill our few remaining territories in Boston, Columbus (OH), Charleston-Huntington, Denver, San Diego, Milwaukee, Pittsburgh, Philadelphia, Las Vegas, Raleigh-Durham, New York, Providence, Knoxville-Bristol, Omaha-Des Moines, West-Central Texas, Flint-Grand Rapids and Harrisburg-York. Your own business and high commissions can be yours if you meet the requirements. Fax resume and letter of interest to Lee Michaels at 615-256-7890 or call 615-242-8900. EOE.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's one-year MA PAP program. Tuition waivers and \$3,000 stipends during internship. Application deadline April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Group Workshop March 23. 914-937-1719. Julie Eckhart, Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Cash for VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

New station start-up, C3, 94.9, used equipment: 10kw transmitter; STL; antenna. Fax 318-932-3301.

FOR SALE EQUIPMENT

AM transmitters: Continental/Harris MW1A 1KW, CCA/MCM 2.5KW. CCA/Harris/RCA 5KW. Harris/CCA 50KW. Transcom 800-441-8454.

FM transmitters: RCA 20KW. Collins 10KW, CCA 2.5KW. Collins 1KW. Transcom 800-441-8454.

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

BE-FM30, 1981. Completely rebuilt, tuned to your frequency, warranty, w/FX-30. Transcom 800-441-8454.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

Lease-purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Harris UHF TV transmitter. 10 years old, excellent condition, new visual Klystron, high band. Call Bill Kitchen, 303-786-8111.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185. We do start-up business.

RCA TT-35FH television transmitter for sale — Channel 7(-). Includes Filterplexer, opto switcher, dual exciters. In good condition, in operation until May, 1992. \$25,000.00 or best offer. GE technical support available. Call Clark, KUED, 801-581-3777.

Warning! Read this before you make your next equipment purchase. Maximize your buying power and savings with used TV production equipment. Need to sell? We'll list your equipment at no charge and provide national exposure through our monthly catalogs. Media Concepts, Inc. 918-252-3600, ext. 5.

4 Ampex VPR-2 videotape recorder, TBC-2 and monitor bridge. 3 — in good condition and still in operation \$8000.00 ea. 1 — needs work \$6000.00. Call Jim, KUED 801-581-3274.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems 602-582-6550.

TELEVISION

HELP WANTED PROGRAMING PROMOTION & OTHERS

BEST IN AMERICA.

KXAS-TV is seeking a promotion writer/producer/editor who will make our first rate team even stronger. We need an excellent writer with significant experience casting and directing actors and overseeing major shoots. Strong people and budget management skills essential. If you want to join a promotion operation that shoots a lot of film, has its own state-of-the-art D-2 edit suite and an all-out commitment to winning, this is a terrific opportunity in a Top Ten market.

Send resume and demo tape (Beta or 3/4" preferred) to:

Lee Spieckerman
Director of Promotion and Special Projects
LIN Television Corporation
3900 Barnett Street
Fort Worth, TX 76103



The Texas News Channel

EOE



WALL STREET JOURNAL TELEVISION™ GRAPHIC ARTIST

FULL TIME POSITION AVAILABLE AT WALL STREET JOURNAL TELEVISION. A NEW YORK CITY-BASED BROADCAST NEWS PRODUCTION UNIT WHICH PRODUCES NATIONALLY SYNDICATED SHOWS AND SPECIALS. STRONG DESIGN. 3D MODELING. ANIMATION AND TYPOGRAPHY SKILLS NECESSARY. ESSENTIAL THAT PERSON BE ABLE TO MANAGE TIME WELL. MEET DEADLINES. WORK WELL WITH OTHERS AND WORK INDEPENDENTLY. PREFER SOME DAILY NEWS PROGRAM EXPERIENCE. POST-PRODUCTION HOUSE AND STRAIGHT CUT EDITING BACKGROUND. DP4:2:2 EXPERIENCE PREFERRED. BUT WILL CROSS TRAIN QUALIFIED OPERATOR OF COMPARABLE EQUIPMENT. REGULAR HOURS, MONDAY THROUGH FRIDAY SCHEDULE. NEED TO HAVE AT LEAST 3 YEARS EXPERIENCE. BFA IN GRAPHICS DESIGN OR EQUIVALENT EXPERIENCE. DESIGN DEGREE REQUIRED. SEND RESUME TO: TEDY NEWHALL, MANAGER OF TV OPERATIONS, DOW JONES & COMPANY, 200 LIBERTY STREET, NEW YORK, NY 10281. EOE.

HELP WANTED TECHNICAL



Headline
NEWS

TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. These positions are in Los Angeles and Atlanta. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Mr. James H. Brown
Corp. Engineering
Turner Broadcasting System, Inc.
One CNN Center
P.O. Box 105366
Atlanta, Georgia 30348-5366
(404) 827-1638

TBS is an equal opportunity employer

HELP WANTED NEWS

REPORTER/PRODUCER

Magazine format weekly series on TBS seeks candidates for fulltime on-camera reporter/producer position. Substantial experience required in research, writing, field reporting and producing. Tape and resume to:

Chet Burgess, Executive Producer
NETWORK EARTH
One CNN Center
Atlanta, GA 30303
EOE

MISCELLANEOUS

MAIL LIST

Are you looking for a good TV station mailing list for your NAB mailing? I have it! Call Cliff Fields 408-249-7393

PROGRAMING SERVICES

Localized TV Weather via Satellite

Fox stations, independent stations are finding that localized TV weather in real-time with an AMS meteorologist is a niche now affordable. National Weather Network can deliver computerized graphics, localized radar, etc with talent on screen and zero in on your new and spectacular opportunity. Cash/Barter

Call Edward St. Pe'
(601) 352-6673

ALLIED FIELDS

HELP WANTED TECHNICAL

EDITOR PLUS

Small, successful New England production company seeking key person to fill top technical notch. Commercial, corporate work. 1", Beta suite, plus System 10 DVE and Dubner Paint. 5 years minimum experience.

Call 401-273-2777 EOE

FOR SALE STATIONS CONTINUED

LOS ANGELES FM's

- Simulcast Class A's
- Cash flow \$1.5 million.
- Motivated, flexible seller.

**Fax statement of interest/
qualifications to 415-391-4912**

**EXCLUSIVE RADIO LISTINGS
IN THESE STATES**

Florida, Nebraska, Virginia, New Jersey,
Pennsylvania, Illinois, Maine, Utah,
Georgia, Texas, California, Alabama and others.

Buyers Contact:
MEDIA SERVICES GROUP, INC.
Acquisitions, Valuations, Financing, Consultation
703-243-2310

CLASS C FM

For sale with CP - Corpus Christi,
Texas area. Willing seller - Make an
offer.

Contact **Norman Fischer
& Associates, Inc.**
(512) 476-9457 Fax (512) 476-0540

TEXAS MARKET LEADER

**6.5 TIMES CASH-FLOW
TERMS, 25% DOWN**

**John W. Barger, Broker
512-340-7080**

FM CP FOR SALE

100,000 Watt Unbuilt Class C1
North Carolina's Booming
Outer Banks Resort Area
Hatteras, N.C.
\$60,000.00

Contact: **Rick Hayes (703) 972-2690**

FOR SALE

Class C FM / 10 KW AM
KMCM/KMTA Miles City, Montana.
Top audience share, Regional signals
Cover South Eastern Montana.
Mint equipment, Sales growth.
Steady economy. \$595,000
Call **Paul 612-222-5555**

**PRICED FOR
QUICK SALE**

**FULLY EQUIPPED & STAFFED
GOING CONCERN**

FM RADIO STATION

IN THE HEART OF VIRGINIA

\$450,000

Reply to: (301) 590-1950

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. (202) 659-2340, ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa or MasterCard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods** will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

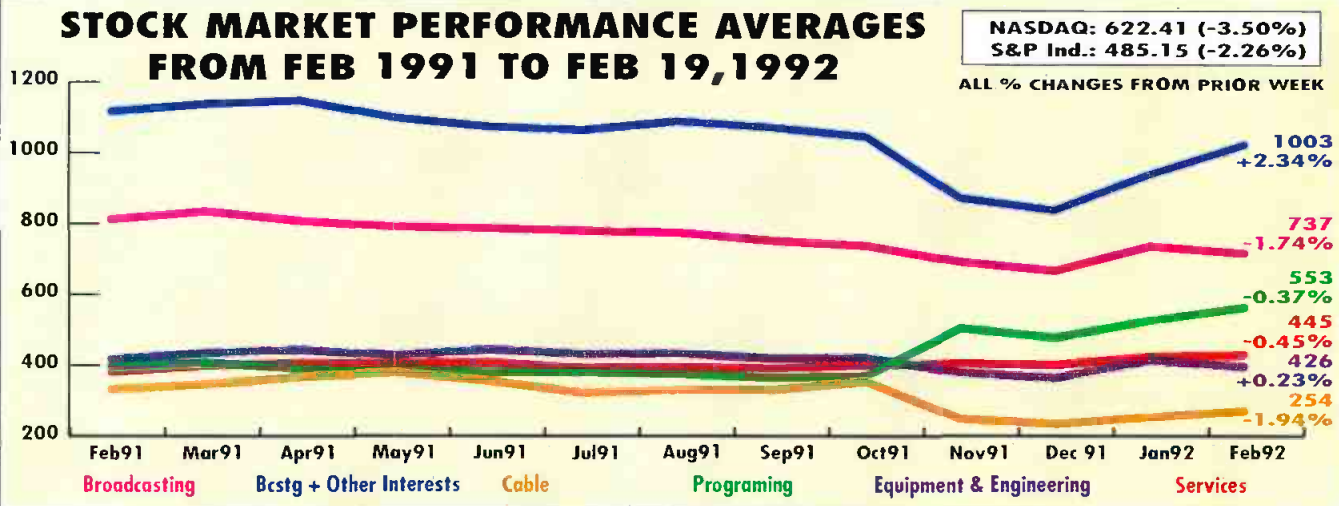
The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

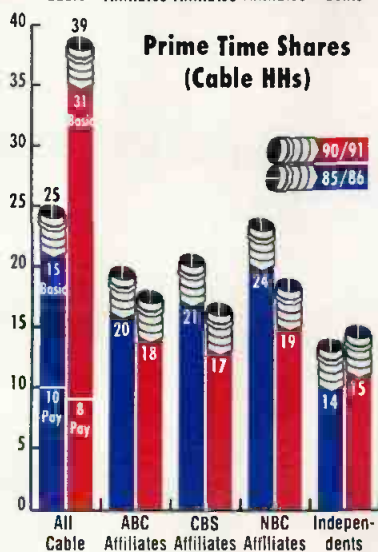
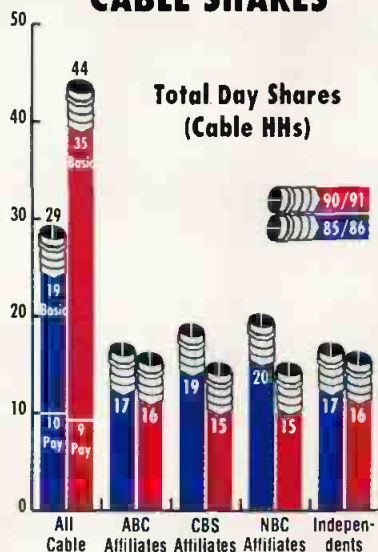
For subscription information call at 1-800-323-4345.

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 19, 1992



GROWTH OF CABLE SHARES



Source: Cabletelevision Advertising Bureau.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,984	230	5,214
Commercial FM	4,588	1,017	5,605
Educational FM	1,514	316	1,830
Total Radio	11,086	1,563	12,649
Commercial VHF TV	557	15	572
Commercial UHF TV	579	171	750
Educational VHF TV	123	5	128
Educational UHF TV	235	9	244
Total TV	1,494	200	1,694
VHF LPTV	422	150	572
UHF LPTV	759	856	1,615
Total LPTV	1,181	1,006	2,187
FM translators	1,887	349	2,236
VHF translators	2,531	76	2,607
UHF translators	2,323	384	2,707

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,135
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

For the Record

As compiled by BROADCASTING from Feb. 10 through Feb. 14 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KMRJ(FM) Ukiah, CA** (BALH920131HG; 105.9 mhz; 1.9 kw; ant. 2,017 ft.)—Seeks assignment of license from M. J. Johnson Communications Inc. to Terrence P. Montgomery for \$300,000. **Seller** is headed by James A. Johnson, receiver, and has no other broadcast interests. **Buyer** recently sold WQPM-AM-FM Princeton, MN, for \$1.2 million ("Changing Hands," Dec. 9, 1991). Filed Jan. 31.

■ **WZZT(FM) Morrison, IL** (BALH920130GW; 95.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Janet P. Bro to WZZT Inc. for \$349,000. **Seller** has no other broadcast interests. **Buyer** is headed by Larry E. Sales and James B. Scott, and has no other broadcast interests. Filed Jan. 30.

■ **KNEV(FM) Reno, NV** (BALH920204HH; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Seeks assignment of license from Price Broadcasting Co. to KNEV Broadcasting Co. Inc. for \$300,000. **Seller** is headed by John Price, and is selling KGA(AM)-KDRK-FM Spokane, WA; KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California; KROW(AM) Reno, and KHEZ(FM) Boise, ID, to Citadel Communications Corp. for \$12.5 million ("For the Record," Sept. 30, 1991). KNEV, originally part of application to Citadel Communications, was dismissed (see "Actions," below). Price Broadcasting also owns KUTR(AM)-KCPX-FM Salt Lake City and WOMG-AM-FM Columbia, SC. **Buyer** is headed by Stephen R. Harris, and has no other broadcast interests. Filed Feb. 4.

■ **KPAH(FM) Tonopah, NV** (BALH920129GH; 92.7 mhz; 280 w; ant. 970 ft.)—Seeks assignment of license from Roughrider Broadcasting Inc. to Western Adventures Radio Network for \$240,000. **Seller** is headed by Marc Ratner, and has no other broadcast interests. **Buyer** is headed by Dimitrios Karambellas, and has no other broadcast interests. Filed Jan. 29.

■ **KWDQ(FM) Woodward, OK** (BTCH920131GX; 102.3 mhz; 2.35 kw; ant. 355 ft.)—Seeks transfer of control of Classic Communications from Rick L. Carnahan to Sherre D. House; Carnahan is granting House option to buy 20 shares of licensee stock for \$4,100. Licensee has no other broadcast interests. Filed Jan. 31.

■ **KKGR(AM) Gresham, OR** (BAL920130GV; 1230 khz; 1 kw-U)—Seeks assignment of license from Gresham Radio Inc. to Pacific Northwest Broadcasting Corp. for \$82,000. Application is being filed contingent upon grant of KMUZ(FM) Camas, WA, from Pacific Northwest Broadcasting (see KMUZ(FM) Camas, WA, below). **Seller** is headed by Martin F. Malarkey and Gregg K. Clopper. Clopper has interests in KENI-AM-FM Anchorage, KVOK(AM)-KJJZ(FM) Kodiak and KBCN(AM)-KINQ(FM) Fairbanks, all Alaska. **Buyer** is headed by Richard L. Schwary, and is licensee of KMUZ(FM). Filed Jan. 30.

■ ***WELU(TV) Aguadilla, PR** (BALET920131KE; ch. 32; 105 kw-V; 20.9 kw-A; ant. 967 ft.)—Seeks assignment of license from Faith Pleases God Church to Healthy Christian Family Media Inc. for \$500,000. **Seller** is headed by Carlos Ortiz, and has interests in KMNZ(TV) Oklahoma City and LPTV's in Corpus Christi and Beaumont, both Texas. **Buyer** is headed by Norman O. Gonzalez, and

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—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; pow.—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 un—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.

has no other broadcast interests. Filed Jan. 31.

■ **WORA(AM) Mayaguez, PR** (BTC920130EB; 760 khz; 5 kw-U)—Seeks transfer of control from Radio Americas Corporation to Radio Cadena Informativa Inc. for \$2.1 million. Sale includes WQBS(AM) San Juan and WPRP(AM) Ponce, both Puerto Rico (see below). Filed Jan. 30.

■ **WPRP(AM) Ponce, PR** (BTC920130EC; 910 khz; 5 kw-U)—Seeks transfer of control from Radio Americas Corporation to Radio Cadena Informativa Inc. for \$2.1 million. Sale includes WORA(AM) Mayaguez (see above) and WQBS(AM) San Juan (see below), both Puerto Rico. Filed Jan. 30.

■ **WQBS(AM) San Juan, PR** (BTC920130EA; 630 khz; 5 kw-U)—Seeks transfer of control from Radio Americas Corporation to Radio Cadena Informativa Inc. for \$2.1 million. Sale includes WORA(AM) Mayaguez and WPRP(AM) Ponce, both Puerto Rico (see above). **Seller** is headed by Alfred Ramirez de Arellano III, who owns all stock of licensees of WIOA(AM) San Juan, WIOB(AM) Mayaguez and WIOC(AM) Ponce, all Puerto Rico. **Buyer** is headed by Jose E. Rios Gautier. Principals Roberto Davila Rodriguez and wife Emilie E. Rios Gautier own all issued and outstanding stock of licensee of WXYX(FM) Bayamon, PR. Filed Jan. 30.

■ **KNFO(FM) Waco, TX** (BALH920122HP; 95.5 mhz; 100 kw; ant. 1,100 ft.)—Seeks assignment of license from KNFO Broadcasting Co. (Texas joint venture) to HSA Service Corp. in settlement agreement. Original note plus interest borrowed by assignor totalled \$2,981,205; fair market value of assets acknowledged by parties to application is \$950,000. **Seller** is headed by Norman Fischer, et al., and has no other broadcast interests. **Buyer** is headed by Carl B. Webb, and has no other broadcast interests. Filed Jan. 22.

■ **KMUZ(FM) Camas, WA** (BTCH920130GU; 94.7 mhz; 3 kw)—Seeks transfer of control of Pacific Northwest Broadcasting Corp. from Richard L. Schwary to Albert C. Angelo, et al. Schwary is reducing his voting stock interest from 62.5% to 33.3%, relinquishing control that will then be held equally by shareholders (each 33.3%). Certain shareholders have redeemed shares in licensee, consideration being original stock price (\$3,000) plus repayment of loans (\$15,000). Licensee is also purchasing KKGR(AM) Gresham, OR (see above).

Actions

■ **KVVA-AM-FM Phoenix-Apache Junction, AZ** (AM: BAL910613EA; 860 khz; 1 kw-U; FM: BALH910613EB; 107.1 mhz; 2.5 kw; ant. 405 ft.)—Granted assignment of license from Betacom Inc.

to American Broadcasting Systems Inc. for \$6.9 million. **Seller** is headed by F. Patrick Nugent, Deward J. Knight, Scott Burton and Robert Feinman, and has no other broadcast interests. **Buyer** is headed by Ronald L. Shaffer, and owns Steamboat Springs Broadcasting Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, CO. Action Jan. 30.

■ **WHYI-FM Fort Lauderdale, FL** (BTCH911129GW; 100.7 mhz; 100 kw; ant. 930 ft.)—Granted transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration; transfer is part of three-step process filed simultaneously in order to ultimately distribute 60% of Metroplex stock to general public in public offering. Transfer includes WFYV-AM-FM Jacksonville-Atlantic Beach, WMTX-AM-FM Pinellas Park-Clearwater and WPRD(AM)-WMGF(FM) Winter Park-Mt. Dora, all Florida; WERE(AM)-WNCX(FM) Cleveland, and WXB(AM)-WUFX-FM Buffalo, NY (see individual stations). Metroplex is headed by Norman Wain and Robert Weiss (each 46.65%). Action Feb. 5.

■ **WFYV-AM-FM Jacksonville-Atlantic Beach, FL** (AM: BTC911129HB; 1460 khz; 5 kw-U; FM: BTCH911129HC; 104.5 mhz; 100 kw; ant. 984 ft.)—Granted transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Action Feb. 5.

■ ***WBPT(FM) Naples, FL** (BAPED911216HC; 89.5 mhz; 550 w; ant. 249.28 ft.)—Granted assignment of CP from Cross-Country Broadcasting Inc. to The Youth Foundation of America Inc. for \$177,114. **Seller** is headed by George Zarris, and has no other broadcast interests. **Buyer** is headed by Lloyd G. Sheehan, and has no other broadcast interests. Action Feb. 3.

■ **WMTX-AM-FM Pinellas Park-Clearwater, FL** (AM: BTC911129GZ; 1040 khz; 5 kw-D, 500 w-N; FM: BTCH911129HA; 95.7 mhz; 100 kw; ant. 607 ft.)—Granted transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Action Feb. 5.

■ **WPRD(AM)-WMGF(FM) Winter Park-Mt. Dora, FL** (AM: BTC911129GX; 1440 khz; 5 kw-D, 1 kw-N; FM: BTCH911129GY; 107.7 mhz; 100 kw; ant. 1,584 ft.)—Granted transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Action Feb. 5.

■ **WNVL(AM) Nicholasville, KY** (BAL911223EB; 1250 khz; 500 w-D)—Granted assignment of license from High Communications Partnership to Laney Communications Inc. for \$125,000. **Seller** is headed by general partner Calvin G. High, and is licensee of WCKU(FM) Nicholasville, KY, and WCYK-AM-FM Crozet, VA. **Buyer** is headed by William J. Laney, and has no other broadcast interests. Action Feb. 4.

■ **WPRG(FM) Bar Harbor, ME** (BAPH910913GP; 99.1 mhz; 10.5 kw; ant. 498 ft.)—Granted assignment of license from Bar Harbor Communications to Star Broadcasting of Maine Inc. for \$45,000. **Seller** is headed by Robert and Thomas Cole, father and son. Robert Cole has 100% interest in WCME(FM) Boothbay Harbor-Bath, and permittee of WPVM(FM) Howland, both Maine. **Buyer** is headed by Mark L. Osborne, who is also 50% shareholder of Acadia Broadcasting Co., licensee of WKSQ(FM) Ellsworth, ME. Action Jan. 3.

■ **KNEV(FM) Reno** (BALH910917E1; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Dismissed app. of assignment of license from Price Broadcasting Co. to Citadel Communications Corp.; station is being removed

from application which includes KGA(AM)-KDRK-FM Spokane, WA; KOOK(AM)-KBEE-FM Modesto and KQMS(AM)-KSHA(FM) Redding, both California, and KROW(AM) Reno to Citadel Communications for \$12.5 million ("For the Record," Oct. 14, 1991). Action Jan. 30.

■ **WXBX(AM)-WUFX-FM Buffalo, NY** (AM: BTC911129HF; 1400 khz; 1 kw-U; FM: BTCH911129HG; 103.3 mhz; 49 kw; ant. 340 ft.)—Granted transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Action Feb. 5.

■ **WSOC(AM) Charlotte, NC** (BAL911227EA; 930 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from WSOC Radio Inc. to Bible Broadcasting Network Inc. for \$475,000. Seller is headed by John James Rouse, and is subsidiary of Cox Enterprises, licensee of WSB-AM-FM-TV Atlanta; WSOC-FM-TV Charlotte, NC; KLRX(FM) Dallas; WHIO-AM-TV and WHKO(FM) Dayton, OH; WKBD(TV) Detroit; WCKG(FM) Elmwood Park (Chicago), IL; KFI(AM)-KOST(FM) Los Angeles; KTVU(TV) Oakland (San Francisco), CA; WPXI(TV) Pittsburgh, and WFTV(TV) Orlando, WIOD(AM)-WFLC(FM) Miami and WSUN(AM)-WWRM(FM) St. Petersburg, all Florida. Buyer is headed by Lowell L. Davey, and is nonprofit, non-stock corporation which recently acquired KPAC(FM) San Antonio. It is also licensee of WYFW(FM) Wichita, KS; WAVO(AM) Decatur, WYFK(FM) Columbus, WYFA(FM) Waynesboro, WYFS(FM) Savannah and WYFZ(FM) Evans, all Georgia; WYFE-FM Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WYFN(AM) Nashville, WHGG(FM) Knoxville and WYFC(FM) Clinton, all Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYFV(FM) Cayce, all South Carolina; WYFY-FM Fisher, WV; WYFD-FM Decatur, AL, and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Action Feb. 7.

■ **WPTF(AM) Raleigh, NC** (BTC911220EH; 680 khz; 50 kw-U)—Granted transfer of control within licensee company, headed by J. C. D. Bailey, et al., for no cash consideration; application requests Commission's approval of recapitalization of licensee in order to reduce the licensee's existing bank debt. Licensee has no other broadcast interests. Action Feb. 4.

■ **WERE(AM)-WNCX(FM) Cleveland** (AM: BTC911129HD; 1300 khz; 5 kw-U; FM: BTCH911129HE; 98.5 mhz; 16 kw; ant. 960 ft.)—Granted transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Action Feb. 5.

■ **WYRS(AM) Rock Hill, SC** (BAL911224EB; 1150 khz; 1 kw-U)—Granted assignment of license from Parkway Communications Inc. to WHVN Inc. for \$115,000. Seller is headed by Ted Solomon, and has no other broadcast interests. Buyer is headed by George H. Buck Jr., who is also purchasing WTIX(AM) New Orleans. Buck owns 100% of licensees of WNAP(AM) Norristown, PA; WOLS(AM) Florence, SC; WHVN(AM) Charlotte, NC; WEA-M(AM) Columbus, GA; WYZE(AM) Atlanta; WMGY(AM) Montgomery, AL; WTOO(AM) Asheville, NC; KURB-AM-FM Little Rock, AR; WZGO(AM) Portage, PA. Buck is permittee of WKXU(FM) Portage, PA, and 50% owner of non-voting stock of WAME(AM) Statesville, NC. Action Feb. 4.

■ **WCFR(AM)-WMKS(FM) Springfield, VT** (AM: BAL911220EF; 1480 khz; 5 kw-D; FM: BALH911220EG; 93.5 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Quality Communications Inc. to Bernhardt Broadcasting Co. Inc. for \$365,000. Seller is headed by Wilson W.M. Wong, and is also selling WINQ(FM) Winchendon, MA ("For the Record," Feb. 17). Wong and principal Lawrence DeHaan also have interests in WNTX(FM) Nantucket, MA. Buyer is headed by Michael Bernhardt, and has no other broadcast interests. Action Feb. 6.

NEW STATIONS

Applications

■ **Middletown, CA** (BPH920127MG)—Richard T. Moring and Della R. Moring seek 98.7 mhz; .063 kw; ant. 904 m. Address: P.O. Box 251, Lower Lake, CA 95457. Applicant has no other broadcast interests. Filed Jan. 27.

■ **Eunice, NM** (BPH920127MH)—Nolte Broadcasting Corp. seeks 100.9 mhz; 3 kw; ant. 90 m. Address: 1350 Walnut Hill Lane #135, Irving, TX 75038. Applicant is headed by Mark C. Nolte, and is permittee of KGZG(FM) Burnet, TX. Filed Jan. 27.

■ **West Chester, PA** (BPED920203ME)—Student Services Inc. seeks 91.7 mhz; .1 kw; ant. 32.8 m. Address: 211 Sykes Union Building, West Chester, PA 19383. Applicant is headed by Mell Josephs and Joe Harmel, and has no other broadcast interests. Filed Feb. 3.

Actions

■ **Hilo, HI** (BPH910206MF)—Granted app. of Pacific View Broadcasting for 95.9 mhz; 50 kw; ant. 70 m. Address: P.O. Box 38, Carlisle, PA 17013. Applicant is headed by general partners David A. Gardner and Jon C. Gardner. David Gardner owns 8.1% of class A voting stock and 16.6% of class B non-voting stock of Raystar Co., licensee of LPTV W40-A at Dillsburg, PA, and permittee of five LPTV's in Pennsylvania. Action Feb. 4.

■ **Hilo, HI** (BPH910206ME)—Dismissed app. of The B.F. Dillingham Co. for 95.9 mhz; 50 kw; ant. 2 m. Address: P.O. Box 3436, Honolulu, HI 96801. Applicant is headed by general partner Ethan D.B. Abbott, et al., and has no other broadcast interests. Action Feb. 4.

■ **Clearwater, KS** (BPH910412MD)—Granted app. of Gary L. Violet for 98.7 mhz; 6 kw; ant. 100 m. Address: 331 N Point Lookout, Hot Springs, AR 71913. Applicant is licensee of KSUX(FM) Winnebago, NE, and KSPG(AM)-KBUZ(FM) El Dorado, KS. Action Feb. 3.

■ **Clearwater, KS** (BPH910411MB)—Dismissed app. of Clearwater Broadcast Group Inc. for 98.7 mhz; 2.51 mhz; ant. 150 m. Address: 3500 N Rock Rd., Wichita, KS 67226. Applicant is headed by Britt G. Pate, and has no other broadcast interests. Action Feb. 3.

■ **Ocean City, MD** (BPH901224MH)—Dismissed app. of CDD Broadcasting Co. for 106.9 mhz; 5.01 kw; ant. 36 m. Address: 6107 Elmendorf Dr., Suitland, MD 20746. Applicant is headed by Francis J. Disalvo, and has no other broadcast interests. Action Feb. 4.

■ **Vanderbilt, MI** (BPCT910927KJ)—Granted app. of GRK Productions Joint Venture for ch. 45; 153.23 kw; ant. 290 m. Address: 7400 S. 45 Rd., Cadillac, MI 49601. Applicant is headed by Gary R. Knapp, and is licensee of WGKI(TV) Cadillac, MI. GRK Productions Inc. is 50% owner and managing partner of GPJV. Action Jan. 27.

■ **Otterville, MO** (BPH910305MB)—Granted app. of Otterville Broadcasting Ltd. for 107.7 mhz; 6 kw; ant. 100 m. Address: 5345 Pin Oak Lane, Sedalia, MO 65301. Applicant is headed by Joyce K. Fischer. Limited partner James L. Matthewson, and Fischer's husband Adam B. Fischer, are 50% common stockholders of licensee of KDRO(AM) Sedalia, MO. Action Jan. 31.

■ **Atlantic, NC** (BPH900919MH)—Granted app. of Down East Radio Co. for 107.3 mhz; 6 kw; ant. 100 m. Address: Rt. 3 Box 135, Beaufort, NC 28516. Applicant is headed by Joseph M. McClure, and has no other broadcast interests. Action Jan. 31.

■ **Hatteras, NC** (BPH910305MA)—Granted app. of Hurricane Communications for 94.3 mhz; 6 kw; ant. 60 m. Address: 2557 E. Mountain Lodge Circle, Birmingham, AL 35216. Applicant is headed by general partners Toni T. Rinehart and Melvin H. Tack, and has no other broadcast interests. Action Feb. 4.

■ **New Philadelphia, OH** (BPED901018MB)—Granted app. of Kent State University for 91.5 mhz;

3 kw; ant. 66 m. Address: 1935 E Main St., Kent, OH 44242. Applicant is headed by John Perry, and has no other broadcast interests. Action Jan. 31.

FACILITIES CHANGES

Applications

AM's

■ **Fairbanks, AK** KBCN(AM) 1300 khz—Jan. 24 application of Great Alaska Electric Radio Inc. for CP to change TL to 3528 International Way, Fairbanks, and make changes in antenna system: 64 51 49 - 147 45 06.

■ **Ocala, GA** WSIZ(AM) 1380 khz—Jan. 30 application of Osceola Communications Inc. for CP to correct coordinates to: 31 38 01 - 83 14 49.

■ **Cloquet, MN** WKLK(AM) 1230 khz—Jan. 30 application of WKLK Inc. for CP to make changes in antenna system: increase height by addition of FM antenna.

■ **Bozeman, MT** KBMN(AM) 1230 khz—Jan. 28 application of Cowdrey Broadcasting Company for CP to change TL: SW of Bozeman; south end of south 15th Ave., Bozeman, and make changes in antenna system.

■ **Sioux Falls, SD** KWSN(AM) 1230 khz—Jan. 23 application of XMT Group Inc. for CP to change TL to .96 km SE of village of Ellis on Madison St., county of Minnehaha, Wayne Township, SD, and make changes in antenna system: 43 33 31 - 96 49 10.

■ **Arlington, TN** WGSF(AM) 1210 khz—Jan. 27 application of Arlington Broadcasting Co. for CP to change city of license to Bartlett, TN; change TL to: 1.2 km ENE of intersection of Old Brownsville Rd. and Ellendale Rd., near Bartlett, and make changes in antenna system.

FM's

■ **Little Rock, AR** KUAR(FM) 89.1 mhz—Board of Trustees of Univ. of Arkansas for mod. of CP (BPED-810416AD as mod., and reinstated) to change TL to antenna farm 3 mi W. of Little Rock, change ERP: 73.5 kw (H), 100 kw (V); ant.: 272.5 ft.; and make changes in antenna system: 34 47 57 - 92 29 29; CP is cancelled (2-5-92).

■ **Glendale, CA** KLIT(FM) 101.9 mhz—Jan. 28 application of Golden West Broadcasters for CP to change: ERP: 4.8 kw (H&V).

■ **Morris, IL** WCFL(FM) 104.7 mhz—Feb. 5 application of M.M. Group Inc. for mod. of CP (BPH-8902171C) to change directional antenna pattern.

■ **Mason City, IA** KCMR(FM) 97.9 mhz—Jan. 21 application of TLC Broadcasting Corp. for 2nd mod. of license (BLH-790416AB) to increase ERP: 6 kw (per MM docket #87-375).

■ **Bethesda (Washington, DC), MD** WLTT(FM) 94.7 mhz—Jan. 24 application of CBS Inc. for CP to change ERP: 20.5 kw; ant.: 235 m.

■ **Cape May, NJ** WSJL(FM) 102.3 mhz—Light-house Broadcasting Co. of NJ Inc. for CP to change ant.: 93 m.; CP is cancelled (2-5-92).

■ **Asheville, NC** WCQS(FM) 88.1 mhz—Dec. 30, 1991 application of Western North Carolina Public Radio for mod. of CP (BPED-881214MF) to change TL: High Top Mountain at end of Starnes Cove Road, Asheville.

■ **Grove City, PA** WSAJ-FM 91.1 mhz—Jan. 31 application of Grove City College for CP to change ERP: 3 kw (H&V).

■ **Hallettsville, TX** KFSL(FM) 99.9 mhz—Jan. 10 application of Tom E. Donnelly for mod. of CP (BPH-891207MI) to change antenna: 6 kw H&V; TL: 4 miles ENE of center of Hallettsville.

■ **Spencer, WI** WOSX(FM) 92.3 mhz—Jan. 23 application of Hackman Broadcasting for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **Whitewater, WI** WSLD(FM) 104.5 mhz—Jan. 27 application of SLD Broadcasting Ltd. for mod. of CP (BPH-880825MO) to change ERP: 100 kw (H&V),

TL: approx. 1.4 km north of Richmond, Walworth County, WI.

TV

■ **Bend, OR KTVZ(TV)** ch. 21—Jan. 30 application of Resort Broadcasting Company for CP to change ERP (vis): 133 kw; ant.: 197 m.; TL: Awbrey Butte, 1 km northwest of Bend; antenna: Dielectric Communications TLP16-J(DA)(BT) 44-04-40 - 121-19-49.

Actions

AM's

■ **Cave Creek, AZ KCCF(AM)** 1100 khz—Jan. 30 application of Cave Creek Broadcasting Co. Inc. dismissed for mod. of CP (BP87029AP); change TL approximately 10.5 km ENE of Cave Creek at junction of Cave Creek Rd and Horseshoe Dam Road, near Cave Creek, and make changes in antenna system: 33 50 50 - 111 49 56.

■ **Riviera Beach, FL WPOM(AM)** 1600 khz—Jan. 16 application of WPOM Radio Partners Ltd. granted for mod. of CP (BP910923AC) to augment daytime and nighttime DA patterns.

■ **Whitesburg, KY WTCW(AM)** 920 khz—Jan. 21 application of T.C.W. Broadcasting Company Inc. granted for CP to change TL TO: 1 km north of Mayking, KY, on Rte 805, Whitesburg; make changes in antenna system: 37 08 46 - 82 46 01.

■ **Middleborough, MA WCEG(AM)** 1530 khz—Jan. 29 application of Steven J. Callahan granted for mod. of CP (BP880812AC) to increase pwr to 1 kw.

■ **Youngstown, NY WTOR(AM)** 770 khz—Jan. 23 application of Jeffrey N. Eustis granted for mod. of CP (BP900702AF) to change TL to 95 km NE of intersection of Langdon Rd. and Porter Center Rd., Lewis Township, NY: 43 13 05 - 78 56 53.

■ **Fayetteville, TN WBXR(AM)** 1140 khz—Jan. 21 application of Low Country Corp. Inc. granted for mod. of CP (BP900519AI) to correct coordinates to: 34 57 11 - 86 38 46.

FM's

■ **Jonesboro, AR KDEZ(FM)** 100.3 mhz—Jan. 27 application of KZ Radio Ltd. granted for CP to change ERP: 3.06 kw (H&V); ant. 140 m.; TL: 35 54 26 - 90 41 38 (This corrects earlier application erroneously accepted for filing.)

■ **Los Banos, CA KQLB(FM)** 106.9 mhz—Jan. 29 application of VLB Broadcasting granted for mod. of CP (BPH-890503ME) to change ERP: 6 kw (H&V); ant. 100 m.; TL: W. of Interstate 5 near intersection of Mercy Springs Rd, N 358.9' E 15.2 km to Los Banos, CA.

■ **Colorado Springs, CO KEPC(FM)** 89.7 mhz—Jan. 28 application of Pikes Peak Community College granted for mod. of CP (BPED-890629MA) to change composite azimuth pattern.

■ **Santa Rosa, CA KXFX(FM)** 101.7 mhz—Jan. 23 application of Kefco Inc. granted for mod. of CP (BPH-891116IC) to change ERP: 2.2 kw (H&V); ant.: 332 m. (This corrects public notice of 12-18-91 to show correct file no.)

■ **Key Largo, FL WZMQ(FM)** 103.9 mhz—Feb. 17 application of Spanish Broadcasting System of FL granted for CP to change ERP: 50 kw (H&V); ant.: 71 m.; TL: off U.S. Highway 1, 2 km NE of Tavernier, FL; change to class C2 (per MM docket #90-446).

■ **Plantation Key, FL WFKZ(FM)** 103.1 mhz—Feb. 17 application of Key Chain Inc. granted for mod. of license to increase ERP: 6 kw H&V (per MM docket #88-375).

■ **Venice, FL WCTQ(FM)** 92.1 mhz—Jan. 28 application of Asterisk Radio Inc. granted mod. of license (BLH-890525KC) to increase ERP: 6 kw H&V. (per MM docket #88-375).

■ **Agana, GU KUAM-FM** 93.9 mhz—Jan. 28 application of Pacific Telestations Inc. granted for CP to ERP: 5.2 kw (H&V), ant. 289 m.; change transmission line, change antenna type.

■ **Columbia, IL WCBW(FM)** 104.9 mhz—Jan. 30

application of WCBW Inc. granted for mod. of license (BLH-910613KB) to change ERP: 11.5 kw (H&V), ant. 146.3 m.; TL: McKenzie Rd, .8 km N of Heege Ave, near Shrewsbury, St. Louis County, MO; change to channel 285C3 (per docket #90-643).

■ **Lynnville, IL WEAI(FM)** 107.1 mhz—Jan. 31 application of Jerdon Broadcasting Co. granted for mod. of license to increase ERP: 6 kw H&V (per MM docket #88-375).

■ **Marshall, IL WMMC(FM)** 105.9 mhz—Jan. 29 application of J & J Media Inc. granted for mod. of CP (BPH-870909MD as mod.) to change ERP: 3.3 kw (H&V); ant. 90 m., correct length of installed coaxial cable.

■ **Petersburg, IL WLWJ(FM)** 97.7 mhz—Jan. 27 application of Richard L. Van Zandt granted for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **El Dorado, KS KBUZ(FM)** 99.3 mhz—Jan. 24 application of Gary L. Violet granted for CP to change ERP: 100 kw (H&V); ant. 299 m.; TL: 6 km southeast of Elbing, Butler County, KS; change to class C1 (per MM docket #89-76).

■ **Bowling Green, KY WCBZ(FM)** 96.7 mhz—Jan. 30 application of Bowling Green Broadcasters Inc. granted for CP to change ERP: 13.5 kw (H&V); ant. 137 m.; TL: 1.25 km east of New Harmony Church on Barrow Rd., Logan County, KY; change to class C3 (per MM docket #90-447).

■ **Howell, MI WHMI-FM** 93.5 mhz—Feb. 5 application of Livingston Radio Company granted for mod. of license (BLH-890531WB) for replacement of antenna.

■ **Caledonia, MN KKOOFM** 94.7 mhz—Jan. 31 application of Oasis Broadcasting Partners Inc. dismissed for mod. of CP (BPH-881206MB) to change ERP: 1 kw (H&V); ant.: 221 m.; TL: 1.3 km north of County Rte. 3 and 11.8 km northeast of Caledonia.

■ **Caledonia, MN KKOOFM** 94.7 mhz—Feb. 7 application of Oasis Broadcasting Partners Inc. for CP for new FM on 94.7 mhz; ERP 3 kw H&V; ant. 100 m.; 43 42 34 - 91 27 52; is hereby cancelled and revoked and call letters are deleted (1-31-92).

■ **Columbus, MS WACR-FM** 103.9 mhz—Feb. 3 application of T&W Communications Corp. returned for mod. of CP (BPH-890328IF) to change ERP: 50 kw (H&V); ant.: 150 m.; TL: 4.3 miles E of Ethelville, Pickens County, AL.

■ **Rolla, MO KQMX(FM)** 94.3 mhz—Feb. 4 application of Progressive Bcstng Co. of Missouri granted for mod. of license to increase ERP: 3 kw H&V (per docket #88-375).

■ **Missoula, MT KUFM(FM)** 89.1 mhz—Jan. 31 application of University of Montana granted for CP to change ant.: 754 m.; correct site coordinates: 47 01 58 - 113 59 29.

■ **Cape May, NJ WSJL(FM)** 102.3 mhz—Jan. 22 application of Lighthouse Broadcasting Co. of NJ Inc. granted for CP to change ant.: 89 m.

■ **Middletown, NY WOSR(FM)** 91.7 mhz—Feb. 3 application of WAMC granted for mod. of CP (BPED-890427MA) to change ERP: 1.8 kw H&V; ant.: 192 m.; TL: south side of State Rte 17, approx. 1 km SE of intersection of Rte. 17 and Wolfe Lake Road in Sullivan County, NY.

■ **Durant, OK KLBC(FM)** 107.1 mhz—Jan. 27 application of Durant Broadcasting Corp. granted for CP to change ERP: 50 kw (H&V), ant. 150 m.; TL: approx. 3 miles south of Coleman, Johnston County, OK, on Highway 48, change from class 296A to 296C2 (per MM docket #88-48).

■ **Klamath Falls, OR KTEC(FM)** 89.5 mhz—Jan. 31 application of State Board of Higher Education granted for CP to change ant.: 182 m.; TL: 1.5 mi. west of courthouse.

■ **Pori Allegany, PA WHKS(FM)** 94.9 mhz—Jan. 23 application of L-Corn Inc. granted for mod. of CP (BPH-880616MI) to change TL: 4.9 m. east of Smethport, PA, McKean County, Prospect Hill.

■ **Livingston, TN WXKG(FM)** 95.9 mhz—Jan. 30 application of WLIV Inc. granted for mod. of CP

(BPH-900309IB) to change ERP 11.96 kw (H&V); change to class C3 (per MM docket #90-126).

■ **Cameron, TX KCRM(FM)** 103.9 mhz—Jan. 30 application of KCRM Broadcasting granted for CP to change TL: 30 45 16 - 96 54 30.

■ **Kerrville, TX KRVL(FM)** 94.3 mhz—Jan. 29 application of Griffin Broadcasting Corp. granted for CP to change directional antenna (delete 73.215).

■ **McKinney, TX KSSA-FM** 95.3 mhz—Jan. 31 application of Radio Plano Inc. granted for mod. of license (BLH-850208KS) to change freq: 106.9 mhz (per docket #88-48).

■ **Pittsburg, TX KXAL-FM** 103.1 mhz—Jan. 29 application of Camp-Titus Radio Company Inc. granted for mod. of license to increase ERP to 3.824 kw (per MM docket #88-375).

■ **Ashland, WI WJHH(FM)** 96.7 mhz—Jan. 31 application of Bay Broadcasting Corp. granted for mod. of CP (BPH-890626IG) to change ant.: 79 m.

TV's

■ **Baxley, GA WUBI(TV)** ch. 34—Jan. 27 application of Upchurch Broadcasting Inc. granted for mod. of CP (BPCT-901029KM) to change TL: 4.7 km south of State Route 144, 11.6 km east of Baxley in Appling Co., GA (31-45-53 - 82-13-38).

■ **Ottumwa, IA KOIA-TV** ch. 15—Jan. 31 application of Public Interest Broadcast Group Inc. granted for CP to change ERP (vis): 2.213 kw; ant. 362.6 m. TL: 2.1 km NNE of State Highways 1 and 78, Richland Township, Keokuk County, IA, (41-11-42 91-57-15); antenna: SWR SWMP32BF (DA)(BT).

■ **Norfolk, NE KXNE-TV** ch. 19—Jan. 27 application of Nebraska Educ. Telecomm. Commission granted for CP to change ERP (vis): 767.5 kw; ant.: 342 m.; TL: Highway 98, 5 miles SW of Carroll, NE: 42-14-15 - 97-16-41; antenna: Dielectric Cdrms. TFU-36JDA (DA)(BT).

■ **Greenville, NC WYDO(TV)** ch. 14—Jan. 29 application of Karl Holbrook Stoll granted for mod. of CP (BPCT-871112KF) to change ERP (vis): 1,200 kw; ant.: 193 m.; TL: .2 km north of Route 118, 2.2 km east of Grifton, Pitt Co., NC; antenna: AN-DREW-ALP32M3-HSP-14(DA)(BT); 35-22-18 - 77-24-04. Amended 11-27-91 to change ERP (vis): 1,334 kw; ant. 209 m.; TL: approximately 225 m. west of State Route 1724, approx. 5 km SE of Ayden.

■ **Lorain, OH WUAB(TV)** ch. 43—Jan. 27 application of Cannell Communications Ltd. granted for CP to change ERP (vis): 204 kw; ant.: 264 m.; antenna: Andrew ATW2G1-HSS (DA).

■ **San Juan, PR WSJU(TV)** ch. 18—Jan. 31 application of International Broadcasting Corp. granted for CP to change ERP (vis): 500 kw; ant.: 563 m.; TL: Cubuy Ward, municipality of Loiza, PR; antenna: Jampro Antennas Inc. JSM-2418-SFC-CP (DA)(BT): 18-16-44 - 65-51-12.

ACTIONS

■ **Paramount Communications Inc.** Granted limited waiver of duopoly subsection of multiple ownership rule to allow it to own up to 10 percent of stock of Combined Broadcasting Inc. (By MO&O [FCC 92-48] adopted February 5 by Commission.)

■ **United States Marshals**, with assistance of FCC's Dallas office and Amarillo Policy Swat Team and under direction of assistant United States Attorney Mark Nichols, seized estimated \$20,000 of illegal electronic equipment from four businesses in Amarillo, TX, area: S & S CB Shop, Radio Depot CB Sales, Ben's CB Sales and Repair and Tri State Radio.

■ **Adopted** new technical standards that will define basic technical quality of service cable subscribers are entitled to receive. This is first major revision of cable technical rules in over 15 years. New standards take into account changes in American television household environment since 1970s. (MM docket #91-169, by Commission February 13 by R&O [FCC 92-61], 85-38 Report DC-2053).

■ **Amended** and clarified its "pioneers preference" rules adopted April 9, 1991. Rules provide preferential treatment in FCC's licensing processes for parties developing new communications services and technologies. (Gen. docket #90-217, Report DC-2049, by Commission February 13 by MO&O [FCC 92-57].)

■ **Denied** application of John R. Price for review of Mass Media Bureau action denying his complaint that, as candidate for state office, he was target of personal attack by WFBQ(FM) Indianapolis. (By Commission January 21, 1992, by MO&O [FCC 92-30], report MM-568, Mass Media Action.)

■ **Denied** motion by nine political candidates who ran for office in Georgia to disqualify Commissioner James H. Quello from participating in proceeding involving their complaint against WXIA-TV. (By MO&O [FCC 92-31] adopted January 22 by Commission.)

■ **Eliminated** spousal attribution policy by which media interests of one spouse are presumptively attributed to other in applying multiple ownership and cross-ownership rules. (MM docket #91-122, Report DC-2050.)

■ **Eliminated** need for audio identification of sponsors of televised political broadcast advertisements and instead specified size and duration of video identification of sponsors of such ads. To minimize disruption of commercials already prepared, political advertisements need not comply with these new standards until April 1. In interim, political advertisements will be deemed to satisfy sponsorship identification requirements if they comply with either new standards or standards adopted by Commission in December 1991. (MM docket #91-168, Report DC-2055, action by Commission February 12 by MO&O [FCC 92-55].)

■ **Meridianville, AL** Granted application of Virginia

Griffith for new FM on channel 231A; denied competing applications. (MM docket #90-150, by Decision [FCC 92R-9] adopted January 17 by Review Board.)

■ **Phoenix, AZ** Approved settlement agreement and dismissed application of Arizona Board of Regents for Arizona State University; granted amended application of Maricopa County Community College District for new noncommercial FM on channel 208A, and terminated proceeding. (MM docket #88-442 by MO&O [FCC 92R-10] adopted January 21 by Review Board.)

■ **Tucson, AZ** Commission has denied Playa Del Sol Broadcasters review of Review Board decision granting application of F.E.M. Ray Inc. for new FM on channel 281A in Tucson, AZ, and denying application of Playa. (MM docket #89-470 by MO&O [FCC 92-28] adopted January 21 by Commission.)

■ **Fresno, CA** Denied New Life Enterprises Inc. reconsideration of dismissal of its application for new FM on channel 257A. (By MO&O [FCC 92-8] adopted January 2 by Commission.)

■ **Los Angeles** Denied complaint by Bree Walker Lampley, et al., against KFI(AM) Los Angeles alleging that radio station violated Commission's personal attack rule. (By Staff Ruling [DA 92-179] adopted February 10 by Chief, Fairness-Political Programming Branch, Mass Media Bureau.)

■ **Montecito, CA** Denied Premier Broadcasting Inc., reconsideration of action by Mass Media Bureau which dismissed its application of new FM on channel 225A (By MO&O [FCC 92-9] adopted January 2 by Commission.)

■ **Montecito, CA** Modified MO&O released January 23, 1992, in proceeding involving four competing applications for new FM (MM docket #87-426, by MO&O [FCC 92R-13] adopted January 24 by Review Board.)

■ **San Clemente, CA** Denied application of On Beach Broadcasting and Portola Broadcasting Corp. and dismissed application of James Harden and Claudia Harden for new FM on channel 285A. (MM docket #89-503) by Decision [FCC 92R-6] adopted January 10 by Review Board.)

■ **Santa Barbara, CA** Denied application of Solar Television Inc. for new TV station at Santa Barbara. (MM dockets 84-934-36, by Supplemental ID [FCC 92D-9] issued February 4 by ALJ Edward Luton.)

■ **Sebastopol, CA** Denied Apple Communications review of dismissal of its application for new FM on channel 229A. Apple's application was dismissed by Mass Media Bureau as untenderable because it did not contain full scale topographic site map required under Commission's FM "hard look" processing standards. (Report MM-572, Mass Media Action, by Commission February 10 by MO&O [FCC 92-54].)

■ **South Lake Tahoe, CA, and Reno and Minden, both Nevada** Dismissed proposals and counterproposals to amend FM Table of Allotments at South Lake Tahoe, CA, and Reno and Minden, both Nevada. (MM docket #89-288 by R&O [DA 92-143] adopted February 3 by Chief, Allocations Branch.)

■ **Panama City, FL** Ordered Culpepper Communications Inc. licensee of WPFM(FM) Panama City to forfeit \$15,000 for failure to comply with Commission's EEO requirements. (By MO&O [FCC 92-23] adopted January 17 by Commission.)

■ **Lopez and Dushore, both Pennsylvania** Granted, in part, Stewart C. West's petition for reconsideration of Report and Order in proceeding to amend FM Table at Lopez and Dushore, PA. (MM docket #89-299 by MO&O [DA 92-71] adopted January 21 by Chief, Policy and Rules Division, Mass Media Bureau.)

SERVICES

BROADCAST DATABASE
dataworld
MAPS
Coverage Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

LEDS
BROADCAST DATA SERVICES
A Div. of Moffer, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

Talotech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
• FCC Applications and Field Engineering
• Frequency Searches and Coordination
• Tower Erection and Maintenance
• Facility Design and Construction
Contact: KENNETH W. HOEHN 23400 Mich. Ave.
(313) 562-6873 Dearborn, MI 48124

dataworld
LPTV/TV Translator
Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

SOFTWARE
FM & TV CHANNEL SEARCH
FCC databases for MS-DOS
Broadcast Technical Consulting
V Doug Vernier
Broadcast Consultant
1600 Pictouque Drive
Cedar Falls, Iowa 50613
319 266-8402

DSI
COMMUNICATIONS INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

SG Communications
TV/FM RF Systems Specialists
RF System Measurements
Tower Erection & Maintenance
800-824-7865 Tucson, AZ
800-874-5449 Tampa, FL
215-699-6284 N. Wales, PA

LDL
COMMUNICATIONS, INC.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

Utility Tower Company
SERVING BROADCASTERS
FOR OVER FORTY YEARS
(405) 946-5551

Broadcast Video Tape
Great Service • Excellent Prices
CoarcVideo
New Quality Stock • Custom Reloads
BETACAM • U-MATIC • VHS
1-800-888-4451

FOR WORLDWIDE
SATELLITE TRANSMISSION
SERVICES CONTACT:
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-838-6374

TNS
TOWER NETWORK
SERVICES
NATIONWIDE SERVICE
(305) 989-8703
WE • STROBE LIGHT SYSTEMS
SERVICE • TOWERS AND ANTENNAS

DON'T BE A STRANGER
To Broadcasting's 117,323 Readers, Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers.
1989 Readership Survey showing 37 readers
per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCEE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCEE

LOHNES & CULVER

Consulting Radio-TV Engineers
1158 15th St., N.W., Suite 608
Washington, D.C. 20005
(202) 296-2722



Member AFCEE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCEE

SILLIMAN AND SILLIMAN

8601 Georgia Ave. #910
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCEE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers

Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCEE

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers

Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCEE

CARL E. SMITH
CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCEE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCEE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC**

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 356-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCEE

**JOHN FX. BROWNE
& ASSOCIATES, P.C.**

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCEE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCEE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124



**LAWRENCE L. MORTON
ASSOCIATES**
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93046

LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCEE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCEE

Datel Corporation

BROADCAST CONSULTANTS
Applications • Inspections

Call Toll-Free
(800) 969-3900

1515 N Court House Rd, Arlington, VA 22201



RADIO ENGINEERING CO.

1416 Hollister Lane
Los Osos, CA 93402

CONSULTANTS
ALLOCATIONS INSTALLATIONS FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
Serving Broadcasters Over 35 Years
Tel: (805) 528-1996
Norwood J. Patterson FAX: (805) 828-5571

**STANLEY BROADCAST
ENGINEERING**

Radio and Television

Box 24601
Tempe, Arizona 85282
(602) 264-8752

AFCEE
Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(703) 534-7880

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion
26 weeks - \$60 per insertion
13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

LAURENCE JOSEPH THORPE

Employed on three continents in 23 years, Larry Thorpe has made television engineering his expandable country. Riding the leading edge with such industry flagships as the British Broadcasting Corp. in the 1960's, RCA in the 1970's and Sony Corp. since 1982, he has been a cartographer of new frontiers in color TV studio equipment, camera design and, for the past 10 years, high-definition television production.

But a portrait of this silver-bearded, ruddy-cheeked Dubliner, whether as a teenaged amateur filmmaker, back-room design engineer or middle-aged head of Sony's Advanced Systems Co., finds more than a passion for TV technology. In his own words, "I love the use of it.

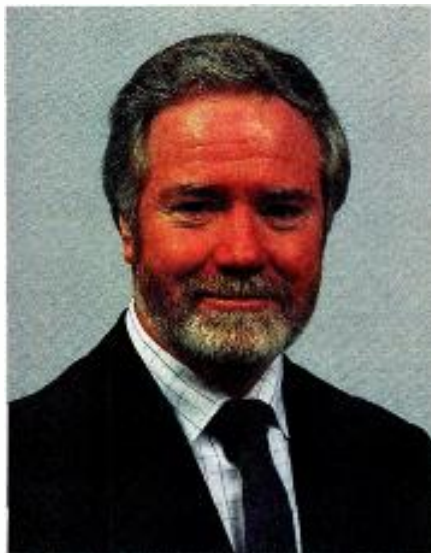
"I dream that when we bring the technologies to a level of fruition where you have solved the terrible limitations of television—I think a little box in a room is an extremely artificial thing—there's going to be a rethink of programing. A lot more can be done with sports, drama, orchestra music, when you can bring multichannel sound and large images into the room."

In service to such ends, he has stuck close to the heart of developing better means, working with RCA and Sony at their peaks in advancing the industry's "core technology."

He would watch the first of those give up its lead position, and he would gain a distaste for complacency.

The eldest among five, Thorpe credits a rather "severe" Christian Brothers schooling with giving him a lasting love of math and literature. His father, a radio officer in the British Merchant Marine and traffic controller for Dublin Airport, gave him a passion for electronics.

Two weeks after graduation from Dublin's College of Electronic Technology, and perhaps driven by a desire to escape what seemed a "very bad, permanent recession" in the Republic of Ireland, Thorpe left for London and the BBC, arriving just in time to design some of the earliest studio equip-



ment for the new age of color television—three years after seeing his first TV. He savored the work and enjoyed his boss Neville Watson's willingness to fight for his beliefs, but by 1968 Thorpe was four years married to Marie Brady, and together they "were toying with the idea of an adventure," perhaps to Australia.

The space race intervened. In the U.S., engineers were going into aerospace, and RCA, the world's number one manufacturer of everything television, sought engineers in London and elsewhere. The Thorpes planned on a one-year experimental sojourn to the New World. The experiment has lasted 27 years.

Plunged into camera design with "guru of imaging" Sidney Bendell, he participated in tube, sensor technology and optics development for RCA. But competitors were coming. Philips

developed plumbicon technology, which RCA "fought tooth and nail, but finally conceded had totally eclipsed the technology we were using." RCA threw its still considerable resources into a "crash program," and within two years gained most of the market using Philips plumbicons—a portent of the globalizing of technology to come.

But, he says, RCA had already taken itself off the cutting edge, "milking the broadcast industry, but not putting any more money into it." As engineering leader, he saw his development of a next-generation studio camera cut three times. It would never be born. His efforts to interest the company in HDTV fared no better. In 1982 he resigned, and within three years, RCA had closed down its studio equipment business.

Vice president, production technology, Sony Advanced Systems Co., Business and Professional Group; b. March 9, 1940, Dublin, Ireland; Bachelor of electrical engineering, College of Technology, Dublin, 1961; development engineer, design department, British Broadcasting Corp., 1961-66; development engineer, 1966-75; project leader, 1975-79, engineering leader, 1979-82, RCA, Ridgeway, N.J., 1968-82; manager, camera product management, head of Betacam development, 1982-84, and high-definition television production equipment development, 1984-present, Sony Corp.; present position since 1988; m. Marie Brady, March 30, 1964; children: Helen, 27; Brian, 25, and Lorna, 25.

"I remember laughing" at Sony and other Japanese manufacturers in the mid-1970's," he says. But Sony gave him HDTV early, along with Betacam, which the company introduced in 1983. A year later, it rolled out HD equipment. In 1988, Sony formed Advanced Systems, Thorpe at its helm.

A man without a country, he has developed a distrust of "nationalist posturing" at the expense of bringing the best and brightest to market. Spending some of his time diffusing "all this talk about Japan Inc.," he still keeps his eye on the prize.

"TV is such a terrific communication tool, and it is dreadfully, poorly exploited. It won't take government intervention to improve it. Great technology and natural market forces will take care of it." ■

Fates & Fortunes

MEDIA

Domenick Fioravanti, senior VP, media marketing, Court TV, joins Discovery Communications Inc., Bethesda, Md., as senior VP, new business development.

William C. Ross, director of sales, WGNO(TV) New Orleans, named VP and general manager.

Robert Caird, president of HBO Satellite Services Inc., has joined the Personalized Mass Media Corp., New York, as senior VP of corporate development.

Chris Wheat, VP and general manager, WNDE(AM)-WFBQ(FM) Indianapolis, named president.

Teresa Rogers, acting general manager, KCSN(FM) Northridge, Calif., named general manager.

Marshall R. Magee, formerly with SunGroup and Keymarket Communications, joins WLRM(AM)-WLIN(FM) Jackson, Miss., as president and general manager.

Roland T. Adeszko, general sales manager, WSBT-AM-TV-WNSN(FM) South Bend, Ind., adds duties as TV station manager.

José Pagán, sales executive, WLI(TV) Caguas, P.R. (San Juan), joins WUNO(AM)-WFID(FM) San Juan, P.R., as VP and general manager.

Mel Martin, news director, WTSP-TV St. Petersburg-Tampa, Fla., joins WINK-TV Fort Myers, Fla., as station manager and news director.

SALES AND MARKETING

Scott Dempsey, from Blair Television, Miami, joins Capital Cities/ABC National Television Sales, Charlotte, N.C., as sales manager.

Jeffrey C. Mathieu, VP, sales and marketing, Q1 Productions, joins ProMedia, Northvale, N.J., as VP, sales and marketing.

Patrick E. Kane, corporate senior VP and CEO, Mediatech East, joins

CRN International, Hamden, Conn., as senior VP, corporate development.

Robert N. Chenoff, president, Chenoff Communication Corp., joins Action Media Group, New York, as account executive.



Kinsley

ment representative.

John Remes, national sales manager, KARE(TV) Minneapolis, named local sales manager.

Don Carmichael, from Marshall Marketing & Communications, joins WATE-TV Knoxville, Tenn., as general sales manager.

Alison Minch, from WPTA(TV) Fort Wayne, Ind., joins WXIN(TV) Indianapolis as account executive.

Appointments at Interep Radio Stores' Schubert Radio Sales: **Marianne Zaren**, general sales manager, WEAZ-FM Philadelphia, named manager there; **Adam Pullman**, sales associate, New York, named account executive; **Caryn Jacoby**, account executive, Group W Radio Sales, named senior account executive, New York; **Kevin Dakis**, account executive, Major Market Radio, San Francisco, named director of sales there, and **Tena Lustig**, from Durpetti & Associates, joins co-owned Interep Radio Store, New York, as account manager.

Jim Smith, director of marketing, Profit Plus, San Francisco, joins Strategic Radio Research, Chicago, as VP, sales and marketing.

Mark Grieco, from Katz Radio, New York, joins WHLI(AM)-WKJY(FM) Hempstead, N.Y., as account executive.

Patrick Kinsley, executive VP and general manager, Cadwell Davis Partners, New York, joins Backer Spielvogel Bates Inc., New York, as senior VP, manage-

Appointments at Metrobase Cable Advertising: **Phil Salas**, sales manager, named general sales manager, Philadelphia, Reading and Southern New Jersey; **Janice Lindquist**, general manager, Western Pennsylvania region, named director of marketing and affiliate relations; **George Cross**, sales manager, Pittsburgh, named general sales manager, Pittsburgh, Erie, Pa., and Michigan offices; **Larry Lewis**, from Northeast Television Advertising, named sales manager, Erie, and **Terence Myers**, sales manager, Erie, named general manager, Western Pennsylvania region.

PROGRAMMING



Browne

Calif., as executive producer, *Night-talk with Jane Whitney*.

Appointments at E! Entertainment Television, Los Angeles: **James Medlin**, manager of writers, named editorial director; **Gabrielle Brand**, manager, human resources, named human resources coordinator, and **Mark Mauceri**, systems designer, named manager, program planning and enterprises.

Hal Rosenberg, national sales manager, business development group, Showtime Networks, New York, named director of national accounts and administration, business development. **Charles Roegge**, regional director, Showtime Networks Inc., Houston, named regional marketing director, South Central region, Dallas.

Jillaina Harbaugh, director of affiliate marketing, Encore, Englewood, Colo., named regional VP, special markets.

Len Weiner, executive producer, all-sports WFAN(AM) New York, named program director, KMPC(AM) Los Angeles, which is switching to all-sports format in April.

NEWS AND PUBLIC AFFAIRS



Ortiz

Al Ortiz, foreign editor, CBS News, New York, named VP, Europe and London bureau chief, London, succeeding **Peter Bluff**, London-based producer, *60 Minutes*.

Jamie Gangel, general assignment and political correspondent, NBC News, Washington, named national correspondent, *Today*, Washington.

Sylvia Lopez, reporter and substitute anchor, KCBS-TV Los Angeles, joins KCAL(TV) Norwalk, Calif. (Los Angeles), as reporter.

Rene Syler, from WVTM-TV Birmingham, Ala., joins WFAA-TV Dallas as reporter and anchor.

Bob Sirkin, correspondent, KRON-TV San Francisco, joins KXAS-TV Dallas-Fort Worth in same capacity.

Gail Neubert, assistant news director, KIRO-TV Seattle, named interim news director.

TECHNOLOGY

Barbara Jaffe, VP, affiliate sales and operations, Home Box Office Inc., New York, named VP, technology operations.

Brewster Barclay, consultant, BPA Technology & Management Inc., joins Spraylat Corp., Mount Vernon, N.Y., as European product manager, conductive coatings.

Larry W. White, chief engineer, KLST(TV) San Angelo, Tex., named director of engineering, Jewell Television Corp.'s KLST, San Angelo, Tex.

W.T. (Mack) McGill, VP, engineering and 39-year veteran at KTSM-AM-FM-TV El Paso, retired. **Oscar G. Medina**, from KCOS(TV) El Paso, succeeds McGill as director of engineering. **Gregg W. Davidson**, video maintenance and training engineer, KSTM-TV El Paso, named chief engineer.

Kenneth F. Wiedeman, director of sales and marketing, Sony Professional Tape Division, Park Ridge, N.J., named VP, sales and marketing. **Joseph E. Tibensky**, from BASF Corp., Bedford, Mass., joins Sony Professional Tape Division, Park Ridge, N.J., as director of marketing.

PROMOTION AND PR

Colleen Harkins, director of communications, Cable Television Administration and Marketing Society, Alexandria, Va., resigned to form ProPR public relations firm there, concentrating in growth of cable TV.

Kelly Wright, formerly with Cincinnati Art Museum, joins WGUC(FM) Cincinnati as promotion coordinator.

Marc A. Newman, sales manager, Medialink, New York, named general manager, Southern sales.

Chris Dominici, broadcast designer, The Monitor Channel, Boston, joins WTKR-TV Norfolk, Va., as creative director.

Susan Acklen, from WFLA-TV Tampa, Fla., joins WAPT(TV) Jackson, Miss., as promotion manager.

Bruce Charet, executive VP, development, Cinema 7, joins Grant/Tribune Productions, Los Angeles, as director of creative affairs.

Ina Wallman, senior account executive, Marina Maher Communications Inc., joins CBS Radio Communications, New York, as manager.

ALLIED FIELDS

New executive committee at NATPE: **Pat Patton**, KMBC-TV Kansas City, Mo., named chairman and CEO; **Lou Gattozzi**, WJW-TV Cleveland, named first vice chairman and treasurer; **Russ Myerson**, Media General Broadcast Group, Tampa, Fla., named second vice chairman and secretary; **Rick Reeves**, WTAJ-TV Altoona, Pa., immediate past chairman, and **Steve Goldman**, Paramount Television, Los Angeles, named associate member representatives.

Nancy Newhouse, VP, Think Entertainment, joins McClintock, Weston, Benshoof, Rochefort, Rubalcava & MacCuish law firm, Los Angeles, as counsel, concentrating in entertainment law.

Philip C. Shyposh, 26-year AT&T veteran, joins Association of National Advertisers Inc. (ANA), New York, as senior VP, member services.

Peter J. Thomas, director, member relations, ANA, New York, named VP, member relations.

DEATHS

Edward McCullers Jr., 64, TV host, died Feb. 18 of heart disease in Jacksonville, Fla. His broadcasting career spanned over 34 years and was best known to thousands of children as "Skipper Ed," where he hosted program at WTLV(TV) Jacksonville, Fla., from 1961 to 1974. He is survived by his wife, Dana; three children and two grandchildren.

Howard B. Frazier, 86, radio pioneer, died Feb. 15 in Fort Meyers, Fla. Frazier established WSNJ(AM) Bridgeton, N.J., in 1937, and later joined National Association of Broadcasters as director of engineering, where he edited "NAB Engineering Handbook." He founded Frazier & Peter Inc. radio and TV management consulting firm, Washington, in 1946 (later Frazier Gross & Clay Inc.), where he was president until his retirement in 1972. Survivors include his wife, Grace; four children, and brother.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting** 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) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (Subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at Washington, DC 20036 and additional mailing offices. Postmaster, please send address corrections to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$85; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* is a registered trademark of Reed Properties, Inc., used under license. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Monday Memo

“Cutbacks can be implemented without damaging your ability to compete.”

Broadcast, cable, network and other sectors of the entertainment industry generally have fixed costs and low variable costs. In good times, that's good news. After fixed costs are covered, most of each additional revenue dollar goes to the bottom line. It's one of the main reasons entertainment is seen as an attractive cash-flow business.

But, it also can be bad news. In difficult economic times, when revenues are under pressure, the high fixed-cost model operates in reverse. Each remaining dollar of revenue yields less for the bottom line. And, when revenues drop below fixed costs, the end is near. Add the debt assumed by many owners in the 1980's to purchase or refinance these high cash-flow businesses, and the management challenge becomes clear.

In good times, the company's market value is high and assumes that good times will continue (high multiples based on ambitious leading cash-flow projections). In bad times, purchase prices reflect the expectation that bad times will continue (low multiples based on pessimistic leading cash-flow projections).

What can owners and managers do to “buck the trend” when bad times appear on the horizon?

First, avoid the usual solutions—cutbacks that damage the company's ability to compete and, most important, market and sell its product; or the “head in the sand” approach of hoping trouble will go away. Certainly, when revenue growth slows or ceases or revenue actually declines, costs must be brought into line. Otherwise, cash flow suffers and financial health deteriorates until, at some point, drastic actions, up to and including bankruptcy, become necessary. But cutbacks don't have to be destructive. Cuts can be implemented without damaging your company's ability to compete. They can even provide the opportunity to put your business back on track.

Second, take real action. Do something to fend off approaching disaster instead of waiting for the end. Management has to overcome its natural inclination to despair. Finally, take the concrete steps discussed below. They are constructive steps that can renew your business. Six months from now, you'll be glad you did.

■ *Step one:* Implement the management tune-up you put off during the good times. Ask yourself: Are there some overpaid and under-worked employees? Do you have some leases up for renewal or that need to be renegotiated to

reflect current economic conditions? Are accounts receivable getting too high? Are all of your policies, procedures, management and financial controls up-to-date and in use? Are your compensation practices giving employees the right signals by rewarding them for success? Is your company an easy, busy and challenging place to work, or do employees spend a lot of time agonizing over policies, pay, perks and who has the office windows? Is everything you're doing contributing to the bottom line?



A commentary by Lawrence Horn (left) and James Klutz, HKM Corp., Washington

■ *Step two:* Ask yourself one more question. Are you actively, personally and directly involved in the business—for example, are you busy making sales or increasing cash flow? If you aren't, you need to review your own job description and employment contract. The enterprise can't carry a non-producer, and eventually someone else will review them for you—with results you may not like.

■ *Step three:* Put your company into “survival mode.” Turn fixed costs into variable costs. Conventional wisdom has it that employees, suppliers and landlords are intractable in their demands for higher prices. Management usually meets these demands slavishly

until the company can no longer function and then throws the business on the mercy of a new owner or the bankruptcy court. Either of these will proceed to do what management might have been able to accomplish all along—balance the demands on the company and turn it back into an economic success, or at least have it survive to fight another day.

Turning fixed costs into variable costs means renegotiating salaries, bonuses, benefits, leases, program costs, supplies, insurance and everything else. Impossible, you say? Not if your employees and suppliers realize it has to be done—perhaps only temporarily until times improve—and that their jobs depend on it.

We all know, of course, that businesses can be overwhelmed by debt. And when the burden is too great, no amount of management effort will be successful unless the debt is restructured, which often forces management actions of the kind discussed here anyway. So, wouldn't you be better off if you do the clean-up yourself before the debt restructuring forces you, or puts your business into someone else's hands? Maybe by reversing the order—management tune-up first and debt restructuring second—you will have more control over your destiny and improve the chances of keeping your business, your job or both. ■

Broadcasting

In Brief

Turner Broadcasting reported a 77% increase in fourth-quarter 1991 profit on a 13% increase in revenue. Improved operating performance was seen in all major operations, including TNT, primarily from higher subscriber revenue; and CNN and Headline News, primarily from advertising revenue. For all of 1991, the news division reported profits of \$167.6 million on revenue of \$479.5 million, while the entertainment segment, comprising WTBS(TV) Atlanta and TNT, reported profits of \$159.5 million on revenue of \$711.3 million. Overall, the company reported operating profits of \$297.1 million on revenue of \$1.48 billion and announced a cash dividend to holders of its common and convertible preferred stock.

Barnes, Browning, Tanksley & Casurella, the law firm representing most of the political candidates in their complaints against broadcasters for alleged violation of the lowest-unit-rate rules, **has filed a complaint against Arbitron** in Fulton County Georgia Superior Court alleging breach of contract. According to the complaint, Arbitron reneged on its agreement to sell ratings information to the firm at the cost of \$100 per book. Apparently after learning that the firm would use the ratings information to determine whether sta-

tions had overcharged candidates, Arbitron decided not to sell the information. An Arbitron spokesperson said the ratings company "does not seek to profit from selling data which would be used against our customers." If subpoenaed, Arbitron will hand over the information, a source there said. Arbitron also said it would refund any payment if such a payment was made. Bobby Kahn, partner, Barnes, Browning, Tanksley & Casurella, described Arbitron's actions as part of a "conspiracy of the industry as a whole to deny refunds of overcharges."

Paramount has signed producer Stan Rogow to a multiyear deal under which he will develop and produce television projects and theatricals. Rogow television product will be exclusive to Paramount, and the studio will get first look at the feature material. Rogow had been with NBC Productions since 1989 and while there co-created (with John Sayles) and served as executive producer of *Shannon's Deal*.

National Public Radio's board of directors unanimously passed a resolution supporting NPR's position of not cooperating with a special Senate investigation into leaks during the Clarence Thomas confirmation hearings. NPR report-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 9. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.2/223/99
2. Jeopardy!	13.3/215/98
3. Star Trek	12.7/244/98
4. Oprah Winfrey Show	11.6/225/99
5. Entertainment Tonight	9.2/187/96
6. Current Affair	9.0/173/94
7. Wheel Of Fortune (Wknd)	8.8/189/83
8. Cosby Show	8.2/208/98
8. Married...With Children	8.2/173/94
10. Donahue	7.3/227/99
11. Inside Edition	7.2/130/89
12. Sally Jessy Raphael	6.4/209/97
13. Hard Copy	6.1/174/93
14. WKRP in Cincinnati	5.8/238/99
15. American Gladiators	5.5/177/94

er Nina Totenberg is scheduled to appear today (Feb. 24) before Senate Special Investigator Peter Fleming. "She will not answer any questions that will assist in identifying her source or sources," said NPR spokeswoman Mary Morgan. Totenberg and *New York Newsday* reporter Timothy Phelps were the first to report Anita Hill's allegations of sexual harassment against Thomas. William E. Buzenberg, NPR's VP for news and information, is scheduled to testify tomorrow.

William Bernstein has been appointed executive VP of Paramount Pictures, reporting to Paramount Chairman Brandon Tartikoff. Bernstein, who comes from Orion Pictures Corp. (he's been president-CEO since April 1991), will supervise Paramount's business affairs, legal, finance and studio administrative departments. Prior to his association with Orion, which began in 1978, Bernstein was senior VP of business affairs at United Artists Corp. and a member of its board, originally joining UA's legal department in 1959. His appointment takes effect March 2.

The National Association of Telecommunications Officers and Advisors and the cities of New York and

TUG OF WAR OVER 'HEAT'

The move of NBC's *In the Heat of the Night* to CBS last week may come off without a hitch, but only as long as NBC decides that it doesn't want the show. That is NBC's position regarding its apparent loss of the four-year-old series, which is a solid household performer. According to sources within NBC, the network still retains the right to renew the series for a fifth season. According to MGM/UA, the producer of the series, the network's option to renew ran out some time ago. According to Ed Gradinger, president, MGM/UA Television, NBC gave no indication it planned to renew the show, and the studio moved to make sure the series would have a home for the fall. The deal with CBS calls for the studio to produce six two-hour movies and leaves the network with the option to bring *In the Heat of the Night* back in its current form as a one-hour series.

-SC

Lee's Summit, Mo., last week joined the two national cable associations in **appealing the FCC's ruling that neither telephone companies offering "video dialtone" service nor their programmer-customers have to obtain a municipal cable franchise.** Under the video dialtone regime proposed by the FCC last year, telephone would be able to provide video transmission and "gateway" services for programmers on a common-carrier basis. To encourage such services, the FCC ruled the law required no franchises.

The \$12.5 million sale of WOI-TV Des Moines to a local investor group was delayed last week by the board of regents of Iowa State University, the current owner.

The regents, instead, agreed to hire an independent counsel and a financial consultant to examine all bids submitted, which included offers from Broadstreet Communications and Citadel Communications. The local investor group included a lawyer, David Bellen, and publisher, Gary Gerlach. The two have been involved in previous bids with NBC News President Michael Gartner, who was not a party to the WOI-TV bid. WOI-TV is an ABC affiliate on ch. 5.

Negotiations resumed last Friday (Feb. 21) between producers and representatives from the Screen Actors Guild and the American Federation of Television & Radio Artists

in an effort to reach agreement on a new contract. Representatives from the broadcast networks who walked away from the negotiating table two weeks ago have decided not to return to the table until "there's a change in the agenda," said one network source. Apparently the networks are displeased that their recent financial and industry hardships are not being taken into account during the talks and also that the needs of the television industry are vastly different than those of the motion picture industry, which is also taking part in the negotiations.

Home video pioneer **Andre Blay has become board chairman and a major investor in Action Pay Per View**, the action movie PPV service. Blay said he plans to expand Action's programming lineup to include a wider range of product, including

sporting events and music events likely to appeal to its core audience.

Technicolor Inc. has acquired 200,000 newly issued shares of Republic Pictures Corp.'s class A common stock (NASDAQ: RPICA) for \$3 million in cash, or \$15 per share as part of an agreement with Republic to take a 4.4% ownership stake in the independent motion picture and television studio.

The FCC issued a notice of apparent liability for a forfeiture of \$20,000 to wwoc(FM) Avalon, N.J., for EEO violations.

By the end of April, CNN International (CNNI) will launch service to more than 40 nations

in the Middle East, North Africa and the Indian subcontinent via the Arabsat 1B, then 1C, satellites, complementing the opening of CNN bureaus in Amman and New Delhi. Because Arabsat can reach 2.5- to 3-meter satellite antennas, the new service "will accelerate CNNI's growth in the subscription TV direct-to-home and hotel markets and improve service to our existing clients in the region," said William Grumbles, president, Turner Program Services International.

The FCC last week tentatively fined WYBB(FM) Folly Beach, S.C., \$3,750 for indecency. In an Aug. 8, 1990, broadcast, the station's

morning team said the word "shit" once. The base fine for indecency is \$12,500, but the commission said this was a minor incident and a lesser fine was appropriate. WYBB said it disciplined the two DJ's involved. The station's attorney, Sally Buckman, said the station has not decided whether to pay or appeal the fine.

For fiscal 1991 ended Dec. 31, **Compression Labs Inc. reported 40% and 46% increases in revenue and net income**, respectively, but a net loss of \$15.1 million (\$1.55 per share), including an \$18.9 million fourth-quarter charge attributed to a "rapid transition from hardware- to software-based" video-conferencing products, factory relocation and doubtful accounts receivable. From 1990 to 1991, revenues increased from \$51.8 million to \$72.6 million, net income from \$2.6 million (27 cents per share) to \$3.8 million (31 cents per share).

The FCC began indecency actions against KFMM(FM) Muscatine, Iowa, and WWZZ(FM) Karns, Tenn., sending them letters of inquiry citing complaints over 1991 broadcasts.

Networks and affiliates have more time to come to an agreement on **network-cable crossownership.** **The FCC has extended the deadline for filing initial and reply comments 20 days** to March 23 and April 7, respectively.

SKYPIX SAYS IT'S STILL GO FOR APRIL

SkyPix said it will launch its direct satellite TV service in April despite news that the U.S. attorney's office in New York has issued subpoenas requesting information on certain business practices of A. Frederick Greenberg, chairman of Starscan, the SkyPix investor that holds rights to SkyPix's digital compression technology (his brother Richard is Starscan vice chairman). "All these things are tangential to SkyPix's goal of launching on time in April. None of our investors has expressed dissatisfaction; all of them came in with full knowledge of the Greenbergs' record," including a federal ban (now under appeal) from the banking business.

Subpoenaed in December 1991, Raleigh Andrews, investor in Starscan and other Greenberg ventures, provided records concerning four Greenberg partnerships other than Starscan and Skypix. He speculated the U.S. attorney suspected he and other investors "Were inventions" of the Greenbergs or had been enticed into investments with the offer of loans, a charge Andrews disclaimed. The U.S. attorney's office declined to comment on Greenberg. "This is bloody unfair [and] is being disruptive" to efforts to raise an additional \$14 million for SkyPix in the near term, Andrews said. Sky Investment Corp. (SIC), which includes Microsoft billionaire Paul Allen, invested \$14 million and became a SkyPix Joint Venture limited partner last fall (BROADCASTING, Oct. 28, 1991). -PDL

Editorials

COPYRIGHT CONUNDRUM

The search for Nirvana—how to assure broadcasters a second revenue stream—is taking on new urgency. The Senate made it almost official that broadcasters would be served when it passed S. 12, containing prominently provisions for must carry and/or retransmission consent, the first providing that broadcasters could insist on carriage by their local cable systems or, at their option, could negotiate with those systems to be compensated for program carriage.

The baton is now with the House of Representatives, which is expected to act with alacrity on its own bill. Whether retransmission and must carry will again emerge from those deliberations no one yet knows.

But it's clear that something will be done to undo the status quo. Fox's Barry Diller is leading a charge to eliminate the compulsory license. Baseball's Fay Vincent, in an interview with BROADCASTING editors this week, elucidates why that sport wants out from under what he considers the inequities of the compulsory license. Last week, BROADCASTING's lead story attempted to track the money trail under a retransmission consent regime (and found it likely that most of the money would flow back to Hollywood).

This week we report a speech by the Providence Journal Co.'s Tryg Myhren, who added a new wrinkle to the debate by suggesting a "modest compiler's fee" to broadcasters to compensate for their role in compiling and promoting programming (page 29). A man with feet in both the broadcasting and the cable industries, Myhren also believes there's a role for must carry. And the Motion Picture Association of America's Jack Valenti is beating the bushes in Washington for his own plan, which reportedly would phase out the compulsory license over five years and have the Copyright Royalty Tribunal determine payments in the interim.

The point is, there's a lot going on, and out of so much agitation something will emerge. The Myhren proposal has already caught the fancy of some in broadcasting, including the Association of Independent Television Stations. It has the merit of insuring that broadcasters "actually enjoy a modest second revenue stream instead of watching the retransmission dollars as they fly by on their way from the cable operator to Hollywood." More broadcasters might like the idea if he didn't keep emphasizing "modest."

It's a pleasant story for this page to follow. Despite the uncertainties of the present, there's new hope that television broadcasters can have reasonable expectations about the future. It may take a while for equity to catch up with real life, but it's on the way.

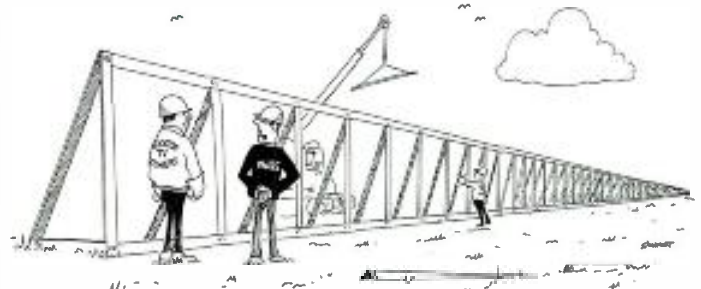
LACK OF EVIDENCE

A U.S. Court of Appeals last week vacated a comparative new station preference given by the FCC on the basis of gender (see page 16), holding that such a preference—as opposed to a minority preference, already sanctioned by the Supreme Court—is unconstitutional.

When weighing new station applicants, the court ruled in *Lamprecht vs. FCC*, the commission must keep its thumb off the scale when there is no compelling evidence that such intervention "substantially" advances the relevant government interest. Absent that evidence, the court said, the policy runs afoul of the equal-protection clause of the Fifth Amendment. And that evidence, the Supreme Court has held, must provide "exceedingly persuasive justification" for the policy.

There is no persuasive evidence that ownership by women translates into a sufficient diversity of opinion to warrant making such a discrimination based on gender, said the court, in an opinion written by now Supreme Court Justice Clarence Thomas (acting as "circuit justice," for the purposes of wrapping up a case begun when he was a member of the appeals court). The FCC itself does not dispute that lack of evidence, as illustrated in a footnote to Thomas's opinion featuring the transcript of this exchange with FCC attorney C. Grey Pash Jr.: *Thomas*—"[I]s there any evidence that there is a difference between the stations owned by women and owned by men?" *Pash*—"No, there is no evidence in the record."

The decision represents a welcome bit of warmth in the midst of a congressionally engineered freeze (a rider on a budget bill) on the FCC's re-examination of minority and gender preferences. As with the courts' disposal of the congressionally mandated 24-hour indecency ban, the decision sends a message to Congress that the public interest is not, as an earlier appeals court put it, "a license to conduct experiments in social engineering."



Drawn for BROADCASTING by Jack Schmidt

"We seem to have had a misunderstanding. When I said the world's biggest tower, I meant tallest, not longest."

1992

Broadcasting Editorial Calendar 2nd Quarter

Date	Closing	Special Report/Editorial Feature	Bonus Distribution	Date of Conference
March 23	March 13	Pre NAB (Road to NAB/Equipment Preview)		
March 30	March 20	Top 25 TV Groups		
April 6	March 27	CableTelevision Advertising Bureau/Pre NAB	CAB MIP-TV	April 5-7, New York April 10-15, Cannes
April 13	April 3	National Association of Broadcasters	NAB	April 13-16, Las Vegas
April 20	April 10	NAB Coverage	Broadcast Cable Finance Management Association	April 22-24, New York
April 27	April 17	NAB Equipment Review/BCFM/ Pre National Cable Television Association		
May 4	April 24	NCTA with Top 50 MSO's, Top Cable Networks, Guide to Cable Regulations	NCTA	May 3-6, Dallas
May 11	May 1	NCTA Coverage		
May 18	May 8	Radio Syndication		
June 1	May 22	Top 100 Companies in Electronic Communications		
June 8	May 29	NAB Montreux Radio Show	NAB	June 10-13, Montreux, Switzerland
June 15	June 5	Marketing: Broadcast Promotion and Marketing Executives/Broadcast Designers Association	BPME/BDA	June 14-17, Seattle

Broadcasting

New York
(212) 340-9860
Fax (212) 340-9869

Washington D.C.
(202) 659-2340
Fax (202) 293-3278

Hollywood
(213) 463-3148
Fax (213) 463-3159

Lewis Edge & Assoc.
(609) 683-7900
Fax (609) 497-0412

Yukari Media Inc. (Japan)
(06) 925-4452
Fax (06) 925-5005

MIPTV 92

WHERE BUSINESS
IS SEEN AND DONE

INTERNATIONAL TELEVISION
PROGRAMME MARKET

April 10th - 15th

Palais des Festivals

Cannes, France

Join programming professionals from around the world for the industry's annual springtime event. MIP TV 92 offers much more than the opportunity to buy and sell: You will make new contacts, create partnerships, negotiate co-productions and lay the ground work for future joint ventures.

Throughout six days of intensive business meet 9,000 industry professionals from 100 countries. Producers, distributors, broadcasters, acquisition and co-production executives, feature film makers and many more!

Heighten your profile. Advertise in the Pre-MIP TV News sent to delegates two weeks prior to the Market, also the Daily News, the Programme Catalogue and the MIP TV Guide – the definitive industry reference source.

Contact Barney Bernhard on 212 689 4220. Now.

Or fill in the coupon below.

I WOULD LIKE TO RECEIVE FURTHER INFORMATION ON MIP TV '92

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____

_____ TEL: _____

INTERNATIONAL EXHIBITION ORGANISATION INC. 475 PARK AVENUE SOUTH, 30TH FLOOR, NEW YORK, NY 10016. TEL: 212 689 4220 FAX: 212 689 4348