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- **NEW SEASONS IN THE SUN: SUMMER PROGRAMING HEATS UP / 26**
- **RUSH LIMBAUGH TALKS HIS WAY INTO KEY BABY-BOOMER DEMOS / 55**

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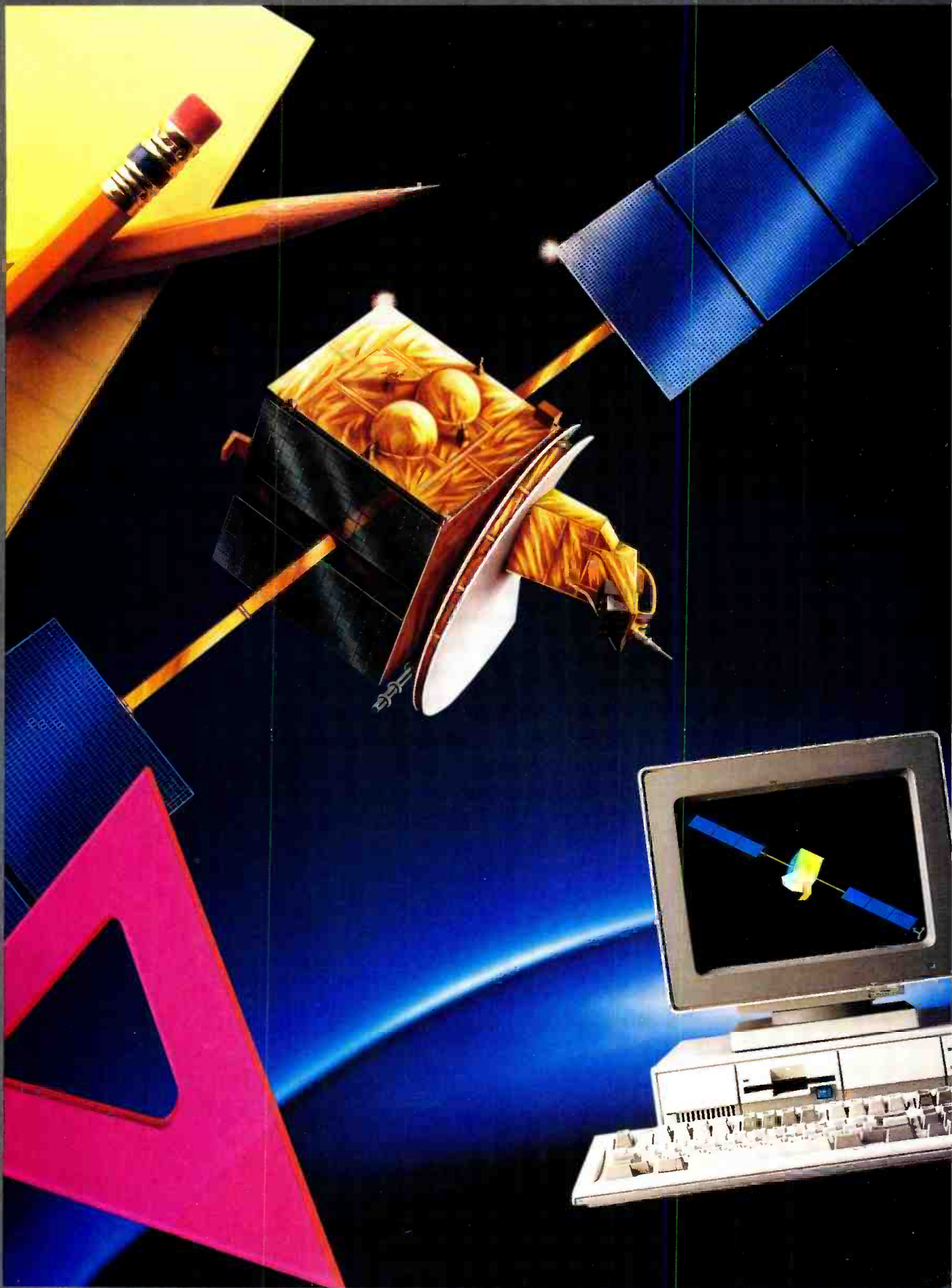
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Top of the Week

MOONEY: REREG NO SURE THING

NCTA president sees prospects of cable reregulation legislation diminishing

By Harry A. Jessell

All is not lost, says Jim Mooney. The Senate passed a tough cable rereg bill in January and the House Telecommunications Subcommittee advanced a similar measure last month. Yet, says the president of the National Cable Television Association and the industry's chief lobbyist, a law putting a regulatory clamp on cable may still be a "probability," it is far from certain.

"There now appears some significant possibility that there will not be a cable bill this year," he says in an interview on the eve of the NCTA's annual convention this week in Dallas.

And "the likelihood of its being enacted is directly proportional to the

reasonableness" of what it contains. "The administration is fairly serious about vetoing this bill" if it goes too far, he adds.

The notion that cable legislation could run aground was "against all the odds" just six months ago, Mooney says. But, he adds, "the prospects were somewhat diminished by recent events," most notably, the vote in the House Telecommunications Subcommittee.

Although Subcommittee Chairman Edward Markey (D-Mass.) was able to win passage of his stiff measure, Mooney and others believe a majority of its members do not fully support it. "A very odd situation," says Mooney.

Markey was able to push through the bill, according to cable and Capitol



NCTA's Mooney: Subcommittee vote reveals "serious disagreement" awaits bill in Commerce

Hill sources, primarily because of the intercession of John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, who agrees the Markey bill is excessive, but, nonetheless, did not want to see one of his subcommittee chairmen suffer the embarrassment of getting voted down on his own bill.

(Larry Irving, the subcommittee

Continues on page 15.

TEMPUS FUGIT FOR MUST-CARRY/RETRANSMISSION LEGISLATION

Washington broadcasting industry lobbyists are still confident of final enactment of a cable bill with must-carry/retransmission-consent provisions, but three contacted by BROADCASTING last week—INTV President James Hedlund, NAB Executive Vice President James C. May and Martin Franks, CBS Washington vice president—said one of the few things they can agree on with NCTA President Jim Mooney is that the clock is lessening the odds for enactment.

"Passing legislation is always a high-stakes game, even on easy issues," said one House Energy and Commerce Committee aide. "This is not an easy one. It is going to be tough."

The remaining "steps" toward final enactment, as



Hedlund



May



Franks

May calls them, include House markup, a possible referral battle with the Judiciary Committee, Rules Committee proceedings, House debate, House/Senate conference, conference reports and perhaps a drive to override a presidential veto, all within 30-40

legislative days before adjournment on Oct. 2.

Broadcasters are not getting nervous about the schedule, May said, but there is "a real focusing now on the fact that we know we have X number of days left and we've got to get through it."

Hedlund was concerned it may take time just to get to the next step, with the Commerce Committee now heavily concerned with other energy and environmental bills. No date for the markup has been set, but it's hoped a window in May can be found.

-RMS

REREG? MAYBE NOT / 4

NCTA President Jim Mooney sees prospects for House passage of cable reregulation growing dimmer, especially considering the committee obstacles it faces.

NEW SEASONS IN THE SUN / 26

The networks will premiere new series and offer additional episodes of existing series in the next few months, a continuation of the trend toward original programming in the summer.

NCTA SPECIAL REPORT / 35

Three key players in cable technology discuss the outlook for HDTV and compression (p. 35). Ten of the industry's fast-rising executives—"The Next Generation"—are profiled (p. 40). Operators and advertisers say the timing isn't right, but three new services are set to launch by year's end (p. 42).

RETRANSMISSION CONSENT PLEA / 50

Senate Communications Subcommittee Chairman Daniel Inouye, who favors the retransmission-consent provisions already included in S. 12, asked the Copyright Subcommittee last



Rush Limbaugh takes talk where no host has gone before: to the baby-boomers (p. 55)

week to refrain from action that might delay or impede the bill.

MINING AM GOLD: RUSH IS ON / 55

Radio host Rush Limbaugh has vaulted his caustic talk into the key-demo heavens, reaching much-sought-after baby-boomers via 480 stations.

WHAT'S UPFRONT COUNTS LESS / 58

The barter upfront market is facing a diminishing pool of advertisers, and the small core of buyers is concentrating on first-tier

syndicated product like *Roseanne* and *Deep Space Nine*.

THE SMART TV AGE / 64

By the end of the year, cable customers may be able to use new InSight Telecast technology to see program titles on-screen, call up a program by title, or search for programs by theme or category.

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'Roseanne' does OK, but pool of upfront buyers getting smaller (p. 58)

TIME WARNER, IBM DISCUSSING INTERACTIVE TV

Both sides talking to other potential partners as well

By Steve McClellan

Time Warner and IBM executives are holding discussions about a possible joint venture to develop interactive television systems.

Time Warner sources say that the IBM talks have been going on for perhaps a year or more, although the story broke only last week. Sources say that a deal is not imminent and that both sides continue to talk to other potential partners; Time Warner is said to have talked to AT&T and Apple.

According to reports last week, the IBM-Time Warner talks focus on using IBM data transmission and interactive technology to develop a service or services that cable viewers can tap to call up movies or other shows from Time Warner's vast program library.

The talks also envision linking cable systems around the country in a service that would enable subscribers in different regions to interact with one another to, say, play a video game or access an array of program services.

IBM and Time Warner have pioneered several interactive technology efforts. IBM is a partner with Sears in the Prodigy interactive computer service based in White Plains, N.Y. The service provides a number of information and entertainment services.

Time Inc., before its merger with Warner Communications, spent close to \$20 million by some accounts on a New York-based Teletext research and development project. Several ATC cable systems were involved in the effort, which according to one Time source generated a lot of valuable data, but it did not go forward.

Warner has dabbled with interactivity since the 1970's with the development of its Qube system, which offered pay per view and other services. One company executive acknowledged last week that Qube was largely a "loss leader" that helped Warner win some franchise battles but never really caught on with viewers. ■

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Beverly Hills 90210 outgrows them all.

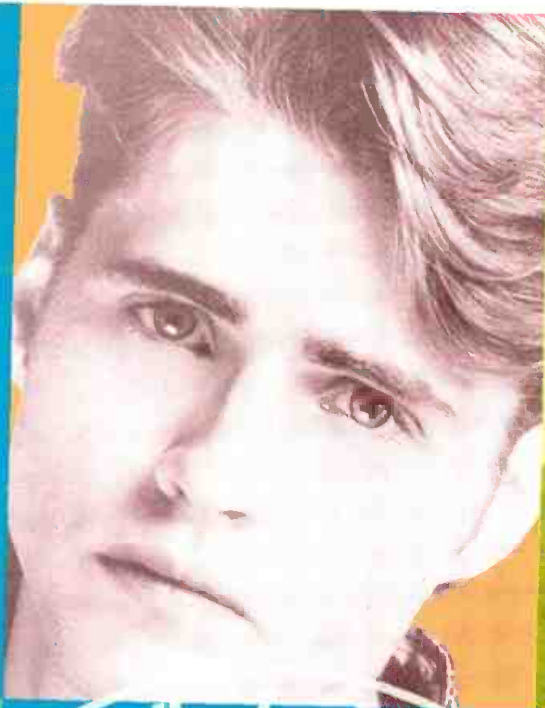
TOP TEN NETWORK GAINERS FOR 91-92*

1	BEVERLY HILLS 90210	FOX	+86%
2	48 Hours	CBS	+46%
3	Cops	FOX	+39%
4	Cop 2	FOX	+35%
5	Evening Shade	CBS	+32%
6 [†]	Quantum Leap	NBC	+24%
6 [†]	Wings	NBC	+24%
8	Top Cops	CBS	+21%
9	Prime Time Live	ABC	+20%
10	Seinfeld	NBC	+19%

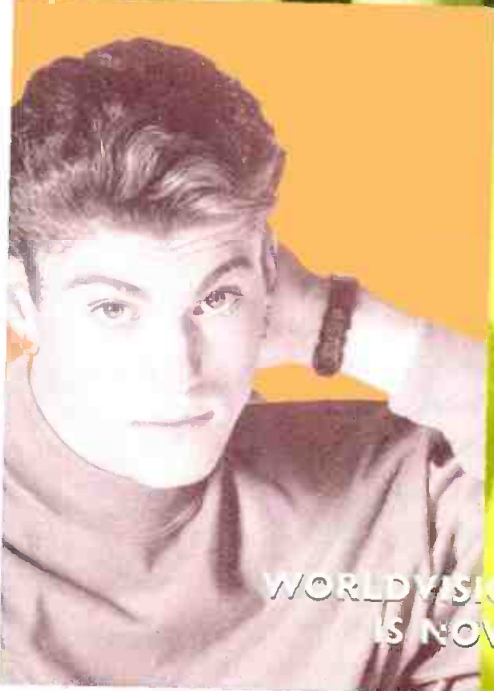
FEMALE TEENS DISCOVERED IT FIRST. THEN GUYS STARTED WATCHING. SOON, PARENTS RESPONDED TO THE APPEALING CHARACTERS AND TIMELESS THEMES OF TV'S HOTTEST PROPERTY. AND THE AUDIENCE CONTINUES TO GROW.

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Arsenio talked with *BROADCASTING* about the pre- and post-Carson late-night landscape.

ARSENIO TALKS ABOUT LATE NIGHT

Host defends his territory amid ratings erosion and new competition

By Mike Freeman

Despite the continuing erosion of his ratings, late-night talk show host Arsenio Hall appeared last week to have a message for the competition: "Don't count me out." Perhaps symbolic of that was the fact that, although the *Tonight Show* and *Dennis Miller* both suspended production following the rioting in Los Angeles, Hall went ahead with his show, including an interview with L.A. mayor Tom Bradley.

In an exclusive interview with *BROADCASTING*, Hall, accompanied by Paramount TV chief Kerry McCluggage, talked for the first time about Fox Broadcasting's signing of comedian Chevy Chase to host a fall 1993 late-night network talk show (*BROADCASTING*, April 27). That signing sets up a possible showdown between the two for the hearts and minds of the 76 Fox affiliates that currently carry *Arsenio*.

"I don't envy the position the Fox affiliates will be in, but we're a proven entity," Hall says. "Chevy Chase is a very talented comedian, but I really don't know how he will appeal to late-night viewers. I also really don't know,

or care to predict, what kind of pressure they will be facing from the network. We still have the strongest demographic ratings in late night, so it will hopefully come down to where the Fox affiliates can decide their own destinies. We do have other options [going to another station in the market], but I don't think it will come to that."

"In the meantime," adds McCluggage, president of the Paramount Television Group, "we expect them [Fox affiliates] to honor their contracts. I think the biggest incentive for them is that the show is working."

Since his debut and subsequent rise in syndication over the past four years, *Arsenio's* rise was steady, ultimately surpassing both Carson and Letterman in the key younger male and female demographic categories. But Fox's

early unveiling of its late-night plans for Chase has been read by industry observers as serving notice to those 76 affiliates that it wants to lay claim to *Arsenio's* premium incumbent time periods (11 and 11:30 Eastern/Pacific time).

Arsenio remains the top-rated incumbent talk show among the key 18-34 male and female demos, but those ratings have been eroding. In the most recent Nielsen (NSI) February

sweeps, the show averaged a 3.2 rating among females and 2.3 among males in the 18-34 category. Its high-water mark came in the February sweeps in 1990, with a 3.7 and 4.5 rating in the female and male age groups, respectively, but in the two-year interval, both demo groups have declined—29% and 38%, respectively. Still, *Arsenio* outperformed *The Tonight*



Paramount's Kerry McCluggage

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Show, *Letterman* and *Dennis Miller* in the 18-34 demo, although *Studs*, the raunchy dating strip from Twentieth Television Syndication, scored a top-ranked 3.9/3.5 ratings among women and men 18-34 in the most recent sweeps. *Studs*' 3.5/9 household rating also nudged out *Arsenio*'s 3.2/10, which is a 22% rating decline from February 1990 for the latter.

McCluggage acknowledges the show hit a "plateau" two years ago—something he says *Arsenio* is capable of doing again this summer—but is part of an over-all "leveling off" in the late-night ratings. "All the ratings...the sea-level has dropped for all the talk shows," McCluggage says. "We are literally a tenth of a point away [in household ratings] from sweeps to sweeps."

"This talk of stopping the bleeding is ridiculous," says Hall. "Brandon Tartikoff, who is chairman of Paramount Pictures, said that when he was at NBC, researchers used to say about *Arsenio* that 'it's over, it's over,' because my show had certain downward patterns in the fall. When the kids are out of school the ratings go up to a certain place, and then in the fall they would go back to where they are. Brandon said he kept waiting and waiting for his researchers to make good on the prediction that 'it's over.'"

Come May 25, when Johnny Carson turns over *The Tonight Show* chair to Jay Leno, it could prove a watershed for late night. Leno gets good marks as a veteran standup comedian and guest host, but some TV critics have found his comic interview style obtrusive. Hall, on the other hand, has been complimented for being a good listener, but criticized for what is seen as a tendency to fawn over celebrity guests.

In an interview published in *Entertainment Weekly*, Hall was quoted as saying he will "kick ass" against Leno and questioning Leno's credentials in filling Carson's shoes. Hall suggests it was more homage to Johnny than a shot at Jay.

"I was just telling them that Carson is the king of late-night television and joked about Jay's credentials," he says, "but for obvious reasons, they chose to emphasize those quotes about kicking Jay's ass." Hall says, "I have no disrespect for Jay Leno, it was just meant to put Carson on a pedestal. Jay and I will hold Johnny's audience just fine, and I think there is room for both of us to peacefully co-exist."

McCluggage counters that the "post-Carson era" is the studio's principal focus right now. "We have done a lot of research about what happens

in late night. We talk about the Carson audience versus the Arsenio audience. We just think there is a big opportunity to build on our audience this summer."

Questions persist, however, about how Arsenio will fare against Leno and a late-night environment crowded with such strips as *Dennis Miller* and fall 1992 entries *The Whoopi Goldberg Show* and *Rush Limbaugh*.

"I can't beat the NBC machine, so I'm not going to try any new strategies," Hall says. "I get the question all the time: 'What are you going to change?' Nothing, not a thing. In the past I have had young opponents and old opponents, people like Rick Dees and Pat Sajak, going after other demographics. I ran track when I was younger. I lost a sprint one time because I looked behind me. It is a personal best type of game.

"You go out there and try the best you can to keep the show unpredictable. Some people have viewed my show with primitive perceptions because of what it was the first year. I'm proud of what it has become. Like I've said: Fox lost me or I lost them once before [when he left Fox's aborted *The Late Show* in 1987], depending on how you look at it. But to borrow an old Muhammed Ali quote: 'Don't count me out until I'm 50.'"

ABC LEADS SWEEPS AFTER FIRST SEVEN DAYS

Through last Wednesday, with seven days played out in the Nielsen-measured sweeps, ABC has taken the early lead with a 12.9/22 share average. ABC's numbers are slightly ahead of CBS, which has averaged a 12.4/21, and considerably ahead of NBC's 10.5/18. Fox is averaging an 8.5/15 for the same period. In the Arbitron-measured sweeps, which cover eight days through last Wednesday, the numbers are slightly closer, with ABC holding a 12.5/21 average, CBS a 12.3/21 and NBC a 10.7/18. Fox's numbers are the same in both services.

ABC thus far has been paced by the three hour-long series finales of *Who's the Boss?*, *Growing Pains* and *MacGyver* on Saturday, April 25, which gave the network a rare Saturday night victory. It was the network's first victory on that night since the 1985 season. Also, the two-part *Stay the Night*, which aired on the following Sunday and Monday, averaged a 15.9/25 share, with part two pulling in a 17.9/28 and



Finale of 'MacGyver' helped power ABC to first Saturday night win since 1985

nearly besting CBS on its traditional powerhouse Monday night. ABC followed up its strong Monday showing with a victory on Tuesday, April 21, outpacing second-place CBS by more than four rating points.

Last Tuesday, CBS's two-hour *Deliver Them from Evil: The Taking of Alta View*, starring Harry Hamlin, nearly helped CBS to an unusual Tuesday win by averaging a 16.6/26 average at 9-11. However, ABC's comedy lineup from 8-10 won every half-hour until 10-11, when *Civil Wars* fell to second place.

On Wednesday, NBC managed to win its second night of the Nielsen sweeps, in part due to the strong performance of the *27th Annual Country Music Awards*, which averaged a 15.6/25 at 9-11 p.m. The awards show got a strong lead-in from *Unsolved Mysteries*, which scored a 14.4/24 at 8-9 p.m. CBS's three-hour special presentation of the theatrical "Batman" averaged an 11.0/18 at 8-11 p.m.

L.A.'S LOCAL NEWS TAKES TO THE STREETS

Seven stations dispatch helicopters to riot sites; CNN takes coverage from independents

By Mike Freeman

From the time last Wednesday that violence erupted in south-central Los Angeles, and at least two hours before police or rescue vehicles answered emergency calls, the seven VHF stations in the market offered graphic live transmissions from their helicopter vantage points of stone-throwing mobs as they assaulted unsuspecting motorists and looted stores.

What the stations did not offer were commercials. According to early market estimates, lost ad revenue for the seven stations could total over \$10 million.

KNBC-TV anchor John Beard, while viewing the early shots of a truck driver being dragged from his vehicle, delivered one of the strongest reactions. After several individuals used a fire extinguisher to deliver blows to the trucker's head, Beard yelled instructions to the camera operator to get a closer shot, so "we can tape this thug and get him thrown behind bars, where he belongs."

With the impact of the acquittals reverberating through major cities across the U.S., ABC News gave the story prominent coverage on *Good Morning America*, Thursday's *Prime Time Live* and *Nightline*. *Nightline* anchor Ted Koppel quoted one juror suggesting that if King had testified at the trial, "the video might have been looked at differently." Koppel also moved *Nightline* to the riot-torn city on Friday and, at press time, was considering the possibility of doing another remote broadcast today (May 4).

Nightline's expanded Thursday-night broadcast scored an 11.2 rating/31 share in 24 overnight markets.

The affiliate-driven overnight news services, created over the last year

with help from the networks, aired extensive overnight coverage.

NBC News's Tom Brokaw anchored a 20-minute special report on Thursday at 11:30 p.m. ET, which scored an 8.7/20 rating.

On the cable front, CNN picked up satellite pool coverage from all four

last Friday. However, Paramount Domestic Television's *The Arsenio Hall Show* took to the airwaves Thursday, with Hall and Los Angeles Mayor Tom Bradley and actor Edward James Olmos calling for an end to the looting and violence.

Prompted by an earlier public plea by Mayor Bradley for residents to "stay home and watch the final episode of *The Cosby Show*" (after he imposed a city-wide curfew Thursday night), KNBC-TV broke away from riot coverage to air the series' final episode and added a taped plea from series star Bill Cosby to maintain calm.

In the Nielsen overnights for Los Angeles, *Cosby* scored a 24.4 rating/32 share.

Not surprisingly, the metered ratings from the first night of rioting were similar

to this season's news ratings, with KABC-TV turning in a top-ranked 12.8 rating/26 share average for continuous coverage from 3 p.m. to 2:30 a.m. PT April 29, followed by KNBC-TV's 7.9/17 and KCBS-TV's 7.0/14.

While all of the independents broadcast the courtroom verdict, Fox-owned KTTV(TV), which was the only station in the market to provide gavel-to-gavel telecasts of the month-and-a-half trial, finished a disappointing last among all stations with a 4.1/8, despite 11 hours of initial coverage.

KTLA-TV (7.8/12) broadcast only five hours of street turmoil, but finished second (9.1/13) in its customary 10 p.m. news hour; KCAL(TV) turned in a surprisingly strong 6.4/11 during the first 10 hours of its special newcasts, and KCOP(TV) measured a sixth-ranked 4.6/9 with five-and-a-half hours of coverage. It won the 6:30 p.m. time period with a 10.1/18.

By mid-day Friday, most of the independents had returned to regular coverage, with interruptions. ■



Broadcasters mobilized to cover the violence triggered by the King verdict.

L.A. independents, who are CNN Television subscribers. CNN's *Larry King Live* also featured interviews with an anonymous Simi Valley juror, King attorney Steve Lerman and acquitted LAPD officer Theodore Briseno, who testified that he thought the officers used unnecessary force.

The two all-news radio stations, Group W-owned KFWB(AM) and CBS-owned KNX(AM), broke from their standard news rotations to emphasize remote reports from scores of field reporters canvassing the city. Utilizing talk-formatted KABC(AM), ABC Radio Networks provided 163 special newsfeeds to its affiliates nationally on Wednesday.

Also, the Hollywood production community was temporarily immobilized. The *Tonight Show* suspended taping for one day last Thursday; Tribune Entertainment's *Dennis Miller Show* postponed its two-episode taping at KTLA on the same day, and Paramount Pictures closed shop on some pilots scheduled for production

FAMILY SEEKS GAME CHANNEL PLAYERS

The Family Channel, one of a number of parties said to be interested in launching a cable network based on game shows, will be meeting with cable operators at the National Cable Television Association convention in Dallas this week to talk up a proposed service called The Game Channel.

About a half dozen programmers in recent months have been seriously looking into the possibility of participating in a cable network based on game shows (BROADCASTING, March 30). Among those said to be interested in helping launch a game channel is King World Productions, which has already enjoyed tremendous success in the category with *Jeopardy!* and *Wheel of Fortune*.

Family Channel officials last week would not comment on the planned channel, but sources told BROADCASTING that the network has been asking operators to set aside time at the convention to discuss the service. Family Channel executives were scheduled to discuss The Game Channel at an NCTA on Sunday afternoon.

It is believed that The Family Channel as of last week had not yet signed any deals with major program suppliers for the new game channel, according to Jessica Reif, an analyst at Oppenheimer & Co. Reif, who said she was aware of at least two game channels on the drawing boards, declined to offer further details.

Jonathan Goodson, vice president of major game show supplier Mark Goodson Productions, was scheduled to attend the NCTA convention this week and was said to have some involvement with a planned game channel. A call made to Goodson's office on the subject was forwarded to a company spokesman, who confirmed that the program supplier had been approached by a number of unspecified parties about participating in a game channel and was "extremely interested" in the possibilities.

A King World Productions representative was registered to attend the convention this week, but a company spokeswoman said the company would not comment on any rumors about a possible entry into the game channel business.

The big question for any new cable network—game show or otherwise—remains how receptive operators will be to another service in a climate of limited channel capacity, regulatory uncertainty and slumped ad sales. Operators and advertisers are cautiously approaching a number of networks slated to launch in upcoming months (see story, p. 42).

"In the short-term, there are so many networks launching in the fall that I don't know where they'd find the room," says Andy Albert, Telecable programing director. "They're coming out of the woodwork." ■

FCC LETS THE HOCKEY GAMES CONTINUE

By John Gallagher

A power surge cut transmitter power last Monday (April 27) at Washington independent station WDCA, leaving it literally powerless during a sweeps ratings period to broadcast the finale of national hockey playoffs in which the hometown team was a contender. But all was not lost: a last-minute license modification by the FCC, responding to the "broad local interest" in the championship game, paved the way for its broadcast on a noncommercial station.

The problem for the UHF station's management began early Monday morning when damage to a transmission line cut power down to 30% for video and 55% for audio. Unable to return to full power by Monday night, the station shut down for three days to diagnose the problem.

By Wednesday, revenue losses from forgone telecasts of Baltimore Orioles baseball, which has a devoted Washington following, and a strong lineup of syndicated programming such as *Star Trek: The Next Generation*

and *Cheers*, were totaling \$175,000 a day, according to one estimate.

Paramount Television Station Group President James Boaz said chief engineers from Paramount's other five owned stations, as well as from ABRY Communications' WNUV-TV in Baltimore, pitched in to help.

Viewers exhibited patience as well, said Richard Williams, WDCA's vice president and general manager. "The people in Washington have been phenomenal," he said. "We've had people rooting for us."

By Wednesday WDCA had already canceled coverage of two Orioles games, and game six of the National Hockey League playoffs between the Washington Capitals and the Pittsburgh Penguins was set for that night. Wednesday morning, WDCA-TV and local noncommercial WHMM(TV), which is owned by Howard University and shares WDCA's tower, made a rare request, asking the FCC to temporarily modify WHMM's license and give it commercial status for four hours Wednesday night (and, if necessary, four hours Sunday for game seven) to

broadcast the game. The Mass Media Bureau granted permission Wednesday afternoon, allowing the game's broadcast on "free television."

The decision was a good one for local hockey fans, whose only other TV option was the pay cable's Home Team Sports. Rather than pre-empt programming, WHMM delayed its schedule, and Vice President and General Manager Ed Jones said the station received no negative reaction to the broadcast.

To compensate the public station, Jones said Paramount would make a corporate contribution to WHMM "worthy of a press release." When asked the amount, he said, "We asked them to take a look at the value of the service we provided, and let them make that determination."

Boaz said Thursday that the station should be available to most local cable viewers by 5:30 a.m. Friday. Replacement transmission line, costing about \$500,000, was en route by truck from Chicago. Boaz said the station would be broadcasting over the air by this morning, May 4. ■

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Produced by the WGBH Science Unit in association with The Chubb-Angier Production Company, Film Australia and the University Grants Commission of India/Gujarat University/EMRC. Major funding provided by The Amersberg/CBP Project, Corporate funding provided by Ocean Spray Cranberries, Inc.



**FRONTLINE
A Kid Kills**
Tuesday, May 19, 9pm

An up-close look at the emotional debate over how to deal fairly with a juvenile who murders.

Produced by a consortium of public television stations: KCTS Seattle, WGBH Boston, WNET New York, WPBT Miami, WTVS Detroit. Funding provided by the Corporation for Public Broadcasting and public television viewers.



**Masterpiece Theatre
A Perfect Hero**
Four parts beginning
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Charmer Nigel Havers is a dashing RAF pilot on a dangerous mission over WWII British skies.

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The business and politics of medicine in this election year. Roger Mudd hosts.

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Produced by the WGBH Science Unit. Major funding provided by Alfred P. Sloan Foundation, with additional funding provided by Carnegie Corporation of New York, Corporation for Public Broadcasting and public television viewers. Corporate funding provided by the Chubb Group of Insurance Companies. *Where We Stand: Can America Make It in the Global Race for Wealth, Health and Happiness*, a Bantam hardcover by Michael Wolff and the World Research Team, is the official sourcebook for *Made in America?*

'CABLE-DELIVERED STATION WITH A BIG BROTHER'

That's how Fox's Jamie Kellner describes new Fox Net arrangement between network, TCI and Brownsville, Tex., TV broadcaster

By Joe Flint

Fox Broadcasting has long prided itself on its good relationship with cable systems. Now, the incipient network is taking it one step further by adding network affiliates to the mix.

In what is likely a sign of things to come for Fox, the network has entered into an agreement with Tele-Communications Inc. and Associated Broadcasters-owned NBC affiliate KVEO(TV) Brownsville, Tex., in which TCI will carry Fox programming on Fox Net—Fox's satellite-delivered program service—and KVEO will pay Fox for the rights to sell all the local ad time. KVEO will promote the cable channel on its station and even air Fox shows prior to Fox Net's expected launch on Aug. 1.

Fox Broadcasting President Jamie Kellner described the relationship as a "cable-delivered station with a big brother."

NBC also did not appear to be upset with the arrangement. Bob Niles, senior vice president, NBC affiliate relations, called the relationship an "example of how people have to think differently today." Clark White, vice president, Associated Broadcasters, said the station is not planning to preempt any of NBC's prime time programming. The station does not carry any local news and would likely preempt off-network syndicated programming to carry Fox shows to entice viewers to tune in to the new channel. KVEO will also be able to use the Fox Net channel to promote NBC.

The arrangement will work as follows: KVEO will pay Fox for the 22 hours of daily programming carried on Fox Net and, in return, will sell all the local ad time. While neither Fox nor Associated would disclose fees, the fee structure is the same that Fox has in its agreements with TCI. In those agreements, according to Fox executives, the most a TCI system pays Fox is 12 cents a month per subscriber. Using that figure, the most KVEO would pay Fox for the 85,000 subscribers a month is \$10,200. A typical 30-second cable spot in the market is said to go for \$5-\$7; however, that

amount may be tripled since there are three different TCI-owned headends that advertisers use if they want to reach the entire market. With some seven local spots to sell an hour, the station, under one scenario using \$15 as a unit cost, will make close to \$70,000 a month. Of course, some of those spots would be used for promotions and those estimates do not include expenses or commissions. Still, it appears KVEO should more than cover its costs.

For Fox, its agreement with TCI and Associated takes its "Storefront TV" concept one step further. Fox has opened stations in three markets where TCI carries Fox Net in Wilmington, N.C., Corpus Christi, Tex., and Dubuque-Waterloo, Iowa (BROADCASTING, April 13). Each storefront operation (called that because there is



On hand to make the announcement were Fox's Jamie Kellner, TCI's Madonna Guenther and Associated's Clark White

no actual transmitter or license) has a sales staff of five. Fox is expected to add more storefront stations as well as look for similar situations where affiliates of other networks can be recruited to sell time.

Besides further solidifying its relationship with Fox, TCI, according to Madonna Guenther, vice president, TCI, gets the opportunity to sign more subscribers in the market and receives free promotion on KVEO. The agreement will bring Fox's nationwide reach to 94% of all TV households. ■

COMMISSIONERS GIVEN TV CAP OPTIONS

Perhaps in an attempt to avoid the Capitol Hill backlash that followed the FCC's proposals to relax its radio ownership rules, the Mass Media Bureau last week presented the commissioners with options instead of specific recommendations for relaxing the television ownership rules at its May 14 meeting.

As first reported in BROADCASTING, the FCC would like to raise the national ownership caps. Options include increasing them from the current 12 station/25% coverage to either 20-24/35% or a more moderate 12-18/25%-30%.

The commission will also consider re-examining the current rules that allow a network, in a market in which it does not have an affiliate, to bypass an independent and let the two affiliates cherry-pick the unaffiliated network's programming.

The FCC may be a little more confident about moving ahead with TV deregulation after President Bush last week praised the commission's actions on radio ownership in a speech to the Ohio Broadcasters Association.

Bush said his administration's reform efforts are "taking the shackles off of American enterprise" and "breathing new life" into America's ability to compete. Said Bush: "Let me take this occasion to salute the FCC for its actions to relax needless restrictions on ownership of radio stations."

Bush said of Sikes: "The FCC chairman believes in free markets and he believes in innovation. It's clear to me that that is the right direction." —JF

MOONEY AND CABLE REREG

Continued from page 4.

aide managing Markey's bill, believes if the bill fails, it will not be because of squabbling among the Democrats. "We expect as in all bills there will be a unified Democratic position when we get to full committee.")

The subcommittee vote reveals "serious disagreement" among members of the Commerce Committee, which is next to take up the bill, Mooney says. There is also disagreement between the Commerce and Judiciary committees over retransmission consent and copyright; the House and the Senate over the degree of regulation, and Congress and the White House over the need for any legislation, he says.

All told, Mooney says, there are plenty of obstacles to overcome with the number of days on the legislative calendar dwindling and lawmakers bent on getting home to campaign for re-election. And that view is shared by some who want nothing more than to see legislation passed (see page 4).

What's more, Mooney believes independent broadcasters might break with their affiliated brethren and drop their support for the legislation once they conclude the retransmission-consent/must-carry provision is not in their best interest. "Are the indies going to allow themselves in the end to be driven off the cliff so CBS can get what it wants?" he asks.

Pushed principally by CBS and the National Association of Broadcasters, the provision would, in essence, give broadcasters the right to demand carriage on local cable systems that don't want to carry their signals (must carry) or negotiate for payments from systems that do want to carry them (retransmission consent). According to Mooney, the must-carry element may be struck down by the courts as two earlier sets of FCC must-carry rules were, and the benefits of retransmission consent for most independents are illusory.

Another trend working in cable's favor, according to Mooney, is a shift in the perception of the bill—from one aimed at remedying consumer problems to one trying to settle an inter-industry spat. The latter engenders less sympathy among lawmakers.

When the 102nd Congress first convened in January 1991, NCTA's goal was to scuttle attempts to reregulate

late cable. Although that remains the primary goal, cable has been busy trying to make legislation as moderate or, as cable lobbyists put it, as "reasonable" as possible—just in case it cannot be derailed.

Cable operators reserve their vilest adjectives for the Senate bill (S. 12). And its passage marked a nadir for Mooney and other industry lobbyists, although a group of anti-regulation and pro-cable senators was able to muster 35 votes for a moderate substitute—not enough to head off S. 12, but enough to give the White House some assurance its promised veto would be sustained.

But cable recovered somewhat in the House, where Mooney and other lobbyists were able to stir up plenty of trouble for Markey. Time Warner, with one foot in cable and one in Hollywood, was particularly instrumental in recruiting subcommittee Democrats to join the Republicans in bucking Markey. Those Democrats were led by Thomas Manton and James Schuerer, whose New York districts are home to Time Warner and thousands of its employees.

Cable has been helped considerably by the powerful Hollywood lobby, which cares little about whether cable is reregulated, but is determined to stop retransmission consent or substitute a scheme that allows program producers to share in whatever revenue broadcasters can squeeze out of cable systems. Without its involvement, most believe, cable's battle to stop onerous legislation would have been lost long ago.

Mooney will not say specifically

what a "reasonable" bill acceptable to the cable industry would contain, but he hints it would look a lot like H.R. 1303, a clone of an industry-approved measure that won easy House passage in 1990 and died in the Senate.

Despite cable's modest successes and Mooney's cautious optimism, cable is still, by most measures, in real trouble in Washington. Cable operators and some of their Washington representatives harbor deep concerns about whether an acceptable bill can be fashioned and worry that the White House veto threat may prove hollow if Bush finds himself in a tough re-election fight this fall.

Should S. 12 or anything like it be enacted, it would slow down, if not stall, cable's growth and drive to implement new technologies such as fiber, video compression and personal communications systems. And it would take money out of the pockets of the men and women who pay Mooney's salary.

Mooney knows what's at stake for the industry and himself. "Presumably, I will pay the price if it is perceived by my employers that I have not handled this in the right way," he says. "I have no job security at all."

Hanging in Mooney's office is a copy of the Cable Communications Policy Act of 1984, which deregulated cable, enriched cable operators and contributed to the cable programming boon of the 1980's. It is a tribute to Mooney's legislative prowess. The act is the only major amendment to the Communications Act of 1934—the basic charter of communications law. Mooney would like to keep it that way. ■

LURIE, HORWITS JOIN WITH NBC ENTERPRISES

Leslie Lurie, NBC Entertainment vice president, comedy development, has formed production company with writer/producer Vicki Horwits under the NBC Enterprises banner. Under the agreement, NBC will have right of first refusal for any projects produced by the new company.

The network apparently made the move to keep Lurie, whose contract had expired, from completely leaving the company. "Leslie has held a difficult, challenging job, and she was interested in moving in other areas," said Agoglia, who acknowledged her contract had expired.

The new division will be wholly owned by NBC Enterprises and will begin operations on June 1. "There aren't a lot of companies run solely by women—just look at a typical Hollywood Radio & Television Society dais. We feel it's important for women to have a greater voice in television. We admire the strong leading roles that Linda Bloodworth-Thomason, Diane English and Susan Harris have created for women. But we'd like to think that's only a beginning," said Lurie. Horwits, with Patchett/Kaufman Enterprises for the past three years, had been vice president, current comedy programs, for NBC Entertainment prior to that. —SC

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BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

HEDGING THEIR BETS

One strategy being discussed among some members of the House Energy and Commerce Committee for increasing the chances for passage of House cable bill (H.R. 4850) is the removal of the retransmission-consent provision to head off a possible jurisdictional referral of the bill to the Judiciary Committee later this year (see page 4). Reinsertion of retransmission consent in the bill would be left to House/Senate conferees after House passage. (The full Senate overwhelmingly passed its cable bill [S. 12] with retransmission consent last January.) The Democratic leadership, however, is not currently considering jurisdictional issues, a committee staffer said.

OVER 200 CAUGHT

America's Most Wanted will celebrate its 200th capture on May 8—a fortuitous occurrence, coming as it does in the midst of the May sweeps. In fact, however, by that date the 200th capture will have been under the show's belt for several weeks. At last count, the unofficial number of captures had reached 205, the result of a flurry of apprehensions in the past several weeks.

NEW YORK

EXECUTIVE SEARCH

USA Network is closing in on its search for a programming VP for its planned Sci-Fi Channel, and could make a decision by this week. Among those said to be in the running: Vicki Gregorian, who just left WHLL-TV Worcester, Mass. (see "Bicoastal") as director of marketing and program development; Farrell Meisel, former PD at WWOR-TV Secaucus, N.J.; Barry Schulman, former PD at WBZ-TV Boston, and former USA executive Joe Weber, most recently

TCI GETS DBS CHANNELS

The FCC found Tele-Communications Inc. a fit direct broadcast satellite permittee in a heavily conditioned grant of 11 DBS channels to TCI-controlled Tempo Satellite Corp. last week. Frequencies will be assigned in a separate proceeding. The grant prohibits TCI from (1) offering Tempo DBS "exclusively or primarily as a...supplemental cable service" to TCI-affiliated cable subscribers or (2) offering Tempo to TCI cable subs on different terms from nonsubs. The grant is also conditional on any future criminal or civil findings against TCI that call into question its qualifications to be a permittee. Calling "serious" the misconduct that led to a \$35.6 million antitrust judgment against TCI in 1985, the FCC concluded the violations were carried out by one person no longer with TCI. A footnote also cited press reports on the involvement of two TCI principals in BCCI, a banking company under federal investigation. Tempo could find itself last in line for orbital assignments and thus assigned a slot unable to reach all the U.S. from one spot in the sky, if the FCC decides—as two DBS competitors ask—that Tempo's due diligence showing of February 1990 not be accepted because Tempo was not yet a permittee.

program director at Fox flagship WNYW-TV New York.

HOLSTEN HEADS

NBC will need to find a new executive to head its global planning. J.B. Holsten, vice president for international for the network, has decided to leave, moving over to Park Avenue where he will initially assist the chairman of Ziff-Davis Publishing, publisher of *PC Magazine*, *PC Tech Journal*, *PC Week* and *Digital Review*. Eventually he is to head up international business development there.

SWINGING IN SYNDICATION

While negotiations have not taken place, there is interest on the part of some distributors in a possible baseball "game of the week" syndication package. "If it were available, we'd be interested in exploring it," said Rick Ray, CEO of Charlotte, N.C.-based Raycom. Another interested party is Phoenix Communications, a Hackensack, N.J.-based sports producer/syndicator that distributes *This Week in Baseball* and several other baseball and hockey

programs to broadcast and cable outlets. "From our standpoint it's a very feasible package and very strong offering for stations," says Peggy White, Phoenix VP, sales. Negotiations for such a package can't begin until the exclusive negotiating periods with CBS and ESPN expire next fall.

LOS ANGELES

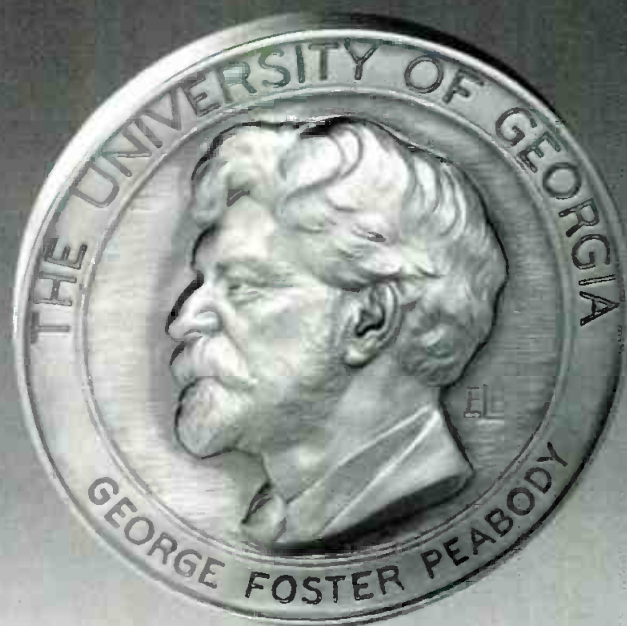
AIDS AID

A California labor commissioner has ruled that X Management Co. unlawfully served as unlicensed talent agents to Arsenio Hall. The talk show host told BROADCASTING that the \$2 million due him from the decision will be donated to AMFAR, an AIDS research organization.

DEAR ABC

Bob Iger, president, ABC Entertainment, will have to think twice if he decides not to renew *Homefront* for the fall. After Dear Abby published Iger's name and address and made a plea in her syndicated column for fans of the series to write the programming chief, ABC received more than 10,000 letters.

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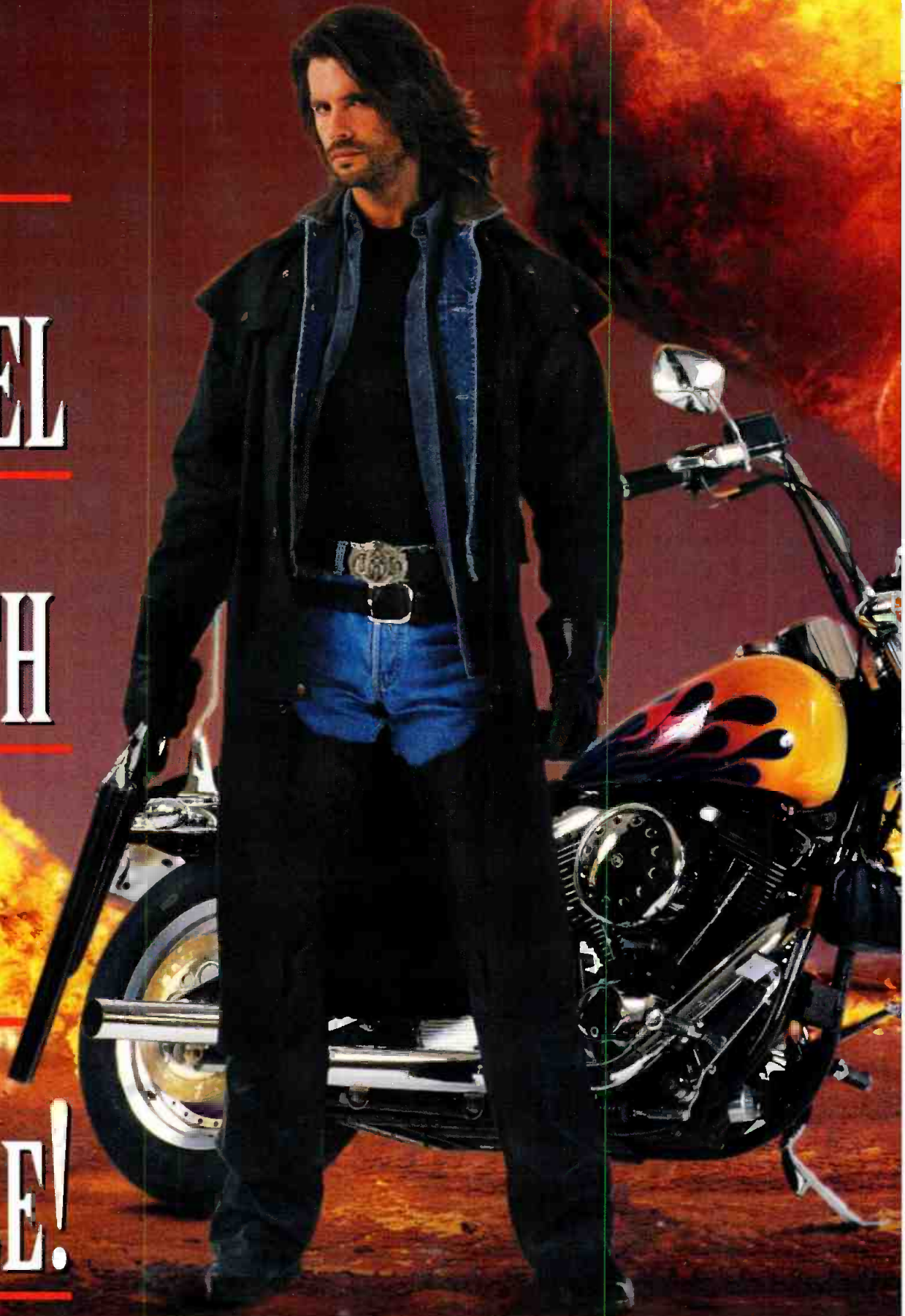
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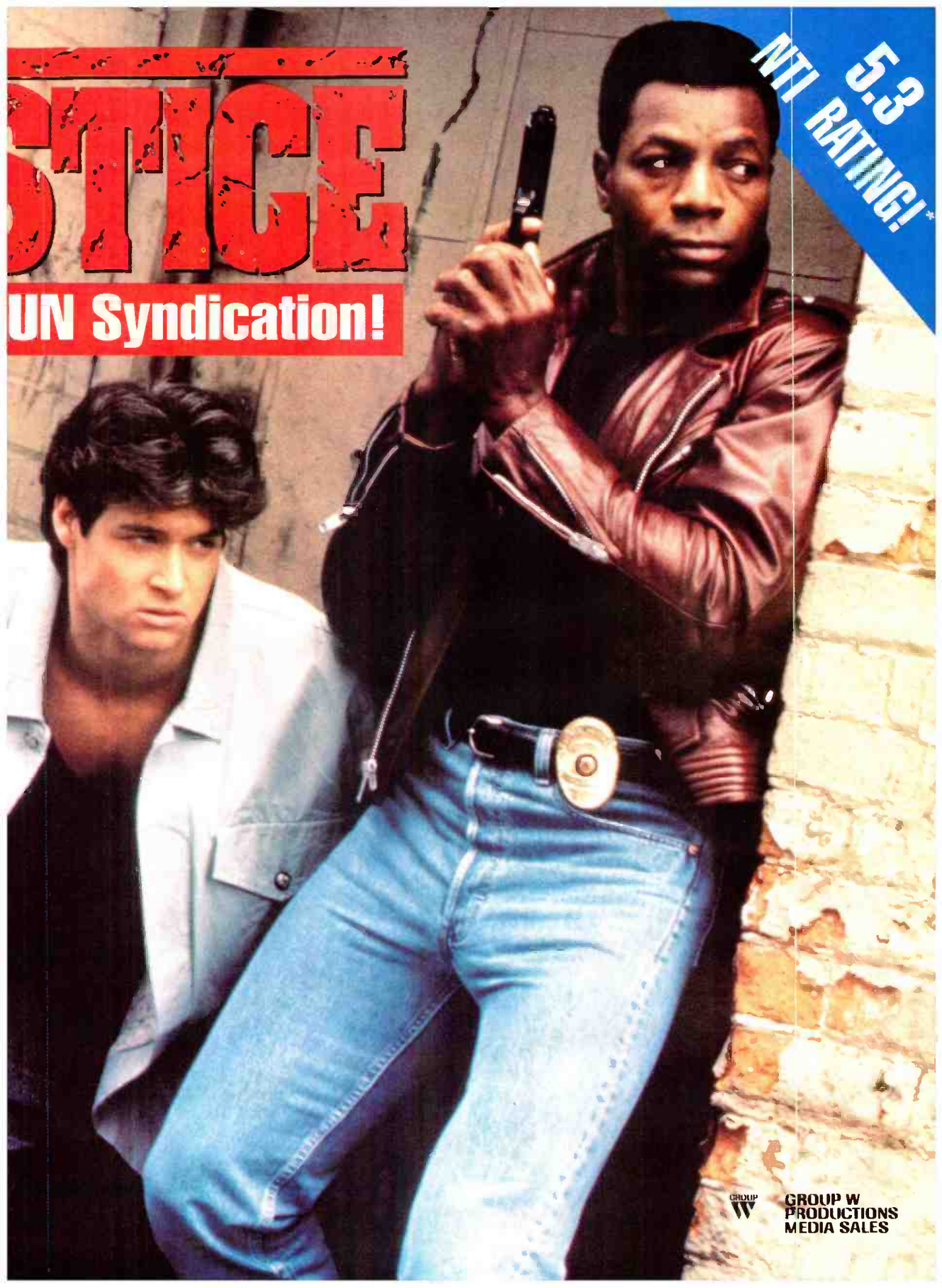
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'Beaver Hills 90210'

Independent producer **Garth Ancier**, who has a long-term development deal with Twentieth (Fox) Television, has a pilot order from ABC for *Main Street*, a half-hour ensemble comedy he calls a "white trash" version of Fox's *In Living Color*. According to Ancier, he is planning an ongoing skit, "Beaver Hills 30941," that pokes fun at one of his employer's most popular series. The skit, he says, will be set in an Alabama trailer park, one in which "the houses have wheels but the people are going nowhere."

IRTS bashers

Regis Philbin and **Kathie Lee Gifford** were apparently not happy hosts at last week's IRTS dinner honoring Disney chairman and CEO **Michael Eisner**. The next morning on their Disney-produced talk show, they panned the event. Said Regis, of the IRTS crowd, "They were a bunch of stiffs. They were the worst."

Unexpected praise

During an appearance on C-SPAN last Tuesday evening, retiring senator **Tim Wirth** (D-Colo.) received words of praise from an old nemesis, **Mark Fowler**. In the early 1980's, when Wirth was the liberal chairman of the House Telecommunications Subcommittee and Fowler was spreading the Reagan revolution to communications as chairman of the FCC, the two often clashed. But phoning

in the C-SPAN interview, Fowler called Wirth a "great American" for his role in enacting the Cable Communications Policy Act of 1984, which deregulated cable and, according to Fowler, helped produce the explosion of cable programming during the latter half of the 1980's. "It was a splendid job under very difficult circumstances," said Fowler, now an attorney in private practice.

Better mousetraps

Samuel Goldwyn Television's weekly celebration of the inventive spirit, *Why Didn't I Think of That?*, has been de-



Celebrity Sports Cooler inventor Steve Lipman

clared a firm go for fall 1992 by SGT President **Dick Askin**. The series has been sold in 84 markets representing over 70% of the U.S. Askin, whose syndication division is best known as the distributor of three-year-old weekly *American Gladiators*, says that sales have been completed with 15 international broadcast networks,

including from Germany, France, Spain, Holland, Belgium, Singapore, Malaysia and Argentina.

Gregorian exits

Vicky Gregorian, immediate past chairman of NATPE's executive committee, has resigned as director of marketing and program development at WHLL-TV Worcester, Mass., a struggling independent in the Boston market, to sell film packages for New Line Cinema ("Teenage Mutant Ninja Turtles," "Lawnmower Man," "The Player"). Gregorian left the station when top management decided to become a part-time Hispanic station affiliated with Telemundo, starting in July. "They're looking for angles to improve their bottom line, and the market has a pretty good hispanic audience," says Gregorian. "But I just couldn't get excited about it. They also laid off about eight people and wanted me to be the hatchet person. When they said, 'we want to reduce our overhead, lay off people and go Spanish,' I said, 'no thanks.'"

Hall's hall to go to AIDS research

A California labor commissioner has ruled that **X Management Co.** unlawfully served as unlicensed talent agents to **Arsenio Hall**. The talk show host told BROADCASTING that the \$2 million due him from the decision will be donated to AM-FAR, an AIDS research organization.

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Television

NETWORKS WARM TO SUMMER PROGRAMING

New series rollouts and additional episodes of others will be offered by the networks as the summer programing race continues to heat up

By Steve Coe

Summer programing, where repeats and failed pilots once ruled, has evolved into an aggressive one-upmanship contest between the networks. Each will schedule original programing this summer, either new series debuting in the coming months or additional episodes of existing series continuing into the summer.

Although the demand for summer programing has increased in recent years, the financing has not changed. Shows commissioned for a summer debut carry license fees typically 15%-30% lower than their regular season counterparts. Series are usually given a short-flight order of eight episodes or fewer and if the show is not given a renewal, the production company is left with a higher than normal deficit and little chance to realize any profit for the project. "We've figured out a way to break even based entirely on overseas revenues," says Leslie Moonves, president, Lorimar Television, which is producing two summer series.

Because license fees are lower for summer shows, there is a descending pay scale for jobs throughout the production. "The problem at times is getting talent for the summer rate," says John Pike, president, Paramount Network Television. "It's tough trying to make them understand there is a lower scale for the summer and the potential for the regular level is there if the show is picked up for the fall," said Pike.

Despite the financial difficulty in producing for the summer, there are clear benefits. Many of the series greenlighted for a summer debut are projects that have been passed up for a



Fox's 'Roc' (above left) and NBC's 'Blossom' will debut new seasons in the sun

fall order and otherwise wouldn't have gotten on the air. Instead, placement on a summer schedule offers the chance to air on an uninterrupted basis and in most cases in a preferred time period. "If you're able to hold the deficit to a reasonable level it can pay off. The payoff is to have a similar experience as *Northern Exposure* or *Beverly Hills, 90210*," says Pike.

ABC is debuting at least four series this summer, with the possibility of a fifth. The first will be *Jack's Place* with a six-episode order for a May 26 premiere. The others are David Lynch's *On the Air*, with a six-episode order; *Julie*, which stars Julie Andrews in a half-hour with a six-episode commitment, and *Human Target*, an hour show with a seven-episode order. Also being considered for summer debut is Joshua Brand and John Falsey's *Going to Extremes*. The network has ordered 13 episodes of the hour show. Brand and Falsey have a successful track record in the summer with their *Northern Exposure* having gotten its initial airing there.

ABC's commitment this summer is its most aggressive to date. Last year, the network's sole summer series was *Hi Honey, I'm Home*. "These shows [set to debut in the summer] had been in the hopper for the spring," says an ABC spokesman, "but ABC executives felt that last year the spring try-out strategy disrupted the schedule. This year, by debuting new shows in the summer [rather than in the spring] there's less disruption and [it] also gives the new shows a better time period in the summer."

CBS has set seven series to premiere this summer, four hour shows and three half-hours, one a game show. The hours are *Middle Ages* (six episodes) from Stan Rogow and Paramount; *Bodies of Evidence* (eight episodes) from David Jacobs and Lorimar, starring Lee Horsley; *2000 Malibu Road* (six episodes) from Aaron Spelling, Terry Fisher and Joel Schumacher, and *The Raven* (eight episodes) starring Lee Majors and from Frank Lupo and Columbia Pictures Television. The latter debuts on


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Saturday, June 6, in the 10-11 time slot. Among the half-hours, *The Grapevine* (six episodes) is from CBS Entertainment; *Cutters* (five episodes) from Grant/Tribune starring Robert Hays, and the game show *The Hollywood Game* (four episodes) from Ray Stark with Bob Goen set as host.

"We're looking very carefully at what we're going to do after the Olympics. CBS wasn't able to capitalize coming out of the Olympics and we want to make sure we do," said Preston Beckman, vice president, program planning and scheduling, NBC Entertainment. "Simply having these events [Olympics] doesn't guarantee you success in launching shows out of the Olympics."

With more than two weeks of nearly wall-to-wall prime time coverage of the Summer Olympics, from July 24-August 9, NBC will use the event to launch possibly two new series. In addition, the network is giving early season debuts to *Blossom* and *Seinfeld*, set to return to the schedule the week following the end of the Olympics. In addition to the two series that will debut out of the Olympics, NBC will debut *Homefires* in mid- or late June after the NBC playoffs have finished. The half-hour comedy from Bruce Paltrow has been given a six-episode order. Beckman also noted that *Date-line* will continue with original episodes through the summer, and that *Eyewitness Video* has been given an order for approximately 12 more episodes and will probably return to the lineup following the Olympics.

Fox's strategy emphasizes additional episodes for existing series attempting to provide original episodes throughout the summer. However, according to Sandy Grushow, executive vice president, Fox Entertainment Group, the network will debut no fewer than three new series. Those three account for the network's premiering a sixth night of programming set to debut in July.

GAMES AFOOT

Sunbow Productions has reached an agreement with board game manufacturer, Parker Bros. in which Sunbow will sell the game show formats board games *Pictionary* and *Pictionary II* to European broadcasters.

Considered the anchor of the new night is *Melrose Place*, the 90210 spinoff. Another series projected for a summer debut is *Down by the Shore*, a half-hour comedy that has been given a 13-episode order.

The existing shows that will return this summer with original episodes include *Beverly Hills, 90210* which returns in July with summer-themed shows. Also, Fox will move *Parker Lewis Can't Lose* from its Sunday slot to the post-*Simpsons* time period on

Thursday as the lead-in to *90210*. *Parker Lewis* will also return with original summer-themed episodes. Grushow says *Roc* will return with original episodes in early August and that Fox executives are considering bringing *Herman's Head* back in the summer.

In addition, Fox will be presenting four of its reality shows—*America's Most Wanted*, *Sightings*, *Cops* and *Code 3*—with original episodes throughout the summer. ■

ANCIER HOPES TO SEE JANE RUN

Improved demographic ratings among women 12-24 and 18-34 on WNYW(TV) New York has independent producer Garth Ancier thinking syndication

By Mike Freeman

If independent producer Garth Ancier has his way with Twentieth Television, he will convince the Fox Inc. syndication division that Jane Pratt, currently hosting an hour talk show testing on Fox O&O flagship WNYW(TV) New York, is scoring strong enough younger female demo ratings to merit a national syndication rollout next fall ("Closed Circuit," April 27). Or, at the least, a slow market rollout to acquaint the 29-year-old editor of *Sassy Magazine* and first-time TV host with major market viewers and vice versa.

Though Ancier describes himself as an independent producer, he signed a deal nearly a year ago (BROADCASTING, June 24, 1991) that returned him to Fox in an "untitled position," focusing on the development and production of programming for Fox Broadcasting Co., as well as Twentieth Television (network and syndication production). At the time, it was said that former Fox Inc. Chairman Barry Diller engineered Ancier's return to the Fox fold. Before that, Ancier headed up network series production at Walt Disney Television after serving a three-year stint as president of Fox Broadcasting Co.'s entertainment group.

In his first attempt at developing a series project using a Fox O&O as "guinea pig," Ancier pitched Twentieth Television Chairman Lucie Salhany and syndication president Greg



Talk show host Jane Pratt

Meidel in the hope that *Jane's* initial 13-week series pickup could "spike" female demo ratings and convince Twentieth to exercise its option to syndicate the project.

In its first two weeks, *Jane*, airing at 5-6 p.m. (ET), averaged a fifth-ranked 5 rating/10 share in household measurements (NSI, March 19-April 1), but more significantly, in the pivotal female demographic ratings the show averaged a top-ranked 5 rating with women 18-34 and a second-ranked 4 rating with women 18-49.

Replacing long-in-the-tooth syndicated sitcom *Mr. Belvedere*, *Jane's* household ratings were largely unchanged, but the women 18-34 and 18-49 demo ratings improved 66% and 100%, respectively, over the pre-

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vious two weeks. The women 12-24 demo group—*Sassy Magazine's* readership is predominantly teens and young women—improved only one rating point (20%) to a 6 rating. Even so, that demo rating ranked second in the market behind WPIX(TV)'s repeats of teen-skewing *Saved by the Bell*.

Jane, says Ancier, is being positioned in the New York market with a "feminist, Lettermanesque slant." Recent show topics have ranged from "My Girlfriend Is a Bitch" and "Men Only Date Me for My Big Breasts" to "Please Take Me Back."

During the initial weeks of production last March, according to one source close to the show, Twentieth Chairman Salhany was said to have suggested that Pratt "tone down" some of the racier content and persuaded her to dress more conservatively.

Reached for comment on the prospect of syndicating the show, Meidel told BROADCASTING Twentieth is in the process of "evaluating" the show, but was "impressed" with the early demographic returns among women 12-24 and 18-34. ■

'WONDER YEAR' CLEARANCES TOP 85%

Turner Program Services said last week it has cleared *Wonder Years* in 107 markets covering 85% of the country. TPS began selling the show to stations in August 1990 for cash plus barter.

After clearing the top three markets (WPIX-TV New York, KTTV[TV] Los Angeles and WFLD-TV Chicago) the sales pace slowed in the face of cash-poor stations and an abundance of available sitcoms for syndication, such as *Designing Women* and *Family Matters*, that were offered on a more attractive all-barter basis to stations.

"Our start was very good but then we hit a lull," said Russ Barry, president, TPS. "We got up to about 30% coverage and then the market got very cautious and very difficult."

Barry said a lot of stations wanted to wait and see how other new sitcoms, such as *Full House* and *Married...with Children*, were performing in the market before making a decision.

Sources said that TPS was accepting a lot less cash in many of the recent deals in order to get the show cleared. Barry admitted that the cash license fees "were not as good as we expected." But he also said the company "hoped to exceed the goal" of \$1 million per episode for the show when the cash and barter elements are combined.

"The barter is yet to be determined," he said, and will depend on the performance of the program. TPS has already sold a large chunk of the barter to Kraft General Foods (roughly 38%).

Barry said he expects the show will be cleared in 90% of the country by next fall, and projected a national household rating of 5-6.

Turner acquired the domestic syndication rights for the show in 1990 from New World Television for a reported \$100-million guarantee. ■

TWENTIETH TAKES OVER 'CURRENT AFFAIR'

Fox syndication unit assumes day-to-day control of show from stations division

By Mike Freeman

After five years of being produced by Fox Television Stations Inc., Twentieth Television, the Fox Inc. division responsible for distributing *A Current Affair*, has also quietly assumed day-to-day operational and editorial control of the second-ranked news magazine.

According to sources with close ties to Fox O&O flagship WNYW(TV) New York, where the half-hour tabloid is produced, some full-time staffers have expressed concern over recent changes in the senior management and reporting structures.

Over the last month, a new set has been constructed for the series and rumors have surfaced that Twentieth Television Chairman Lucie Salhany and syndication president Greg Meidel have issued verbal directives that the editorial staff should tone down certain "tabloid" story elements, according to one source close to the show.

"What I don't understand is that the

show has continued to grow with Maureen O'Boyle [who took over the show from Maury Povich last season] as our anchor, but they've continued to tinker with it," the source said. "My feeling is that if the show ain't broke, why fix it?"

(During the February sweeps, *A Current Affair* averaged a seventh-ranked 8.7 rating in A.C. Nielsen's Cassandra report [NSI], representing 6% growth over the February 1992 report. *Affair* was the second highest news strip behind Paramount Domestic Television's *Entertainment Tonight*, which scored a 9.9 rating in the Cassandra report.)

Twentieth over the last six months has apparently assumed a firmer grip on *A Current Affair*, with Salhany installing John Terenzio, who came from NBC News, as executive producer last January, and giving Meidel direct oversight responsibility for the six-day-a-week strip. Steve Dunleavy, who has been serving as senior reporter to the series, has also been named

managing editor of the investigative strip, putting him next in rank to O'Boyle.

Prior to Terenzio's hiring, Anthea Disney was executive producer until she was named editor of News Corp.-owned *TV Guide* last year. Ian Rae, news director of WNYW, who is widely credited with shaping the series' editorial direction from its inception, served as interim executive producer until Terenzio's arrival, but apparently has no further direct involvement with the program.

Reached by BROADCASTING, Salhany confirmed that Twentieth has day-to-day control of the series and defended certain changes made to the series. "It's been on five years and it was time to give it a facelift," she said. "By bringing in someone of John's [Terenzio's] journalistic background from NBC News, I think the show has continued to improve and grow. I do think the show is fine, and I am completely satisfied with the job Maureen O'Boyle has done." ■

STATIONS SEEK TAPE OF HARRIS EXECUTION

San Francisco affiliates are among media exploring options to gain access to ACLU videotape placed under court seal immediately after execution

By Steve McClellan

Some West Coast network affiliates are exploring legal methods to obtain a videotape of the April 21 gas chamber execution of Robert Alton Harris, the state's first sanctioned execution in 25 years. The stations include KRON-TV, KGO-TV and KPIX-TV, all San Francisco, KABC-TV Los Angeles and the Northern California branch of the Radio-Television News Directors Association.

At least one syndicated magazine, *A Current Affair*, is also interested in securing access to the videotape, which is currently under seal at the Federal District Court in San Francisco. But John Terenzio, executive producer of *A Current Affair*, stressed that how or even if the tape would be used was a separate issue that couldn't be determined until the tape was obtained.

The videotape, the first ever of a U.S. execution, was made by Russell Stetler, a freelance producer and investigator licensed in California. Stetler was commissioned by the American Civil Liberties Union to shoot the tape, which was authorized by a federal judge for the Northern District of California in response to a petition from the ACLU.

Judge Marilyn Hall Patel granted ACLU's petition to videotape the execution as part of the evidence gathering process in a case in which the ACLU is trying to demonstrate that the gas chamber is a form of cruel and unusual punishment. Stetler used a tripod-mounted video camera to tape the execution. The tape was immediately confiscated and put under court seal.

The news organizations may face an uphill battle in securing the tape. Clearly the most straightforward approach would be to simply ask Judge Patel for access to the tape. Last week, a first draft of such a letter was written by KRON-TV producer Ian Pierson, although at deadline it had not been sent to the court.

However, a source close to Judge Patel said it was unlikely she would grant access. The Freedom of Information Act, the source said, does not apply to sealed court records.

A quick check of national news organizations did not reveal any efforts to secure access to the tape. Both ABC and NBC said they weren't pursuing it. A CBS News spokesman said there were no immediate plans to go after it, but would not rule out future efforts to do so. CNN also said it was not going after the tape.

But Peter Shaplen, the producer in charge of KRON-TV's coverage of the execution, said the station was talking with the other affiliates in the market, as well as the Northern California Chapter of the Radio-Television News Directors Association, about the legal options and a possible joint petition.

"Once we get all the ducks in a row, there will be an effort made to get the tape that could include a motion to the judge [Patel] for access," he said.

Milli Martinez, executive producer for special projects at KABC-TV Los Angeles and president of the Radio-Television News Association of Southern California, said her station is coordinating with co-owned KGO-TV on a possible legal strategy.

Whether the tape ever sees the light of day, let alone is broadcast to the public, remains to be seen. According to a clerk in Judge Patel's office, the tape is the property of the court and Judge Patel will determine its ultimate fate.

At deadline, the clerk said Patel had not reviewed the tape and had not even decided whether she will review it, for

the purposes of the ACLU's cruel and unusual punishment case. And questions about whether it would be viewed in the privacy of the court's chambers at an open hearing also remain unanswered.

Several bills have been introduced in California to change executions from the gas chamber to lethal injection. There is speculation Patel may wait for some action in the state legislature before dealing with the ACLU petition.

Once that case is decided (no date has yet been set), the fate of the tape would be up to Patel. The choices include unsealing it for public scrutiny, leaving it under permanent seal or even destroying it.

According to Shaplen, a strong case can be made for releasing the tape to the public, because the issue of capital punishment is so controversial and emotionally charged. "Clearly, release of the tape would contribute to the public's knowledge of a controversial issue," he said.

Ironically, last summer, noncommercial KQED-TV San Francisco sued in federal court for the right to videotape the Harris execution, for a documentary it was doing on Harris. On June 7, 1991, Federal Judge Robert Schnacke overturned a San Quentin State Penitentiary ban on all reporters witnessing executions, but upheld the ban on cameras and recording equipment. Citing a lack of resources, KQED-TV did not appeal. ■

TAKING A CHANCE ON A LOTTERY?

Reports surfacing in Hollywood circles have it that Four Point Entertainment, an independent production company, has teamed up with a consortium of over 30 state lotteries to develop a national lottery strip for prime access.

Under the Lottery Innovations Corp. umbrella, the consortium failed in its attempt last season to develop such a series with Buena Vista Television, which abandoned the project after Walt Disney Co. Chairman Michael Eisner reportedly decided that a gambling series did not fit with the company's family image.

This time around, LIC has reportedly hired Bruno Cohen, formerly programing development executive with BVT, as an independent consultant to the development effort.

Broadcasting's Ratings Week Apr 20-26

	ABC	CBS	NBC	FOX	
MONDAY	9.8/15	13.4/22	12.1/20	6.6/11	
8:00	65. FBI: Untold Str. 9.4/16	36. Evening Shade 11.7/20	26. Fresh Prince 12.7/22	85. A Concert for Life 6.6/11	
8:30	51. Amer Detective 10.7/17	41. Brooklyn Bridge 11.5/19	25. Blossom 12.9/21		
9:00	62. ABC Monday Night Movie—Star Trek III: The Search for Spock 9.6/15	8. Murphy Brown 15.0/23	35. NBC Monday Night Movie—Lady Against All Odds 11.8/19		
9:30		10. Designg Wmn 14.7/23			
10:00		15. Northern Exposure 13.8/23			
10:30					
TUESDAY	15.4/25	11.3/18	10.0/16	NO PROGRAMING	
8:00	10. Full House 14.7/25	40. Rescue: 911 11.6/19	54. In the Heat of the Night 10.4/17		
8:30	2. Home Improvmt 18.2/29		52. Law and Order 10.5/16		
9:00	1. Roseanne 20.0/31				
9:30	4. Coach 16.8/26				
10:00	43. Civil Wars 11.4/19		68. Dateline NBC 9.1/16		
10:30					
WEDNESDAY	9.2/16	11.7/20	12.1/20	NO PROGRAMING	
8:00	36. Wonder Years 11.7/21	78. Royal Family 7.6/14	15. Unsolved Mysteries 13.8/24		
8:30	45. Doogie Howser 11.2/19	70. Davis Rules 8.7/15	32. Seinfeld 11.9/19		
9:00	69. Room for Two 8.8/14	26. Jake and the Fatman 12.7/20	43. Seinfeld 11.4/18		
9:30	79. Sibs 7.4/12	14. 48 Hours 14.0/24	58. Quantum Leap 10.0/17		
10:00	79. Search for the New Ideal Man 7.4/14				
10:30					
THURSDAY	11.2/19	8.9/15	13.6/22	11.6/19	
8:00	64. Columbo 9.5/16	66. Top Cops 9.3/17	32. Cosby 11.9/21	41. Simpsons 11.5/21	
8:30		61. Street Stories 9.8/15	23. A Diffnt World 13.1/22	67. Drexell's Class 9.2/16	
9:00			7. Cheers 15.4/24	26. Beverly Hills 90210 12.7/20	
9:30			21. Wings 13.5/21		
10:00		10. Primetime Live 14.7/25	76. Human Factor 7.7/13	15. L.A. Law 13.8/23	
10:30					
FRIDAY	12.3/22	9.6/18	8.3/15	5.8/11	
8:00	32. Family Matters 11.9/24	52. Elvis: The Great Performances 10.5/19	60. Matlock 9.9/19	86. America's Most Wanted 6.2/12	
8:30	36. Step By Step 11.7/22		72. I'll Fly Away 8.0/14	88. Sightings 5.4/10	
9:00	49. Dinosaurs 10.8/19				
9:30	56. Baby Talk 10.3/18				
10:00	13. 20/20 14.4/26		73. Burt Reynolds' Conversations With 7.9/15	82. Fifth Corner 7.0/13	
10:30					
SATURDAY	13.3/25	7.6/14	10.8/20	7.5/14	
8:00	26. Who's the Boss? 12.7/24	73. CBS Saturday Movie— Honey, I Shrunk the Kids 7.9/14	31. Golden Girls 12.3/24	84. Cops 6.8/13	
8:30	22. Growing Pains 13.3/24		56. Empty Nest 10.3/19	71. Cops 2 8.1/15	
9:00			36. Empty Nest 11.7/21	75. Code 3 7.8/14	
9:30			54. Nurses 10.4/18	81. AMW: Lady Killer 7.1/13	
10:00	15. MacGyver 13.8/26		83. Trials of Rosie O'Neill 6.9/13	58. Sisters 10.0/19	
10:30					
SUNDAY	12.9/21	16.5/27	8.1/13	8.9/15	
7:00	62. Life Goes On 9.6/18	3. 60 Minutes 18.2/34	93. Disaster Files 5.0/10	91. True Colors 5.2/10	
7:30		5. Murder, She Wrote 16.6/27	91. Against All Odds 5.2/9	87. Parker Lewis 5.6/10	
8:00			9. Am Fun Hme Vid 14.8/25	89. Mann & Machine 5.3/9	30. In Living Color 12.6/21
8:30			20. Am Fun People 13.7/22		
9:00		15. ABC Sunday Night Movie—Stay the Night, Pt. 1 13.8/22	6. CBS Sunday Movie— Honor Thy Mother 15.5/24	48. Hallmark Hall of Fame— Miss Rose White 11.0/17	45. Herman's Head 11.2/17
9:30	23. Married w/Childn 13.1/20				
10:00	76. Std by Your Man 7.7/12				
10:30			89. Get a Life 5.3/9		
WEEK'S AVGS	12.0/20	11.5/19	10.6/18	8.2/14	
SSN. TO DATE	12.1/20	13.6/22	12.2/20	8.0/13	

RANKING/SHOW [PROGRAM RATING/SHARE]

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YELLOW TINT IS WINNER OF TIME SLOT

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DALLAS CABLE '92 THE NATIONAL SHOW

As the National Cable Television Association convention gets underway in Dallas this week (May 3-6), one of the primary themes expected at the show will be the technological potential of cable. With that in mind, BROADCASTING selected three cable executives on the cutting edge of technology for a roundtable discussion on topics ranging from HDTV to the ongoing problems between the cable and consumer electronics industries (see below).

Also looking to the future, BROADCASTING profiles 10 fast-rising cable executives, dubbed "The Next Generation," who are expected to help carry the industry forward with fresh outlooks on sales, distribution and programing (page 40).

For the present, there's a look at the newcomer cable programing services that are seeking to overcome immediate operator concerns over limited channel capacity, regulatory uncertainty and a tight advertising marketplace. Operators and advertisers seem to agree that it's going to be a tough climb for new services, but that doesn't appear to be discouraging programers (page 42).

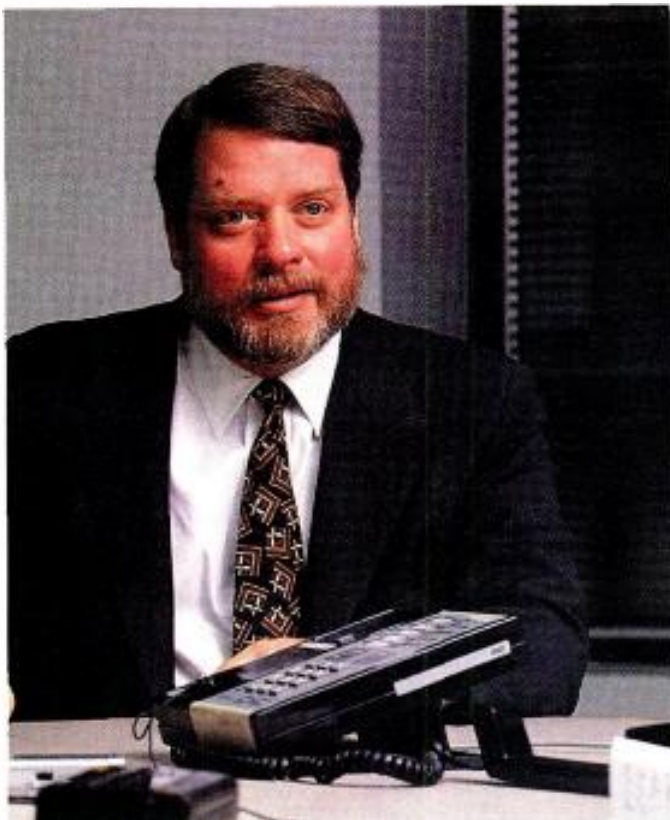
And for this week, there's also a quick read of the NCTA's convention schedule in Dallas (page 48).

FORGING CABLE'S TECHNOLOGY FUTURE

In this interview, BROADCASTING talks with three key players on the cutting edge of cable technology: Jim Chiddix, senior vice president of engineering for American Television & Communications, which is currently operating the closely watched 150-channel Quantum System in Queens, N.Y.; Wilt Hildenbrand, vice president of technology for Cablevision, which is conducting a series of groundbreaking live video compression tests, and Ed Horowitz, Viacom International vice president of engineering and chairman of the digital compression consortium with CableLabs.

We hear a lot about advances in fiber optics and compression technology, yet there remains a troublesome gap between the cable industry and the consumer electronics industry. Complaints continue to come in from consumers who cannot interface their VCR's with their cable equipment. What is being done to bridge the two industries?

Chiddix: There have been attempts in the past to work together. But they're industries with different kinds of underlying mechanisms. Consumer electronics is features-driven. It's very, very competitive. It's focused on getting a few new features that give a product an edge this year. And that leads to a healthy process, but a very chaotic process. Cable, on the other hand, makes investments that are long term and puts in systems that have long lives. The term "cable ready" was introduced by the consumer electronics industry; it really didn't mean "cable ready" in most cable systems, but it was this nifty term that helped sell TV sets. That's really unfortunate because I think that the consumer has been whipsawed, to a certain extent. And it's not because either industry is bad, or hasn't had the consumer's interests at heart on some level, but because of the way those industries work. There's more and more talk going on



American Television & Communications' Jim Chiddix

at nontechnical levels between the consumer electronics industry and the cable industry and the computer industry, and I think that there is a growing awareness that there's more to be gained by trying to integrate these things than there is in pursuing short-term goals.

Horowitz: There in fact was an agreement between the cable industry and the consumer electronics industry as to how you could hook up a cable converter and still allow the consumer to use remote controls. It was a technical agreement; it wasn't a business agreement. And that was really the shortcoming of that episode, if you will, in cooperation. We do have another opportunity to try it again, and that's perhaps in the digital domain. I think what's happening now is that because of the backlash by the consumer, the cable operator has said to the box maker that the plain vanilla box—which is really a tuner expander and perhaps a descrambler—isn't enough anymore. The new cable converter offers many of the same features that a high-end television set gets. I think there's now going to be an economic self-interest as to why the consumer electronics industry is going to want to work a little closer with the cable industry. If they fail to do that, I can see a marketing campaign developed by some cable programmer, or cable operator, that will say, "Don't go out and buy that new television set; subscribe to our service and we'll give you the same features that you would normally get on a high-end set. We'll give it to you as part of our basic service. And guess what? We won't charge you more for it." If they fail to communicate effectively with cable, then cable, in order to maintain peace with the consumer, is going to have to be more aggressive than we already have been. Most senior people at the consumer electronics companies are not located in the United States, they have not been listening to their U.S. subsidiaries and they have not integrated or understood the

role that cable plays in the distribution of television in the United States. But I think maybe they're waking up to the fact that as they're trying to introduce yet another generation of television sets it can't just be cable ready—it has to be consumer and cable ready.

But cable makes a lot of money renting remote controls. If the consumer electronics industry were doing a better job, wouldn't cable lose that important revenue stream? Is the cable industry ready to give that up?

Chiddix: I think everybody's got a lot to lose and a lot to win here. I think that it is probably in the best interest of the cable industry and the consumer electronics industry for us to work together. But that isn't the only outcome. The cable industry has quietly been moving into consumer homes in this country with a very sophisticated little box. It's got a microprocessor in it, and the newest models have text generators and can tune many channels and provide a variety of consumer functions. Most of the boxes are still on the crude side, but they get changed out on a fairly short cycle. And they get changed out without waiting for the consumer to make a purchase decision. It's part of a closed system that we control. So if the cable industry were to decide that it wanted to divide certain consumer functionality—say, provide an electronic *TV Guide* or a variety of means of integrating better VCR's and TV's and so forth, we've got the platform to do that already in place. We've got our foot in the door of the home, and I think that's something we can use in a variety of ways. The consumer's going to get easier-to-use service somehow.

Horowitz: The cable converter used to be just a simple device to expand the number of channels and provide security, and when it did that it did away with all the other features that the consumer had bought. The consumer is really ticked off at us for having done that. They're ticked off at the wrong party, in my mind, but they're ticked off at the cable operator. So we're now going to add, I think, consumer features to those units. We think there's a real need for an electronic program guide. One of the wonderful things about cable is that we offer a lot, and one of the most difficult things that we have as cable operators is to communicate to the consumer what's on when and how to find it. As you know, Viacom has taken a small equity position in a company to develop an electronic program guide. If we were able to divide an electronic program guide within the next box that goes into the home, we have satisfied the consumer's desire.

Will future technology reduce or broaden disparity among cable systems? Will it be a case of the "haves" and the "have-nots" as technology grows more sophisticated?

Hildenbrand: The costs of standard amplifiers and everything else, solely on a performance-per-dollar basis, have come down dramatically below what they were a few years ago. So you do find—at least I do—an equalization between big systems and little systems. I think there will always be probably some kind of a disparity in terms of the things you might want to test, but I think you'll see much less of a disparity as time goes on.

Chiddix: If you think about the history of the cable business, there have been a couple of major discontinuities in the business that were caused by technology, such as the introduction of satellite distribution of programming and the development of technology that allowed a dramatic increase in channel capacity. Those discontinuities created tremen-

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BROADCAST/CABLE JOURNALISM—small market radio
Jack R. Howard Award

Minnesota Public Radio, St. Paul, Minn.
BROADCAST/CABLE JOURNALISM—large market radio
Jack R. Howard Award

WUFT-TV, Gainesville, Fla.
BROADCAST/CABLE JOURNALISM—small market television
Jack R. Howard Award

KCNC-TV, Denver, Colo.
BROADCAST/CABLE JOURNALISM—large market television
Jack R. Howard Award

WGHP-TV, Highpoint, N.C.
SERVICE IN SUPPORT OF LITERACY—broadcast/cable
Charles E. Scripps Award

The (Greenville, N.C.) Daily Reflector
SERVICE IN SUPPORT OF LITERACY—newspaper
Charles E. Scripps Award

The (Wilkes-Barre, Pa.) Times Leader
SERVICE TO THE FIRST AMENDMENT
Edward Willis Scripps Award

Waterbury (Conn.) Republican-American
NEWSPAPER PUBLIC SERVICE—under 100,000
Roy W. Howard Award

New York Newsday
NEWSPAPER PUBLIC SERVICE—over 100,000
Roy W. Howard Award

Maria Henson—Lexington (Ky.) Herald-Leader
EDITORIAL WRITING
Walker Stone Award

The Poughkeepsie (N.Y.) Journal
ENVIRONMENTAL JOURNALISM—under 100,000
Edward J. Meeman Award

The (New Orleans, La.) Times-Picayune
ENVIRONMENTAL JOURNALISM—over 100,000
Edward J. Meeman Award

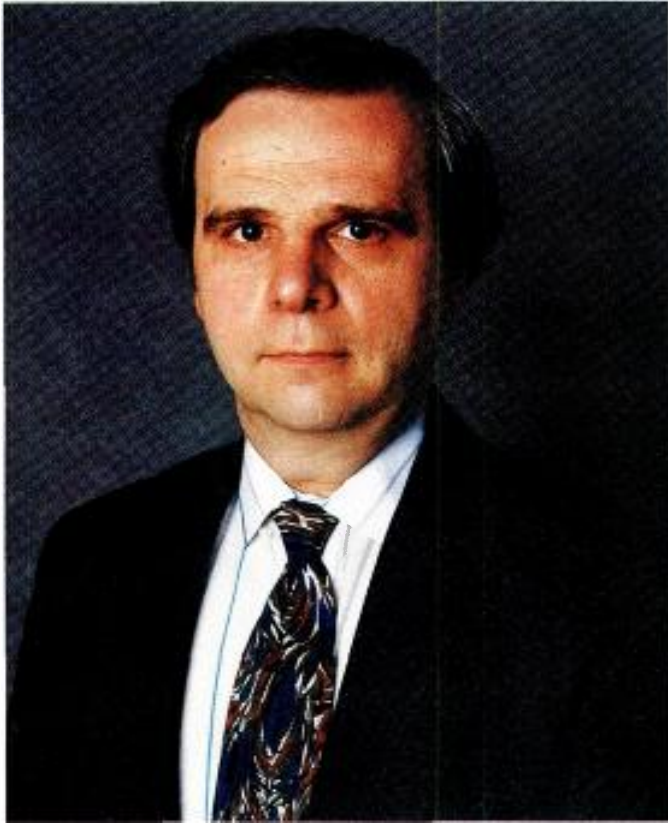
Chris Hedges—The New York Times
HUMAN INTEREST WRITING
Ernie Pyle Award

Steve Breen, University of California Highlander
COLLEGE CARTOONIST
Charles M. Schulz Award

The Scripps Howard Foundation annually honors outstanding efforts in newspaper and broadcast/cable journalism in the United States. Winners received bronze plaques and cash prizes totaling \$41,000 at a banquet in Denver, April 28, 1992.



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Cablevision's Wilt Hildenbrand

dous opportunities for both vendors and for cable companies, and yet some people got out of the operating side of the business just as things were getting much better. Some vendors just went away because they somehow missed the opportunity. I think that we're at another really big discontinuity, in terms of what technology enables us to do, and now we'll see whether or not operators will be able to see beyond the discontinuity to the business implications. Between fiber and microprocessors and digital processing chips that allow compression and digital storage and digital switching and a variety of other supporting technologies, we're at the point where we can deliver essentially anything we can think up. Anything that we can think up that has to do with entertainment—electronic entertainment—or communications, or electronic education, we can deliver. We can make a box to deliver it. Maybe an expensive box—it could be a real expensive box—and the hard thing is figuring out how to couple that capability with business needs. I think you're seeing the business industry trying to figure that out. My company is delivering 60 channels of pay per view in Queens because we want to find out whether the consumer will pay us a good piece of incremental revenue for doing that. There's a test going on between TCI and U.S. West and AT&T in Denver, also exploring various aspects of the business of delivering more movies. I think that this discontinuity again is going to deliver some real opportunities for vendors—some of whom will miss it and some of whom will leap into much larger market shares—and maybe even new players will come in.

You mentioned Time Warner's Quantum system in Queens, N.Y. What can you say about results so far?

Chiddix: We think it's much too early to take in any quantified results and draw a conclusion. People are order-

ing movies like crazy, but we disturbed that market. We went in and installed these new boxes in people's homes. We sent marketing people to educate them and give them free coupons for free movies and all kinds of stuff, so we need to wait to settle down into sort of a steady state before we really know what revenue there is.

How important will marketing be to consumer acceptance of new offerings brought about by technological innovations?

Horowitz: I think there's a challenge there for the marketing community to fully optimize the opportunities they have based on the present services. As we enter into new services I think the marketing stakes will be even higher because the new entrants into the interactive services are going to be the Microsofts and Apples and IBM's, and they are better marketers. For us to either drive that market or respond to competition we're going to have to be more effective marketers than we've ever been. So to go back to the earlier question, the disparity among systems may not be technology, it may actually be marketing.

When can we realistically expect to see 150 channels or more on a widespread basis at systems around the country?

Chiddix: The bottom-line question we need to figure out as an industry is what kind of revenue will be spent versus what will be the incremental cash flow per subscriber. The size of that will determine how quickly we move as an industry. If it's really a lot—if it's \$10 of cash flow a month per subscriber—people will move as quickly as they physically can to implement these services in whatever way works in a given system, whether it's using fiber or increasing bandwidth or adding compression or some combination thereof. If it's a more modest business, then it's going to still move, but it's going to move more slowly as systems are upgraded, as new boxes that have these capabilities are purchased in the normal course of things. It's hard for me to believe that there isn't a real business here. The consumer has demonstrated that they'll pay for a large selection of movies through their behavior at video stores. It's hard for me to believe that a lot of cable systems are not going to be offering a lot of pay-per-view movies within five years.

How will programing services benefit from compression?

Horowitz: With compression it's going to be possible to launch new programing services where you don't have to worry about the upfront cost of a \$15-million transponder or even committing to a long lease before you have the business. And you can be sure that you'll have the ability to be received by the majority of systems around the country at low cost.

Hildenbrand: The work that's going on in terms of digital compression obviously is of interest to us for three reasons—as a satellite programmer, as an ad sales company and as an operator that looks to such opportunities as pay per view, video on demand and interactive-type services. We want to insure that we can take the most advantage of opportunities as they arise, if for no other reason than to be able to recognize when the opportunity has firmly arisen.

Do any of you have strong feelings about the way the FCC is handling the high-definition-television question? Do you think they're taking cable's role in this new technology well into account?

Chiddix: I think there was this nightmare scenario where a standard would be developed that was fine for broadcast but did not work very well for cable or was certainly subopti-

mal for cable. But CableLabs has been right in there testing all the components from the outset, and I think that we can count on the fact that when a broadcast standard is chosen, it will be one that is robust in a cable environment.

Some broadcasters are now wondering if it might not be better to take this compressed digital signal and, instead of doing high definition, do two or three NTSC signals. Any reaction to that?

Horowitz: If there is more than one system that performs satisfactorily over cable—which I believe in fact there will be—then the choice is going to be made by the broadcast community, knowing that cable has in essence signed off on it. I don't know that the FCC is prepared to permit multiple NTSC signals being transmitted over the newly allocated frequencies. There is also the issue of must carry within the cable environment. As a station owner, Viacom is going to do whatever is necessary to make sure that it gets its allocation of a second channel, and we'll abide by whatever rules the FCC requires for us to get them. As a cable operator, I think that we'll carry whatever program any consumer wants to see. I think the FCC is going down a review process that is solid and that has taken cable into consideration—at least technically. When you get into content regulations, I think there are no rules yet. And that's a very large question as to what programming the FCC is going to permit to be transmitted on that circuitry.

Chiddix: If it's a matter of giving every station owner another 6 mhz to do with it essentially as he will, to use it for a whole bunch of compressed NTSC channels, then I think there's a real public policy issue about why that station owner should get that frequency assignment as opposed to any other applicant for those very scarce frequencies. You could certainly argue that it would be an unconscionable giveaway if every station operator were given more spectrum without very clear and very rigid limits that were focused on simply the transition to these standards.

Do you, either in your own company or through conversations with other cable programmers, get any sense that there is a great deal of interest in high-definition television?

Hildenbrand: There's an awful lot of interest in high-definition television. One of the things we see as we build better systems is that we're keeping up with the better TV sets—better TV's with more resolution and more brightness and more everything. HDTV is probably inevitable if it works the way it looks like it works. It's a great display platform for sports, for movies and a lot of things we don't talk about in cable, such as the medical industry. The concern I think you're generally going to hear in the broadcast world as well as the cable world—the cable programming world, at least—is will it be worth the expense to be the first, or one of the first, people to be able to broadcast in HDTV. And by expense I'm not just talking about capital expense but am thinking in terms of production values.

Horowitz: I think that there are services that will lead and services that will follow based on their audience demographic. The movie-based services—the Showtimes and HBO's and Disney's—will probably lead for a variety of reasons. One reason is that their consumer base is probably the early adopter who is going to be purchasing these high-end systems. Second, from a capital and operation point of view, it is relatively easy to add a high-definition mode of operation to the Showtime services. For example, there are cost-effective film-to-tape transfer systems. Originally we



Viacom International's Ed Horowitz

thought we had to store these high-definition movies in high definition and that we'd have to use \$350,000 high-definition machines to originate programming and you would need five of them per feed. However, our plan is to record and encode it in compressed signal. When we transmit a high-definition signal by satellite, it will be compressed. So we can use our existing digital machines and take that high-definition movie, run it through a compressor encoder, store it on our existing equipment and use that existing equipment to play back and transmit to the cable headend. What this all translates into is a relatively easy and low-cost way for us to transmit this product to a headend. Now, when you move away from the premium category and into advertiser-supported networks, I think the economics are very similar to those of an over-the-air broadcaster—until at least 10% or 15% penetration is reached, it may not be worth anyone's while to incorporate the extra cost that high-definition production presently entails.

Chiddix: If the consumer indeed wants a wide screen and a higher-detailed, better-looking picture, I think that probably in evolution that's going to happen. Because the same chips that work for compression of NTSC video or HDTV also can be used to process video in an NTSC set and can produce a widescreen picture with twice the lines and a lot of the noise reduced and a lot more detail generated internally, that may for some period of time—maybe a long period of time—meet the consumer's demand and expectations at a far lower cost than what we refer to as HDTV sets. In fact, widescreen sets are going to be introduced this year in this country. HDTV is much more likely to be evolutionary in this area than revolutionary. But I would certainly agree from a programmer's standpoint that when the consumer wants HDTV, HBO is certainly going to be right there as one of the major programmers. ■

CABLE TELEVISION'S NEXT GENERATION

The past year has seen the promotions of a number of fast-rising cable executives who will help guide the industry into its next phase of growth. BROADCASTING has selected 10 of those executives, whose fresh outlooks will define cable sales, distribution and programing well into the future

Jeff Bewkes, president-COO, Home Box Office. Age: 40. ■ Bewkes is being handed the task of growing a company whose primary business is falling off. When he took the president's title last September (the number-two spot under Chairman-CEO Michael Fuchs), Bewkes acknowledged that now is a "challenging time for HBO and pay networks in general." Subscribers

with the company began with the December 1991 merger with United Artists Entertainment. Clouston, one of the few UAE executives to join TCI following the merger, was named TCI's senior VP for strategic planning. During an earlier stint with TCI, from 1983 to 1987, he had been responsible for banking relations and related financing at the company. Clouston has

viewers with much greater choices. While cartoons are mainstream entertainment, they also represent a niche, which is "freeing," says Cohen. "You don't have to worry about a mass creative sensibility." Cohen is excited at her first chance to steer a network (she moved from creative director to general manager at TNT, under President Dennis Miller). She is also excited



Jeff Bewkes



Brendan Clouston



Betty Cohen



James Dolan



Pat Esser

are down, although HBO is hoping to create steady, though not dramatic, subscriber growth in the future, particularly through its multiplexing efforts, which provide three channels of HBO for the price of one. Bewkes plans to funnel much of his effort, though, into HBO's ancillary businesses, including home video, international ventures, series and movie production for other networks. All these are "businesses we are building on the pay-TV foundation." What remains unanswered is how large and how strong that foundation will be. Bewkes started with HBO in 1979 as a marketing manager, and by 1983 was treasurer and VP, corporate and financial planning. He left the company briefly in 1984 for a stint at Time Inc.'s Video Group, where he did long-range planning for both HBO and MSO American Television & Communications Inc.

Brendan R. Clouston, COO, Tele-Communications Inc. Age: 38. ■ When former United Artists Entertainment CFO Brendan Clouston became COO of cable giant TCI last March, speculation began to run wild over whether the young executive was being groomed to succeed TCI CEO John Malone. While TCI officials said no such thing had been discussed at the board meeting that resulted in Clouston's promotion, there is no denying his fast rise at the company. Clouston's current stint

held a number of financial positions in the U.S. and his native Canada. He is a former officer at the Bank of Boston, and has worked as a consultant for several U.S. corporations in Canada. Clouston takes on his new role at the nation's largest MSO during a company growth period that is seeing, among other things, an increasing interest and ownership role in the telephone business.

Betty Cohen, executive VP, Turner's The Cartoon Network. Age: 35. ■ Betty Cohen was instrumental in the blueprint for Turner Network Television, which, when it came into being in October 1988, was one of cable's most successful channel launches. She is likely to have a tougher go of it with the worldwide Cartoon Network, of which she was made head in February. Cohen was responsible for creating TNT's personality, for giving people "a contemporary reason to watch old movies." She is charged with a similar task for the Cartoon Network. "I have to create a sense of place at the channel," she says, an especially difficult task because many of the cartoons have already been seen in other venues. No original productions are planned until the network's third year. The multitude of channels compression technology will bring to television is challenging Cohen to produce product to attract

about the international potential of the channel, which launches Oct. 1. "It's important to me to be a part of the international creative community," says Cohen.

James Dolan, VP, Cablevision Systems. Age: 36. ■ Jim Dolan has worked at father Chuck Dolan's company since college, learning different facets of the business. He was named to the board of directors last year. He also heads Cablevision's advertising, publishing and radio operations. This includes Rainbow Advertising Sales Corp., the company's ad sales arm, and Cable Networks Inc., one of the industry's major cable ad reps. CNI will be repping the New York interconnect, which launches in October and will for the first time unify the cable operators in the metropolitan area. Most notably and most recently, Dolan has taken on day-to-day responsibility for the pay-per-view Olympics Triplecast that NBC and Cablevision are producing. Dolan sees the potential for more PPV ventures after the Olympics. "After this is finished, we'll have a wealth of knowledge about pay per view." Dolan sees his future with Cablevision "dictated by the amount of skills I can develop." As for the potential of being his father's heir someday (Chuck Dolan is 65), Dolan would only say that his father has no plans to retire.

Pat Esser, VP of advertising, Cox Cable Communications. Age: 35. ■ These are exciting times to be involved in cable advertising, according to Esser, a 12-year Cox Cable veteran who was promoted to VP of sales for the MSO last July. "The sales tools are becoming available, which we have not had available in the past five years," he says. New tools he finds particularly helpful include developing technology such as ad insertion gear, automated traffic and billing systems and new research systems. He says operators who are serious about ad sales will have to invest resources in these developing technologies, which Cox has done for a number of years. Cox is a company Esser knows well. He joined it in 1979 as director of programming for Cox Cable Hampton Roads (Virginia) Inc. He left in 1980 to earn an MA in communications media

plan that he hopes will be implemented within the next three years.

Sara Levinson, executive VP, business operations, MTV. Age 41. ■ More than 10 years after its debut, MTV has expanded worldwide and can be seen in more than 200 million homes in 40 countries. Overseeing the channel's international growth and domestic positioning for the future is Sara Levinson. With the company since 1987, Levinson's responsibilities include leading MTV's efforts into a multiplex structure and the research and development of interactive technology that will be incorporated into programming innovations. As for the proposed multiplexing of the channel, which is now undergoing testing, Levinson says the MTV audience is ready for additional channels. "They want all

Paul Sagan, VP, news and programming, Time Warner's New York 1 News. Age: 33. ■ After 10 years in broadcast news, including a stint as news director of WCBS-TV New York, Paul Sagan made a surprising switch, surprising even himself. He's now a cable executive, in charge of launching Time Warner's first foray into a 24-hour local cable news channel. He says he's "struck by the view of what's possible in cable, of things to be invented and done, as opposed to the network world, which is pessimism and concentrates on preserving what we have." While Sagan acknowledges New York is a saturated media market, he thinks the local news organizations—which service New Jersey, Connecticut and Long Island—miss the local stories in New York's five boroughs. New York 1 News will seek to take advantage of that lapse, and will be a



Larry Jones



Sara Levinson



Doug Moss



Paul Sagan



Roger Williams

from the University of Northern Iowa and returned in 1981 as CableRep advertising sales manager for Cox Cable Quad Cities (Moline, Ill.). Following stops at Cox companies in Omaha and Iowa, he became director of ad sales for Cox Cable Communications in 1990. He oversees local ad efforts for the company's systems, which reach more than 1.8 million subscribers.

Larry Jones, president, Fox Basic Cable. Age: 41. ■ Just as Fox has been an innovator in the broadcast network side of the business, Larry Jones's aim is to make Fox Basic Cable a force in the cable business. Hired by Twentieth Television Chairman Lucie Salhany last March to head Fox's latest effort to establish two basic cable channels, Jones moved over from FNM Film Inc. (Fox Night at the Movies), where he served as president since 1990. Jones joined Fox as senior VP of business affairs for Twentieth in 1988, and spent the previous five years in the same position at NBC. Jones is developing the business plan for what he hopes will be a two-channel service, one of which, he says, will be a mix of series and long-form product from the Fox library, program acquisitions from independent producers, in-house productions and foreign co-productions. Although he has had little time in his transition from broadcast to cable, Jones is trying to put together a "fiscally conservative" business

three of the channels and they understand what the concept is and they like it." She says MTV has a built-in audience for interactive programming. "It's clear from discussions we've had that our audience is accessible to the idea of interactive television because they grew up with that type of technology." Although MTV has had discussions with interactive technology companies, implementation of a program is still a ways off. "We're going to be in R&D for a while."

Doug Moss, president, Madison Square Garden Network. Age: 38. ■ As head of the nation's largest regional cable network, Doug Moss says his primary goal is to maintain MSG's prominent position in the marketplace. And attaining that goal could call for some change, he says. "You don't grow if you don't change," says Moss, adding that some of that change could come from strengthening the already strong ties between cable networks and their affiliates. "We've got to look at new and creative ways to build better partnerships and working relationships with our affiliates," he says. Moss was appointed president of MSG Network last March after more than six years with the sports service. He joined in 1985 as VP, advertising sales, and had been senior VP, advertising sales, since 1990. His cable experience prior to MSG included five years in sales with Cable Networks Inc.

test case for synergy at Time Warner. Correspondents from the company's magazines will be on-air reporters. Additionally, the channel will be a test bed for other Time Warner programming ideas, says Sagan.

Roger Williams, president, The Travel Channel. Age: 39. ■ Although Roger Williams is taking over cable network with 18 million subscribers, for all intents and purposes he is launching a new network. The Travel Channel, until its purchase a few months ago by Landmark Communications, had long been a promotional tool of TWA. "The previous owner had a mandate to sell discounted airline tickets," he says. The channel now needs a new identity and new programming to prove that it is a true entertainment vehicle, he says. Williams sees travel as the last strong niche for cable to serve. And he believes niche services won't be as vulnerable to competition from an increasing number of channels as the broader-based cable and broadcast channels will be. His position in 1992 feels a lot like that in 1982, Williams says. That was when he joined in launching ESPN, which was challenged by the potential uncertainty of legislation and channel capacity limits. "It's déjà vu." Williams got into cable because he needed a job, and started out selling subscriptions door-to-door for Warner Cable. He decided to switch to programming. ■

FAINT FANFARE FOR NEW NETWORKS

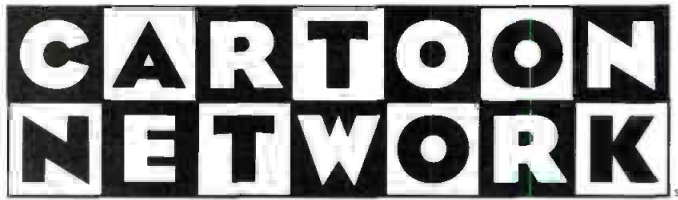
Operators, advertisers question timing of launches for Sci-Fi Channel, Cartoon Network and second ESPN service, but say deep pockets of parent companies will provide a boost

By Rich Brown

Most operators and advertisers agree that it's not the best time to be launching new cable networks, but programmers appear to be taking a more optimistic approach. At least three of the industry's biggest players—ESPN, Turner Broadcasting and USA—are expected to be coming to the NCTA with new services, and possibly all three of those are set to launch by year's end.

Among those cable networks making their NCTA debut this week in Dallas will be Turner Broadcasting's latest entry, the Cartoon Network, set to launch on Oct. 1. USA Network will introduce itself as the new owner of Sci-Fi Channel, the long-planned science fiction network scheduled to launch in late September. And ESPN is said to be moving fast on its long-planned second sports channel, with a launch possible by year-end.

Along with those new ad-supported networks, Showtime's low-priced pre-

The logo for Cartoon Network, featuring the words "CARTOON" and "NETWORK" stacked in a bold, blocky font. Each letter is contained within a square, and the squares are arranged in a grid. The letters are white with black outlines, set against a black background.The logo for Flix, featuring the word "FLIX" in a bold, sans-serif font. The letter "I" has a small white dot above it, resembling an eye or a film reel.

A USA NETWORK

mium service, Flix, will launch in August 1992. And alongside all of the as-yet-unlaunched channels are the fledgling networks—such as Comedy TV, Court TV and Encore—which are also looking to woo operators.

Among those regarding this proliferation of channels with some skepticism is the advertising community, some members of which raise ques-

tions about the timing of adding more programming networks.

"With the channel capacity problem and the regulation issue still not resolved in Congress, it's not a great time to go out there with new channels," says Erica Gruen, senior vice president, associate director of TV Information and New Media, Saatchi & Saatchi Advertising. "I would think that [Cartoon and Sci-Fi] certainly make sense, but the question is at what point do they become really superior advertising vehicles?"

J. Walter Thompson Senior Vice President David Marans says one of the big problems for anyone trying to enter the basic cable network field is that many of the existing networks are seeing their ratings level off in prime time. New niche networks could have a particular difficulty in trying to build attractive ratings in such an environment, he says.

"One of the keys to the success of the USA Network was broad-based programming," says Marans. "It's awfully tough for a sci-fi network to come in with a niche and carve out sufficient viewership."

According to Bob Perlstein, executive vice president, network, SFM Media Corp., there is not necessarily any great advertiser demand for new networks.

"The question I get from my clients is, 'Can we get better programming?'" says Perlstein. "That doesn't necessarily mean new channels. One of the problems right now is that there are

CABLE NETWORKS SET THEIR FALL SLATES

USA Network's Sci-Fi Channel has acquired 17 series representing 500 hours of programming from MCA-TV Distribution, one of a number of cable network programming announcements made last week.

All of the newly acquired MCA series will be exclusive to the Sci-Fi Channel when it launches in late September except for two—*Buck Rogers* and *Battlestar Galactica*—which will have delayed availability but will be exclusive to the network by early 1993. Other series in the deal include *The Incredible Hulk*; *Hitchcock Presents*; *Amazing Stories*; *Bionic Woman*, and *Serling's Night Gallery*. The deal concludes Sci-Fi series acquisitions from MCA, which co-owns USA along with Paramount.

Among other cable network programming announcements:

- Arts & Entertainment unveiled its 1992-93 season, which will debut during A&E's Premiere Week, Sept. 13-19. Specials will include a four-part documentary series beginning in late 1992, *Charlton Heston Presents the Bible* and a 12-part exploration series beginning in January 1993, *Pole to Pole*. New A&E series will include *Travelquest* with Alan Thicke; *The Real West*, and a new Sunday night lineup that will include *Agatha Christie Mysteries*.

- The Discovery Channel will begin its 1992-93 season in October with a prime time schedule comprising 33% original, coproduced or commissioned material, up from 21% last year. New series include *Justice Files*, hosted by ABC News correspondent Forrest Sawyer; *Those Incredible Animals*, and *Heart of Courage*, a collection of real-life stories of heroes, hosted by Alex Trebek.

- Comedy Central has licensed 65 episodes of Worldvision Enterprises' sketch comedy, *Almost Live!*, set to debut this fall.

too many channels and no one can find out what's on."

Also expressing some doubts about the potential for new cable channels are cable system executives, a number of whom question where they are going to find the room to add new services.

"As a general matter, given the combination of channel capacity and legislative/regulatory uncertainty, we will not accompany any kind of significant launching of new services this year," says Robert Stengel, senior vice president, programming, Continental Cablevision. "It would be really unwise to launch new services when you don't really know what the playing field is going to look like in the future. I think it would be a rare situation for us where we would be moving out new services."

Cable subscribers appear to be satisfied with the basic cable networks cur-

rently being offered, and it is not likely that any new networks will bring many new subscribers, says John Mathwick, group vice president, marketing, Jones Intercable.

"There's probably more interest right now in the marketplace to keep the rates down than to add services," says Mathwick. "The marketplace isn't demanding these new services."

Cencom Cable, according to senior vice president of marketing John Clark, is among a number of multi-

system operators with limited channel capacity that do not have any network launches budgeted for 1992. But he adds that subscribers have become accustomed to an expanding program lineup and might have some continued expectations of growth.

Clark says among the new services attractive to him as an operator is the Cartoon Network, because it already has its programming in place and is being operated by a company with a strong track record. Similarly, Mike

PRIMESTAR SUBS GET COMPUTER SERVICES

On Friday, May 1, Primestar added computer data services to its lineup of home-satellite television and audio offerings (seven TV superstations, three pay-per-view channels, Japan TV and seven "radio" formats). Primestar is handling distribution and marketing, and X*PRESS Information Services Ltd., a subsidiary of Tele-Communications Inc. spinoff Liberty Media, is handling ordering and billing directly with subscribers to the one-way services. The new services are X*Change, offering news, stock quotes, sports, weather, lifestyle and entertainment information for \$4.95-\$5.95 per month, and Executive, which includes the X*Change services along with stock updates and in-depth financial and business news for \$25.90-\$26.90 per month. Subscribers would also pay a one-time \$99.95 fee for a software package to bring the services up on their computers. Primestar says its medium-power, Ku-band, direct-to-home satellite service to three-foot dishes is now available in one-third of the counties in the continental U.S. TCI is one of nine MSO's invested in Primestar. **-PDL**

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Eagen at Cablevision Industries says that he has signed on as a charter subscriber for the Sci-Fi Channel and believes that USA's backing will go a long way in building the new service.

Most observers agree that Cartoon, ESPN and Sci-Fi would benefit from their respective owners and give those launches an edge over the many other planned services, which range from FYI: The Consumer Channel to Talk TV Network. Parent companies such

as Turner and USA have stable management, start-up experience, a proven ability to get distribution and deep pockets, says Jessica Reif, an analyst with Oppenheimer & Co. Deep pockets could be a key, as TBS Board Chairman Ted Turner himself said at the time of the Cartoon Network announcement: "We don't play for the short term here; we play for the long term."

Another way in which networks

such as Cartoon and Sci-Fi will benefit will be in their ability to cross-promote on existing company networks, although Continental's Stengel says that programmers should be careful how they go about doing that.

"Programers are getting more aggressive about trying to create demand directly with consumers, and I think that's unfortunate," says Stengel. "If it's done in an aggressive fashion, I think it's counterproductive. There are too many good reasons—channel capacity, cost, uncertainty and existing commitments—why a system may or may not be able to launch a new network."

New pay services find themselves in a somewhat different situation. Showtime's Flix will be joining the low-priced premium category entered into by Encore a little over a year ago. Both services are designed to enhance the slumping pay-TV category and offer operators some welcome near-term dollars.

"We're not wildly enthusiastic about adding more pay services to the mix," says Stengel. "On the other hand, if they can stabilize or rejuvenate the pay category, we'll take a look. I just don't think we want to introduce on a widespread scale additional pay services unless we fully understand what's going to happen." ■

THE STANDARD BATTLE, AND OTHER NEWS FROM THE TECH FRONT

General Instrument's VideoCipher Division and Scientific-Atlanta continue to jockey for position in the race for an all-new encryption standard for the coming digital transmission age.

At NCTA, GI will demonstrate its DSR 1000 DigiSat integrated satellite receiver-decoder (IRD), which it says can interface with conventional AM modulators or with DigiCable, a digital cable plant transmission system in development. All of them incorporate discrete cosine transform compression algorithms.

Industry officials are also talking about S-A's vector quantization algorithm, which is also competing in the CableLabs request for satellite compression proposals. Although S-A remains outside the analog cable-TV encryption loop, its analog IRD was chosen last week by General Electric for internal business TV uses in part because "sites can easily upgrade their IRD's to receive compressed digital video broadcasts," said Ron Hubal, manager of information services for GE Supply. The Prime-star Ku-band direct-to-home satellite TV service adopted the same system in late 1990.

-PDI

HEAD ENDINGS

PRIME PROSPECTS

Liberty Media and Bill Daniels & Associates are racing to buy each other's stake of Prime Network when a buy-sell option on the conglomeration of regional sports channels comes due at the end of May, according to published reports.

Daniels, which leads a group owning 46% of Prime (Liberty has the rest) reportedly is looking to major players such as Paramount, Time Warner, ABC and NBC. Liberty, which—thanks to parent company Tele Communications Inc.—has deep pockets, is looking for partners, among them ABC. The buy-sell

option states that if one of the two groups offers a bid by the deadline, the other must either accept it or buy out the first group at the bid price. It is also possible that neither company will attempt to exercise the option by the deadline.

PPV BOXING

Viewer's Choice and TVKO renewed their distribution agreement for PPV boxing events, including the June 19 World Heavyweight Championship Evander Holyfield-Larry Holmes bout and at least the next eight PPV fights offered by TVKO.

FIBER IN FLORIDA

Continental Cablevision of Jacksonville and Hyperion Telecommunications of Florida reached an agreement in principle to form a joint venture "to operate a state-of-the-art, route diverse, digital fiber-optic telecommunications

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network" in Jacksonville, Fla. They would provide commercial voice and data users with long-distance connection, local area computer network interconnection and business-to-business interactive video service.

WORLDWIDE NFL

ESPN has acquired select international TV rights to distribute NFL games and programming, including regular- and post-season games, the Super Bowl and the Pro Bowl. The agreement, which begins with the 1992 season, provides for distribution of games live via ESPN's International Network, serving Southeast Asia, Latin America and the Pacific Rim, and syndication rights

to those and other regions (excluding Europe, Japan, Canada and Mexico).

CNN IN SINGAPORE

CNN International has begun airing in Singapore through the NewsVision channel, part of a new three-channel subscription TV service that will include HBO and a Mandarin-language entertainment service to start airing in June. CNNI is available in more than 22 countries and 232 hotels in the Asian Pacific region.

MORE ORIGINALITY FOR HBO

HBO Independent Productions (HIP), which creates TV series for both HBO and broadcasters, has

moved under the HBO original programming umbrella. Chris Albrecht, senior vice president of original programming for the West Coast and president of HIP, will continue to oversee the day-to-day operations of the unit but will now report to Bridget Potter, senior vice president, original programming. HIP has just signed with Fox Broadcasting to produce an additional 22 episodes of *Roc* and 13 episodes of a new series, *Down the Shore*. HIP also has four pilots underway: *True Blue* and *The Road Warriors* for ABC, and *Martin Lawrence* and *The Ben Stiller Show* for Fox. HBO last week also hired two new vice presidents in its original programming department: Kevin Stein, formerly director of

HOT TICKETS AT NCTA '92

Selected convention events. All at the Dallas Convention Center, except where noted.

SUNDAY, MAY 3

- Noon-5 p.m. *Delegate registration*
-Ceremonial Drive lobby
- 9:30 a.m.-5 p.m. *International delegates seminar*-East Ballroom C
- Noon-12:45 p.m. *Public policy briefing*
-N215-217
- 2:30-4 p.m. *Public policy roundtables*
-Lower North Meeting Rooms
- 5-7 p.m. *Cable Academy's '92 Event*
-Hyatt Regency at Reunion Ballroom

MONDAY, MAY 4

- 10-11:45 a.m. *Opening General Session*
-Arena
- Noon-1:15 p.m. *Optimizing Fiber Technology*-West Ballroom A
HDTV/ATV: The Big Picture
-West Ballroom B
- 1:30-2:45 p.m. *Educational Sessions: Fiber*-West Ballroom A *Local Politics*
-West Ballroom B
Financial Landscape-West Ballroom C
TripleCast Blueprint-West Ballroom D
- 3:15-4:30 p.m. *Flexible Network Architectures*-West Ballroom A
Managing a Campaign to Secure Signals
-West Ballroom B
Alternative Access-West Ballroom C
Multiplex-West Ballroom D
- 5:30-7 p.m. *Welcome Reception*
-Ceremonial Drive Terrace

TUESDAY, MAY 5

- 7:30-8:45 a.m. *Cable '92 Infomarts-Breakfast with the Experts*
-East Ballroom C
- 9-10:15 a.m. *Larry King Live: The FCC*
-Arena
- 10:30-11:45 a.m. *Educational Sessions: Digital Techniques/Applications*
-West Ballroom A
Niche Marketing-West Ballroom B
Nationa: Telecommunications Infrastructure-West Ballroom C
Washington Insiders-West Ballroom D
- Noon-1:30 p.m. *Educational Sessions: Improving Cable-Consumer Electronics Interface*-West Ballroom A
Solutions to Outage Problems
-West Ballroom B
Award-Winning Papers on Signal Theft
-West Ballroom C
- 2:30-3:45 p.m. *Educational Sessions: Digital Systems*-West Ballroom A
Cable in Education-West Ballroom C
Meet the FCC Staff-West Ballroom D
- 4:15-5:30 p.m. *Educational Sessions: High Speed Digital Transmission*-West Ballroom A *PCS*-West Ballroom B
CFO Firing Line-West Ballroom C
National Spot Advertising on Cable
-West Ballroom D
- 6-8:30 p.m. *14th Annual Local Awards for Cable Excellence*-Arena

WEDNESDAY, MAY 6

- 7:30-8:45 a.m. *Programing Fair Infomart: Breakfast with the Experts*-Arena
- 9-10:15 a.m. *Educational Sessions: Cable Systems or Networks?*-West Ballroom A
New Technical Standards
-West Ballroom B
Interactive Video & Multimedia Technology-West Ballroom C
Public Relations Initiative
-West Ballroom D
- 10:30-noon *Advances in Conditional Access & Consumer Electronics Compatibility*-West Ballroom A
Headend Operations-West Ballroom B
- 1-3 p.m. *General Session & Luncheon: Back to the Future, Cable's Programming Horizons*-Arena
- 3-4:30 p.m. *Special Seminars: Creating a Service Management Strategy*-N214-216
New Employment Rules-N215
Strategies for Improving Local Ad Sales
-N218-219
How to Involve System Employees in Local Public Affairs-N217
Intro. to Digital Applications
-Room N227-224
Implementation of New Technical Standards-N223-222
- 6:30 p.m. *National awards, annual banquet & dancing at "Club Cable"*
-Fairmont Hotel International Ballroom

late-night programs for CBS, and Anne Thomopolous, formerly president of production for Michael J. Fox's Snowback Productions.

JOINT 'EXPEDITION'

Hearst Entertainment, Tele Images and A&E have teamed with The Smithsonian Institution to produce and distribute a new series, *Smithsonian Expedition Specials*, for global audiences. The first of the three specials is now in pre-production.

CARTOON ON THE BIRD

Turner Broadcasting System's Cartoon Network has signed a deal to be carried on the Galaxy I satellite, Transponder 8, when it launches on Oct. 1. Test transmissions begin in mid-September.

RKO FOR AMC

American Movie Classics has signed a licensing deal with Turner Program Services that gives the network the right to telecast 682 RKO titles through 1994.

STORER REBUFFED IN KENTUCKY CASE

The Storer cable system serving Boone and Kenton counties, Kentucky, has been dealt a setback in its legal fight to stave off what it believes would be unfair competition from an upstart cable operator.

U.S. District Court Judge William O. Bertelsman, in an April 24 summary ruling, dismissed major elements of a lawsuit Storer brought against Boone County after it awarded, in 1989, a competing cable franchise to Telesat (now Jacor Cable).

Dashed were Storer's due-process and First Amendment arguments.

Storer's First Amendment claim stems from the fact that Jacor's franchise obligations are less onerous than Storer's. Cable operators enjoy "general First Amendment protection," Bertelsman says. "But to establish a First Amendment case of discriminatory regulation, a plaintiff must show that the government has singled out [a media] entity for special treatment" or intends to penalize an entity in a way that "presents the danger of suppressing particular ideas," he says.

Bertelsman says he was "mystified" by Storer's due-process claim that it was denied an opportunity to bid on the 1989 franchise that went to Telesat/Jacor. "Storer was already obligated under its original franchise to serve the area embraced by the new franchise," he says. "It is arguing that it had a right to bid against itself."

But, Bertelsman says, he "construes" Storer's interest in the 1989 franchise as a desire to modify its original franchise to bring it into line with the newer one.

Bertelsman says he would proceed to trial on the remaining question of whether Storer is entitled to a modification and whether Jacor's more favorable franchise violates Storer's equal-protection rights. -HJU

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State Farm Fire and Casualty Company, in cooperation with NCCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)

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Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

Washington

INOUE STUMPS FOR RETRANSMISSION CONSENT

Communications Subcom chairman tells Copyright Subcom retransmission consent, compulsory license are separate; Vincent and Sikes call for rapid license repeal

By Randy Sukow

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), author of the Senate cable bill's (S. 12) retransmission consent provision, made the rare gesture last week of appearing before another subcommittee on which he does not sit to argue in favor of the bill.

"I would hope that this subcommittee would not take any action that will

Concini scheduled to study possible reform or repeal of the license as an alternative method for creating a new revenue stream for broadcasters (BROADCASTING, April 13).

He is widely expected to attempt to remove the retransmission provision and replace it with compulsory license repeal if he is chosen for the cable bill conference expected this summer. "It depends on what comes over from the House," he said.

If the attendance of senators for the compulsory-license hearings is an indication, Inouye may not have to fight. Besides DeConcini, Edward Kennedy (D-Mass.) and Orrin Hatch (R-Utah) were the only other Copyright Subcommittee members to attend the first hearing. Charles Grassley (R-Iowa) attended for a few minutes long enough to tell DeConcini: "You have a way of attracting very complex issues that have to be dealt with."



Senate Communications Subcommittee Chairman Daniel Inouye (l) took the unusual step of personally asking the Copyright Subcommittee, chaired by Dennis DeConcini (r) not to "alter the retransmission consent provision of S.12."

alter the retransmission consent provisions of S. 12 or delay or impede enactment of that bill," Inouye told Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) at the beginning of a hearing called by DeConcini last Wednesday (April 29).

DeConcini, who was among 18 senators voting against S. 12 last January (BROADCASTING, Feb. 3), restated his view that retransmission consent (granting broadcasters the right to negotiate a retransmission fee for their signals) is inconsistent with the cable compulsory license. Last Wednesday's hearing was the second one De-

Otherwise, DeConcini said he may introduce separate legislation within the next 30-60 days. The House Copyright Subcommittee has already held hearings on such a bill (H.R. 4511), which would gradually phase out the compulsory license in the early 2000's. Local broadcasters would be compensated 3 cents per subscriber per month during the transition period.

Inouye's appearance at the hearing—at DeConcini's invitation—was intended to put the world on notice that he is committed to passing a cable bill with retransmission consent and that he will fight any attempt to stall it, an Inouye aide said.

Consideration of compulsory-license reform is appropriately considered in the Copyright Subcommittee, Inouye argued, but the issue is completely separate from retransmission consent, which "does not infringe on the rights of programmers to control the use of their programs or to receive what programmers believe to be adequate use and compensation of programs. Retransmission consent deals with the relationship between the cable operator and the programmer as the compulsory license deals with the relationship between the programmer and the cable operator," he said.

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DeConcini said, is a report released by the U.S. Copyright Office, which confirms DeConcini's view of the conflict between the license and retransmission consent (BROADCASTING, March 16). It is "anomalous to accord a licensee of copyright works [broadcasters] greater proprietary rights than the owner of copyright, yet that is the practical effect of retransmission consent when allied to the cable licensee," the report concludes.

The two lead witnesses at the hearing, Baseball Commissioner Fay Vincent and FCC Chairman Alfred Sikes, advocated repeal of the compulsory license, but at a rapid rate rather than H.R. 4511's 10-year phase-out.

The distant-signal license, which makes possible nationwide transmission of teams like the Atlanta Braves and Chicago Cubs over cable superstations, has damaged the profitability of baseball telecasts on ESPN, the Major League's national cable rightsholder, Vincent said. The availability of superstation baseball programming is also to blame for driving down local rights

fees in small Major League markets, such as Seattle and Milwaukee, he said.

"Baseball clubs are deprived of one of the most basic rights under the law afforded other copyright owners," Vincent said. "A free marketplace provides the most efficient and consumer-sensitive way to bring baseball to the American public."

When pressed by DeConcini, Vincent could not give statistics or other direct evidence to suggest ESPN's profitability has been hurt by baseball games shown on superstations. "Logic will tell you that when there are competitive games on a national, competing network, ESPN will be hurt...They [ESPN] tell me—and I take them at their word—that the superstations affect the value of their telecast," Vincent said.

The commissioner was also vague in response to DeConcini's question on baseball's plans for pay per view: "From baseball's point of view, I really can't figure out how pay per view would be terrifically attractive to

us in the near term.

I would tell you that one of my problems with projecting in the long term is that I am not smart enough to see how networks and cable television are going to develop in the next 20 years."

Sikes called for a three-year transition to complete license repeal, mainly on ideological grounds. "Government should not intentionally place its thumb on the competitive scale. All electronic media should be placed on equal footing," he said.

If a firm date for license repeal cannot be agreed upon, Sikes suggested a number of other transitional actions, such as encouraging the Copyright Royalty Tribunal, the government body that sets compulsory-license compensation for video copyright holders, "to replicate market rates as closely as possible."

"I believe if the license is retained, retransmission consent is appropriate" to compensate local broadcasters, Sikes said in response to an Inouye question. ■

CRT GIVES MORE MONEY TO STATIONS AND SPORTS

Latest allocation of compulsory license money for 1989 sees commercial stations and team owners get bigger shares at expense of Hollywood and public broadcasting

By Harry A. Jessell

The Copyright Royalty Tribunal's latest division of the cable compulsory license pie left commercial TV broadcasters and sports owners with bigger pieces and Hollywood producers and public TV operators with smaller ones.

The CRT, in an order released April 27, awarded broadcasters approximately \$10.3 million of the \$226 million in the 1989 compulsory license pool, which includes the fees cable operators paid for each distant broadcast signal they carried plus accumulated interest.

The broadcasters' cut is \$1.2 million more than they would have received under the CRT's last distribution scheme set in 1983, according to the National Association of Broadcasters.

Sports owners fared even better. Assuming the CRT decision is not overturned on appeal, says Robert Garrett, of the law firm of Arnold &

Porter, who represents sports interests, they will receive around \$43 million—\$14 million more than they would have gotten under the 1983 plan.

The sports and broadcasting gains came mostly at the expense of the Hollywood program producers, although they will continue to receive the lion's share of the fees. The producers will get \$153.9 million, nearly \$14 million less than they would have under the 1983 plan.

Public television also took a hit. Entitled to \$6.6 million under the 1983 plan, it will receive just \$5.1 million under the new one.

"We are pleased by the larger share...and encouraged by any decision that provides an increased recognition of the value of broadcaster-produced programming to viewers," said NAB President Eddie Fritts in a prepared statement.

The sports increase was the single largest one ever granted by the CRT, says Garrett. "But," he adds, "the Motion Picture Association of Ameri-

ca still gets too much, and we get a lot less than we would get in a free marketplace."

Major League Baseball, one of the groups that shares in the sports cut of the copyright fees, is campaigning in Washington to eliminate the compulsory license and bring about a "free marketplace" (see story, page 50).

The other sports interests include the National Basketball Association, the National Hockey League and the NCAA.

Jack Valenti, MPAA president, in a prepared statement, expressed "regret" that the producers' share had shrunk. But he sidestepped the question of whether MPAA would appeal. "We are currently assessing and refining our case and we are looking forward to...receiving an increase in 1990 royalties," he said.

The decrease is "disappointing to us," says Steve Gitelman, assistant general counsel, Public Broadcasting Service. Although the loss amounts to only a few hundred thousand dollars,

he says, stations need all the money they can get. PBS has yet to decide whether to appeal, he adds.

Garrett was not overly concerned about court challenges. "In the past, the court has pretty much told the parties to go away," he says. "They have accorded a lot of discretion to the CRT."

Jeff Baumann, NAB executive vice president-general counsel, was not so sanguine. "I would suspect that their drop is so significant, they

will file an appeal," he says.

Garrett attributes the sports increase to a survey of cable operators conducted by Paul Bortz of Bortz & Co., which found cable operators prized the sports on distant signals more than any other class of non-network programming (movies, syndicated, news or religious). They said about a third of the value of the signal derives from sports.

Between the CRT's last distribution ruling in 1983 and its new one last

week, the copyright claimants have reached settlements based on the 1983 distribution. The 1989 ruling would now presumably set the basis for any future settlements.

Garrett anticipates talks among the parties to see if they can head off court suits and reach a settlement on the 1990 cable license fees (\$165 million) and the 1989-90 home satellite fees (\$5.6 million), which satellite carriers pay to distribute broadcast signals to backyard dish owners. ■

'OVERBUILDERS' SEEK SOME ROOM TO GROW

Municipalities working in league with existing systems stymie competition, CCA says

By Joe Flint

Despite some gains, the business of building cable systems that can compete against established systems is still a tough one, according to the Competitive Cable Association (CCA), which held a one-day seminar in Washington last week.

"There is a competitive business—it is small but it is growing," said Harry Cushing, president of CCA and of Telesat Cablevision, one of the largest "overbuilders"—companies that build systems to compete against other systems in the same market. Some 70 markets currently have two or more systems competing for the same subscribers.

Still, any growth, CCA members say, is coming purely as a result of competition and not through any regulatory changes, eager lenders or help from local municipalities that hand out cable franchises.

"The biggest problem is the bureaucracy of the cities," says Jeff Gangwer, president and chief executive officer of Excel Communications Group, which has acted as a consultant for other overbuilders and is constructing a system in San Antonio to compete against Paragon Cable. Gangwer, echoing complaints of his colleagues, does not care for the way the established cable operators "work behind the scenes" with municipalities to discourage competition. This discouragement, some operators say, often includes having current franchise holders consult with municipalities on the issue of competition as well as the claim that cable is a "natural" monopoly.

Another major problem, says Gangwer, remains financing. To build a system in San Antonio, Excel went overseas to foreign investors and venture capitalists for the money. "Financing in the U.S.," says Gangwer, "is too hard." The reason for that—besides the credit crunch—according to Gangwer is that most of the major

lenders already have loans out to current operators and are unlikely candidates to finance a competitor. Those current loans, he says, "are not 'collateralized'"

What makes for a good overbuild market? Gangwer says Excel opted for San Antonio because it has a 4,000-mile franchise area with only one

TAUZIN STRESSES PROGRAMING ACCESS

House Telecommunications Subcommittee member Billy Tauzin (D-La.) said if the access-to-programing provisions in H.R. 4850 are watered down or removed he would probably not vote for it. "There is no point in voting for it. If there are not real access-to-programing provisions in the bill, I am not interested."

Tauzin, who was addressing a Competitive Cable Association seminar last week, said the bill would have "no effect on the consumer or the monopoly situation if we don't have a fair and non-discriminatory access to-programing provision. It is the heart and soul of that bill." He added that, without that provision, the only thing the bill would do is "transfer the authority of watching cable prices rise from the cable companies, who have been making them rise, to the FCC, who will monitor their rise."

Tauzin also says he is considering the possibility of adding an amendment to the cable bill that would establish the right of telcos to "at least engage in a lease purchase arrangement with a cable competitor."

Regarding the threat of a presidential veto of any cable reregulation bill, Tauzin said if a "real pro-consumer bill passes he may just want to sign it."

In his remarks to the CCA, Tauzin said he was "proud" of his deregulation vote. "It was the right thing to do." However, he added, Congress, when deregulating cable, did not do a good enough job to make sure that "cable would not grow so fast and become so strong and so incredibly vertically integrated that it would be able to stomp out its competition and begin to act like a monopoly." He added that he recognizes that "predatory pricing can damage the free-market system, and dominant power can destroy the consumers' chance for choice."

Tauzin also told attendees not to be misled by his being a strong proponent of the home satellite industry. If other forms of competition to cable are viable, he "wants to see that happen."

-JF

competitor. He and other operators are also not planning to limit themselves to cable. Another plus for San Antonio, he says, is that there is only one provider of fiber optics, and he hopes to get Excel into the commercial business of carrying data between office buildings. "You can't go in just to compete against cable," he says. The company was also encouraged by local surveys that he says showed the market wanted a competing cable company.

Rush Rice, an investment banker with Blount Parrish & Roton, which also owns Montgomery Cablevision of Montgomery, Ala., reports success in his 18-month battle against Storer Cable. He would not elaborate on his system's penetration rate except to say it was acceptable and the company was maintaining a low debt-to-subscriber ratio. To get the system going, Rice and other shareholders raised the money privately. "The tough days," he says, "are behind us."

According to Stanford Levin, professor, Southern Illinois University, subscribers in markets with two cable systems in competition pay anywhere from \$2.94 to \$3.33 less—or 25%—for more channels than subscribers in single-system markets. Says Levin: "The most effective restraint on cable prices is from competition, not regulation."

While the cities may remain one of the biggest obstacles to overbuilders, they are becoming overbuilders themselves. The municipalities, says Gangwer, have great advantages when it comes to financing because the money can be raised through bonds, but they still face tough battles from incumbent cable operators.

For example, in Grand Island, Neb., the city has been looking for ways to compete against Tele-Communications Inc. According to Larry Seifert, a Grand Island city councilman, TCI did not live up to its agreement to pay the city a 5% gross revenue fee on its basic cable rate. The city brought in a cable consultant to work on getting the money from TCI, and in the end, Seifert says, the consultant received \$200,000 of the \$298,000 paid by TCI. As a result, other MSO's were called to see if they would like to compete against TCI, but none would. Seifert says the city will try to build its own system. "The cable industry," he says, "needs competition."

Other problems can pop up when cities get into the business. Bill Lee, professor at the University of Georgia, questioned the concept of a city being both regulator and competitor.

In his address to the CCA (see box, page 53), House Telecommunications Subcommittee member Billy Tauzin (D-La.) said telephone companies are a natural ally for competitive cable. That sentiment was echoed by operators, although legal roadblocks would likely have to be paved before the telcos would consider such partner-

ships.

The cable industry establishment, including the National Cable Television Association, came under attack by CCA's Cushing: "We are not overbuilders—we are cable TV operators, although we do like to compete." Cushing described the NCTA as the "National Rifle Association of the video age." Cushing also questioned the NCTA's request for a level playing field. "That is an astounding comment from the group with the only team on the field." ■

BBB TARGETS PHILLY'S WHYY-TV

Children's unit alleges public station's Sesame Street Live credit violated FCC policy

By Harry A. Jessell

The FCC is looking into charges that noncommercial WHYY-TV Wilmington, Del. (Philadelphia), violated the commission's "host-selling" policy last October when it aired an announcement promoting Sesame Street Live, a stage show based on the popular children's TV program, according to Bill Johnson, deputy chief of the FCC's Mass Media Bureau.

The policy prohibits hosts or cast members of children's shows from selling or promoting products, Johnson said.

The charges were leveled last Monday by the Council of Better Business Bureau's Children's Advertising Review Unit (CARU). Arthur Pober, CARU director, said the suspect segment aired last October as an underwriters' credit following a telecast of the show.

CARU monitors some 12,000 commercials a year to check compliance with its voluntary guidelines, which include a host-selling prohibition similar to the FCC's, Pober said. CARU filed a complaint with the FCC, he said, only after WHYY-TV declined to cooperate with CARU's inquiry into the matter. The station would not even supply a videotape of underwriters' credit, he said.

"This is the first time in our history a broadcaster has refused to cooperate," Pober said. "We've enjoyed a tremendous amount of compliance. That's what makes this such a bizarre kind of situation."

Nessa Forman, vice president, communications, WHYY-TV, said she "never heard of the group [CARU]" and had not seen its complaint to the FCC. She also said she was unaware of CARU's inquiring about the segment. "They may have asked the underwriters' department and we may have referred it to our lawyers; I just don't know."

In any event, Forman said, the station is blameless. "On our air, we comply with all FCC rules."

Of the commercials CARU checked last year, only 54 sparked "informal inquiries," Pober said. Of those, four led to "formal inquiries" and were resolved by agreements to change the commercials in question.

Host-selling is only one of the unfair children's advertising practices CARU looks for, Pober said. It is also concerned, for instance, with the accuracy of the spots, he said.

That CARU is on WHYY-TV's case is something of a fluke, since CARU does not monitor public stations on the assumption they are commercial free. Pober stumbled across the alleged infraction while flipping through channels during a visit to Philadelphia.

Because the FCC's prohibition against host-selling is a policy, not a rule, Johnson said, the FCC cannot fine stations if it finds a violation. However, he said, the FCC can slap the station with an admonishment. And since a policy is essentially a statement that a practice is not in the public interest, he said, violations of a policy jeopardize a station's license renewal. ■

Radio

AM RADIO'S ONE-MAN COMEBACK

Talk show host Rush Limbaugh rides the baby-boomer tidal wave 'on a surfboard'

By Peter Viles

It's a typical Tuesday in the life of the world's hottest talk show host, as Rush Limbaugh sometimes refers to himself.

The phone lines at WABC(AM)'s studios in New York are lighting up, and the man who says his talent is "on loan from God" is getting psyched for his show by beating out an imaginary drum solo and bopping to the beat so hard that his headphones are about to jump off.

He opens his show by reporting cheerfully that "the will of the people has been executed," because Robert Alton Harris, put to death only a few hours earlier in California, "has now assumed room temperature."

Over the next three hours, he will seize the airtime of some 480 stations, and will punch all the hot buttons of American politics: abortion, homelessness, the death penalty, Ted Kennedy, Jesse Jackson, Ross Perot and Bill "Slick Willy" Clinton.

Later, ABC-TV's *Nightline* will come by to interview him, and the winter Arbitron book will deliver good news: nearly four years after he arrived in New York, Limbaugh is holding his own against local talk shows.

With an on-air ego to match his sizable waistline, he says to his national audience, estimated at 2.4 million: "Chosen by God to lead the most listened-to talk show in the world...as we head to our own wing of the broad-



"This show is not about what the callers think. It's about what I think. I say what so many other people have been saying, but haven't heard on the dominant national media."

Talk show host Rush Limbaugh

casting museum."

Welcome to the first radio talk show that delivers Reaganism with a rock 'n' roll beat, and throws in humor tailored for the *Saturday Night Live* generation—but tilted to the right. Welcome, in other words, to the first radio talk show to find a mass following among baby-boomers.

"The story here is that we're now entering the second generation of talk radio listeners—the baby-boomers,"

says Michael Packer, vice president, WXYT(AM) Detroit, which airs the show. "They have a short attention span. They want to be entertained. They are turning conservative. And Rush is a mirror image of that.

"He's the one talk show host who, instead of being buried by this tidal wave of baby-boomers, is riding it on a surfboard."

To be sure, Limbaugh is not the only talk show host who enjoys good ratings—he lags behind local talk shows in many markets. But no other nationally syndicated host comes close to matching his mid-day success, especially among the younger demographic groups that are attractive to advertisers and do not often listen to talk.

In Detroit, for example, Limbaugh's show ranks third in the market among listeners 12-plus, with a 6.7 share, according to the winter 1992 Arbitrons. But among listeners 25-54, he vaults into second place, ahead of news-talk powerhouse WJR(AM), and among

men 25-54, Limbaugh ranks first.

In a generally favorable profile, *Vanity Fair* called Limbaugh "the patron saint of white male chauvinists," which may explain why he draws three times as many male listeners as females within certain age groups.

"He's like a lightning rod for men," says Packer. "He defies the odds. Rush not only outdraws the rest of [programming on] most stations he's on, but he's sitting there doing it in the

middle of the day.”

At KFI(AM) Los Angeles, his 12-plus share has grown from 1.4 in spring 1989 to 4.7 in winter 1992, according to Arbitron figures supplied by EFM Media Management, the company that syndicates his program. In the talk-heavy New York market, he ranked first among non-music stations during his program hours during the fall 1991 period, EFM says.

And in some smaller markets, he commands huge shares: a 20.5 (12-plus, fall 1991) on KMJ(AM) Fresno; 19.2 on KFBK(AM) Sacramento; 16.2 on WHAM(AM) Rochester, and 15.9 on WWL(AM) New Orleans.

As the number of stations that carry the show has increased from 58 to more than 480, Limbaugh's estimated audience (AQH, 12-plus) has grown

time, he rented a car and drove around Sacramento listening. "I found myself totally captivated," McLaughlin says.

After several long conversations, McLaughlin signed Limbaugh to do a national show, which began on August 1, 1988, after a month-long local tryout at WABC(AM) New York. "He got to town on a Friday, hit the air on Monday, and you'd have thought he'd been in town all his life," McLaughlin remembers.

Four years later, it seems that everyone except Rush Limbaugh is surprised by the show's success.

"I didn't start it with the idea that it wouldn't work," Limbaugh says.

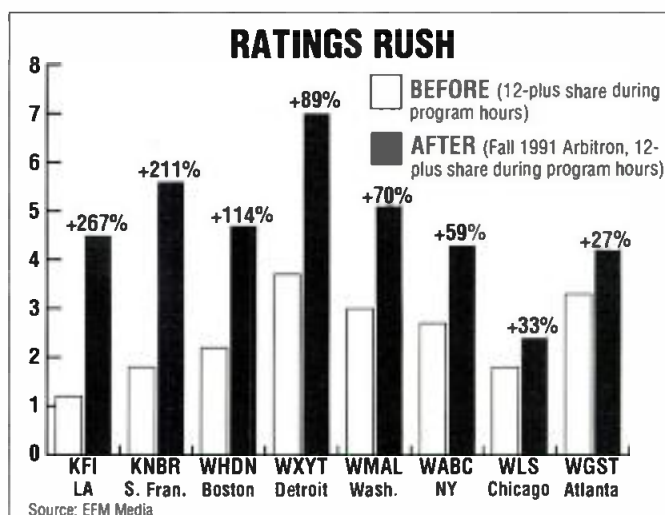
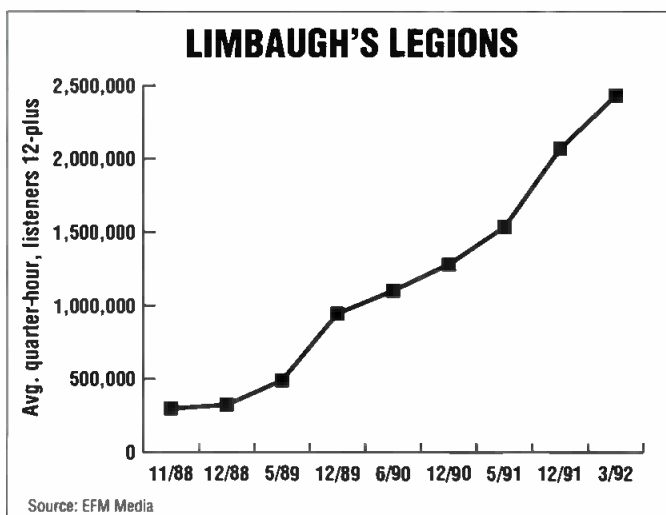
Limbaugh started his show with a simple yet unorthodox rule: the show would not be about guests, or their opinions, or issues of the day; it would

sent in by viewers.

As for his critics, and there are many, Limbaugh says: "The negativism only comes from political detractors. And it's just a bunch of people, to use the cliché, lobbing spitballs at a battleship."

Still, it is clear that Limbaugh wants to be respected, especially by those within the radio industry. "I don't know that I'll ever have the respect in my own business that I'd like to have, because of the controversial nature of my views and because of my distance from formula."

Limbaugh says he rarely listens to the radio because he doesn't want to be influenced by other radio personalities. But he says radio would benefit by valuing personalities over formats—in other words, making room



from a mere 299,000 to 2.4 million.

"I guess you'd almost have to go back to Arthur Godfrey to find anyone doing long-form programming with this kind of success," says Ed McLaughlin, the former president of ABC Radio Networks who founded EFM in 1987 and launched Limbaugh's show a year later.

"This hasn't happened in the daytime since the big shows were on major networks," McLaughlin says. "It's unheard of in modern radio."

Four years ago, Limbaugh himself was unheard of outside Sacramento, where he was doing a daytime talk show on KFBK(AM) when McLaughlin first heard his show. "Frankly, I wasn't really sure whether what I heard was going to play nationally," McLaughlin recalls.

But after hearing Limbaugh first on tape, McLaughlin was interested enough to listen again. The second

be about him, and his opinions.

"This show is not about what the callers think," he says. "It's about what I think. I say what so many other people have been saying, but haven't heard on the dominant national media."

With a book ("The Way Things Ought to Be") and a syndicated television show due this fall, Limbaugh, 41, is on the verge of becoming part of the dominant national media he frequently rails against.

Limbaugh says he's still wrestling with the format of his upcoming television show, a 30-minute late-night program being produced by Multimedia. While no final decisions have been made, he says, he probably will not interview guests (they might interview him, however), and will probably make heavy use of video clips, ranging from political speeches and news events to home videos

for more performers like himself, especially during the traditionally quiet mid-day hours.

"I think there's just a tremendous amount of talent in this business that nobody knows is there," he says. "Because they're trying to create it rather than develop it. I think there's a lot of formula in radio. And if I may be so bold, there is also a formula in talk, and I literally paid no attention to it."

If nothing else, Limbaugh believes his success proves that radio listeners are like TV viewers in that they listen to good programming, regardless of what station it airs on and where it originates.

"Radio has always been local, local, local," he says. "Gotta get the call letters in 18 zillion times an hour... We've proven that people will listen to the best program that's available." ■

WINTER ARBITRON RATINGS, MARKETS 7-10

Station Format Fall Winter

7. Washington

WPGC(FM)	CHR	9.2	8.8
WMZQ(AM-FM)	Country	5.8	6.1
WGAY(FM)	Easy	5.2	5.0
WMAL(AM)	News/Talk	5.1	4.9
WWDC(FM)	AOR	3.0	4.0
WMMJ(FM)	AC	3.9	4.0
WRQX(FM)	Hot Mix	4.4	3.9
WTOP(AM)	News	4.3	3.7
WCXR(FM)	Classic Rock	2.3	3.3
WASH(FM)	AC	4.7	3.2
WXTR(FM)	Oldies	3.1	3.2

8. Dallas-Fort Worth

KSCS(FM)	Country	11.2	9.9
KPLX(FM)	Country	7.3	6.5
KJMZ(FM)	Urban	4.0	5.7
KVIL(AM-FM)	AC	5.3	5.6
KTXQ(FM)	AOR	5.2	4.7
KKDA(FM)	Urban	4.4	4.7
WBAP(AM)	Country	5.3	4.3
KLRX(FM)	Urban	4.4	3.9
KRLD(AM)	News/Sports	4.0	3.8
KEGL(FM)	CHR	3.9	3.5

9. Boston

WRKO(AM)	Talk	6.4	7.4
WBZ(AM)	AC	7.5	5.9
WZOU(FM)	CHR	5.3	5.9
WXKS(FM)	CHR	5.5	5.8
WBCN(FM)	AOR	5.3	5.4
WMJX(FM)			
WMEX(AM)	AC	5.4	5.2
WHDH(AM)	Talk	3.9	4.9
WODS(FM)	Oldies	4.2	4.6
WBMX(FM)	AC Mix	4.5	4.4
WSSH(FM)	Easy	4.5	4.3
WVBF(FM)	AC	3.0	4.3

10. Houston-Galveston

KILT(FM)	Country	8.9	8.7
KIKK(FM)	Country	6.6	7.1
KLOL(FM)	AOR	5.4	5.8
KHMX(FM)	AC	6.2	4.9
KTRH(AM)	News/Talk	5.3	4.8
KRBE(AM-FM)	CHR	4.0	4.7
KODA(FM)	Soft AC	5.7	4.7
KBXX(FM)	Urban	6.1	4.7
KQUE(FM)	Nostalgia	3.4	4.6
KLDE(FM)	Oldies	3.8	3.8
KMJQ(FM)	Urban	4.1	3.8

Note: The following corrects the Los Angeles ratings from BROADCASTING of April 27, which contained an error:

2. Los Angeles

KIIS(AM-FM)	CHR	4.9	5.0
KPWR(FM)	CHR	4.3	5.0
KOST(FM)	Soft AC	6.0	4.8
KWKW(AM)	Spanish	3.8	4.2
KBIG(FM)	AC	3.2	4.2
KKBT(FM)	Urban	3.8	3.8
KLOS(FM)	AOR	4.4	3.5
KRTH(FM)	Oldies	4.0	3.5
KABC(AM)	Talk	4.2	3.4
KLVE(FM)	Spanish	4.0	3.3

Source: Arbitron, persons 12-plus, total week, winter 1992

SAGA TO MAKE PUBLIC OFFERING

Sale of 2.3 million shares expected to raise \$27.6 million; \$5.5 million will be used to reduce long-term bank debt

By Peter Viles

The latest radio group to look to Wall Street for financial backing is Saga Communications Inc., the Michigan-based company that owns 15 stations in medium-sized markets.

In a "quiet filing" with the Securities and Exchange Commission, Saga proposes the sale of 2.3 million shares of common stock at a maximum price of \$12 per share, to raise a total of \$27.6 million.

After underwriting costs, Saga says it expects to raise \$19.8 million through the offering. It plans to use \$14.3 million to redeem outstanding preferred stock and prepay long-term debt held by Boston Ventures Limited Partnership, a principal stockholder, and \$5.5 million to reduce its long-term bank debt. The chief underwriters are First Boston Corp. and Fuman Selz.

Saga's chairman and chief executive officer, Ed Christian, would retain control of the company through his continued ownership of all Class B shares, which have 10 times the voting

rights of the Class A shares to be offered.

In its filing, Saga reports 1991 revenues of \$25.9 million, station operating income of \$9.4 million, and operating profit of \$3.4 million. Interest payments on outstanding debt of \$39.5 million, however, resulted in a pre-tax loss of \$2.1 million in 1991, the filing says.

The company, which began operations in 1986, told the SEC its strategy is to operate "top-billing radio stations in mid-sized markets," or those ranked from 20 to 130 in size. In the filing, Saga says its stations rank among the top three in billing in six of the seven markets where it has stations.

Saga's stations include WSNY(FM) and WVKO(AM) Columbus, Ohio; WKLH(FM) Milwaukee; WNOR(AM-FM) Norfolk, Va.; KRNQ(FM) and KRNT(AM) Des Moines, Iowa; WAQY(AM-FM) Springfield, Mass.; WMGX(FM) and WGAN(AM) Portland, Me.; WYMG(FM) Springfield, Ill.; WZID(FM) and WFEA(AM) Manchester, N.H., and WLRW(FM) Champaign, Ill. ■

COUNTRY, OLDIES ONLY BRIGHT SPOT IN FIRST-QUARTER REVENUES

Country and oldies stations posted healthy revenue gains through the first three months of 1992, according to a survey that shows overall radio revenues essentially flat.

The survey of stations in 90 markets, conducted by Miller, Kaplan, Arase & Co., also shows that national spot revenues continue to slide: down 15% from March 1991 to March 1992, and down 13% for the first quarter.

Local revenues, meanwhile, continue to rebound modestly: up 4% from March 1991 to March 1992, and up 3% for the first quarter.

Total revenues slid 1% from March 1991 to March 1992, but remained 1% ahead of 1991's first-quarter level.

When broken down by format, the survey shows country stations and oldies stations both posting 12% overall revenue increases through the first quarter. Urban contemporary stations posted a 1% gain, while other major formats showed decreases: adult contemporary is down 4%, album-oriented rock is down 5%, news and news/talk are both down 4% and contemporary hit radio is off 15%.

When broken down by region, the survey shows local revenues rebounding the strongest in Louisiana (up 11% in the first quarter) and North Carolina (up 11%), and the weakest in Georgia (down 4%), Virginia, Alabama and Mississippi (all down 2%).

—PV

Business

BARTER UPFRONT AWAITS NETWORK MOVEMENT

By Sharon D. Moshavi

In what may be a warning signal to the networks, the barter upfront market is facing increasingly smaller budgets and fewer advertisers.

Negotiations for some of the first-tier syndicated product—including Viacom's *Roseanne* and Paramount's *Deep Space Nine* and *The Untouchables*—are under way, but it's likely the bulk of barter fare won't budge until network starts to move.

The one thing that is becoming clear is that an increasingly smaller core of advertisers are buying upfront. Subsequently, less second-tier syndicated product will be sold up front, since those advertisers concerned with buying upfront are going after the most popular programs.

Advertisers who are more interested in specific programing than in gross rating points will sit out the upfront, both buyers and sellers predict, a decision that will make more lower-tier inventory available in the scatter market. "As an overall percentage, there will be more advertisers this year than last year who will view upfront as less important to them," says Marc Hirsch, president, Premiere Advertiser Sales, the barter arm for Paramount and MCA. Doug Seay, senior vice president, director of broadcast, Hal Riney & Partners, agrees: "The gap between advertisers who spend [in] upfront and those who spend in scatter is increasing."

Some of the launching top-tier product is entering the upfront with much of its inventory already gone. Turner Program Sales did a large deal with Kraft General Foods for the fall-launching *The Wonder Years* more than a year ago, leaving just one minute of time per show left to sell, according to Rich Goldfarb, senior vice president, syndication ad sales. "We've got more advertisers interested than we have inventory, and inven-



Buena Vista says it's closing on a major barter deal for 'Roseanne'

tory for the next couple of years is being looked at seriously," he says. Group W's *You Bet Your Life* with Bill Cosby has already sold more than two-thirds of its inventory.

A strong second-quarter showing and movement in third-quarter inventory are making some sellers optimistic about the upfront. The successful *Married...with Children*, for example, "is doing much better than it did in the fall, in terms of unit costs and sell level," according to Rick Levy, senior vice president, MTV Networks.

Premiere's Hirsch predicts that syndicated upfront pricing will be up or down 5% in terms of cost per thousand, with some individual shows gaining as much as 10%. In Paramount's roster, Hirsch is looking to raise pricing for the sophomore *The Maury Povich Show*. "First-year shows are vastly underpriced. Povich is a proven vehicle and will be priced accordingly," he says. Paramount is also already fielding interested adver-

COLORADO DROPPING TCI INVESTIGATION

The Colorado State Attorney General's office has decided not to launch a formal investigation into Denver-based Tele-Communications Inc. regarding allegations of "self-dealing" reported in a *Wall Street Journal* article earlier this year. BROADCASTING (Feb. 24), had earlier reported on the Colorado office's informal probe.

A well-placed state official says while some analysis of the case is still being done, it is unlikely the office will formally pursue the claims in the *Journal* article, which included assertions that TCI and its top officers—President and CEO John Malone and Chairman Robert Magness—had engaged in the swapping of Utah cable franchises that enabled the two executives to substantially increase their voting control of the company while contributing little personal equity.

The Colorado office has had informal talks regarding TCI with the Utah attorney general's office, which has more direct jurisdiction over the matter. However, a senior state official there says the Utah office also will likely not pursue the allegations. "TCI is such a massive company, and our resources are so piddling compared with it. It's just too hard to take on a company that big," said the source. TCI had no comment.

While claims of possible Securities and Exchange Commission violations were discussed in the *Journal* articles, the SEC will not comment on whether it has or will investigate the assertions.

—SDM

When You're Considering Your Company's Financial Needs, Consider One More Thing.

Consider the firm that is an experienced advisor to a broad base of domestic and international media and communications companies. Consider the firm with expertise in financing, mergers and acquisitions and research. Consider the firm that can structure and execute a range of transactions. And consider the firm that builds long-term strategic relationships by pooling all of its resources to help its media and communications industry clients meet their financial objectives in all market conditions. In short, consider the firm that is as committed to your industry as you are. Consider Goldman Sachs.

Goldman Sachs 1991 Media and Communications Transactions

Client	Transaction
Bertelsmann AG	\$146 million senior debt offering
Cablevision Systems Corporation	Fairness opinion
CBS Inc.	Sale of Paley Estate minority interest
Cencom Cable Associates, Inc.	Sale of substantial majority interest to Crown Media, Inc.
Cencom Cable Entertainment Inc.	Debt repurchase
Cencom of Alabama, L.P.	Private placement of equity
Comcast Corporation	\$125 million senior subordinated debt offering
Crowley Cellular Limited Partnership	Divestiture of Illinois cellular properties to Southwestern Bell Corp.
The Dun and Bradstreet Corporation	Divestiture of Donnelley Marketing, Inc. and Carol Wright Sales, Inc.
Eurostellae BV/English Sports, Inc.	Acquisition of television interests of WH Smith Group PLC
Grupo Televisa, S.A. de C.V.	\$863 million initial public offering
John Street Partnership	Cellular assets acquired by Vanguard Cellular
Knight-Ridder, Inc.	\$152 million common stock offering
Knight-Ridder, Inc.	\$160 million senior debt offering
Macmillan, Inc.	Divestiture of Macmillan Computer Publishing division to Simon & Schuster, Inc.
MCA INC.	Medium term note program
Midwest Communications, Inc.	Sale of substantially all of its assets to CBS Inc.
Mtel	\$25 million common stock offering
Mtel/Singapore Telecom	Private purchase of equity in AMSC
PolyGram Finance, B.V.	Private placement of mandatorily exchangeable subordinated notes
The Reader's Digest Association, Inc.	\$665 million common stock offering
Reed International P.L.C.	\$125 million senior debt offering
Rogers Cantel Mobile Communications Inc.	\$250 million initial public offering
R.R. Donnelley & Sons Company	\$150 million senior debt offering
Seattle Times Co.	Private placement of senior debt
THORN EMI plc	Acquisition of 50% interest in SBK Records not already owned by THORN EMI plc
THORN EMI plc	Divestiture of THORN EMI Software Division to management and CIN Ventures
THORN EMI plc	Private placement of senior debt
Time Warner Inc.	\$2.8 billion common stock rights issue
The Times Mirror Company	Medium term note program
The Times Mirror Company	\$100 million senior debt offering
Viacom International Inc.	\$291 million common stock offering
Viacom International Inc.	\$200 million senior subordinated debt offering
The Walt Disney Company	Medium term note program
Wolters Kluwer nv	\$103 million convertible debt offering

New York London Tokyo
Boston Chicago Dallas Frankfurt
Hong Kong Houston Los Angeles
Memphis Miami Montreal
Paris Philadelphia San Francisco
Singapore Sydney Toronto Zurich

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Sachs**

tisers for its two new weeklies, *The Untouchables* and *Deep Space Nine*, which do not launch until January 1993. Premiere is looking to bring in a total of \$300 million in ad sales for the season.

Buena Vista, which is selling barter for *Roseanne*, is closing on a deal that senior vice president Mike Shaw says is major. Shaw says he believes *Roseanne* will be the number one new show in syndication this fall. All of Buena Vista's returning vehicles will

have CPM increases attached, of about 10%-12%, says Shaw. The Advertiser Syndicated Television Association predicts total barter syndication revenues for the 1992-93 season will rise 8% to \$1.375 billion.

Although both buyers and sellers think that the weak economy should logically dictate a drawn-out upfront process, most say that the Summer Olympics will quicken the selling pace—buyers heading off to Barcelona will likely want to have their busi-

ness written before they go.

These economic and advertising factors are likely to affect the network upfront as well. "The bigger question is whether advertisers will commit as many dollars to upfront in all forms, or whether they'd rather hold their money for scatter and retain their flexibility," says Marc Goldstein, executive vice president, national broadcast and programming, Lintas U.S.A. "Right now, it looks like advertisers are still leery." ■

IN THE HOME STRETCH FOR OLYMPICS SELLING

NBC has about 20% left to sell in summer games, and buyers are hoping for a break

By Sharon D. Moshavi

With three months to go before the Summer Olympics begin, NBC has more than \$100 million—some say as much as \$150 million—in business to write, and buyers are angling for NBC to package the remaining inventory with prime time during the upfront.

NBC, which is said to be offering ratings guarantees of one point less than it did for the 1988 Summer Olympics, would only say it has sold 80% of its inventory. Selling the remaining inventory will likely be more challenging than selling the first 80%. Although buyers say there is still a substantial amount of money being negotiated, the pace of selling seems to be slowing down.

Advertisers are likely remembering what happened with CBS, which was forced to sell space—and discount it—right up until the Winter Olympics started. Advertisers this time around "are taking a cue from CBS," says Bill Sherman, vice president, network

supervisor, McCann Erickson.

While NBC has been offering advertisers packages with other programming, including the Super Bowl, it may need to do packaging with upfront buys to attract advertisers. "Whether they sell out may depend on how aggressive they are in putting together upfront packages," says Paul Schulman, president, Paul Schulman Co., a media buying company.

NBC has vowed to keep its commercial time to 9½ minutes per hour, says Schulman, but may find that difficult if the network is forced to discount pricing and still hope to meet its revenue goals. If NBC increases the number of commercials, it will have to give some of the time to advertisers who already bought inventory, he says.

The answer to the question of where the remaining dollars for the Olympics will come from may not be one TV ad executives will like. Media buyers say those dollars are likely to affect third-quarter spending, taking money most notably out of college and pro football, and even prime time.

The money shell game may not just affect NBC's competitors, but itself and its affiliates. "At some point you have to ask yourself if you aren't simply trading dollars from one pocket to another," says Jim Waterbury, president of the NBC affiliates board and president-general manager of KWLL-TV Waterloo, Iowa.

The top-10 market affiliates seem to be faring as the network is, at about 80% sold, according to Waterbury. But below the top 10, and especially below the top 20 markets, a much wider and lower range is the norm. Those affiliates are anywhere from 15% to 50% sold, he says. Attracting advertisers over the next 10 weeks "will have much to do with how the general economy is doing," says Waterbury. "If the market starts to tighten up, the Olympics [avails] will move first." ■

SPOT SUMMARY

ABC, CBS and NBC continue to offer fewer minutes of national and local paid commercials in prime time than competing services with their average 9 minutes and 12 seconds per hour, according to Arbitron's Broadcast Advertiser Reports figures supplied by the Network Television Association. Syndicated shows have the most, with an average 13:21, based on a seven-program analysis. Cable networks averaged 11:12, based on an analysis of seven networks. Fox Broadcasting averaged 11:04 per hour, while independent stations averaged 11:21. BAR data used was for Nov. 11-16, 1991.

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Changing Hands

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

KLOK(AM) San Jose, Calif. □ Sold by Bahia Radio Inc. to Metro Mix Inc. for \$6.0625 million. Terms: \$5,334,985 cash at closing and \$727,515 interest-bearing note and three-year noncompete covenant. Seller is headed by Daniel L. Villanueva, who also has interests in buyer of KPLS(AM) Orange, Calif. (see below). Buyer is headed by Christopher Marks, and has no other broadcast interests; assignee is subsidiary of EXCL Communications Inc. KLOK has Spanish news format on 1170 khz with 50 kw day and 5 kw night.

KZIA-TV Las Cruces, N.M. (El Paso, Tex.) □ Sold by Southwestern Broadcasting Co. to Two If By Sea Broadcasting Corp. for \$900,000 on terms. Seller is headed by Robert Munoz, and has no other broadcast interests. Buyer is headed by Michael L. Parker, who, with secretary Linda L. Hendrickson, has interests in licensee of WHRC(TV) Norwell, Mass. KZIA-TV is ABC affiliate on channel 48 with 79.4 kw visual and 7.9 kw aural with antenna 113 feet above average terrain. Broker: *The Proctor Group Inc.*

KPLS(AM) Orange, Calif. □ Transfer of licensee Orange County Broadcasting Corp. to Daniel L. Villanueva Family Trust for \$600,000 cash. Seller is headed by David J. Hubbard, et al., who are selling combined 37.83%

interest in licensee. Buyer is headed by Daniel L. Villanueva and Judith Villanueva, trustees. Daniel L. Villanueva and James J. Villanueva are each 50% shareholders of licensee of KBRG(FM) Fremont, Calif., and in licensee of KLOK(AM) San Jose, Calif., which is being sold (see above). Daniel L. Villanueva is 19.81% shareholder of licensee of WMDO(AM) Wheaton, Md. (Washington), and LPTV W48AW Washington. KPLS has Spanish format on 830 khz with 2.5 kw day and 1 kw night.

KKLO(AM) Leavenworth, Kan. □ Sold by KKLO Inc. to Chara Communications Inc. for \$450,000 cash. Seller is headed by Michael Wodlinger, and has interests in WIXI(FM) Naples Park, Fla. Buyer is headed by William A. Neeck, and has no other broadcast interests. KKLO has Christian top-40 format on 1410 khz with 5 kw day and 500 w night.

WLSM-AM-FM Louisville, Miss. □ Sold by Winston Broadcasting Inc. to Harrison Broadcasting Co. for \$425,000. Terms: \$50,000 cash at closing and \$375,000 10-year promissory note at 8.5%. Seller is headed by Thomas R. Boydston, and has no other broadcast interests. Buyer is headed by Phillip A. Harrison, and has no other broadcast interests. WLSM(AM) has religious format on 1270 khz with 5 kw day. WLSM-FM has contemporary Christian format on 107.1 mhz with 3 kw and antenna 200 feet above average terrain.

KZZB(FM) Beaumont, Tex. □ Sold by Triplex Communications to GulfStar Broadcasting for \$425,000. Station is off air. Seller is headed by Charles P. Frischmann and has no other broadcast interests. Buyer is headed by R. Steven Hicks, owner of Capstar Inc., licensee of WJDS(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville, S.C.; these stations are part of merger forming new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (see April 6 "For the Record" item on KKCW(FM) Beaverton, Ore.). Hicks also has interests in WTAW(AM)-KTSR(FM) Bryan-College Station and

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$7,610,352 □ 9
 FM's □ \$1,348,407 □ 8
 AM-FM's □ \$425,000 □ 1
 TV's □ \$900,000 □ 1
 Total □ \$10,283,759 □ 19

1992 to Date:

AM's □ \$32,714,938 □ 62
 FM's □ \$51,124,153 □ 79
 AM-FM's □ \$62,874,925 □ 43
 TV's □ \$252,090,620 □ 19
 Total □ \$388,804,636 □ 203

For 1991 total see Jan. 27, 1992 BROADCASTING.

SOLD!

WINE-AM/WRKI-FM, Danbury, Connecticut from The Home News Company, William Boyd, Chairman to Danbury Broadcasters, Inc., Gary Starr, Principal for \$3,350,000.

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KLVI(AM)-KYKR(FM) Beaumont, both Texas. KZZB is allocated to 95.1 khz with 100 kw and antenna 500 feet above average terrain. *Broker: Whitley Media.*

KWHO(FM) Weed, Calif. □ Sold by

Florence M. Gaskey to Tristar Broadcasting Corp. for \$360,000 on terms. **Seller** has no other broadcast interests. **Buyer** is headed by Thomas F. Erickson and has no other broadcast interests. KWHO has modern country for-

mat on 100.9 mhz with 5.5 kw and antenna 1,462 feet above average terrain.

For other proposed and approved sales see "For the Record," page 75.

ABC FINDS TWO MILLION VIEWERS

By Sharon D. Moshavi

Two million 18-plus males watch an average of one NFL Monday Night Football game each week outside the home, according to an A.C. Nielsen study conducted for ABC. This additional audience, the study said, which is not normally included in household ratings, raises ratings an additional 7% per game.

The locations of this out-of-home viewing were restaurants-bars-clubs, which accounted for 33% of the out-of-home viewing, followed by colleges (32%), hotels and motels (12%), work (12%) and miscellaneous locations (11%).

The study does not seem to impress media buyers. It "simply quantifies

what everyone knew already, and now they'll want to charge us for those viewers," says Doug Seay, senior vice president, director of broadcast, Hal Riney & Partners.

Nielsen and the Network Television Association have also agreed to a two-month study in October and November measuring out-of-home viewing, although the question is open as to whether measuring that viewing will be an ongoing process after the initial study is completed, says Jack Loftus, vice president, Nielsen. If out-of-home measuring becomes permanent, Nielsen and clients will have to determine whether or not that viewing is broken out from in-home viewing in Nielsen's ratings reports, says Loftus. ■

RENAISSANCE DROPS PUBLIC OFFERING

Renaissance Communications has pulled its public offering. For the group owner of four independent and Fox stations, this is the second time in less than a year that it was not able to get its IPO off the ground. The company had expected to raise about \$34 million to repurchase \$22 million in preferred stock, mostly owned by controlling shareholder Warburg Pincus, and to reduce \$13.4 million in bank debt.

Asked about the cancellation, Renaissance President Michael Finkelstein said: "The market was not receptive." Finkelstein did not comment on industry speculation as to why the market was not receptive.

Finkelstein said there have been 18 IPO's pulled in the last two weeks and that the group owner will continue to look at acquisitions as they arise. "We did not do this because we need the money."

On the selling side, the group said in its prospectus that it would consider selling WTXX(TV) Hartford-New Haven, Conn., if it could not turn the station around. The station has, according to an earlier prospectus, a negative cash flow of slightly more than \$1 million and is facing a crowded independent market, cable carriage troubles and a poor New England economy. —#

OUT IN MORGANTON

The U.S. Supreme Court denied Tele-Communications Inc.'s request for a review of a lower court decision that allowed Morganton, N.C., to build its own cable system after TCI lost an election to renew its franchise (BROADCASTING, March 16).

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Technology

USHERING IN 'SMART' CABLE TV

Zenith-InSight agreement and Scientific-Atlanta Triplecast project signal the beginning of the ability to tune by program

By Peter Lambert

Cable subscribers will be exposed to a new age of on-screen program menu and messaging services this year, first in the form of Summer Olympics Triplecast promotional and scheduling information, then, in late 1992, in the form of full-blown intelligent cable set-top converters.

The latter development will come thanks to a joint agreement reached last week between InSight Telecast Inc. and Zenith Electronics Corp., which won exclusive rights to build InSight decoders into its TV sets for one year, probably beginning in 1993. The two companies are also developing InSight-capable VCR's.

But before the end of this year, InSight expects Zenith and other manufacturers to begin offering cable products incorporating InSight technology. The system will allow subscribers to (1) see program titles on-screen as they graze channels; (2) search for programs by theme or category; (3) call up a program by title, and (4) call up a seven-day program guide organized by channel and time. The technology will eventually allow consumers to record programs by title, and InSight and Zenith are developing a VCR with program information memory.

The system "makes the television set truly intelligent, in that it's able selectively to tell the viewer what is on," said Michael Faber, president of InSight, whose investors and partners include Viacom International, Tribune Co., Spelling Entertainment, Sumitomo Corp., PBS and TV Host, a publisher of program guides. Faber said



An InSight menu screen

InSight will soon reveal the "very low" incremental costs InSight adds to the manufacture of TV's, converters and VCR's.

The technology also promises to make InSight a significant player in closed captioning, which must be incorporated into all TV sets sold in the U.S. by the middle of 1994.

In the nearer term, more than 50 cable systems in the United States that have installed or ordered Scientific-Atlanta's new 8600 set-top terminals may participate in S-A's "Get the Olympic Message."

S-A will prepare and deliver Triplecast messages to cable operators who can then pass through those and/or their own messages to subscribers. Using a PC-based System Manager 10 controller, the operator can offer Triplecast ordering and schedule information, as well as Olympic quiz material.

Built for compatibility with subscriber equipment made by Zenith and General Instrument's Jerrold Division, the 8600's overall on-screen display features include channel name and number, parental control, time, mute and volume control and pay-per-view ordering confirmation. ■

PHILIPS, SARNOFF TEAM UP ON GHOSTBUSTING

Broadcasters like the performance of the Philips Laboratories system. Cable prefers the system offered by Sarnoff Research Center.

Last Tuesday, April 28, the two companies—already partners with NBC and Thomson Consumer Electronics in designing Advanced Digital HDTV—said they have co-developed a hybrid video ghost canceling system that is to be tested in the field later this month.

J. Peter Bingham, president of Philips Labs, said: "The combined signal gives manufacturers more options. I think there are going to be lots of ways to slice it, so there are probably more refinements possible in later generations." Given adoption of the hybrid as a U.S. standard, initial de-ghosters will be close to the system Philips now markets; later variations will match specifications with particular applications.

The hybrid ghost canceling reference (GCR) signal will incorporate two signal types, one to equalize and cancel short-delay, another to cancel long-delay signals, said Sarnoff President James Carnes.

The first target market for the de-ghosters will be "cable headends, where the biggest impact would be felt, as cable operators clean up broadcast signals taken off the air," Bingham said. The system would likely later be incorporated into large-screen television sets. —PDL

Date Book

■ Indicates new listing or changed item

THIS WEEK

May 2-6—Public Radio annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

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

May 5—Women in Cable accolades breakfast. Fairmont Hotel, Dallas. Information: Christine Kane, (312) 661-1700.

May 6—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Sande Smith, vice president, video products, TV Answer Inc. Copacabana, New York. Information: (212) 768-7050.

May 7—Academy of Television Arts and Sciences and the National Academy of Television Arts and Sciences announce nominations for the 19th annual daytime Emmy Awards. Sheraton Hotel and Towers, New York. Information for ATAS: Barbara Chase, (818) 754-2873; or for NATAS: Trudy Wilson or Nick Nicholson, (212) 586-8424.

May 7-10—National Association of Black Owned Broadcasters 16th annual spring management conference. Hilton Resort, Hilton Head Island, S.C. Information: (202) 463-8970.

May 8—Long Island Coalition for Fair Broadcasting 11th annual Folio Awards luncheon. Keynote speaker: Lesley Stahl, CBS News correspondent and co-editor of 60 Minutes. Long Island Marriott, Uniondale, N.Y. Information: (516) 222-0146.

May 9—Radio-Television News Directors Association, region 1, meeting co-sponsored with Associated Press. Sea-Tac Marriott. Seattle. Information: Andy Ludlum, (206) 728-5481.

May 9—White House Correspondent Association 78th anniversary dinner. Washington Hilton, Washington.

May 9—"Legal and Business Aspects of Syndicated Television," one-day program sponsored by UCLA Extension. Miramar Sheraton Hotel, Santa Monica, Calif. Information: (310) 206-1411.

ALSO IN MAY

May 11-12—"Essential Skills in Public Affairs," training course sponsored by Community Antenna Television Association. Los Angeles. Information: Brenda Sammons, (703) 691-8875.

May 12—"Cable Television: The Evolving Environment," one-day seminar sponsored by IBC Technical Services Ltd., technology division. The Portland Inter-Continental Hotel, London. Information: Alison Walters or Tania Starley, 071-637-4383.

May 12-13—"Essential Skills in Public Affairs," training course sponsored by Community Antenna Television Association. Kansas City, Mo. Information: Brenda Sammons, (703) 691-8875.

May 13—Broadcaster of the Year luncheon sponsored by International Radio and Television Society. Recipient: Lorne Michaels, executive producer of Saturday Night Live. Waldorf-Astoria Hotel, New

York. Information: (212) 867-6650.

May 13—"Understanding Fiber-Optic Transmission Systems," meeting sponsored by Society of Broadcast Engineers, chapter 15 New York area. Speaker: Pat Gallagher, ADC. Times Auditorium, New York Times Building, New York. Information: David Bialik, (212) 594-1380.

May 13—American Women in Radio and Television, Washington chapter, Esther Van Wagoner Tufty award luncheon. Sheraton Washington, Washington. Information: (202) 632-0935.

May 14—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Helen Boehm, vice president, Fox Children's Network, Inc. Copacabana, New York. Information: (212) 768-7050.

May 14—An evening with Bud Greenspan sponsored by International Radio and Television Society. Time-Life Building, New York. Information: (212) 867-6650.

May 14-15—"Essential Skills in Public Affairs," training course sponsored by Community Antenna Television Association. Kansas City, Mo. Information: Brenda Sammons, (703) 691-8875.

May 14-15—"Essential Skills in Public Affairs," training course sponsored by Community Antenna Television Association. Phoenix, Ariz. Information: Brenda Sammons, (703) 691-8875.

May 15—Deadline for entries for National Association of Broadcasters Service to Children television awards honoring locally produced children's programming. Information: Debra Lewis, NAB, (202) 429-5368.

MAJOR MEETINGS

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 7-10—National Association of Black Owned Broadcasters 16th annual spring broadcast management conference. Hilton Head Island, S.C. Information: (202) 463-8970.

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

May 28-30—CBS-TV affiliates meeting. Waldorf-Astoria, New York. Information: (212) 975-8908.

June 2-4—ABC-TV affiliates meeting. Century Plaza, Los Angeles. Information: (212) 456-7777.

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

June 12-16—American Advertising Federation national advertising conference. Portland, Ore. Information: (202) 898-0089.

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 22-23—Fox-TV affiliates meeting. Los Angeles. Information: (213) 203-3036.

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.

July 13-16—Democratic National Convention. Madison Square Garden, New York. Information: (202) 863-8000.

Aug. 6-8—Satellite Broadcasting and Communications Association summer trade show. Baltimore Convention Center, Baltimore, Md. Information: (703) 549-6990.

Aug. 17-20—Republican National Convention. Astrodome, Houston. Information: (202) 863-8500.

Aug. 23-26—Cable Television Administration and Marketing Society annual convention. San Francisco Hilton. 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.

Oct. 21—BROADCASTING magazine and Federal Communications Bar Association "Broadcasting/Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel, Washington. Information: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

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.

Jan. 14-16, 1993—Satellite Broadcasting and Communications Association winter trade show. San Diego. Information: (703) 549-6990.

Jan. 24-30, 1993—NATPE International/Association of Independent Television Stations 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

Feb. 5-6, 1993—Society of Motion Picture and Television Engineers 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel, New York. Information: (914) 761-1100.

■ **May 15**—Deadline for entries in "Life in America" television awards, "saluting exceptional achievements in adult values-oriented television programs," sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*. Information: Debra Lewis, NAB, (202) 429-5368.

■ **May 16**—Conference for Los Angeles radio producers, funded by *Cultural Affairs Department of City of Los Angeles* and support from *ARTS Inc. through Los Angeles Arts Loan Fund*, and sponsored by *RadioWest*. Hollywood Roosevelt Hotel, Los Angeles. Information: (213) 281-6012.

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

■ **May 20**—*Electronic Industries Association* fourth annual five-year forecast conference of Federal Information Systems Needs. Keynote speaker: Senator Al Gore (D-Tenn.). J.W. Marriott Hotel, Washington. Information: Mary Lamb, (202) 457-4943.

■ **May 20**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Raymond E. Joslin, vice president, Hearst Corporation. Copacabana, New York. Information: (212) 768-7050.

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

■ **May 21**—*Radio-Television News Directors Association, region 13* luncheon featuring regional winners of the Edward R. Murrow competition. National Press Club, Washington. Information: (202) 467-5200.

■ **May 21**—Radio Day 1992 sponsored by *Advertising Club of Metropolitan Washington*. Washington Hilton, Washington. Information: (301) 907-3307.

ERRATA

BROADCASTING's April 27 "Fates & Fortunes" incorrectly identified **Barbara S. Brogliatti**. She is senior VP, TV publicity, promotion and public relations for Warner Bros. Inc., not Warner Bros. Television.

A story in the April 27 issue of BROADCASTING incorrectly identified **Panasonic Broadcast and Television Systems President Steve Bonica** as Steve Bornstein, who is president of ESPN.

Marilyn Warrens is president of The University Foundation at California State University, Chico, not Craig DeLuz, as reported in "For the Record," March 30.

WIIM-TV Iron Mountain, Mich., sold by John R. Powley to Danny Hood Evangelistic Association for \$500,000 ("Changing Hands," April 6) was brokered by **The Proctor Group Inc.**

■ **May 21-23**—Desktop Video '92 event for videographers and video professionals sponsored by *Computer Performance Incorporated*. Hyatt Regency, San Francisco Airport, San Francisco. Information: (800) 322-6442 or (914) 741-6500.

■ **May 26-28**—*Cable Television Administration and*

Marketing Society third annual pay-per-view convention. Walt Disney World Yacht Club, Orlando, Fla. Information: Robert Westerfield or Kirsten McConnell, (703) 549-4200.

■ **May 27**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: George L. Back, chairman and CEO, All American Television. Copacabana, New York. Information: (212) 768-7050.

■ **May 27**—*Federal Communications Bar Association, New York chapter*, luncheon. Speaker: FCC Commissioner Ervin Duggan. CBS Building, New York. Information: Andrew Siegel, (212) 975-7419, or Philip Jimenez, (212) 452-3856.

■ **May 27-30**—*American Women in Radio and Television* 41st annual convention. La Posada Resort, Scottsdale, Ariz. Information: (202) 429-5102.

■ **May 28-30**—*CBS-TV* affiliates meeting. Waldorf Astoria, New York. Information: (212) 975-8908.

■ **May 29-June 1**—*Audio Engineering Society* 11th international conference. Portland, Ore. Information: (212) 661-8528.

■ **May 30**—*Academy of Television Arts and Sciences* 44th annual Los Angeles-area Emmy Awards. Pasadena Civic Center, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

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

■ **May 31-June 3**—35th annual *Canadian Cable Television Association* convention and cableexpo. Vancouver. Information: (613) 232-2631.

■ **May 31-June 3**—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Sheraton Ocean City Resort and Conference Center, Ocean City, Md. Information: Wayne O'Dell or Patricia Rodriguez, (410) 266-9111.

JUNE

■ **June 1**—Peabody Awards banquet sponsored by the *University of Georgia College of Journalism and Mass Communication*. Master of Ceremonies: Bernard Shaw, Washington anchor, Cable News Network. Waldorf-Astoria, New York. Information: Barry Sherman, (404) 542-3354, or Lisa Dallos, (202) 515-2925.

■ **June 1-2**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Anchorage, Alaska. Information: Brenda Sammons, (703) 691-8875.

■ **June 2-4**—*ABC-TV* affiliates meeting. Century Plaza, Los Angeles. Information: (212) 456-7777.

■ **June 3**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Josh Sapan, president and CEO, National Services, Rainbow Program Holdings, Inc. Copacabana, New York. Information: (212) 768-7050.

■ **June 4**—*National Academy of Television Arts and Sciences* 1991 Trustee's Award dinner and ceremonies. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

■ **June 5-6**—*National Academy of Television Arts and Sciences* annual spring trustee's meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

■ **June 5-7**—*Radio-Television News Directors Association, region 12*, meeting co-sponsored with *Associated Press*. Harrisburg, Pa. Information: Fred Brown, (215) 238-4971.

■ **June 7-9**—*New Jersey Broadcasters Association* 46th annual convention. Trump Castle Hotel and Casino, Atlantic City, N.J. Information: (201) 247-3337.

■ **June 7-10**—*Women in Cable* national management

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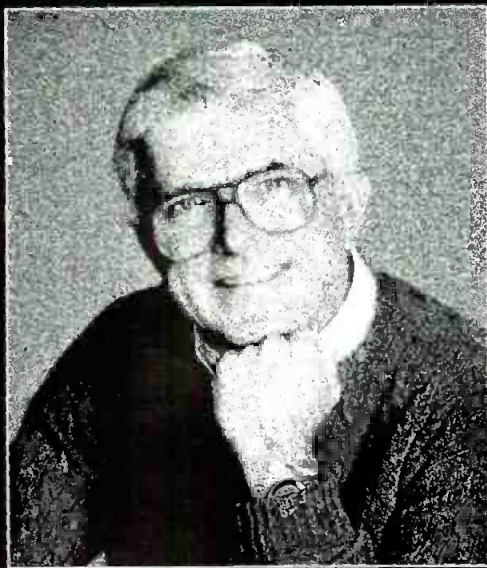
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conference. Denver Marriott City Center, Denver. Information: Cathy Pena, (312) 661-1700.

June 7-10—Fourth annual professional program for broadcast and news directors sponsored by the *Radio and Television News Directors Association* and the *University of Missouri School of Journalism*. Campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

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

June 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David F. Polrack, senior vice president, planning and research, CBS Broadcast Group. Copacabana, New York. Information: (212) 768-7050.

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

June 11—*New York Festivals* awards ceremonies. Sheraton Center Hotel, New York. Information: (914) 238-4481.

June 11-14—*Missouri Broadcasters Association* spring meeting. Marriott Tan-Tar-A Resort. Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 11-14—Focus News workshop for rural news reporters sponsored by *Alaska Public Radio Network and Corporation for Public Broadcasting*. St. Paul, Minn. Information: Karen Cox, (907) 277-2776.

June 12-16—*American Advertising Federation* national advertising conference. Portland Hilton, Portland, Ore. Information: Karen Cohn, (202) 898-0089.

June 12-14—*Alabama Broadcasters Association* annual summer convention. Lakeport Resort, Eufaula, Ala. Information: (205) 979-1690.

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 17—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeff Zucker, executive producer, NBC News Today Show. Copacabana, New York. Information: (212) 768-7050.

June 18—*Federal Communications Bar Association* luncheon. Speaker: Talbot S. D'Alemberte, president of the American Bar Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

June 18—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 18-21—*National Association of Radio Talk Show Hosts* convention. Stouffer Mayflower Hotel, Washington. Information: (617) 956-3320.

June 19—*Southern California Cable Association* gold tournament and dinner benefiting Homeless Health Care Los Angeles. Brookside Golf Course, Pasadena, Calif. Information: Kathie Delkos, (310) 398-2553.

June 20—*Academy of Television Arts and Sciences* and the *National Academy of Television Arts and Sciences* 19th annual daytime Emmy Awards non-televised ceremony for creative arts categories. Sheraton Hotel and Towers, New York. Information for ATAS: Barbara Chase, (818) 763-2975; or for NATAS: Trudy Wilson or Nick Nicholson, (212) 586-8424.

June 20—*Radio-Television News Directors Association, region 10*, meeting and awards presentation co-sponsored with *Associated Press*. Radisson Read House Hotel, Chattanooga, Tenn. Information: Tony Windsor, (615) 267-3392.

June 20-22—Ninth annual *ShowBiz Expo* trade show and conference. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

June 20-24—1992 *PBS* meeting. San Francisco Hilton, San Francisco. Information: Fran Freyman, (703) 739-5319.

June 23—*Academy of Television Arts and Sciences* and the *National Academy of Television Arts and Sciences* 19th annual daytime Emmy Awards. Broadcast live on NBC Television Network. Sheraton Hotel and Towers, New York. Information for ATAS: Barbara Chase, (818) 763-2975; or for NATAS: Trudy Wilson or Nick Nicholson, (212) 586-8424.

June 23-26—*National Association of Broadcasters* joint board meeting. Washington. Information: (202) 429-5300.

June 24—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Chusid, vice president, on-air promotion, Comedy Central. Copacabana, New York. Information: (212) 768-7050.

June 27—*Radio-Television News Directors Association, region three*, meeting co-sponsored with *Wyoming Association of Broadcasters*. Holiday Inn, Riverton, Wyo. Information: Brian Olson, (307) 634-7755.

JULY

July 2-7—14th *International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

July 10-12—*Oklahoma Association of Broadcasters* summer meeting. Shangri La Resort, Grand Lake, Afton, Okla. Information: Carl Smith, (405) 848-0771.

July 13-16—*Democratic National Convention*. Madison Square Garden, New York. Information: (202) 863-8000.

July 15-16—*Wisconsin Broadcasters Association* summer convention. The Chula Vista, Wisconsin Dells, Wis. Information: John Laabs, (608) 255-2600.

July 16-19—17th annual *Upper Midwest Communications* conclave. Radisson Hotel South, Bloomington, Minn. Information: Lisa Nordmark, (612) 927-4487.

July 16-20—Fifth annual *International Teleproduction Society* forum and exhibition. Beverly Hilton Hotel, Los Angeles. Information: Jessica Josell, (212) 877-5560.

July 19-21—*South Carolina Cable Television Association* and *North Carolina Cable Television Association* joint summer meeting. Westin Resort, Hilton Head, S.C. Information: Nancy Home, (404) 252-2454.

■ **July 19-24**—*National Association of Broadcasters* management development seminar for television executives. Northwestern University, Evanston, Ill. Information: Debra Lewis, (202) 429-5368.

July 22-24—*National Religious Broadcasters, Southwest chapter*, annual convention. Dallas. Information: (602) 254-5001.

July 25-28—Wireless Cable 92 sponsored by *Wireless Cable Association International*. Orlando, Fla. Information: (202) 452-7823.

July 26-29—*New York State Broadcasters Association* 31st executive conference. Gideon Putnam Resort Hotel, Saratoga Springs, N.Y. Information: Joe Reilly or Sharon Van Loan, (518) 434-6100.

AUGUST

Aug. 1—Deadline for entries to 1993-94 United Kingdom Fulbright Award in film and television

sponsored by *Council for International Exchange of Scholars*. Applicants must have three years professional experience in television or film. Information: Dr. Karen Adams, (202) 686-6245, or Betsy Lewis, (202) 686-6242.

Aug. 5-8—*Association for Education in Journalism and Mass Communication* annual convention. Montreal, Canada. Information: (803) 777-2005.

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

Aug. 11-14—*Idaho Cable Television Association* summer convention. Shore Lodge, McCall, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

Aug. 13-16—*West Virginia Broadcasters Association* 46th annual convention. The Greenbrier, White Sulphur Springs, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

Aug. 17-20—*Republican National Convention*. Astrodome, Houston. Information: (202) 863-8500.

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

Aug. 29—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards non-televised ceremony. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Aug. 30—*Academy of Television Arts and Sciences* 44th annual prime time Emmy Awards non-televised ceremony. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

SEPTEMBER

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. 10—"The Advertising Connection," breakfast sponsored by *Women in Cable, Atlanta chapter* Atlanta. Information: Heather Baldino, (404) 827-3367.

Sept. 12-14—*National Association of Broadcasters* 100-plus exchange. New Orleans. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 16—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Sept. 23-26—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, NBC News Today, and Leslie Stahl, CBS News Correspondent and co-anchor of 60 Minutes. San Antonio, Tex. Information: (202) 659-6510.

■ **Sept. 25**—*Society of Broadcast Engineers, central New York chapter 22*, 20th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel, (315) 437-5805.

■ **Sept. 26-27**—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards (919) 821-7300.

OCTOBER

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

Oct. 16-17—*Missouri Broadcasters Association* fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

General sales manager needed for excellent sales team at AM/FM combo. Marconi Small Market Station of the Year. Join a growing company that is artistically and financially successful. Send resume to: John Brandt, Jr., Citadel Communications, KBOZ, PO Box 20, Bozeman, MT 59771. EOE.

General manager midwest: Dynamic top rated AM/FM contemporary in marvelous 250,000 population metro. Great staff, great physical plant in a great community needs a motivator/leader. If you are competitive, a winner, disciplined, organized and truly love radio, we need to hear from you immediately. Please respond to: Mr. Charles Stone, Broadcast Services, 1650 Tysons Blvd., Suite 790, McLean, VA 22102. EOE.

Wanted general manager: WWGS/WSGY Tifton/Albany GA. If you have what it takes, I've got \$50,000 base plus bonus and perks for you. Call Mike Levine 915-570-8833. EOE.

Mid-Atlantic FM needs a general manager who trains, leads and sells on the street everyday. Near a major market, but it's a small-market, retail-driven station. Not a ratings pitch. Not for everybody—but if you can make sure the logs and bills get done, the PD runs promotions right—sell a ton of orders yourself, and make a profit—let's talk. Write Box L-37. EEO.

Loyalty, dedication, detail, organization, teacher, professional, salesperson (CRMC), competitive, these are some of the qualities I look for in a management person. We have a management opportunity and the challenges in a very sound and growing economic area. Integration of ownership/management possible. Replies strictly confidential. Reply to Box C-1. EOE.

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 '90s' 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.

Well established chain has openings in North-Central and Middle-Atlantic locations for talented sales individuals interested in future management openings. CRMC candidates requested, but not required. Please send letters and resumes to Box C-2. EOE.

Key person, coordinator/assistant mgr. for commercial inspirational non-profit religious stations V Baker Box 889 Blacksburg VA 24063 703-552-4252 EOE

You're tired of metro madness and want to do good radio where you make a difference. We need small market radio station general manager/sales manager to work closely with on-site active CEO who has other interests. Best of both worlds: Aggressive, progressive, professional broadcasters who enjoy rural village lifestyle. Our goal: To become the West's best station; profits, service. Must be proven street fighter, sales leader, community and bottom line oriented. Salary negotiable, incentives, including specific future sweat equity possible. Resume to President, KMER, Box 432, Kemmerer, WY 83101. 307-877-4422. EOE.

General sales manager: WKPE AM & FM Cape Cod's only CHR radio stations. We're looking for a high energy person to train, manage and lead by example. Prior radio sales management experience necessary. If you have the track record send resume to Peter S. Crawford, Executive V.P. & Group Manager, Roth Communications, 3 Woodland Road, Suite 412, Stoneham, MA 02180. EOE.

HELP WANTED SALES

We need you: Hottest combo around, good money, gorgeous area. Need professional, prospector, closer. Want to grow with a great group? Tell me why you're the one. Bob Clark, Broadcast Properties Inc., PO Box 2017, La Crosse, WI 54602. EOE.

Immediate opening \$36,000+ yearly, excellent list. Sunbelt, college town. Class C, Adult Contemporary FM, format leader. We're locally owned and operated and we know how to reward high achieving salespeople. Great lifestyle, too. KMGH-FM, PO Box 3421, Flagstaff, AZ 86003. Experienced, high achievers call today: Dick Wodrich, President/General Manager 602-526-5765. EOE.

Account executives for three Florida FM radio stations in Gainesville, Fort Myers and Daytona Beach. Send resume and salary history to Heritage Broadcast Group, PO Box 5069, Gainesville, FL 32602. EOE.

HELP WANTED ANNOUNCERS

Skyview Traffic Watch is looking for experienced broadcasters for airborne and ground traffic reporting in great SW markets. Send tape and resume to: 14605 North Airport Drive, Suite 200, Scottsdale, AZ 85260. EOE.

Classical music station looking for announcers with backgrounds in AC, Light Rock, Jazz, New Age. Must be upbeat. Classical music knowledge not necessary; we'll train. Send airchecks/resumes to: WGMS, 11300 Rockville Pike, Rockville, MD 20852. EOE.

HELP WANTED NEWS

Operations manager: Midwest AM/FM combo is seeking an experienced operations manager. Must have experience in news and air work. Send resume and salary history to Box L-38. EOE.

News opportunity of a lifetime: The president of NBC Sports and the creator of MTV own it. Leading-edge programmers operate it. This new state-of-the-art FM in beautiful Litchfield, Connecticut is looking for talent — not necessarily experience. Must be sophisticated and open to new ways of doing things. We plan to break the mold. Burned-out rip-n-read drones need not apply. Salary up to \$30K to start. Must start in June. No time to mail. Call Jerry today: 203-567-FM97. Or fax: 203-567-FAX2. EOE.

Full-time local news, with sports/talk show potential. Scenic northern California. News /talk format. 35 year commitment to format. EOE. Send tape and resume to Hugo Papstein, General Manager, KINS Radio, 1101 Marsh Road, Eureka, CA 95501.

WHLI-AM Long Island: On air news director. Candidate must be: Strong on local news/public affairs. Able to write/read in concise to the point 1992 style...to utilize interns/stringers to maximize product...and know/understand 2 1/2 million market Long Island. No calls. Tape & resume to: Dean Anthony, WHLI, 1055 Franklin Ave., Garden City, NY 11530. EOE/women/minorities encouraged.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Ohio market: Dominating combo needs creative promotion-public service professional. Rush resume to GM, WHBC, Box 9917, Canton, OH 44711. EOE.

SITUATIONS WANTED MANAGEMENT

General/national sales manager, currently employed-large market-major group-20 year-CRMC-broadcaster, desires to bring proven sales track record, sales promotion, training and management skills to Southern or Caribbean market. Reply to Box L-17.

Bottom line oriented GM seeking managers position. 24 years experience in small, medium and large markets. Call Jack Inman - 919-642-8292.

Frequency sells #1...Start up turnaround sales performer with management experience seeks new challenge (GSM or LSM). Glittering references. Reply to Box C-3.

John Chanin: Innovative, creative, bottom-line savvy. Experienced major market: Network, local AM, state, syndication, satellite distribution. Reply to Box C-4.

Frequency sells #2...Start up turnaround sales performer with management experience seeks new challenge (GSM or LSM). Glittering references. Reply to Box C-3.

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP, I'll save you money, time and aggravation. Bob Warner, 914-634-6630.

Frequency sells #3...Start up turnaround sales performer with management experience seeks new challenge (GSM or LSM). Glittering references. Reply to Box C-3.

Bill James, your next GM. 15+ years radio management. Can do all! Sales/programming/management. Cost-efficient — great track record. 804-232-5197.

SITUATIONS WANTED PERSONALITY/TALENT

Talk show host with international background available immediately for radio & TV. If you are looking for talent & experience, something completely different to generate new business call 518-449-9534. Serious inquiries only.

SITUATIONS WANTED TECHNICAL

Lifetime broadcast engineer: 32 years experience all phases radio will relocate salary open leave message for resume. 318-322-4210.

SITUATIONS WANTED NEWS

Veteran news pro: Network and local experience. Management anchor, reporter looking for major market spot. Call Mary 708-256-6337.

Veteran play-by-play & news wants to relocate NW. Dick Shilvock 605-348-1100 or Box 8205, Rapid City, SD 57709.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Multi-talented broadcaster, 19 years experience. desires return to radio following military duty. Management, sales, programming, jock, news. Consider all offers, markets, positions. Douglas Neatour, PSC 2, Box 1293, APO AA, 34002.

Let's make \$\$\$\$! PD seeks to help you increase your audience and revenue. Call Robert Marlowe Schweighauser today! 217-483-3960. An equal opportunity employee.

MISCELLANEOUS

Want a job in radio news? What does a news director look for? How can you stand out? Unique suggestions on cassette. Broadcast Horizons, PO Box 458, Tranquility, NJ 07879-0458. \$10 pp/NJ res. 7% tax.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager: WPTY Fox 24 is looking for an aggressive, motivated individual with a successful track record in national sales or with a national rep firm. Establishing local contacts for national accounts is a must. We encourage minorities to apply. (EOE). Submit resume to General Manager, WPTY Fox 24, Clear Channel Television, 2225 Union Avenue, Memphis, TN 38104.

General manager wanted for major market Southwest production company. Must have minimum 5 years experience in production operations with strong background in marketing and personnel relations. Send resume and present salary to Box L-39. EOE.

GSM/LSM: Rebuilding Fox affiliate under new ownership; needs experienced sales manager with strong people skills, training ability and proven track record in local business development. Growing group provides opportunities for right person. Send resume to: General Manager, WEMT-TV, PO Box 1074, Greeneville, TN 37744. M/F EOE. All replies confidential.

Local sales manager: Successful small market industry seeks experienced management professional. Requires a teacher with creative selling skills and a hands-on approach. Apply in confidence to: Box C-5. EOE.

WBTW the No. 1 CBS affiliate in the Florence-Myrtle Beach market of SC is searching for an experienced promotion manager to head up a promotion effort that encompasses two markets and two states. Must be able to edit, have two years experience minimum and a degree preferred. Send resume to: Patsy Stokes, WBTW TV, PO Box 100530, Florence, SC 29501. EOE/M-F.

HELP WANTED SALES

Television account executive: Aggressive professional, experience required with proven track record in local sales. Offering beautiful and fast growing single station market, above average pay and opportunity for advancement. Apply to Bob Bolyard, GSM, WHSV-TV, PO Box TV-3, Harrisonburg, VA 22801. No phone calls, pls. EOE.

Great sales opportunity: BMP software system. U S WEST Marketing Resources Plus, the leader in providing software solutions for the broadcast industry, is looking for a sales professional to provide sales, training and service in its western region. Minimum of 5 years experience in station sales required with experience in broadcast PC based sales/research systems and a complete understanding of the sales and program process within a television station. PC literacy a must. Excellent benefits & salary potential for the right person. Call Brian Brady 517-336-8787. EOE.

Local/regional sales manager needed for powerhouse Fox affiliate in nation's 56th market. Seeking person with strong sales and creative skills. Must be able to motivate and develop a local sales staff. Previous Fox/independent experience a must. Send resume to Will Davis, General Manager, WSMH-TV, PO Box 1566, Flint, MI 48501. EOE M/F.

HELP WANTED MARKETING

Promotion director: KLAS-TV Las Vegas. CBS affiliate in the fastest growing market in the country. has an opening for a director of marketing. Applicant should have a minimum of two to three years experience as a promotion director with excellent editing, communications and creative skills. Send resume and non-returnable tape to Dick Fram, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. M F EOE

HELP WANTED TECHNICAL

Chief engineer for southeastern UHF affiliate. Engineering only, no operations. Send letter with resume to: T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Place, Ste 109, Lincoln, RI 02865. EOE.

Taft Broadcasting/NASA Division, is recruiting qualified applicants for the position of television systems design engineer, to assist in support of video systems and services at NASA Johnson Space Center in Houston, Texas. Candidates should possess the following qualifications: 1. BSEE or equivalent technical degree preferred. MSEE or post graduate work in a technical discipline is desirable. At least 2 years of experience in facilities planning and construction of television systems and subsystems. Other desirable attributes include component and systems level troubleshooting experience in a quality oriented broadcast or post production environment. Prior management experience is a plus. 2. Technical disciplines involved include production, post production, telecine, video tape recording techniques, satellite, teleconferencing, analog and digital signal processing, computer graphics, microwave, baseband, fiber optic and RF distribution. 3. Excellent organizational, communication and writing skills required. Please send your resume and four professional references to: Taft Broadcasting, 16441 Space Center Blvd, Houston, TX 77058. Attn: Debbie Burks. We are an equal opportunity employer. No phone calls. Principals only please.

Maintenance engineer: Needed to help in maintenance and operations of studio and two mobile production units. Experience with Sony, Grass Valley, Chyron, Abekas, Ikegami and Scientific Atlanta satellite products a plus. FCC Radiotelephone license required, SBE certification preferred, as well as experience with C and Ku-band satellite equipment. Send letter, resume and three references by May 15 to Television Engineer Search, Educational Television, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078. Screening of applications will begin immediately. EOE.

Operations professionals needed for group-owned top 50 network affiliate in the Southeast. We're a well-managed team that's poised for expansion in the exciting 90's, and we're looking for the best. We need technical directors, tape, master control, studio camera, character generator, audio and still-store operators. If you are cross-trained in at least three of these areas, we want to talk to you. Send us a letter telling why you're the best, along with your resume, references and salary history. Reply to Box C-6. EOE.

Chief engineer: Manage engineering dept operations, maintain technical equipment. Responsible for compliance with TV broadcast standards in audio, video transmission in accordance with FCC, industry rules regulations. Coordinate capital equip budget purchases. College degree in engineering. Minimum 3-5 years as chief, asst chief. Becky Strother, WVTM, PO Box 10502, Bham, AL 35202. EOE.

Assistant chief engineer: 3 years broadcast maintenance to component level on UHF transmitter, Sony, Hitachi and Sharp equipment. Call Chief Engineer, KPEJ Fox 24, 915-337-2424. EOE.

HELP WANTED NEWS

Aggressive Midwest NBC affiliate seeks weekday male & female anchors. Need ability to write, report, produce, make public appearances. Grow with company. Experience preferred. Send resume with photo, references and salary to Box L-30. EOE.

Photographer: We're looking for an experienced news/sports photographer. Must be a team player and know how to use 3/4" field and editing gear. Send non-returnable tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE M/F.

Chief meteorologist. Must have meteorology degree, at least four years on-air, AMS seal and desire to lead the best weather team in a five-state region. All the tools including Doppler radar. Prefer those experienced in severe weather/winter storm forecasting. Tape and resume to Kirk Winkler, News Director, KETV, 2665 Douglas, Omaha, NE 68131. No calls. EOE.

TV news reporter: Creative hard working TV reporter with excellent writing skills. Live field experience essential. A minimum of 3 years reporting experience. Send tape and resume to Liz Grey Crane, News Director, WTNH, 8 Elm Street, New Haven, CT 06510. No calls. EOE.

Top 10 market affiliate looking for a top flight, take charge executive producer for early and late newscasts. Minimum seven years experience producing major market newscasts required. Only the best and most creative in the business need apply. Resumes only. Reply to Box C-7. EOE.

Producer—Top 10 market looking for a creative, take-charge producer to take newscast to the top. No beginners. At least five years experience producing fast-paced and innovative newscast required. Resumes only. Reply to Box C-8. EOE.

News photographer: Need motivated, up and coming professional with 2-3 years experience. Team player who can shoot and edit outstanding pictures, while meeting deadlines. Join our solid team of photographers in one of the country's most photogenic areas. Send non-returnable tape and resume to News Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. EOE.

Anchor/reporter for future expansion of news programming in market 167. Writing, producing, shooting skills essential. Degree and experience preferred. Non-returnable tapes and resumes to Gary Smith, News Director, WHSV-TV, PO Box TV 3, Harrisonburg, VA 22801. Do not call. EOE.

Low power station has possible opening for sports reporter/anchor. Must write, shoot and edit. Heavy H.S. coverage. Excellent learning opportunity. Send resume, non-returnable tape: Robert Raff, K6KZ-TV6, PO Box 129, Junction City, KS 66441. No phone calls accepted! EOE.

WTVD, the Cap Cities station in Durham NC, has a newscast producer opening. Minimum 3 years producing experience needed. Sharp news skills and good writing skills a must. Show yet to be determined. Send resumes and tapes to: Laura Newborn, Executive Producer, WTVD 11, PO Box 2009, Durham, NC 27702. A Cap Cities/ABC affiliate. EOE.

78th market CBS affiliate needs an innovative and creative news producer. Minimum 3 years show producing experience. Resumes only to Matt Malyn, News Director, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. EOE.

News anchor: 6pm and 11pm Monday thru Friday. Experienced news pro to complement female anchor. Five years anchoring and solid reporting skills required. Previous applicants need not apply. Send non-returnable tapes and resumes to David Winstrom, News Director, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

General assignment reporter: Must be experienced television journalist with proven live field reporting and on-air skills. Excellent writer able to generate fast-paced, well-produced television news stories. Letter detailing your qualifications, resume and non-returnable 3/4" or Broadcast Beta tape (no calls) to Edward B. Schimmel, Assistant News Director, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Sports anchor/reporter: Strong communication and reporting skills. Minimum two years experience. Tapes, resumes to News Director, KIRO-TV, 2807 Third Avenue, Seattle, WA 98121. EOE.

Weekend co-anchor: We're excited about hiring another team player for our already-successful weekend news operation. 3-5 years experience at network-affiliated station. Previous anchor and reporting experience required. College degree. We are a progressive, group-owned CBS affiliate in the 58th market. We encourage minority broadcasters to apply. Please send non-returnable tape and resume to Scott Parks, News Director, KOTV, 302 S. Frankfort, Tulsa, OK 74120. No phone calls, please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Houston Public Television membership manager: Responsible for administering a complete program of membership fundraising services, including planning and implementation of membership drives, direct mail, telemarketing and other fundraising activities for large donor base. Responsible for membership computer services, budget and inventory control, statistical reports. Qualifications: Bachelor's degree in Fundraising, Business Administration or related areas and five years experience in public television fundraising and computerized membership system, including two years of management/supervisory experience. Or, equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved. Expert knowledge of effective computer utilization. Strong writing and oral communication skills. Superior people management skills. Minimum starting salary \$30,000. Closing date: May 17, 1992. Equal opportunity/affirmative action employer. Send resume to: Ms Laura Gonzales, KUHT-TV, Houston Public Television, 4513 Cullen, Houston, TX 77004.

Creative whiz wanted to head creative team at top 20 ABC affiliate. If you've had at least 3 years experience managing an affiliate promotion department, or you're a number two ready to take control, write us. You must have strong creative skills in news and station promotion, the ability and know-how to supervise our agency's media buying/creative services and direct and motivate and eager staff. Send resume and tape of your best to: Cyndie Reynolds, Director of Programming and Promotion, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. No phone calls accepted. EOE M/F. Drug free workplace.

Producer—TV (Manh): Plan, coord. music entertainment programs for Spanish/Portugese speaking audience; coord. manpower & equipment needs; sched rehearsals; generate segment ideas; make script changes. Bach/Media or Communications 2yr/exp. Must be fluent in English & Spanish & be able to communicate in Portugese. 35hr/wk (9am-5pm - but must be willing to work flex. hours as projects demand). \$500/wk; Send resume/ltr in dupl to: RLW#522, Rm. 501, One Main St., Bklyn, NY 11201. EOE.

Creative services producer: Must be creative, quality conscious, skilled in the art of copywriting, videography and editing. Applicant must also be a service-oriented individual with good communication skills, sensitive to customer needs and dedicated to client relations and customer satisfaction. College degree and experience necessary. Send resume, demo tape and salary requirements to Veronica Bilbo, EEO Compliance Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Senior producer for programing: KPTS seeks qualified television producer/director to fill position of senior producer for programing, a management position, responsible for production of all KPTS locally-produced programs (not including contract production) Plans, writes, organizes programs, supervises all production staff on the job, hires outside talent/staff as necessary, recruits volunteers. Ancillary directing will be necessary. QUALIFICATIONS: Minimum five years experience producing/directing public affairs, cultural programs. College degree needed, preferably in a discipline that requires research, analysis, writing and thinking skills. Demonstrated command of such skills. Understanding and commitment to principles of journalistic integrity. Personal interest in the arts, literature, history, culture. Interest in management and desire to be part of management team. Salary negotiable. Send inquiry or application to Jim Lewis, Director of Programing, KPTS, PO Box 288, Wichita, KS 67201 along with resume, samples of writing and research, resume tape, names of three references cleared to evaluate. No open letters of reference. Telephone inquiries: Jim Lewis, 316-838-3090. Telephone inquiries: Jim Lewis, 316-838-3090. Applications taken through May 31. EOE/AA.

Creative producer/writer for award winning, full service national communications company. Conceive, write, produce high quality full length documentaries, VNRs, and other video for broadcast and non-broadcast. Minimum 5 years network or major market experience, strong writing skills and proven ability to plan and manage projects from start to finish are essential. Full-time position. Work in Chicago or Washington. Travel. Resumes, references to: Box C-9. EOE.

Producer's dream: Top 30's market seeks "top gun" Qualifications: 2+ years experience, knowledge of Newstar & SNG; hot tape, cool head. Rush tape and resume to: Jack Beavers, Executive Producer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE.

Producer/director: Seeking an experienced producer/director with heavy emphasis on news; possessing a production flair for entertainment and public affairs programing. Must be able to do own switching and be familiar with all phases of editing and control room/studio operations. Forward a complete resume (no calls) and salary requirements to Charles R. Bradley, Director of Programing and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Associate director: Education: BA degree preferred. Experience: 1-2 year directing news. Director needed to direct newscasts, commercials and perform evening production duties. Must be able to run audio, switching for on-air, and Chyron experience necessary. Some supervisory skills desired. Qualified applicants should contact Steve Headrick at 615-756-5500 to arrange an interview. WTVC News-channel 9 is an equal opportunity employer.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box L-41.

SITUATIONS WANTED NEWS

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

Meteorologist: Still workin' Still huntin'. Semi-pretty Semi-good-spelr 12 years experience. AMS seal. Stu 817-776-4844.

Photographer/editor: Recent college graduate with a two-year technical degree seeks employment at the entry level. Lots of hands-on experience. Hard worker from poor state. Will relocate anywhere. Tape available. Rodney McGuffee, 455 Gibson Road Circle, Vicksburg, MS 39180 601-638-1719.

Hungry, award-winning news hound—seeks reporting position, radio or television. Hard worker, fast learner. Current position, News Director at a Long Island radio station. Will re-locate. Call Holli 516-765-2493.

Gordon Barnes: Former CBS (New York) and WUSA-TV (Washington, DC) meteorologist. Now in Florida seeks challenging opportunity. Available late June. Telephone 813-495-0818.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Star-Day Productions: Associate producer/researcher available for long and short-term projects. Reasonable rates. Call 718-857-7863. Fax 718-857-4251.

Talented man seeks station needing skilled writing, voicing, and production. 13 years in broadcasting. Stable, computer-literate. Jim Ayers, 912-729-1616.

MISCELLANEOUS

Need a job? Let us help send you to the head of the class! Broadcasting's biggest employment-listings service. All fields, all levels. Free referral with no placement fees, individualized coaching, agent representations, and much more! Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808

Bill Slatter and Associates will: Create your TV audition tape and resume and offers coaching and placement help. 601-446-6347.

Be on TV many needed for commercials. Now hiring all ages for casting info. Call 615-779-7111 Ext T-681.

Are you good enough? No-nonsense critiques of video/audio tapes. Over 100 years experience in news and sports. Creative Communications Associates 401-434-3291 for rates and information. Offices in Providence, Washington DC, Detroit and London.

Program services: "Lonely Clown", audience related romanciful musical pilot, special/series. Sample, 1215 Glendale, Jonesboro, AR 72401 - 501-935-6734.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Sam Houston State University seeks assistant/associate professor to teach production and other courses in the radio-television-film sequence. Must have Ph.D. with minimum of five years experience. Professional production experience is required. Send resume including transcripts and references to: Dr. Robert Eubanks, Radio-Television-Film Search Committee, Box 2207, Sam Houston State University, Huntsville, TX 77341. SHSU is an EOE/AA institution.

TV production position: Non-tenure track convertible to tenure track for terminally degreed individual. Primary duties: Teach undergrad courses in audio and video production and performance, Intro Mass Comm. and advising. Background in production essential, teaching experience preferred; MA required, Ph.D. preferred. Will begin screening applicants June 15th or until filled. Start: August 25, 1992. Send letter of application, resume and names, addresses and telephone numbers of four (4) references to: Dr. Lee E. Scanlon, Chair Search Committee, State 3, Eastern New Mexico University, Portales, NM 88130. AA/EOE. ENMU has an open records policy; therefore, it is the policy of the University to reveal to the public the identities of the applicants for whom outside inquiries have been made or for whom on-campus interviews are scheduled.

Department of Mass Communications: Two (2) positions available, assistant/associate professor. Ph.D. desirable. Masters required. at least five (5) years significant professional experience to teach radio-TV news writing, reporting, news editing-ENG. Send application and vita by June 1, 1992 to Ted White, Chairperson, Department of Mass Communications, Southern University-Baton Rouge, LA 70813. Southern University is an equal opportunity employer.

HELP WANTED MARKETING

Marketing manager: Atlantic Video, Inc., a leading video production company, is seeking a highly motivated individual to run its marketing department. Responsibilities will include directing and evaluating sales activities, developing marketing strategies and advertising programs and managing client relations. For consideration, please forward resume to: Atlantic Video, Inc., 650 Massachusetts Avenue N.W., Washington, DC 20001, Attn.: Personnel Manager.

EMPLOYMENT SERVICES

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

Broadcast jobs: Opportunities in Public Affairs has 30-40 broadcasting jobs in Washington, DC area bi-weekly. \$29/8 week subscription. Call 301-986-5545 for more information. Money back guarantee.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year job search. Free information. Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

Want to buy TV transmitter VHF low band. G.A. Bonet, WORA TV, Box 43, Mayaguez, PR 00681. Tel. 809-831-5555. Fax. 809-833-0075.

FOR SALE EQUIPMENT

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

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

FM transmitters: RCA 20kw, CCA 2.5kw, Collins/Gates 1kw. Transcom 800-441-8454.

FM 25/30KW: 1981 BE-30, 1988 TTC/25kw. Transcom 800-441-8454.

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 Klyston, high band. Call Bill Kitchen, 303-786-8111.

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

AM transmitters Gates BC5P2. Good condition. 1380Khz. CCA 2.5 kw AM on air 1040Khz. V. Baker, Box 889, Blacksburg, VA 24063. 703-552-4252.

RADIO

PUBLIC NOTICE

PROPOSERS SOLICITED

On February 28, 1992, NAB's Task Force on Radio Broadcast Data Systems (RBDS) released a policy statement conditionally supporting the implementation of RBDS for FM stations, provided that AM stations can participate in the RBDS major features of receiver tuning by format and display of station call letters.

The RBDS Task Force is now seeking ways its policy could eventually become implemented. One potential system (PRS Corporation, ID Logic B) is presently being considered, but the Task Force wants to discover whether other systems, that can accommodate AM within the FM RBDS technology, are available and in development.

Complete system descriptions must be provided to the Task Force no later than May 26, 1992. The description must be in full compliance with the NAB Request For Proposal (RFP). Proponents are advised that RBDS technology is well developed and proposals that significantly delay implementation or require significant outside funding and/or development are unlikely to be seriously considered.

For a copy of the NAB RBDS RFP, please contact:

John Marino
NAB Science & Technology
 1771 N Street, N.W.
 Washington, DC 20036
 Tel (202) 429-5391
 Fax (202) 775-3520

HELP WANTED NEWS

AM-750 WSB, COX BROADCASTING IN ATLANTA, HAS A GREAT OPPORTUNITY FOR A FULL-TIME RADIO METEOROLOGIST. THIS IS A HIGH PROFILE MAJOR IMAGE POSITION FOR OUR NEWS/TALK STATION. YOU MUST BE A WEATHER EXPERT WITH STRONG PRESENCE AND "ON-AIR" PERSONALITY. SEND METEOROLOGIST CREDENTIALS WITH TAPE AND RESUME TO:

JIM ASHBERY
AM-750 WSB
 1601 W. PEACHTREE ST.
 ATLANTA, GA 30309 EOE

HELP WANTED SALES

RADIO AIR TIME SALES

Great opportunity! We represent a number of major stations. You'll be selling their air time as a rep. Send cover letter, resume, references to:

W.H.D.S. Inc.
 21724 Ventura Blvd. #205
 Woodland Hills, CA 91364

PROGRAMING SERVICES



Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ PO Drawer 1737
 Jonesboro, Arkansas 72403 ■ 501/972-5884

TELEVISION

HELP WANTED TECHNICAL

24-HOUR CABLE NEWS CHANNEL

launching later this year is recruiting for Technical Operations Staff including:

Technical Directors
Videotape Editors
On-Air Operators
Videotape Operators
Graphic Artists

All positions require demonstrated experience in television news, station operations, and studio production in LIVE and videotape formats.

Please send cover letter and resume with current salary to:

24 HOUR NEWS CHANNEL
 Technical Operations
 P.O. Box 1549, Radio City Station
 NYC, NY 10101-1549
 Equal Opportunity Employer

PROGRAMING SERVICES

NATIONAL WEATHER NETWORKS PRESENTS

THE NEXT GENERATION IN TV WEATHER SERVICE!! THE FIRST. THE AFFORDABLE.. NWN WEATHERSOURCE YOUR TV MARKET'S LOCAL TV WEATHERCAST CUSTOMIZED AND TAILORED FOR YOUR AD. INCLUDING ON-AIR AMS AIR TALENT DELIVERED VIA SATELLITE. UPDATES AVAILABLE FOR ALL DAY PARTS 7 DAYS PER WEEK. FOX, INDEPENDENT AND PUBLIC STATIONS. GET INTO THE BROADCAST TV WEATHER BUSINESS. NWN IS AVAILABLE IN YOUR MARKET ON A CASH OR BARTER BASIS.. CALL EDWARD ST. PE' TODAY 1-601-352-6673 TODAY.

HELP WANTED SALES

ONLY KILLERS NEED APPLY!

Exciting domestic syndication company looking for experienced sales executives for all regions. Must know the territory, travel hard, and be able TO CLOSE DEALS!!!

Send resume to Box C-11.

ALLIED FIELDS

HELP WANTED SALES

EUROPEAN MANUFACTURER OF R.F. BROADCASTING EQUIPMENT:

FM transmitters, TV VHF & UHF transmitters and transposer microwave links range from 2-15ghZ transmitting antennas and broadcasting audio modular mixers is looking for an experienced manufacturer sales representative.

Please send your resume in confidence to: **EURO CORP., PO BOX 6312, JERSEY CITY, NEW JERSEY 07306-0312. ATTN. HUMAN RESOURCES.**

EMPLOYMENT SERVICES

NETWORK ASSOCIATES

Broadcast Consultants 1-800-828-TAPE

Evaluate: 20 years experience in network and local TV/radio. We'll help you build a winning tape. Send \$60, 3/4" or VHS tape or audio cassette, and resume to: Network Associates, P.O. Box 42518, Washington, D.C. 20015-0518

- Writing
- Delivery
- Content
- Image

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

HotLine \$1.95 per min.
TV Anchor, Reporter, Weather, Sports, Sales, Producer & Entry Level Jobs
Radio Disc Jockey, News, Program Director, Sales & Entry Level Jobs



1-900-786-7800
117 W. Harmon Blvd. 6th Fl. St. R-347 Chicago, IL 60605

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To subscribe call 800-237-8073/California 408-648-5200

MediaLine

THE BEST JOBS ARE ON THE LINE
P O Box 51909, Pacific Grove, CA 93950

EMPLOYMENT SERVICES CONTINUED

JOBPHONE
Inside Job Openings, Nationwide

Press 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "Talking Resumes"
4 To record "Talking Resumes" and employers to record job openings
5 Entry level positions

1-900-726-JOBS
\$1.95 Per Minute (627)

TV NEWS JOB CONNECTION

THE JOBLINE EXCLUSIVELY FOR TV NEWS

ANCHORS, REPORTERS, WEATHER, SPORTS, PRODUCERS, NEWS DIRECTORS, PHOTOGRAPHERS

1-900-443-4850

\$1.95 Per minute

JOBS UPDATED DAILY

Employers — To List Jobs Call
1-800-825-5856 Ext. NEWS (6397)

FINANCIAL SERVICES

EQUIPMENT FINANCING "LOANS BY PHONE"

- NO FINANCIALS REQUIRED FOR TRANSACTIONS UNDER \$35,000
- NEW OR USED EQUIPMENT
- \$2,000 TO \$200,000
- NO DOWN PAYMENT
- SALE-LEASEBACK EQUIPMENT FOR WORKING CAPITAL

TO APPLY OR REQUEST ADDITIONAL INFORMATION CONTACT MARK WILSON



(800) 342-2093

FAX: (214) 235-5452

FOR SALE EQUIPMENT

NEED SOME NEW POWER AND AN ULTRA COMPACT PORTABLE LIGHT UNIT???

THE NEW KA 2500 WITH EIMAC 3CX1500A? FULLY ELECTRONIC PROTECTED-ONLY 0-650 W EXCITATION, LOW PASS FILTER 18 MONTHS WARRANTY ONLY \$8970. IN STOCK!!

FULL LINE OF FM EXCITERS, FM TUBE AND SOLID STATE AMPLIFIERS, MICROWAVE LINKS, TRANSMITTING ANTENNAS, CALIBRATED COUPLING, SPLITTERS, LOW PASS FILTERS AND MORE...

CATALOGS, QUOTES AT
EURO TECH 201-434-5729
FAX 201-332-0751.

We'll give you all the credit.



FAX: (202) 293-FAST

We also accept American Express

OR MAIL TO:

Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern Time for the following Monday's issue.
See full details and rates in the Classified Section.

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HISTORY

From 1895 to 1992, we have the world's finest selection of Historical footage, including over 5,000 hours of material you simply *can't* get anywhere else.

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Call now for your free sample reel

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Fax: (805) 541-1906


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 100 KW Class C FM
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Tampa, FL 33609

51% Control
Immediate Buy-in For Owner/Operator
 SW Regional Class C, growth area, Sun-belt. Medium/small market, quality of life for families. Five-year history of positive cash flow, solid revenues, stability; no format competitors.
 \$220,000 cash buys 20%, passive ownership role,
 (or)
 \$570,000 cash plus your broadcast management experience buys 51% and the General Manager/Owner's role.
Provide credentials, resume, and sign a Confidentiality Agreement; demonstrate financial resources. Reply Box C-10.

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 AM/FM (new) Combo. New equipment. Prosperous area. University town. Light hi-tech industry. Tourism. Federal projects. Owner retiring. Ideal owner operations. Some financing.
Box L-35.

NEW ENGLAND MEDIA, INC.
AM-FM COMBO
Major VERMONT City
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 (P) 802-524-5963 (F) 802-527-1450

EARLY DEADLINE NOTICE

Due to the Memorial Day Holiday the deadline for the June 1, 1992 issue is Friday, May 22, 1992.

BROADCASTING'S CLASSIFIED RATES

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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

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

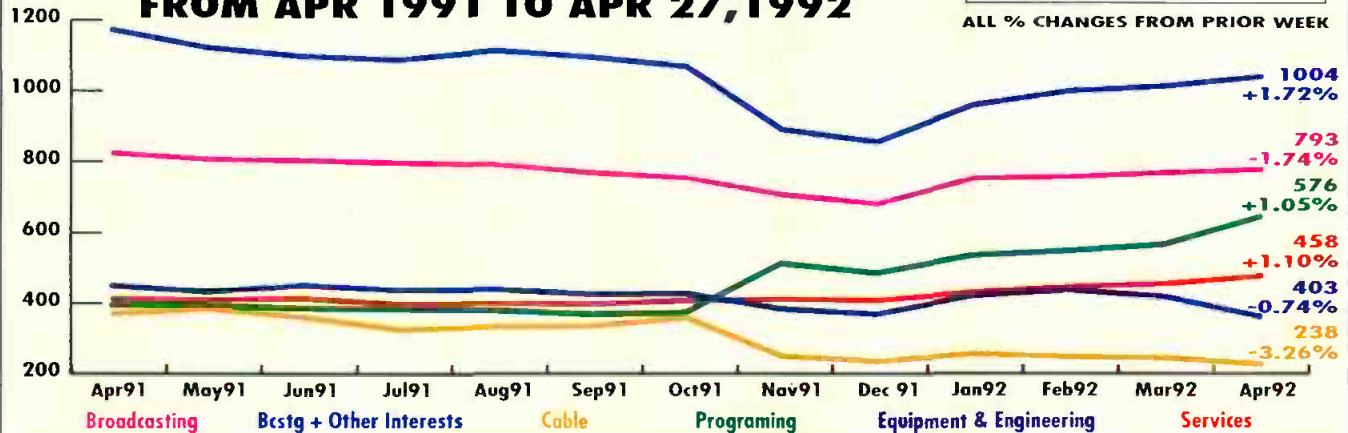
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Broadcasting's By The Numbers

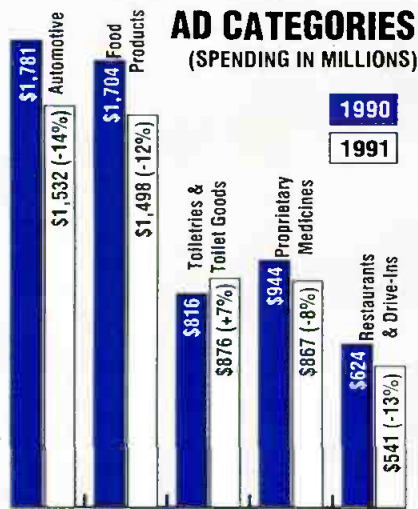
STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 27, 1992

NASDAQ: 569.94 (-1.44%)
S&P Ind.: 488.05 (+0.55%)

ALL % CHANGES FROM PRIOR WEEK

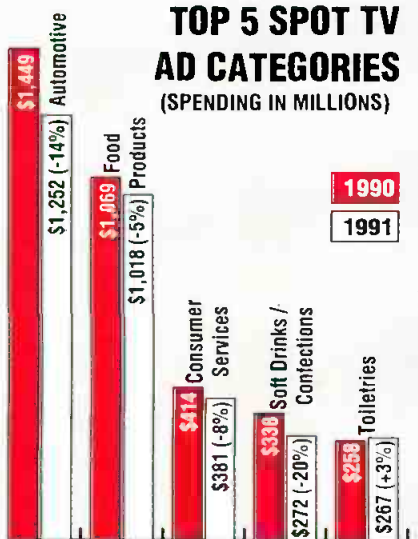


TOP 5 NETWORK TV AD CATEGORIES (SPENDING IN MILLIONS)



Source: TVB, from data supplied by Arbitron's MediaWatch Service.

TOP 5 SPOT TV AD CATEGORIES (SPENDING IN MILLIONS)



Source: TVB, from data supplied by Arbitron's MediaWatch.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	11,129	1,334	12,463
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	1,496	201	1,697
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	1,231	1,009	2,240
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 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 April 20 through April 24 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KCAB(AM)-KWKK(FM) Dardanelle, AR** (AM: BAL920420EF; 980 khz; 5 kw-D; FM: BALH920420EG; 102.3 mhz; 200 w; ant. 1,227 ft.)—Seeks assignment of license from Central Arkansas Broadcasting Co. to Ramsay Communications Inc.; purchase agreement missing from assignment application. **Seller** is headed by James F. Dowden, bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Ward A. Ramsay, and has no other broadcast interests. Filed April 20.

■ **KWYN(AM) Wynne, AR** (BTC920414EA; 1400 khz; 1 kw-U)—Seeks transfer of control of licensee East Arkansas Broadcasters Inc. for \$250. Transferor is Hannah M. Raley, who is transferring 155 shares of stock to transferee Bobby Caldwell. Caldwell owns 50% of licensee of KWAK(AM)-KXDX(FM) Stuttgart, AR. Filed April 14.

■ **KPLS(AM) Orange, CA** (BTC920420EC; 830 khz; 2.5 kw-D, 1 kw-N)—Seeks transfer of control from Orange County Broadcasting Corp. to Daniel L. Villanueva Family Trust for \$600,000. **Seller** is headed by David J. Hubbard, et al., who are selling combined 37.83% interest in licensee. **Buyer** is headed by Daniel L. Villanueva and Judith Villanueva, trustees. Daniel L. Villanueva and James J. Villanueva are each 50% shareholders of licensee of KBRG(FM) Fremont, CA, and in licensee of KLOK(AM) San Jose, CA, which is being sold (see above). Daniel L. Villanueva is 19.81% shareholder of licensee of WMDO(AM) Wheaton, Md. (Washington) and LPTV W48AW Washington. Filed April 20.

■ **KPRO(AM) Riverside, CA** (BAL920410EA; 1570 khz; 5 kw-D, 194 w-N)—Seeks assignment of license of licensee Riverside County Broadcasters; assignment is liquidation of partnership between Ray Lapica and Olive L. Sherban. Sherban will become sole partner. Riverside County Broadcasters is also licensee of KQLH(FM) Riverside, CA, of which Ray Lapica will become sole partner. Filed April 10.

■ **KLOK(AM) San Jose, CA** (BAL920420ED; 1170 khz; 50 kw-D, 5 kw-N)—Seeks assignment of license from Bahia Radio Inc. to Metro Mix Inc. for \$6.0625 million. **Seller** is headed by Daniel L. Villanueva, who also has interests in KPLS(AM) Orange, CA. (see below). **Buyer** is headed by Christopher Marks, and has no other broadcast interests; assignee is subsidiary of EXCL Communications Inc. Filed April 20.

■ **KWHO(FM) Weed, CA** (BALH920409GL; 100.9 mhz; 5.5 kw; ant. 1,462 ft.)—Seeks assignment of license from Florence M. Gaskey to TriStar Broadcasting Corporation Inc. for \$360,000. **Seller** has no other broadcast interests. **Buyer** is headed by Thomas F. Erickson, and has no other broadcast interests. Filed April 9.

■ **KATM(FM) Pueblo (Colorado Springs), CO** (BALH920409GM; 100.7 mhz; 13.5 kw; ant. 2,086 ft.)—Seeks assignment of license from Surrey Front Range Ltd. to Falcon Media Inc. for \$950,000 ("Changing Hands," April 27). **Seller** is headed by J. Kent Nichols, and has no other broadcast interests. **Buyer** is headed by Edward G. Atsinger III

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; pwr.—power; RC—remote control; S-A—Scientific-Atlantic; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

and Roland Hinz and Lila Hinz Living Trust. Atsinger owns 50% of Salem Communications, licensee of KPDQ-AM-FM Portland; KLFE(AM) San Bernardino; KGNW(AM) Seattle; KGER(AM) Los Angeles; KPRZ(AM) San Diego, KDAR(FM) Oxnard and KAVC(FM) Rosamond, all California; WEZE(AM) Boston; WRFD(AM) Columbus, OH; WMCA(AM) New York; WKPA(AM)-WORD(FM) Pittsburgh; WYLL(FM) Des Plaines (Chicago), IL; WAVA(FM) Washington. Atsinger also has interests in KEZL(FM) Fowler, KFAK(AM) San Francisco; KKLA(FM) Los Angeles and KXXX(FM) Bakersfield, all California. Filed April 9.

■ **WSTC(AM)-WQQQ(FM) Stamford, CT** (AM: BAL920414GQ; 1400 khz; 1 kw-U; FM: BALH920414GR; 96.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Chase Broadcasting of Stamford Inc. to Q Broadcasting Inc. for \$4.15 million ("Changing Hands," April 6). **Seller** is subsidiary of Chase Communications Inc., headed by David T. Chase, and is also selling its 40% interest in WTOP(AM)-WASH(FM) Washington (see below). **Buyer** is headed by Stuart Subotnick, executive vice president of Metromedia Co. Filed April 14.

■ **WTOP(M)-WASH(FM) Washington** (AM: BTC920403HQ; 1500 khz; 50 kw-U; FM: BTCH920403HR; 97.1 mhz; 26 kw; ant. 690 ft.)—Seeks transfer of control (40%) from Chase Radio Communications Inc. to Evergreen Media Corporation of Washington, DC. Transfer includes KASP(AM)-WKBQ(FM) St. Louis (see above). Consideration includes 40% of the addition of 10.25 multiple of broadcast cash flow of stations, plus \$7 million, less debt of partnership at closing date (using Dec. 31, 1991, as closing date), combined with 40% of working capital as of closing date. **Seller** is headed by Roger M. Freedman, and is also selling WSTC(AM)-WQQQ(FM) Stamford, CT (see above). Chase also sold WPTY-TV Memphis earlier this year for \$21 million ("Changing Hands," Feb. 3). It is also licensee of WATL(TV) Atlanta; KDVR(TV) Denver, and WTIC-AM-FM-TV Hartford, Conn. **Buyer** is headed by Scott K. Ginsburg, and is licensee of KKB(TV) Los Angeles; WLUP-AM-FM Chicago, and WVCG(AM) Coral Gables (Miami), FL. Filed April 3.

■ **WKT(M) Soperton, GA** (BALH920331GS; 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from H. Gibbs Flanders Jr., trustee, to Vidalia Communications Corp. for \$110,000. **Seller** has no other broadcast interests. **Buyer** is headed by John Ladson, and is licensee of WVOP(AM)-WTCQ(FM) Vidalia, GA. Filed March 31.

■ **KKLO(AM) Leavenworth, KS** (BAL920420EA; 1410 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from KKLO Inc. to Chara Communications Inc. for \$450,000. **Seller** is headed by Michael Wodlinger, and has interests in WIXI(FM) Naples Park, FL. **Buyer** is headed by William A. Neock, and has no other broadcast interests. Filed April 20.

■ **WLRS(FM) Louisville, KY** (BALH920406HT; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Radio One of Louisville Inc. to Blue River Communications Ltd. for \$10 and assumption of debt in form of note payable from Greyfound Financial Corp. in amount, as of Dec. 13, 1991, of \$3.476 million. **Seller** is headed by receiver Thomas M. Duddy, and has no other broadcast interests. **Buyer** is headed by James E. Champlin. BRC Media Management, managing general partner of assignor, is wholly owned subsidiary of Beck-Ross Communications Inc., ultimate licensee of WBLI(FM) Patchogue, NY; WHCN(FM) Hartford, CT, and WSNE(FM) Taunton, MA. Filed April 6.

■ **WSMA(AM) Marine City, MI** (BAL920420EB; 1590 khz; 1 kw-D, 102 w-N)—Seeks assignment of license from Richard S. Sommerville, trustee, to Rene Corporation for \$110,000. **Seller** is partner of licensee of WCEN-AM-FM Mt. Pleasant, MI, and has interests in licensee of WADM(AM)-WQTZ(FM) Decatur, IN. **Buyer** is headed by Rene P. Napierkowski, and has no other broadcast interests. Filed April 20.

■ **WLSM-AM-FM Louisville, MS** (AM: BAPL920408GW; 1270 khz; 5 kw-D; FM: BALH920408GX; 107.1 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Winston Broadcasting Inc. to Harrison Broadcasting Co. for \$425,000. **Seller** is headed by Thomas R. Boydston, and has no other broadcast interests. **Buyer** is headed by Phillip A. Harrison, and has no other broadcast interests. Filed April 8.

■ **KASP(AM)-WKBQ(FM) St. Louis** (AM: BTC920403HO; 1380 khz; 5 kw-D; 1 kw-N; FM: BTCH920403HP; 106.5 mhz; 90 kw; ant. 1,120 ft.)—Seeks transfer of control (40%) from Chase Radio Communications Inc. to Evergreen Media Corporation of Washington, DC. Includes WTOP(AM)-WASH(FM) Washington (see below). Filed April 3.

■ **KMTY(FM) Aurora, NE** (BTCH920402HN; 97.3 mhz; 50 kw; ant. 354 ft.)—Seeks transfer of control of licensee Wright Way Broadcasting Corp. for assumption of debt, including assumption of seller's obligation on note in principal amount of \$50,995. **Sellers** are Tony Crawford and Bernard Land, selling combined 42% of their interest to Ty Romsa and Murray Carstens. Filed April 2.

■ **KFGE(FM) Lincoln, NE** (BTCH920413GI; 105.3 mhz)—Seeks transfer of control of licensee Lincoln Broadcasting Inc. to Salt Valley Broadcasting Inc. for \$200,000. **Seller** is Norma R. Peterson, transferring her 50.5% of licensee, and has no other broadcast interests. **Buyer** is headed by Dale Jensen. Richard W. Chapin, 25% owner of buyer, has 50% ownership of licensee of KSYZ-FM Grand Island, NE. Filed April 13.

■ **WQFB(FM) Concord, NH** (BAPED920408HS; 91.5 mhz; 1.5 kw; ant. 98 ft.)—Seeks assignment of CP from Capitol City Educational Foundation to Granite State Educational Fellowship Inc. for \$13,407. **Seller** is headed by James Ripley, and has no other broadcast interests. **Buyer** is headed by Brian Dodge, and has no other broadcast interests. Filed April 8.

■ **WDOX(FM) Wildwood Crest, NJ** (BAPH920409GF; 93.1 mhz; 3 kw; ant. 220 ft.)—

Seeks assignment of CP from DOX Radio Partnership to Joseph D. Powers for \$40,000. Seller is headed by general partners David D. and Vilna Oxenford, husband and wife, and son David D. Oxenford Jr., and has no other broadcast interests. Buyer has interests in WIBG(AM) Ocean City, WREY(AM) Millville, WSKR(AM) Petersburg, all New Jersey, and WTUS(FM) Mannington, WV. Filed April 9.

■ **KZIA(TV) Las Cruces, NM (El Paso, TX)** (BAL920406KJ; ch. 48; 79.4 kw-V; 7.9 kw-A; ant. 113 ft.)—Seeks assignment of license from Southwestern Broadcasting Co. Inc. to Two If By Sea Broadcasting Corp. for \$900,000. Seller is headed by Robert Munoz, and has no other broadcast interests. Buyer is headed by Michael L. Parker, who, with secretary Linda L. Hendrickson, has interests in licensee of WHRC(TV) Norwell, Mass. Filed April 6.

■ **KDSR(FM) Williston, ND** (BALH920414GP; 101.1 mhz; 98 kw; ant. 800 ft.)—Seeks assignment of license from Basin Broadcasters Inc. to Robert H. Miller for \$115,102. Seller is headed by Duane Simpson, and is also licensee of KQSR(AM) Williston, ND. Buyer has no other broadcast interests. Filed April 14.

■ **WCWA(AM)-WIOT(FM) Toledo and WZRZ(FM) Hamilton, all Ohio** (WCWA: BTC920403GT; 1230 khz; 1 kw-U; WIOT: BTCH920403GU; 104.7 mhz; 50 kw; ant. 540 ft.; WZRZ: BTCH920403GV; 96.5 mhz; 19.5 kw; ant. 810 ft.)—Seeks transfer of control of assignment of license from Reams Broadcasting Corp., debtor-in-possession, to Alta-RBC Holding Ltd.; transfer reflects reorganization of Reams Corp. as result of bankruptcy. Transfer includes WZRZ(FM) Hamilton, OH (see below). Seller is headed by Frazier Reams Jr., and has no other broadcast interests. Buyer is headed by Brian McNeill. Directors Craig L. Burr and William P. Egan each hold .771% ownership interest in MSO Continental Cablevision. They also own 20% limited partnership interest in licensee of WBMQ(AM)-WIXV(FM) Savannah, GA. They also have interests in licensee of KCHL(AM)-KKYX-FM San Antonio, TX. Filed April 3.

■ **KORC(AM) Waldport, OR** (BAL920420EE; 850 khz; 250 w-D)—Seeks assignment of license from KBBM Radio Inc. to Jarvis Communications Inc. for cancellation of promissory note issued to Edward C. McElroy Jr. Seller is headed by Rod Wolfe, executor, and has no other broadcast interests. Buyer is headed by Matthew J. Jarvis, and has no other broadcast interests. Filed April 20.

■ **WGPA(AM) Bethlehem, PA** (BAL920413EB; 1100 khz; 250 w-D)—Seeks assignment of license from Chadwick Broadcasting Co. to Timmer Broadcasting Co. for \$100,000. Seller is headed by Henry G. Chadwick, and has no other broadcast interests. Buyer is headed by Joseph Timmer, and has no other broadcast interests. Filed April 13.

■ **WACB(AM) Kittanning, PA** (BAL920413EA; 1380 khz; 1 kw-D, 28 w-N)—Seeks assignment of license from Nicholas Broadcasting Co. Inc. to Vernal Enterprises Inc. for \$92,500. Seller is headed by Ralph A. Nicholas Jr., and has no other broadcast interests. Buyer is headed by Charles S. Woodburn, and has no other broadcast interests. Filed April 13.

■ **KQOL(FM) Spanish Fork, UT** (BALH920409GK; 106.3 mhz; 220 w; ant. 920 ft.)—Seeks assignment of license from Street Stryder to Sullivan Media Corporation for \$150,000. Seller has no other broadcast interests. Buyer is headed by William L. Whitely. Filed April 9.

■ **WMMN(AM) Fairmont, WV** (BAL920417EA; 920 khz; 5 kw-U)—Seeks assignment of license from The Buffalo Bank to Fantasia Broadcasting Inc. for \$80,000. Seller is headed by Charles D. Dunbar, and has no other broadcast interests. Buyer is headed by Rosemary Fantasia, who is permittee of WVCW(FM) Barrackville, WV. Nick L. Fantasia, 49% shareholder of assignee, has interests in WTCS(AM)-WRLF(FM) Fairmont, WV. Filed April 17.

Actions

■ **KOPA(AM)-KSLX(FM) Scottsdale, AZ** (AM: BA-



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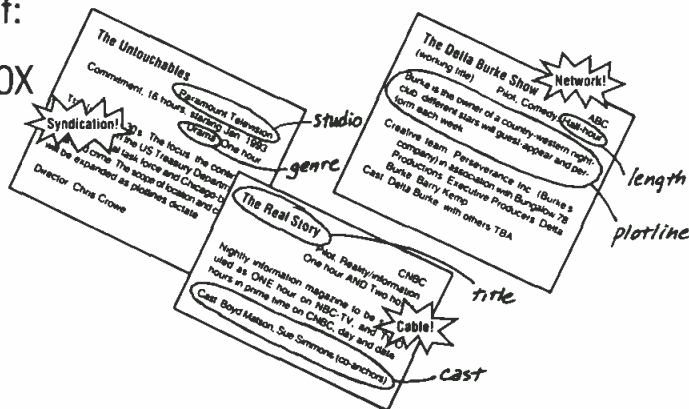
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L911220EA; 1440 khz; 5 kw-D; FM: BALH911220EB; 100.7 mhz; 100 kw; ant. 1,847 ft.—Granted assignment of license from Cook Inlet Radio Partners Ltd. to Great American Television & Radio Co. Inc. for \$11,406,240. Seller is headed by Dan Mason, and is licensee of WPGC-AM-FM Washington; WZGC(FM) Atlanta; KBXX(FM) Houston; KUBE(FM) Seattle, WUSN(FM) Chicago and WZLX(FM) Boston. Its parent, Cook Inlet Region Inc., is parent of licensee of WTNH(TV) New Haven, CT, and WSMV(TV) Nashville, TN. Director William D. English has interests in KBYR(AM)-KNIK(FM) and KTVA(TV) Anchorage and KCBF(AM)-KTVF(TV) Fairbanks, all Alaska. Buyer is headed by George E. Castrucci and David H. Crowl; its sale of WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis for \$54 million was recently approved (see "For the Record," Dec. 9, 1991). Great American is also licensee of WBRC-TV Birmingham, AL; KTSP-TV Phoenix; KSEG(FM) Sacramento, CA; KBPI-FM Denver; WXTB(FM) Clearwater and WTSP-TV St. Petersburg, both Florida; WKLS-FM Atlanta; WRIF(FM) Detroit; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKRC-AM-TV and WKRC(FM) Cincinnati and WTVN(AM)-WLWQ(FM) Columbus, both Ohio; KEX(AM)-KKRZ(FM) Portland, OR, and WLZR-AM-FM Milwaukee. Action April 7.

■ **WGTX(AM)-WQUH(FM) De Funiak Springs, FL** (AM: BAL910529HY; 1280 khz; 5 kw-D; FM: BALH910529HZ; 103.1 mhz; 2.6 kw; ant. 350 ft.)—Dismissed app. of assignment of license from Kudzu Broadcasting Partnership to Sonic Enterprises Inc. for \$450,000. Seller, headed by Paul H. Reynolds, Stephen G. McGowan (a proposed assignee) and William M. Gunter, is also selling WTID(FM) Reform, AL. Reynolds, McGowan and Gunter have interests in WJAM-FM Marion, AL. McGowan also has interests in WESP(FM) Dothan and is permittee of new FM at Uniontown, both Alabama. Buyer is headed by McGowan (50%) and Charles H. Chapman II (50%). Chapman is 25% partner of Broadcast Associates, licensee of WESP(FM) Dothan, AL, and 50% owner of Transmit Enterprises Inc., proposed assignee of WTID(FM) Reform, AL. Action April 14.

■ **KHNR(AM) Honolulu** (BTC920228EG; 650 khz; 10 kw-U)—Granted transfer of control of licensee Coral Communications Corp. for \$375,000. Licensee is headed by George A. Vandeman, who is transferring majority control among new shareholders Anthony B. Cassara, Thomas H. Gentry, George R. Ariyoshi (former governor of Hawaii), and Rick Yosuke Takemoto. Action April 16.

■ **KBRV(AM)-KFIS(FM) Soda Springs, ID** (AM: BAL920228EA; 790 khz; 5 kw-D; FM: BALH920228EB; 100.1 mhz; 3 kw; ant. -174 ft.)—Seeks assignment of license from Thomas W. Mathis to Douglas R. Mathis for \$2,000. Seller, Thomas Mathis, is father of Douglas Mathis; he has interests in KRCD(AM) Chubock, ID. Buyer has no other broadcast interests. Action April 10.

■ **WVFX(FM) Highland Park (Chicago), IL** (BTC920124HY; 103.1 mhz; 3 kw; ant. 241 ft.)—Granted assignment of license from WVFX Inc. to Douglas Broadcasting Inc. for \$3.7 million (see WNDZ[AM] Portage [Chicago], IN, below). Action April 16.

■ **WHO-AM-TV and KLYF(FM) both Des Moines, Iowa** (WHO[AM]: BAL911114KH; 1040 khz; 50 kw-U; WHO-TV: BALCT911114KG; 316 kw-V; 47.9 kw-A; ant. 1,970 ft.; KLYF: BALH911114GX; 100 kw; ant. 1,700 ft.)—Dismissed app. of assignment of license from Palmer Broadcasting Ltd. to Hughes Broadcasting Partners II Ltd. for estimated \$70 million ("Changing Hands," Nov. 18, 1991); asset purchase agreement will be filed as amendment. Sale includes KFOR-TV Oklahoma City (see below). Seller is headed by William J. Ryan, and also owns WNOG(AM)-WCVU(FM) Naples, FL. Buyer is headed by Jeffrey T. Stevenson, Kenneth McQueen and Paul Hughes, and is backed by VS&A Communications Partners Ltd. and Smith Barney Investors Ltd. Hughes Broadcasting also owns WOKR(TV) Rochester, N.Y., and holds approximately 5% limited partnership interest in Naragansett Radio Ltd., licensee of WYNK-AM-FM

Baton Rouge, KEZO-AM-FM Omaha and KAYI(FM) Muskogee, OK. Action April 16.

■ **WNDZ(AM) Portage (Chicago), IN** (BTC920124HX; 750 khz; 2.5 kw-D)—Granted transfer of control from WNDZ Inc. to Douglas Broadcasting Inc. for \$2 million. Seller is headed by Howard Warshaw, et al., which is also selling WVFX(FM) Highland Park (Chicago), Illinois (see above). Several principals also have interests in WCBW(FM) Columbia (St. Louis), IL, and WLYT(FM)-WFIX(AM) Raleigh, NC. Principal Marvin B. Kosofsky heads Universal Broadcasting, which is licensee of WWCS(AM) Cannonsburg, PA; WTUE(AM) Mineola, New York; WSYW-AM-FM Danville (Indianapolis), IN, and KPPC(AM) Pasadena, CA. Kosofsky also has approximately 14% interest in voting stock of Jacor Communications Inc., licensee or licensee's sole stockholder of five AM's and six FM's. Seller is headed by N. John Douglas, who is also purchasing WVFX(FM) Highland Park (Chicago), IL (see above). He also recently purchased KWIZ-FM Santa Ana, CA ("For the Record," Jan. 6). Douglas Broadcasting is parent company of licensees of KWVN(FM) Placerville, KEST(AM) San Francisco, KOBO(AM) Yuba City, KAGR(FM) Ventura, KMLQ(FM) Fallbrook, and KMAX(FM) Arcadia, all California. Douglas is also sole shareholder of general partner of licensee of WKNR(AM)-WGAR-FM Cleveland. Action April 16.

■ **KFOR-TV Oklahoma City** (BALCT911114KF; 97.7 kw-V; ant. 1,540 ft.)—Dismissed app. of assignment of license from Palmer Broadcasting Ltd. to Hughes Broadcasting Partners II Ltd. for estimated \$70 million ("Changing Hands," Nov. 18, 1991); asset purchase agreement will be filed as amendment. Sale includes WHO-AM-TV and KLYF(FM) both Des Moines, Iowa (see above). Action April 16.

■ **KEDD(AM) Dodge City, KS** (BTC920220EF; 1550 khz; 1 kw-D)—Granted transfer of control of licensee Seward County Broadcasting Co. Inc. for no consideration (see KSCB-AM-FM Liberal, KS, below). Action April 13.

■ **KSCB-AM-FM Liberal, KS** (AM: BTC920220ED; 1270 khz; 1 kw-D; 500 w-N; FM: BTCH920220EE; 107.5 mhz; 100 kw; ant. 511 ft.)—Granted transfer of control of licensee Seward County Broadcasting Co. Inc. for no consideration. Stock of Theo C. Landon (50.6% of licensee) is transferred to Frank M. Rice (trustee of Theo C. Landon Revocable Trust), et al. Transfer includes KEDD(AM) Dodge City, KS (see above). Principals have no other broadcast interests. Action April 13.

■ **KULY(AM)-KFFX-FM Ulysses-Hugoton, KS** (AM: BAL920305EA; 1420 khz; 1 kw-D, 500 w-N; FM: BALH920305EB; 106.7 mhz; 35 kw; ant. 259 ft.)—Granted assignment of license from Grant County Broadcasting Inc. to A&B Broadcasting Inc. for \$220,000. Seller is owned by Citizens State Bank, headed by Clark P. Young; it has no other broadcast interests. Buyer is headed by Forestier B. Bequet, and is licensee of KLMR(AM)-KSECF(AM) Lamar, CO. Action April 14.

■ **WQPM-AM-FM Princeton, MN** (AM: BAL911118GT; 1300 khz; 1 kw-D, 83 w-N; FM: BALH911118GU 106.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from P.M. Broadcasting Co. to Segue Communications Corp. for \$1.2 million. Seller is headed by Terrence P. Montgomery, and has no other broadcast interests. Buyer is headed by Paul B. Steigerwald (30% voting stock) and has no other broadcast interests. Action April 16.

■ **KCFX(FM) Harrisonville (Kansas City), MO, and WOFX(FM) Fairfield (Cincinnati), OH** (KCFX: BALH920226HU; 100.7 mhz; 100 kw; ant. 834 ft.; WOFX: BALH920226HM; 94.9 mhz; 26 kw; ant. 650 ft.)—Seeks assignment of license from KCFX Radio Inc. to Heritage Media Corp. for \$6.57 million ("Changing Hands," March 16). Seller is subsidiary of Hoker Broadcasting, headed by Jay Hoker, and is also licensee of WMLX(AM) Florence, KY (Cincinnati) and WDFX(FM) Detroit, under receivership. Buyer is headed by James M. Hoak Jr. and David N. Walthall; Hoak is relinquishing de jure control through public offering of 4.5 million shares of class A common stock, decreasing his voting stock inter-

est from 59.04% to 10.35%. Hoak will retain de facto control of company. Action April 13.

■ **WDNY(AM) Dansville, NY** (BAL920303ED; 1400 khz; 1 kw-U)—Granted assignment of license from C.T.B. Communications Inc. to Dan-Way-Coa Broadcasting Co. Inc. for \$290,000. Seller is headed by Charles Barthold, and has no other broadcast interests. Buyer is headed by Thomas P. Wamp, and is also licensee of WACZ(FM) Dansville, NY. Vice president David Mance owns 45% of licensee of WCDO-AM-FM Sidney, 55% owner of licensee of WATN(AM)-WTOJ(FM) Watertown-Carthage and 24.5% owner of licensee of WLKC(FM) Henderson, all New York, and is 33.3% owner of licensee of WZOS(FM) Oswego, NY, which is being sold ("For the Record," March 16). Action April 13.

■ **WWIL(AM) Wilmington, NC** (BAL920305EC; 1490 khz; 1 kw-U)—Granted assignment of license from Foursome Communications Inc. to Word of Faith of Jacksonville Inc. for \$187,000. Seller is headed by Luther H. Jordan Jr., and has no other broadcast interests. Buyer is headed by James R. Osborne, and is licensee of WWOV(AM) Camp Lejeune, NC. Action April 13.

■ **WORA(AM) Mayaguez, PR** (BTC920130EB; 760 khz; 5 kw-U)—Granted 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). Action April 16.

■ **WPRP(AM) Ponce, PR** (BTC920130EC; 910 khz; 5 kw-U)—Granted 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. Action April 16.

■ **WQBS(AM) San Juan, PR** (BTC920130EA; 630 khz; 5 kw-U)—Granted 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(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, PR. Action April 16.

■ **WRKQ(AM) Madisonville, TN** (BAL910524EC; 1250 khz; 500 w-D, 86 w-N)—Granted assignment of license from East Tennessee Broadcasters Inc. to Monroe Area Broadcasters Inc. for \$1; real and broadcast property is owned by buyer. Seller is headed by Sidney R. Kean and Mary S. Kean and has no other broadcast interests. Buyer is headed by Norman B. Lee (51%) and N. Burton Lee II (49%), father and son, and has no other broadcast interests. Action April 14.

■ **WCRR-AM-FM Rural Retreat, VA** (AM: BTC920305EE; 660 khz; 550 w-D; FM: BTCH920305EF; 103.1 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control of Highland Broadcasting Inc. for \$125,000. Sellers are Ernest Wilson and Ruth F. Wilson, and has no other broadcast interests. Buyer is Ora R. Smallwood, and has no other broadcast interests. Action April 13.

■ **KZPH(FM) Cashmere, WA** (BALH911010HF; 101.1 mhz; 3 kw; ant. 52 ft.)—Granted assignment of license from Upper Valley Broadcasting Corp. to Big Rock Inc. for \$34,000. Seller is headed by Ron DeWillers, and has no other broadcast interests. Buyer is headed by D. Michael Wade (16.66%) and has no other broadcast interests. Action April 9.

NEW STATIONS

Applications

■ **Mansfield, LA** (BPH920403MA)—Mitchell Tyner seeks 104.7 mhz; 25 kw; ant. 100 m. Address: 2704 Carleton St., Jackson, MS 39205. Applicant has no other broadcast interests. Filed April 3.

■ **Mansfield, LA** (BPH920402MI)—Cary D. Camp seeks 104.7 mhz; 25 kw; ant. 100 m. Address: 949 Poleman Rd., Shreveport, LA 71107. Applicant owns 100% of KOKA(AM) Shreveport, LA, and owns 100% of CP for FM at Haughton, LA. Filed April 2.

■ **Perham, MN** (BPH920409MB)—Jerry Papenfuss seeks 99.5 mhz; 6 kw; ant. 100 m. Address: P.O. Box 5767, Winona, MN 55987. Applicant has interests in licensee of KBEW(AM) Fergus Falls, permittee of KBEW(FM) Blue Earth and licensee of KAGE-AM-FM Winona, all Minnesota. Filed April 9.

■ **Perham, MN** (BPH920409MC)—Prairie Broadcasting Co. Inc. seeks 99.5 mhz; 6 kw; ant. 100 m. Address: P.O. Box 187, Long Prairie, MN 56347. Applicant is headed by Donald Schermerhorn, and is licensee of KEYL(AM) Long Prairie and KXDL(FM) Browerville, both Minnesota. Filed April 9.

■ **Perham, MN** (BPH920409MI)—Radio Ottertail Broadcasting Inc. seeks 99.5 mhz; 6 kw; ant. 100 m. Address: 814 Southwest Tenth, Wadena, MN 56482. Applicant is headed by Richard J. Youngbauer. Vice president James D. Ingstad has 100% interest in licensees of KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and permittee of KLPF(AM) Springfield (not operational), all Minnesota; 100% interest in licensees of KGLO(AM)-KIAI(FM) Mason City and KWBG-AM-FM Boone, both Iowa; KOVC-AM-FM Valley City, ND, and KWAD(AM)-KKWS(FM) Wadena, MN. Filed April 9.

■ **Starkville, MS** (BPED920414MB)—Mississippi State University seeks 91.1 mhz; 14.1 kw; ant. 137 m. Address: P.O. Box 6101, Mississippi State, MS 39762. Applicant is headed by William M. Jones, and has no other broadcast interests. Filed April 14.

■ **Netcong, NJ** (BPED920414MA)—Family Stations Inc. seeks 88.1 mhz; 2.2 kw-V; ant. 134 m. Address: 3108 Fulton Ave., Suite 1, Sacramento, CA 95821. Applicant is headed by Harold Camping, and is also licensee of KARR(AM) Kirkland, WA; KEBR(AM) Rocklin and KFRN(AM) Long Beach, both California, KYFR(AM), Shenandoah and KDFR(FM) Des Moines, both IA; WCTF(AM), Vernon, CT; WCUE-AM Cuyahoga Falls, OH. Filed April 14.

■ **Carolina Beach, NC** (BPH920402MJ)—Kenneth R. Noble II seeks 106.7 mhz; 1.8 kw; ant. 77 m. Address: 14339 Tunsberg Terrace, Midlothian, VA 23113. Applicant is licensee of WSTK(AM) Colonial Heights, VA. Filed April 2.

■ **Shallotte, NC** (BPH920402MF)—G. Brooks Ward III seeks 98.3 mhz; 25 kw; ant. 100 m. Address: P.O. Box 203; Longwood, NC 28452. Applicant has no other broadcast interests. Filed April 2.

■ **Shallotte, NC** (BPH920402MG)—CHS Radio Ltd. seeks 98.7 mhz; 25 kw; ant. 100 m. Address: 206 North 13th St., Wilmington, NC 28401. Applicant is headed by general partner Cheryl Sparks and limited partner David Moran. Moran has interests in WMYT(AM) Carolina Beach, NC; WKBA(AM) Vinton, WVZN(AM) Lynchburg and WARO(AM) Clarendon, all Virginia. Filed April 2.

■ **Shallotte, NC** (BPH920402ME)—New Sound Ltd. seeks 98.3 mhz; 25 kw; ant. 100 m. Address: P.O. Box 1452, Dover, DE 19903. Applicant is headed by Sterlin M. Holt Jr. Limited partner Ronald W. Benfield, owns 49% of stock of permittee of WZYH(FM) Oriental, NC. Filed April 2.

■ **Bucksport, SC** (BPH920413MI)—ADERLA Broadcasting Inc. seeks 107.9 mhz; 41 kw; ant. 163 m. Address: 1666 Breckinridge Dr., Surfside Beach, SC 29575. Applicant is headed by Willie Ervin, and has no other broadcast interests. Filed April 13.

■ **Bucksport, SC** (BPH920402MT)—G & M Communications seeks 107.9 mhz; 36 kw; ant. 174 m. Address: 3428 Lakeshore Dr., Florence, SC 29501. Applicant is headed by general partners Harold T. Miller Jr., Fred C. Avent and R. Stuart Graham. Graham is 50% general partner of permittee of WEZO(FM) Fairfield, ME. He and Avent have interests in applicant for new FM at Clemson, SC. Avent also has interests in licensee of WJMX(AM) Florence, WJMX(FM) Cheraw and WSQN(FM) Scran-

ton, all South Carolina. Filed April 2.

■ **College Station, TX** (BPED920413MF)—Brazos Educational Radio seeks 89.7 mhz; 2 kw; ant. 56 m. Address: P.O. Box 78, College Station, TX 77841. Applicant is headed by Elizabeth Weisinger, and has no other broadcast interests. Filed April 13.

FACILITIES CHANGES

Applications

AM's

■ **San Diego KIRS(AM)** 1040 khz—April 8 application of Quetzal Bilingual Communications Inc. for mod. of CP (BP810710AE) to diplex from KSON'S antenna located at 3336 Newton Street, San Diego, with .47 kw night-900 w day. 32 41 40 - 117 07 17.

■ **Wilmington, DE WAMS(AM)** 1380 khz—March 16 application of New Castle County Broadcasting Inc. for CP to increase night power to 4.2 kw, make changes in antenna system and change TL to intersection of Cooper Rd and Penn Green Road 2 km SE of Avondale, New Garden Township, PA. 39 48 41 - 75 46 20.

■ **Granite City, IL WGNU(AM)** 920 khz(AM)—April 10 application of Normam Broadcasting Co. for CP to move daytime TL between I-270 and State Rte 157, 1.45 km east of intersection of I-270 and State Rte 111, Mitchell, IL, and reduce day pwr to 450 w.

■ **Elmwood Township, MI WLJN(AM)** 1400 khz—April 7 application of Good News Media Inc. for CP to change TL to Morgan Hill, N of M-72, 1.6 km W of M-22, Leelanau CO., Elmwood Township, MI; reduce power to 640 w. and make changes in antenna system.

■ **East Las Vegas, NV KOWA(AM)** 870 khz—April 10 application of Million Dollar Broadcasting Inc. for CP to augment standard pattern (for synchronous oper.).

■ **Atlantic City WMID(AM)** 1340 khz—March 31 application of AMCOM Inc. for CP to reduce power to 870 w and make changes in antenna system.

■ **Winston-Salem, NC WPIP(AM)** 880 khz—April 13 application of Michael B. Gliner for mod. of CP (BP860331AO) to correct coordinates to 36 06 33 - 80 14 44.

■ **Lawrenceburg, TN WWLX(AM)** 590 khz—April 2 application of Prospect Communications for CP to reduce power to 600 w and make changes in antenna system.

■ **Somerset, TX KCHG(AM)** 810 khz—March 31 application of A.G.A. Inc. for mod. of CP (BP871105AC) to change TL: Moursund Road, south of intersection with Hwy. 410, Somerset. 29 18 48 - 98 30 19.

■ **Arlington, VA WABS(AM)** 780 khz—April 3 application of Radio 780 Inc. for CP to make changes in antenna system (increase height).

■ **Auburn, WA KBSG(AM)** 1210 khz—Feb. 11 application of KBSG Inc. for C/D Viacom Law Dept. for mod. of CP (BP-880315AE) to reduce day power to 27.5 kw and make changes in antenna system.

■ **Minocqua, WI WMQA(AM)** 1570 khz—April 15 application of Raven Broadcasting Corp. for CP to reduce night power to 250 kw and make changes in antenna systems.

FM's

■ **Roseville, CA KRXQ(FM)** 93.7 mhz—April 7 application of Fuller-Jeffrey Broadcasting Corp. for CP to change ant.: 100 m., TL: 8842 Quail Lane, Roseville, CA. Location: 1.25 miles north of Eureka Rd, .5 mile east of Sierra College Blvd., Placer County, CA.

■ **Santa Rosa, CA KLVR(FM)** 91.9 mhz—March 27 application of Educational Media Foundation (BPED-901003MG) for CP to change ERP: .84 kw H&V; ant.: 911 m.; TL: Mount St. Helena North Communications Site, 5.5 km NE of Kellogg, Sonoma Co., CA; other: section 73.215 processing peti-

tion to dismiss.

■ **Seaside, CA KMBY(FM)** 107.1 mhz—March 31 application of KMBY Inc. for CP to change ERP: 1.85 kw H&V, ant.: 179 m., class: from class BI to class A and to correct geographic coordinates of transmitter location.

■ **Ventura, CA KAXX(FM)** 107.1 mhz—March 30 application of KAXX Inc. for CP to change ERP: .8 kw.

■ **Key Largo, FL WZMQ(FM)** 103.9 mhz—April 9 application of Spanish Broadcasting System of FL for mod. of CP (BPH-910725IE) to change ERP: 50 kw (H&V), ant.: 73 m.; TL: U.S. Highway 1, mile marker 99.6, Rock Harbor, FL.

■ **Miami WFLC(FM)** 97.3 mhz—April 8 application of WIOD Inc. for mod. of CP (BPH-870227OI) to change ant.: 302 m.; TL: Dade County, FL .8 kilometer east of intersection of Florida Turnpike and Mirmar Road (State Route 821).

■ **Port St. Joe, FL WMTO(FM)** 93.5 mhz—March 27 application of Claycomb Communications Inc. for mod. of CP (BRH-850712U7 as mod.) to change ERP: 14.5 kw (H&V); ant.: 204 m.; change to class C2 (per MM docket #91-231).

■ **Goshen, IN WZOW(FM)** 97.7 mhz—April 6 application of Northern Indiana Broadcasters Inc. for CP to change: ERP: 1.88 kw; ant.: 147 m.

■ **Garapan Salpan, MP KPXP(FM)** 99.5 mhz—April 3 application of Serafin Delacruz for mod. of CP (BPH-890103MA) to change ERP: 6.5 kw; ant.: 454 m., TL: Okso Takpochao Site, approximately 3 km southeast of Garapan; class: C1.

■ **Bridgman, MI New FM** 97.5 mhz—March 30 application of Dunes Broadcasting Inc. for mod. of CP (BPH-900509MK) to change ERP: 3.8 kw (H&V).

■ **Kingsford, MI WEUL(FM)** 98.1 mhz—May 5, 1991, application of Gospel Opportunities Inc. for mod. of license to change from commercial broadcast license to non-commercial broadcast license.

■ **Marshall, MN KBJJ(FM)** 107.1 mhz—April 13 application of Paradis Broadcasting Marshall Inc. for CP to change ERP: 25 kw (H&V), ant.: 65 m.; change req. from 107.1 to 107.5; change to class C3 (per MM docket #91-317).

■ **Rosedale, MS WMJW(FM)** 107.7 mhz—March 26 application of Carol B. Ingram for mod. of CP (BPH-880301NM) to change: ERP: 25 kw; ant.: 100 m., freq.: 107.7 mhz; class: C-3. TL: 18.8 km NNW of Cleveland, MI, on state hwy 32.

■ **Tarkio, MO KTRX(FM)** 93.5 mhz—March 18 application of Kanza Inc. for mod. of license to increase ERP: 6 kw; (per docket #88-375).

■ **Milford, NE KUHG(FM)** 98.1 mhz—March 30 application of Bott Communications Inc. for mod. of CP (BPH-850530MA) to change ant.: 299 m.; class: C1; TL: 3.46 km north of I-80 in section 1 of township L, range 1E, Seward, NE; MSL: Milford, NE.

■ **Cherry Hill, NJ WEEE(FM)** 89.5 mhz—April 6 application of Broadcast Learning Center (BPED-831110AD) for CP to change ERP: 1.95 kw; change to directional antenna for 39 51 33 - 74 57 00; application resubmitted 5-30-86, accepted nunc pro tunc per: AED 6-25-84; pet for recon filed 4-6-88, petition for reconsideration denied.

■ **Pleasantville, NJ WMID-FM** 99.3 mhz—March 31 application of AMCOM Inc. for CP to change ERP: 3 kw; ant.: 100 m.

■ **Clifton Park, NY WVKZ-FM** 96.7 mhz—April 8 application of W V Broadcasting Inc. for CP to change ant.: 100 m.; correct antenna coordinates 42 52 44 - 73 51 47.

■ **Jamestown, NY WCOT(FM)** 90.9 mhz—April 13 application of Family Life Ministries Radio Inc. for mod. of CP (BPED-900705MF) to change: TL: Robin Hill Road, 17.974 km at 126 degrees from Jamestown.

■ **Newburgh, NY WGNV-FM** 103.1 mhz—April 7 application of Sunrise Bcing of New York Inc. for mod. of license (BLH-791121AG) to increase ERP: 3.5 kw H&V (per MM docket #88-375).

■ **Schoharie, NY WMY(FM)** 97.3 mhz—March 31

application of Capital Media Corporation for CP to change ERP: 1.98 kw H&V; ant. 176 m.; TL: 300 meters NE of intersection of Gage Road and Middle Road, Knox Town, Albany County, NY.

■ **Raleigh, NC WSHA(FM) 88.9 mhz**—March 4 application of Shaw University for CP to change ERP: 9 kw H&V; ant.: 160 m.; TL: 2901 Rock Quarry Road, Raleigh; class A.

■ **Langdon, ND KNDK-FM 95.7 mhz**—March 30 application of KNDK Inc. for mod. of license to increase ERP: 6 kw (per docket #88-375).

■ **Wahpeton, ND KGWB(FM) April 8 106.9 mhz**—Gudarian Broadcasting Inc. for mod. of CP (BPH-890828E) to change ant.: 92 m.; TL: 2.5 mi SE of intersection of state Hwy 9 and 210, Wilkin County, MN; 2.6 miles east of Breckenridge, MN.

■ **Byng, OK KZDB(FM) 100.1 mhz**—April 8 application of Central Oklahoma Communications Co. for mod. of CP (BPH-880810ML) to change ERP: 7.7451 kw (H&V); 137. m.; TL: Latta, OK, is 1.6 miles NE; antenna is in Pontotoc County, OK; change class to C3 (per MM docket #90-239).

■ **Creswell, OR KAVE(FM) 95.3 mhz**—April 6 application of JED BCing Co. of Oregon Ltd. for CP to change ERP: 1.7 kw.

■ **Dallas, PA WDLS(FM) 93.7 mhz**—April 3 application of Mountain Broadcasting Inc. for CP to change ERP: 1.45 kw.

■ **Columbia, SC WAAS(FM) 93.5 mhz**—April 10 application of Clayton Radio Inc. for CP to change ERP: 3.1 kw; correct overall antenna structure height.

■ **Crossville, TN WEGE(FM) 102.5 mhz**—March 27 application of Mountaintop Broadcasters Inc. for CP to change ERP: 3.16 kw; ant.: 281 m.; TL: Barnes Mountain, 5.56 km on Searing N 32° E true from intersection of US Rte 70 and TN SR 40 in Crab Orchard Town; Cumberland County, TN.

change to class C3 (per MM docket #90-388).

■ **Memphis WSMS(FM) 91.7 mhz**—April 9 application of Memphis State University for mod. of CP (BPED-841221IO) to change ERP: 25 kw; ant.: 120 m.; TL: 1138 Sycamore View Rd, Memphis amend directional antenna pattern.

■ **Austin, TX KMFA(FM) 89.5 mhz**—April 14 application of Capitol Broadcasting Association Inc. for mod. of CP (BPED-870227OW) to change ERP: 65 kw; ant.: 260 m.; TL: 2724-G Trail of Madrones, Austin.

■ **Bay City, TX KMKS(FM) 102.5 mhz**—April 7 application of Sandlin Broadcasting Co. Inc. for CP to change ERP: 100 kw; ant.: 142 m.; change from channel 273C2 to channel 273C1 (per docket #91-242).

■ **Beeville, TX KIBL-FM 104.9 mhz**—April 1 application of Lovelace Associates Inc. CP to change ERP: 25 kw; ant.: 100 m.; TL: south side of Highway 2824, approximately 9 km northwest of Beeville at existing communications tower site, change from channel 285A to 289C3 (per docket #89-510).

■ **Crane, TX KAIR(FM) 100.9 mhz**—April 9 application of Albert L. Crain for mod. of CP (BPH-880811MN) to change ERP: 100 kw; ant.: 132 m., freq.: 101.3 mhz; TL: .15 km W of US Rt 385 and .35 km S of Crane-Ector Cnty line, Crane Cnty, TX.; class: C1

■ **Dallas KLUV-FM 98.7 mhz**—April 3 application of TK Communications Inc. for CP to change ERP: 40 kw.

■ **Harker Heights, TX KLFX(FM) 105.5 mhz**—March 26 application of Mid-Texas Communications Inc. for mod. of CP (BPH-870331JK as mod.) to change ant.: 176 m.

■ **Ogden, UT KJQN-FM 95.5 mhz**—March 27 application of Abacus Broadcasting Corp. for CP to change ERP 64 kw H&V; ant. 722 m.; TL: antenna

farm at Promontory Mtns., Box Elder County, 39 km on bearing 275 degrees from Ogden.

■ **Luray, VA WYFT(FM) 103.9 mhz**—April 9 application of Bible Broadcasting Network Inc. for CP to change ERP: 6.0 kw.

■ **Petersburg, VA WVST-FM 91.3 mhz**—April 14 application of Virginia State University for CP to change ERP: 2.2 kw (V); ant.: 51 meters (V).

■ **Roanoke, VA WRXT(FM) 90.3 mhz**—April 14 application of Vision Communications Inc. for mod. of CP (BPED-880801ME) to change ant.: 339 m. TL: Taylors Mountain, 5 km at 90 degrees true from Montvale, (Bedford Cty), VA.

■ **Medical Lake, WA KAAR(FM) 95.3 mhz**—March 26 application of Sunbrook Communications II Ltd. for CP to change ERP: 12 kw; change from 95.3 to 101.9; change to class C3 (per MM docket #89-130).

■ **Newport, WA KMJY-FM 104.9 mhz**—April 10 application of James and Helen Starget for CP to change ERP: 6 kw.

■ **Wheeling, WV WEGW(FM) 107.5 mhz**—April 3 Wheeling Radio Company for CP to change ERP: 10.5 kw; ant.: 269 m.

■ **Chippewa Falls, WI WCFW(FM) 105.5 mhz**—March 27 application of Bushland Radio Specialties-WCFW for CP to change ERP: 6 kw H&V, ant.: 93 m.

■ **Jackson, WY KZJH(FM) 95.3 mhz**—April 3 application of Teton BCng Ltd. for mod. of CP (BPH-850712P5) to change antenna supporting-structure height.

TV's

■ **Sitka, AK KTNL(TV) ch. 13**—April 6 application of Sitka News Bureau Inc. for CP to change ERP (vis): 2.25 kw; ant.: -257 m.; TL: atop Cathedral Arms at 239 Lincoln Street, Sitka; antenna: Scala

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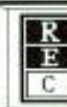
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■ **Palm Beach, FL** WFGC(TV) ch. 61—May 15, 1991 application of Christian TV of Palm Beach County Inc. for mod. of CP (BPCT-900620KF-BPCT-830331KG-BPCT-780907KP) to change ERP (vis): 5,000 kw; ant.: 296 m.; 26-34-58 - 80-14-32.

■ **Miles City, MT** KYUS-TV ch. 3—April 6 application of Big Horn Communications Inc. for CP to change ERP (vis): 10.42 kw; ant.: 31 m. (103 feet); TL: approximately 1 mile NW of Miles City antenna; JamproJAT 2-3 Batwing. 46-24-48 - 105-51-04.

■ **Danville, VA** WPAJ(TV) ch. 24—April 1 application of Danville Communications for mod. of CP (BPCT-8703318KBPC-920114KI) to change ERP (vis): 2027 kw; ant.: 168 m., intersection of Highway 86 and 1714-Barnwell Road, Caswell County, NC; antenna: BognerB24UH(DA)(BT) 36-17-40 - 79-12-43.

Actions

AM

■ **Fairbanks, AK** KBCN(AM) 1300 khz—Granted app. of The Great Alaska Electric Radio Inc. (BP-920124AC) for CP to change TL: 3528 International Way, Fairbanks; make changes in antenna system. 64 51 49 - 147 45 06. Action April 7.

FM's

■ **Sheffield, AL** WBTG-FM 106.3 mhz—Granted app. of Slatton & Assoc. Broadcaster's Inc. (BPH-890628IE) for CP to change ERP: 22.1 kw H&V, to change ant.: 225 m., change to class C2, and change TL: 2 km SE of Cypress, Wayne Co., TN, in Lauderdale Co., AL. 34 59 49 - 87 48 13. Action April 7.

■ **Fort Bragg, CA** KOZT(FM) 95.3 mhz—Granted app. of California Radio Partners (BMLH-910529KA) for mod. of license to increase ERP: 3.1 kw (per docket #88-375). Action April 8.

■ **Greenfield, CA** KSUR-FM 99.5 mhz—Granted app. of Mount Wilson FM Broadcasters Inc. (BPH-910805IG) for CP to change ant.: 195 m. and ERP: 30 kw H&V. Action April 3.

■ **Newberry, FL** WNFQ(FM) 100.5 mhz—Granted app. of Newberry Broadcasting Corporation (BMPH-910620IB) for mod. of CP (BPH-861217MF) to change ERP: 11 kw; ant.: 150 m.; TL: northeast corner of north half of northeast quarter of section 9, town 8 south, range 16 east, Gilchrist County, FL; change to class C3 (per MM docket #90-200). Action April 1.

■ **Ashburn, GA** WFFM(FM) 105.7 mhz—Granted app. of Tift County Broadcasting Inc. (BMLH-910802KB) for mod. of license to increase ERP: 6 kw H&V (per MM docket #88-375). Action April 3.

■ **Fort Valley, GA** WQBZ(FM) 106.3 mhz—Granted app. of Taylor Broadcasting of Macon Inc. (BMPH-910814IJ) for mod. of CP (BPH-900213IA) to make changes in antenna supporting structure height. Action April 7.

■ **Payette, ID** KQXR(FM) 100.1 mhz—Dismissed app. of Miller-Kohl Broadcasting Inc. (BPH-911206IE) for CP to change ERP: 98.43 kw; ant.: 216 m.; TL: 5.1 km SW of Central Emmett, ID, at 194 degrees true; change to class C1 (per MM docket #82-665). Action April 8.

■ **Seymour, IN** WQKC(FM) 93.7 mhz—Granted app. of S.C.I. Broadcasting Inc. (BMPH-920225IE) for mod. of CP (BPH-870302IG) as mod.) to correct site coordinates: 38 58 22 - 86 10 03. Action April 3.

■ **Topeka, KS** KJTY(FM) 88.1 mhz—Granted app. of Joy Public Broadcasting Corporation (BPED-910408IG) for CP to change ERP: 100 kw H&V. Action April 2.

■ **Cave City, KY** WHHT(FM) 103.7 mhz—Granted app. of Newberry Broadcasting Inc. (BPH-910920IB) for CP to change ERP: 13.5 kw; ant.: 137 m.; TL: 4 km SE of Beckton, KY, in Barren County, KY; change to class C3 (per MM docket #88-215). Action April 1.

■ **Holliston, MA** WHHB(FM) 99.9 mhz—Granted app. of Holliston High School (BPED-880405MC)

for CP to change ERP: .018 kw H&V, change ant.: 57 m., change freq.: 99.9 mhz; change. TL: beside town tank on Mount Hollis, 260 meters northeast of Hollis Street; 42 12 16 - 71 25 53; informal objection is dismissed as moot 12-6-89; pet. for recon filed 1-5-90; application is reinstated nunc pro tunc 11-5-91. Action April 3.

■ **Vicksburg, MS** WSTZ-FM 106.7 mhz—Granted app. of Lewis Broadcasting Corporation (BPH-910610IC) for CP to change ant.: 323 m.; TL: 1330 Moses Rd., rural Hinds County, MI. Action April 8.

■ **Port Henry, NY** WMNM(FM) 92.1 mhz—Granted app. of Pro-Radio Inc. (BPH-911209IH) CP to change ERP: 18 kw; ant.: 3 m.; change to class C3 (per MM docket #90-509). Action Dec. 9, 1991.

■ **Winston-Salem, NC** WKZL(FM) 107.5 mhz—Granted app. of HAPA Inc. (BPH-860605IF) for CP to change TL: 1.3 km W of Crims Crossroads, Dennis, NC; change ant.: 361 m.; 36 13 25 - 80 06 06. Major environmental action as defined under section 1.1305 (per CEF). Action April 8.

■ **Miami, OK** KGLC(FM) 100.9 mhz—Granted app. of Duke Corporation (BMLH-891220KO) for mod. of license to increase ERP: 3.6 kw H&V (per docket #88-375). Action April 3.

■ **Glen Rose, TX** KCLW-FM 92.1 mhz—Granted app. of Fletcher Broadcasting Inc. (BMPH-911210IF) for mod. of CP (BPH-830325AD as mod.) to change ERP: 27 kw (H&V); ant.: 201 m.; TL: near Erath County Road, 2 miles west of Hwy 220; 15 miles SW of Glen Rose, TX; change principal community7 from Hamilton, TX, to Glen Rose; change to class C2 (per MM docket #91-187). Action April 2.

■ **Hampton, VA** WHOV(FM) 88.3 mhz—Granted app. of Hampton University (BPED-891129MD) for CP to change ERP 2 (H) and 8 (V) kw; change freq. to 88.1 mhz; (per section 73.509 of FCC rules); change class to B1. Action April 8.

■ **Pasco, WA** KGDN(FM) 101.3 mhz—Granted app. of West Pasco Fine Arts Radio (BPH-910723ID) to change ERP: 6.6 kw; ant.: -27 m., change to channel 267C3 (per docket #90-579). Action April 2.

■ **Rudolph, WI** WIZD(FM) 99.9 mhz—Granted app. of Wizard Communications Inc. (BPH-911218ID) for CP to change ERP: 6 kw (H&V); change from non-directional to directional antenna. Action April 6.

TV

■ **Lansing, MI** WLAJ(TV) ch. 53—Granted app. of Lansing 53 Inc. (BPCT-911108KH) for CP to change ERP (vis): 3320 kw; ant.: 299 m.; TL: on Baseline Road, east of Arland Road, 4 km southeast of Onondaga, Jackson County, MI; antenna: Harris TWSC-25 P/V(DA)(BT). 42-25-11 - 84-31-26. Action April 8.

CALL LETTERS

Applications

Existing AM's

WCRJ(AM) WJGC Christian Voices Ltd.; Jacksonville, FL

WKKP(AM) WZAL Henry County Broadcasting Co. Inc.; McDonough, GA

Grants

New FM's

KSQA(FM) Sam Widge Advtg. Ltd; Wallace, ID

KSQB(FM) Gary L. Violet; Clearwater, KS

KSQC(FM) Otterville Broadcasting Ltd.; Otterville, MO

WKNQ(FM) Mid-South Public Comm. Foundation; Dyersburg, TN

WRZK(FM) John S. Matthews Jr.; Tallahassee, FL

WVDO(FM) Vero Beach Comm. Inc.; Vero Beach, FL

WWDP(FM) Kent State University; New Philadelphia, OH

WWDQ(FM) Hays McMakin; Morehead, KY

New International

KJES(Int'l) Our Lady's Youth Center; Vado, NM

New TV

KLSR-TV NetroCom of Oregon Inc.; Roseburg, OR

Existing AM's

WEWO(AM) WMXF Carolina Media Group Inc.; Lauringburg, NC

WYFQ(AM) WSOC Bible Broadcasting Network Inc.; Charlotte, NC

Existing FM's

KAKQ(FM) KAYY North Country Wireless Inc.; Fairbanks, AK

KBRJ(FM) KKLV Sourdough Broadcasters Inc.; Anchorage

KCLX-FM KSDO-FM Pacific and Southern Co. Inc.; San Diego

KDAO-FM KXGA Eldora Broadcasting Co.; Eldora, IA

KDUQ(FM) KEQF First American Communications Corp.; Ludlow, CA

KFGI(FM) KATG New Thinking Inc.; Luling, TX

KFLX(FM) KTDX Desert West Air Ranchers Corp.; Kachina Village, AZ

KIZS(FM) KRWR Sapphire Broadcasting Inc.; Carson City, NV

KSLK(FM) KXDR 105 Mountain Air Inc.; Auberry, CA

KXXR(FM) KCFM KCFM Inc.; Lexington, MO

KYFS(FM) KPAC Bible Broadcasting Network Inc.; San Antonio, TX

WCFR-FM WMKS Bernhardt Broadcasting Co. Inc.; Springfield, VT

WCSD(FM) WXKG WLIV Inc.; Livingston, TN

WCXL(FM) WXAI Kill Devil Hills Comm. Ltd.; Kill Devil Hills, NC

WILS-FM WLYY MacDonald Broadcasting Co.; Lansing, MI

WJYO(FM) WSRX Radio Training Network Inc.; Fort Myers, FL

WKNA(FM) WNJC-FM Mid-South Public Comm. Foundation; Senatobia, MS

WKNP(FM) WJTR Mid-South Public Comm. Foundation; Jackson, TN

WLEZ(FM) WPFR-FM BOMAR Broadcasting Co.-Terre Haute Inc.; Haute, IN

WLGH(FM) WQUH Kudzu Broadcasting Partnership; DeFuniak Springs, FL

WMXV(FM) WNSR Bonneville Holding Co.; New York

WRCY(FM) WMJR First Virginia Communications Inc.; Warrenton, VA

WRV(FM) WHP-FM Pennsylvania Broadcasting Assoc. III; Harrisburg, PA

WYRM(FM) WQZM Fairview Communications Inc.; Mountaintop, PA

WZKL(FM) WDJQ D.A. Peterson Inc.; Alliance, OH

Existing TV's

KLEI(TV) KVHF Oceania Broadcasting Network Inc.; Kaiti-Kona, HI

KLGT-TV KTMA-TV Sonlight Television Inc.; Minneapolis

WIS(TV) WIS-TV Cosmos Broadcasting Corp.; Columbia, SC

Clarifications

KGMC-TV KPQC Gary Cocola; Omaha, NE

DAVID KENIN

There are five months to go before the launch of the Sci-Fi Channel cable network, and Dave Kenin is watching an animated clip reel that has been submitted to his New York office. "Just look at this tape," says Kenin, pacing around his office. He becomes increasingly enthusiastic as the dizzying collage of color and fantastic images dances across the screen. He darts to his desk to jot down some notes, then bounces back to position himself closer to the screen.

People who work with Kenin know what it's like when he gets worked up over something. They know better than to be fooled by his otherwise laid back demeanor. This is a guy who means business and has a long track record of closing some of the cable industry's most aggressive programming deals.

Kenin this spring celebrates his 10th year as programing chief at the USA Network. This fall, he will add programing oversight of the Sci-Fi Channel, USA's second network, which is expected to launch with 10 million subscribers on Sept. 24.

Despite Kenin's long career as a cable programmer, most of his jobs have been as a broadcaster. It was as a broadcaster that Kenin experimented with many of the programing concepts found today on USA, including the Sunday morning and weekday cartoon blocks and the freewheeling *USA Up All Night* weekend show.

There have been many TV station jobs for Kenin. His wife, Maxine, maintains a long, narrow picture frame at home containing the many business cards he has carried since he got his first job at CBS in 1968.

Kenin joined CBS as a management trainee after graduating from the master's program at Syracuse University's RadioTelevision school. After a few months, he moved on to become manager of field operations for the CBS News 1968 elections unit. Still at CBS, he took a job with a short-lived film unit, Cinema Center Films, and eventually joined the network's corporate planning office.

1970 marked a turning point for



Kenin. His mother, Maxine, and father, Herman, a society band leader who had recorded with Victor Records and was a union leader with the American Federation of Musicians, both died that year. "My own sense of my own mortality was heightened, and I knew I had to move on and do something in the television business and not in the corporation business," says Kenin. That led him to a series of station jobs, beginning with WCBS-TV in 1971.

Kenin's goal was program production and acquisition experience, which he managed to acquire with each new job. Following New York, Kenin took on jobs at WPHL-TV Philadelphia and WKBF-TV Cleveland. That eventually led to a job as program manager at WFLD-TV Chicago, where he learned about scheduling from Barry Thurston (now president of syndication for Columbia Pictures Television).

Among the shows created by Kenin

while at WFLD-TV was a successful Sunday cartoon block. "That showed me that you can counterprogram very effectively with unexpectedly strong results even if there are no antecedents for what you're doing," says Kenin. Next came stops at Kansas City stations KMBC-TV and KSHB-TV. In 1982, Kay Koplovitz, president of the then-fledgling USA Network, called Kenin to New York for an interview. Their ideas clicked and Kenin joined USA as vice president of programing, working at transforming the network from a sports service to the broad-based format that it has become today.

"The thing that was intriguing to me about it was that it was an opportunity to be in charge of a program operation that would have a national stage," he says.

Eventually, the ground-breaking deals would come—the 1986 acquisition

of *Riptide*, the network's first big off-network hour; the 1987 decision to continue production of broadcast network shows *Airwolf* and *Alfred Hitchcock Presents*; the 1987 acquisition of *Miami Vice*, cable's first strippable off-network show; the 1988 acquisition of the TriStar movie package, giving USA a small window prior to TV station syndication and the first of many more movie packages for the network, and the development of made-for-USA movies. Next up is the Sci-Fi Channel.

"The whole broadcast landscape is changing, and it's

such a thrill to be somewhere in the curl of that wave," says Kenin. "Keeping a job for more than a couple of years is a thrill for me, personally." ■

Executive VP of programming, USA Network and Sci-Fi Channel; b. Oct. 19, 1941, Portland, Ore.; BA, Long Island University, 1964; MA, English, University of Oregon, 1966; MS, Radio and Television, Syracuse University, 1967; manager of field operations, CBS News election unit, 1968; CBS organization planning unit, 1968-69, corporate planning unit, 1969-71; supervisor of program production, WCBS-TV New York, 1971-72; various programming and production positions, WPM-TV Philadelphia, 1972-74; production manager, WKBF-TV Cleveland, 1974-75; production manager, program manager, WFLD-TV Chicago, 1975-78; VP, broadcast operations, KMBC-TV Kansas City, 1978-80; station manager, KSHB-TV Kansas City, 1981-82; VP, programming, USA, 1982; senior VP, programming, USA, 1986; current position since December 1990; m. Maxine Shurr, Sept. 2, 1965; children: Josh, 19, and Alexandra, 13.

Fates & Fortunes

MEDIA



Scott J. Marshall, associate, Providence Capital Inc. merchant bank, joins Capital Cities/ABC Radio, New York, as director of finance, radio.

Marshall

Yoshio Uchida, president, Media International Corp. (America), Inc., Astoria, N.Y., returns to headquarters in Japan, and is succeeded by **Takao Kobayashi**, executive manager, co-productions, MICO Tokyo.

Richard F. Appleton, president, Northstar Television Group, adds duties of co-owned WZZM-TV Grand Rapids, Mich., as general manager, succeeding **Jack Mazzie**, who retired.

Greg R. Veon, publisher, *Herald & Review*, Decatur, Ill., joins KOIN-TV Portland, Ore., as station manager.

Joel Hollander, station manager, WFAN(AM) New York, named general manager.

David Gill, formerly with Arts & Entertainment, joins Cablevision Industries Inc., Liberty, N.Y., as director of market research.

Cliff Waggoner, regional manager, Multimedia Cablevision Inc., named VP and regional manager, Illinois region, Oakland, Ill.

SALES AND MARKETING

Peter J. Pilcher, general sales manager, KSKQ-AM-FM Los Angeles, joins Continental Broadcasting Corp., Hollywood, as VP, sales.

Valerie Bonney, national sales manager, KDFW-TV Dallas, named local sales manager.

Stuart M. Siden, local sales manager, WAAF(FM) Worcester, Mass.

(Boston), named general sales manager.



William Whitehead, president and chief operating officer, Backer Spielvogel Bates Canada Inc., Toronto, named president and CEO.

Whitehead

Andi Poch, director of advertising sales, Madison Square Garden Network, New York, named VP, advertising sales.

Appointments at BBDO Chicago: **Keith Rabedeau**, formerly with Foote Cone & Belding, Chicago, named senior art director; **Christine Montet**, from Grant/Jacoby, Chicago, named print art buyer, and **Hank Possley**, from Campbell-Mithun-Esty, Chicago, named account executive.

Carolyn Denice, account executive, Asher Agency, Fort Wayne, Ind., joins WOTV(TV) Grand Rapids, Mich., as marketing representative.

Maria Paone, computer specialist, WISH(AM)-WEAZ(FM) Bala Cynwyd, Pa. (Philadelphia), named account manager.

Gary Steel, senior VP, Katz Radio Group, San Francisco, joins KRQP(FM) Rohnert Park, Calif. (Santa Rosa), as general sales manager.

Account executives appointed at KTXH(TV) Houston: **Debbie Sohmer**, national sales manager, KDNL-TV St. Louis; **Mark Short**, account executive, Consumer's Choice, Dallas; **Denis Robbins**, from Patrick Media Group, and **Gena Wainwright**, from The Carson Group Advertising Co., Houston.

Julie Kirby, national sales manager, WMAQ(AM) Chicago, named local sales manager. **Patrice Christensen**, former sales manager, WMAQ, re-joins station as account executive.

Stewart Yaguda, group product

manager, Ciba-Geigy pharmaceutical company, joins Interep Radio Store, New York, as president, *Radio 2000/An Alliance for Growth*.

Allison Saxe, VP, management supervisor, Ogilvy & Mather, joins Saxe Marketing, New York, as director of marketing.

P. Joseph Myers, from Ogilvy & Mather Advertising, New York, joins D'Arcy Masius Benton & Bowles, St. Louis, as account director.

Norman Hugo, assistant account executive, Bozell, Boston, joins Adlink, Los Angeles, as sales assistant. **Susan Duff**, from National Cable Advertising, New York, joins Adlink, Los Angeles, as marketing and promotion coordinator.

Eric Stubin, research analyst, Seltel, joins Katz Independent Television, New York, in same capacity.

Bill Salvo, local sales manager, WEJZ(FM) Jacksonville, Fla., joins WTOG(TV) St. Petersburg, Fla., as account executive.

PROGRAMING

John Matoian, VP, motion pictures for television and miniseries, CBS Entertainment, Los Angeles, named senior VP, motion pictures for television and miniseries.

Chuck Rich, film critic, *First Light*, NBC Radio, joins Mutual Broadcasting System, Washington, as host, *The Entertainment Report* and *America This Week*. He is also contributing editor, *Washingtonian* magazine.

Appointments at Twentieth Television, Los Angeles: **Paul Franklin**, director, Central division, named VP, Central division, domestic syndication; **Jeff Stern**, account executive, Central division, named division manager, Central division, domestic syndication, succeeded by **Stephen Friedman**, VP, research.

Harriet Seitler, senior VP, marketing and promotions, MTV Networks, New York, named senior

VP, new business development, VH-1. **John Cannelli**, VP, music and talent, MTV: Music Television, New York, named head of MTV's talent relations team.

Kevin L. Raymond, VP, acquisitions and analysis, Westinghouse Broadcasting Company Inc., joins Viacom Broadcast Group, New York, as VP, chief financial officer.



Reymond



Dietle

Jim Dietle, contract analyst, Columbia Pictures Television Distribution, Burbank, Calif., named director, contract analysis.

Barbara Corday, executive VP, prime time programs, CBS Entertainment, joins CBS-TV's *Knots Landing*, Culver City, Calif., as co-executive producer. **Ann Marcus**, senior producer, *Knots Landing*, named supervising producer.

Christie Rothenberg, VP, business affairs, Columbia Pictures and TriStar Pictures, joins Lancit Media Productions Ltd., New York, as VGP, operations.

Mark Steverson, from Paramount Pictures Corporation legal affairs department, joins MTM Entertainment Inc., Studio City, Calif., as attorney.

Debra Brennan, director of marketing, CMI, Los Angeles, joins VanDerKloot Film & Television, Atlanta, as director of marketing.

Donna Segarra, contracts administrator, Lifetime Television, Astoria, N.Y., adds duties as manager, contracts administration, business and legal affairs. **Lynne Stephens**, coordinator, consumer marketing, Lifetime Television, named manager, consumer promotions.

Jack Randall, manager, West Coast sales, Unistar Radio Networks, Los Angeles, joins Prime Ticket Network there as account executive.

John Mack, afternoon air person-

ality, KSFO(AM)-KYA(FM) San Francisco, joins KFRC(FM) there in same capacity.

Tony Florentino, from KSTT-FM Los Osos-Baywood Park, Calif. (San Luis Obispo), joins WKJY(FM) Hempstead, N.Y. (Garden City), as program director.

Dick Farrel, formerly with WIOD(AM) Miami, joins WCTC(AM) New Brunswick, N.J., as air personality.

Bill Walsh, VP, sales and marketing, Spectradyme Inc., joins LodgeNet Entertainment Corp., Sioux Falls, S.D., as director, national accounts.

Jeff Dellin, senior research analyst, MCA TV, Los Angeles, named research manager. **Leisa Pacifici**, research assistant, MCA TV, Los Angeles, named research analyst.

James E. C. Eaton, director, KYW Enterprises, KYW-TV Philadelphia, adds duties as program coordinator of co-owned Group W Television.

Jack Perry, independent producer, San Jose, Calif., joins KRQR(FM) San Francisco as production director.

NEWS AND PUBLIC AFFAIRS

Kathy Leverett, producer, KCBS-TV Los Angeles, joins NBC News, New York, as senior producer, *NBC News at Sunrise*, succeeding **Mike Clancy**, co-producer, *Saturday Today*, *Sunday Today* and *A Closer Look with Faith Daniels*.

Cheryl Washington, correspondent, *Showbiz Today*, Cable News Network, joins WNYW(TV) New York, as feature reporter, *Good Day New York*.

Appointments at CNN, Washington: **Molly Boyle**, coordinating White House producer, named human resources manager, Washington-New York; **Marty Kramer**, assignment editor, succeeds Boyle as coordinating White House producer, and **Kim Linden**, facilities manager, WETA-TV Washington, named regional facilities director. **Miles O'Brien**, freelance producer, reporter and anchor, The Monitor Channel, Boston, joins CNN, Atlanta, as anchor, *Science & Technology Week*, and science unit correspondent.

Appointments at KXTV(TV) Sacramento, Calif.: **Mark Shumacher**,

from WCBS-TV New York, named general assignment reporter; **Bill Dallman**, 10 p.m. producer, KSTP-TV Minneapolis-St. Paul, named producer, and **Dave Bunker**, from WKRN-TV Nashville, named news operations manager.

Sloane Brown, afternoon anchor, WLIF-FM Baltimore, named news director.

Karen Gibbs, from Dean Witter, joins CNBC, Fort Lee, N.J., as specialist and anchor.

Dick Feagler, 11 p.m. anchor, WKYC-TV Cleveland, adds duties as 6 p.m. anchor.

Terri Bailey, station public service coordinator, KTXH(TV) Houston, named community affairs director.

Dale Lockett, producer, *Kidstalk*, KTXH, named community affairs assistant.

Gene Brendler, public affairs director, KPTV(TV) Portland, Ore., announced his retirement after 18 years with station.

Dick Westbrook, public affairs director, WAND(TV) Decatur, Ill., announced his retirement.

Larry Wallenstein, from WTLK-TV Rome, Ga. (Atlanta), rejoins WSVN(TV) Miami as 5 p.m. producer.

TECHNOLOGY

Richard Bourdon, retired master chief radioman, United States Navy, joins Comsat Mobile Communications, Washington, as manager, customer service.

Wayne Semple, chief engineer, WAND(TV) Decatur, Ill., announced his retirement.

Sue Coplin Kanarian, formerly with EFX Systems, Laser Edit and Compact Video, joins Complete Post, Hollywood, as account executive.

Mark Hiner, from WCOL(FM) Columbus, Ohio, joins WHOK(FM) Lancaster, Ohio (Columbus), as chief engineer.

Mark Anderson, senior editor, post-production services department, National Republican Congressional Committee, joins Henninger Video, Arlington, Va., as full-time online editor.

PROMOTION AND PR

Barry Kluger, VP, public relations, VH-1, New York, named senior VP, media and network relations.

Jeff DeRome, manager, media relations, ABC-TV, New York, joins Fox Broadcasting Co. there as director, publicity, East Coast.



Rees
publicity.

Gillian Rees, director, special programs, West Coast corporate and media relations, NBC-TV, joins E! Entertainment Television, Los Angeles, as VP,

Barry Rosenthal, co-founder and former executive VP, creative, The Spotwise Agency, forms Barry Rosenthal Creative Services, Canton, Mass., phone: (617) 575-0110.

ALLIED FIELDS



Gutierrez

Theresa Gutierrez, reporter, WLS-TV Chicago, named recipient of Illinois Media Advocate of the Year Award from U.S. Small Business Administration.

Steve Friedheim, president, Pezold Broadcasting and general manager, WFXG(TV) Augusta, Ga., appointed member of Fox Broadcasting board of governors.

Neal Avenir, executive producer, John Petersen Music, joins Archive Films Stock Footage Library, New York, as account executive.

New broadcasters appointed to National Association of Broadcasters Radio Board of Directors, Washington: **Joseph M. Field**, president and CEO, EnterCom Broadcast Group, Bala Cynwyd, Pa.; **Randy Odeneal**, partner, Sconnix Broadcasting Co., Vienna, Va., and **Owen Weber**, executive VP, Summit Communications Group, Atlanta.

New board of directors at Central Educational Network, Des Plaines, Ill.: **Jerome Trainor**, WTVS(TV) Detroit, chair; **James Lukesh**, Nebraska Department of Education, Lincoln, Neb., vice chair; **Michael Hardgrove**, KETC(TV) St. Louis, secretary, and **N. Joseph Welling**, WOUB(AM)-WOUK-FM Athens, Ohio, treasurer.

Jeanette Greer, retired VP, Belo Broadcasting, and business manager, KDFM-TV, both Beaumont, Tex., named recipient of 1992 AWRT Achievement Award.

Ronald A. Kuisis, former VP, corporate affairs, Warner Cable, joins City of Milwaukee's Office of Cable Television Regulation as cable franchise officer.

DEATHS



Ginsburg

Charles P. Ginsburg, 71, retired VP, advanced technology and planning, Ampex Corp., Redwood City, Calif., died April 9 in Eugene, Oregon.

Ginsburg headed development team at Ampex that created significant technological breakthrough to develop workable system that could record and play back both audio and video. Ginsburg had stint at KQW(AM) San Francisco (now KCBS(AM)) before joining Ampex in 1952. He retired in 1986. Survivors include his wife, Edna; five daughters; sister, and four grandchildren.

Stephen Arnold Cisler Jr., 84, radio pioneer, died of bone cancer April 14 in Louisville, Ky. Cisler was involved in all aspects of radio including announcing, engineering, programming, sales and station ownership. In college, Cisler was associated with WDGY(AM) Minneapolis, and in late 1920's joined WLS(AM) Chicago as chief announcer. He had additional stints at WJBY(AM) Rainbow City, Ala. (Gadsden), and WHBB(AM) Selman, Ala. He helped establish and owned many stations including WKYW Louisville; WXGI(AM) Richmond, Va., and KEAR(FM) San Francisco.

Cisler was also consultant for Public Broadcasting Service's 1992 radio-history documentary *Empire of the Air*. He is survived by his daughter, Lucinda; son, Stephen III, and two grandchildren. Donations in Cisler's memory may be made to: Broadcast Pioneers Library, 1771 N Street NW, Washington, DC 20036.

James Schiavone, 75, retired president and general manager, KSAT-TV San Antonio, died of heart attack March 2 there. In 1952 Schiavone joined WWJ-TV Detroit, working there until 1969, when he moved to KSAT-TV as its general manager. He retired in 1991. He is survived by his son, Mark.

Alan (Jay) Davis, 48, general sales manager, WTAE(AM)-WVTY-FM Pittsburgh, died April 16 of cancer there. Davis joined WTAE in 1975 and was appointed sales manager of WTAE-WVTY in 1979. He had been general sales manager since 1985. Davis had earlier stints at KQV(AM) and WYDD(FM), both Pittsburgh. He is survived by his wife, Melissa; three children; his parents, and three brothers. Donations may be made to Alan Jay Davis Memorial Fund, WTAE-WVTY, 400 Ardmore Blvd., Pittsburgh, Pa. 15221.

Allan W. Ginsberg, 53, former general manager, WTTG(TV) Washington from 1980 to 1983, died of stroke in Cincinnati. Ginsberg had 17-year stint with Metromedia Television Inc., and later formed his own broadcast management and consulting firm, Ginsberg & Associates, in 1983. Survivors include his wife, Victoria; stepdaughter, mother and brother.

Eda S. Feierstein, 45, office manager, Television Bureau of Advertising, died in New York April 28 from complications following surgery. She had stint at Spencer Sports Media Inc. before she joined TVB in 1987. She is survived by her father, Nathan.

Don Friedman, 63, TV producer and director, died of heart failure April 8 in Browns Mills, N.J. He worked at Mizlou Television Inc. as VP, sales and programming, and started subsidiary Sports News Network. He retired in 1991. He is survived by his wife, Phyl; daughter, Marla, and son, Alan.

Monday Memo

“Denying [copyright] protection to wireless would sound a death knell.”

One hears a lot lately—especially in Washington—about the virtues of economic competition. If competition is to be the solution to the problems viewers encounter with their cable service, one of the only sources of such competition at present is MMDS or “wireless cable” television. Granted, a lot of new technologies are being enthusiastically discussed, but none are available now as a practical source of competition for wired systems. Wireless is here—it is up and running throughout the country, and despite tremendous odds, is succeeding.

The wireless cable industry began, for all practical purposes, in the mid-1980’s when the FCC opened spectrum for development of systems to deliver multiple video programming over the air using microwave signals. Independent entrepreneurs began exploring ways to use this new technology to serve local viewers’ needs, needs that were not being adequately addressed by the entrenched wired cable systems.

These grassroots businessmen found it difficult, if not impossible, to obtain programming for their systems. They persisted in breaking down the barriers to programming and are now able to obtain a viable assortment—although they still must pay substantially more than wired systems pay for the same product.

Today, there are more than 80 wireless cable systems in operation and thousands more in the process of applying for licenses, setting up their businesses, and building new systems. Despite its uphill battle, wireless is succeeding by giving consumers better quality pictures, at less cost, and with more concern for subscribers’ wants and needs.

One of this young industry’s major concerns is the issue of compulsory copyright. Throughout the tender early years of development, everyone assumed, from the language of Section 111 of the 1976 Copyright Act, that the protective umbrella of the compulsory license covered MMDS. Now this new industry suddenly finds itself mortally threatened by a bizarre interpretation of the black letter statute, an interpretation that stands the concept of original intent completely on its head.

Years ago, Congress devised compulsory copyright to insure that what was then a fledgling industry—ordinary wired cable—would be nurtured and protected until it was robust enough to stand on its own feet. That mechanism was successful beyond all expectation.

A recent ruling by the federal Copyright Office, however, strips wireless cable of its right to the compulsory

license. In the wake of this ruling, Representatives Rick Boucher (D-Va.) and Carlos Moorhead (R-Calif.) have sponsored the Compulsory License Clarification Act, (H.R. 4451), which amends the definition of a “cable system” in the 1976 act to insure the availability of the compulsory license for wireless cable systems, only to phase out such protection.

By the same token, however, competition is threatened by the Hughes-Moorehead Bill (H.R. 4511), which on the one hand extends the compulsory license to wireless systems, only to phase out such protection.

I can well understand those who call for a “level playing field,” those who say wired cable has become so rich and powerful it can afford to bargain in the market for its programming without the assistance of statutorily guaranteed cheap programming. It is a persuasive argument. But the argument is persuasive only as it applies to wired cable.

Denying such protection to wireless, at this early stage in its development, would sound a death knell.

Most of those advocating the elimination of compulsory copyright protection have recognized that chaos would result should that protection suddenly

be removed. Reasonably enough, they have advocated a gradual phase-out over a period of years. The periods I have heard suggested range from four to eight years. That seems to be a very sensible approach, but only for wired cable.

Wireless needs time to develop to the point where it is able to compete. Without the protection of the compulsory copyright, it may never reach that point. The wired cable business has enjoyed 12 years of protection and, by the time the phase-out is completed, a majority of wired systems will have been protected for a full 21 years.

If Congress is truly interested in a “level playing field,” it should extend the same copyright protection to the wireless industry for an equal period. If, after 21 years of nurturing, wireless cable doesn’t reach the stage where it can compete, then it may not merit further coddling. A longer dual-track is the only way to insure this promising technology will achieve its full potential to compete with wired systems.

Wireless cable is in the position of a child caught in a clash between giants. Because it is young and small, it is largely ignored by the game’s mammoth players. Congress should offer this new industry the same protection it offered wired cable. ■



A commentary by Stephanie Breslin, executive director, U.S. Independent Microwave Television Association

In Brief

United States Telephone Association asked the **FCC** last Friday to **deny Cox Communications' proposed acquisition of 50.1% in Teleport-New York** on Staten Island. USTA charged the deal would violate the statutory prohibition against common ownership of telephone and cable facilities in the same area. Cox already owns a cable system on Staten Island. USTA said it opposes the crossownership ban, but as long as it remains in effect it should be applied "symmetrically" to bar cable interest in co-located telephone facilities as well as telco interest in co-located cable systems. Cox counsel Werner Hartenberger called the filing a "ridiculous argument." Said Hartenberger: "We had discussions with the FCC long ago and have had repeated discussions about the applicability of the rule and the short, simple answer is it is inapplicable. The rule applies to local exchange carriers, and Teleport there is not a local exchange carrier."

The **campaign finance bill** (S. 3/H.R. 3750), sent to the **President last Thursday** (April 30) following 58-42 Senate approval of the conference report, still **contains provisions strongly opposed by NAB** (BROADCASTING, Dec. 9, 1991). Broadcasters' greatest objection is over a provision giving Senate candidates adhering to certain campaign spending limits a 50% discount on the lowest-unit-rate charge for broadcast ads during the month prior to the November election. At deadline Friday, however, a presidential veto was expected, and the votes in both Houses on the conference report indicate the veto is likely to be sustained.

CBS Entertainment Productions is teaming up with Showtime to produce a two-hour drama, *Double Jeopardy*, set to debut on the pay TV service later this year. The deal,

which Showtime labels as the first of its kind, calls for the movie to also air on CBS following the cable presentation.

ABC, CBS and NBC continue to offer fewer minutes of national and local paid ads in prime time than competing services with their average 9:12 (9 minutes and 12 seconds) per hour, according to Arbitron's Broadcast Advertiser Reports figures supplied by the Network Television Association. Syndicated shows have the most, with an average 13:21, based on a seven-program analysis, and cable networks averaged 11:12, based on an analysis of A&E, CNBC, Discovery, Lifetime, TNN, Nick at Nite and TNT.

FCC has granted Clear Channel Communications a waiver of the one-to-a-market rule clearing the way for the group owner to acquire **KQAM(AM)-KEYN-FM** Wichita, Kan., where it already owns **KSAS-TV**.

EZ Communications Inc. sold WOKV(AM)-WKQL(FM) Jacksonville, Fla., to Pacific Radio Partners Ltd. for \$3.75 million. EZ Communications recently sold **KISP(AM)-KMXX(FM)** Phoenix for \$5 million ("Changing Hands," March 2). EZ also owns two AM's and eight FM's. Buyer is headed by former radio group owner William Phalen. Broker: Kalil & Co.

Gateway Broadcasting Corp. sold WBNJ(FM) Cape May Court House, N.J., to the Avalon Group of Reading, Pa., for \$850,000. Seller is headed by Joseph M. Isabel, and is licensee of **WCSS(AM)-WKOL-FM** Amsterdam, N.Y., as well as a cable TV system. Buyer is headed by Donald W. Greth, a radio talk show host in Reading, Pa. Broker: Media Services Group.

Federal Bankruptcy Court Judge Francis Conrad last week ordered

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.4/224/97
2. Jeopardy!	10.6/215/96
3. Oprah Winfrey Show	10.0/230/99
4. Star Trek	9.9/242/98
5. Entertainment Tonight	7.7/191/96
6. Current Affair	7.3/177/93
7. Married...With Children	7.1/175/91
8. Donahue	7.0/227/98
9. Wheel of Fortune-wknd	7.0/188/83
10. Cosby Show	6.2/202/97
11. Inside Edition	6.0/132/88
12. Sally Jessy Raphael	5.7/207/98
12. WKRP in Cincinnati	5.7/231/98
14. Hard Copy	5.2/174/91
15. Love Connection	5.1/187/93

that UPI be sold at auction on May 12, three days before the company said it would no longer be able to meet its payroll. The auction will be held in Rutland, Vt., where Conrad is normally based.

Salem Communications Corp. is negotiating with the co-owners of New York's WNEW(AM) in hopes of purchasing the legendary 50 kw adult standard station, which would be Salem's second AM station in New York. A source close to the negotiations with WNEW co-owners Westwood One and Sillerman Assets LP says an agreement may be several weeks away. Salem, which broadcasts religious programming on most of its stations, already owns **WMCA(AM)** New York.

Scientific-Atlanta and Sega Enterprises will demonstrate delivery of Sega's Time Traveler video game via a two-way fiber cable TV system during NCTA's National Show exhibition in Dallas this week. S-A says the demonstration indicates cable operators could use a central computer and video storage system to offer play-on-demand game services to standard home computers.

Viacom Cable adopted 1 ghz Jerrold Cableoptics and Regal Technologies Ltd. taps for its three-laser fiber rebuild in Castro Valley, Calif. The expansion to 550 mhz (77 channels), and later to 1 ghz (150 channels), will incorporate multiplexed video-on-demand services (different channel lineups to various segments of the system). Jerrold, like competitors Scientific-Atlanta and Zenith, will demonstrate an on-screen display addressable converter (the CFT-2000) and a new addressable controller (ACC-4000)—as well as DigiSat compression—within its NCTA show "Cable Convenience Center" exhibit in Dallas this week.

With the addition of cable system affiliates in Palm Springs, Calif., **Adlink now delivers regional cable advertising via satellite to 32 cable systems** serving 1.5 million homes in Southern California. Adlink sells avails in 13 basic cable networks, including ESPN, CNN and MTV.

US Cable Corp. has broadened its investments into telecommunications with the **acquisition of US Fiber-Com Network**, a company that offers high-end telecommunications services to smaller and medium-sized businesses. US Cable Corporation, one of the nation's largest cable MSO's, also has telecommunications joint ventures in the U.K. with several regional telephone operating companies.

Time Warner Cable has completed its purchase of Carolina Cable from a Prime Cable affiliate, giving the MSO about 17,000 additional subscribers in seven franchise areas. The system will be operated by the RaleighDurham Division of Time Warner's ATC.

Polygram Diversified Entertainment, which produced the Metropolitan Opera's 25th Anniversary Gala at the Met on pay per view, on June 6 **will offer a Guns N' Roses PPV concert** from Paris for a suggested retail price of \$24.95. Westwood One will carry the radio simulcast.

The low-priced **Encore premium movie channel has slowed the rate of erosion of higher-priced companion pay services by 42%** on TCI systems which have been testing the service over the last eight months. TCI, which has an ownership role

in Encore, reports that the systems also experienced a 52% increase in its pay households (including Encore) to basic ratio during the same period.

TV Guide and TCI spinoff Liberty Media have entered into an agreement to jointly develop, test and market an **interactive on-screen electronic TV program guide** to be delivered via cable systems.

The final episode of The Cosby Show breezed to victory last Thursday (April 30). According to Nielsen's 25 metered market average the show did a 29.3 rating/44 share. *The Simpsons* on Fox placed second, with a 10.6/16. The first half-hour of *Columbo* on ABC got a 8.9/13 and *Top Cops* on CBS pulled an 8.0/12.

Cablevision Systems Corp. filed a petition at the FCC asking it to reconsider its requirement that cable systems notify each subscriber of the address of their system's local franchising authority. The burden of doing that, the MSO says, "would be very substantial." Cablevision pointed to one of its systems in Long Island that serves over 70 communities with separate local franchising authorities from a single headend. Also filing comments for clarification and reconsideration was NCTA and the Community Anten-

na Television Association. The two groups are concerned about the proper measurement techniques for demonstrating in proof-of-performance tests that the new standards are being met, and the number of test points required by the rules.

Jamie Kellner, president-COO of Fox Broadcasting in a speech last week to the Washington Metropolitan Cable Club said cable operators should step back six inches from the view "that it is fair to continue to use broadcast programming without compensation." Broadcasters also need to step back, Kellner said, from their view "that it is fair to seek compensation for only the broadcast signal and not the programming on that signal." Programers also, he added, need to step back from their view that it's "fair to deny any value in the broadcaster's signal."

Starting today (May 4), **Voice of America can be heard in Moscow** over the Russian capital's first commercial AM station, Open Radio, according to George Jacobs, a consultant to the U.S.-Russian venture that owns the station. Following the lead of Radio Liberty, which has been on the station since April 1, VOA is airing two hours a day of news and information in Russian, paying about \$90,000 annually for the time, Jacobs said.



Michael Eisner (r), chairman-CEO of the Walt Disney Co., was the recipient last week of the International Radio & Television Society's Gold Medal Award at a dinner gala at New York's Waldorf Astoria Hotel. Eisner was presented with the award by James Rosenfield, IRTS president and chairman-CEO of John Blair Communications.

Editorials

DO OR DIE ON A CABLE BILL

The Perils of Pauline had nothing on the cable bill. Just when it appeared there was no escape for the wired medium in this session of Congress, it now appears that there could be, as the lead story in this issue attests. It's a matter of circumstance, timing and politics—aided and abetted by skillful government relations on the part of cable itself.

Our primary interest has been in those parts of the legislative effort that hold out promise of a second revenue stream for broadcasters. We have been hostile to those elements that put cable at the mercy of municipalities and substitute government for the marketplace in terms of rate regulation. And, of course, we hold the program access provisions to be public expropriation of private property.

We'd settle for retransmission consent, or something like it. Unfortunately, the congressional steam is up for a pro-consumer, anti-cable measure that will somehow appear to address the rate and service complaints that have put cable television on the public enemies list. The danger in that approach, unfortunately, is that it could end up "grandfathering yesterday" (in Gus Hauser's phrase) by discouraging investment and innovation.

The reality is that there will be an omnibus bill or no bill. For broadcasters—who need desperately to establish the principle of a second revenue stream from cable exposure—that lengthens the odds even more.

CRIMEFIGHTER

On Feb. 7, 1988, Fox launched *America's Most Wanted* on its owned and operated stations, followed soon after by a move to its television network/not a network. Being on Fox, the show has frequently been in the Southern half of the Nielsen chart, which makes its success even more impressive. One factor in that success is the strength of its host, John Walsh, who has channeled anger and grief at the murder of his son into a powerful tool for saving other lives.

Four years and 200 captures later (out of about 470 fugitives profiled), *America's Most Wanted* stands as a tribute to the power of the medium and the savvy of its creators, who capitalized on viewer appetite for reality programming to help take a bite out of crime. Its credentials are impressive: captures in almost every state and a number of foreign countries, including 22 who turned *themselves* in after finding out they had been profiled on the show; eight fugitives from the FBI's 10 most wanted list, and a host of awards from the Justice Department, U.S.

Marshals Service, FBI, Attorney General and even a salute from the President. As the show celebrates its 200th capture this week, we add our awe as well.

P.S. The 200th capture celebration, it turns out, has been something of a victim of the show's success. Although the capture will be celebrated this sweeps week, with the official count still holding at 199 until then, the actual "unofficial" tally at press time was 205. The show's average of one capture a week has gone by the boards of late, according to one of the show's producers, with four caught two weeks ago and two last week.

So here's to the 205th capture as well. Trouble is, by the time this comes off the press, the number will probably have gone up again.

RIGHT ON

It's refreshing to re-realize the impact one personality can have on an entire medium. To wit, the story of Rush Limbaugh, which occupies two pages of this issue's "Radio" section. Much as Lana Turner was discovered in Schwab's, Limbaugh was discovered by Ed McLaughlin while driving through the streets of Sacramento, where Limbaugh was a talk show host on KFBK(AM). Now he's on 480 stations—primarily AM, talk's natural environment—and making radio history.

One need not agree with Limbaugh's view of the universe to recognize his professional savvy and his rightness (no pun intended) for the medium. His success is a sign that (a) radio remains evergreen and (b) the most important inventory still goes home every night.



Drawn for BROADCASTING by Jack Schmidt

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