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- ❑ **FCC CLEARS WAY FOR NETWORKS TO BUY CABLE SYSTEMS / 4**
- ❑ **HOUSE CABLE BILL: RETRANS GONE BUT NOT FORGOTTEN / 10**
- ❑ **A NEW HYBRID: PROMOTION MANAGER/PROGRAM DIRECTOR / 22**



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Top of the Week



FCC hears staff proposals to allow TV networks to own cable systems

FCC LETS TV NETWORKS INTO CABLE OWNERSHIP

Commission votes unanimously to allow purchases of systems that serve no more than 10% of nation's homes passed and 50% of those in market

By Joe Flint

The FCC voted 5-0—with a dissent in part here and a dissent in part there—to permit the three broadcast networks to own cable systems and vice-versa.

But although the networks may now have their cable cake, the ownership caps imposed cast some doubt as to whether they will be able to eat it, too.

Those doubts are not shared by affiliates and independent stations who fear that network-owned cable systems will use their leverage in an anti-competitive manner by moving competing stations to "cable Siberia" or not carrying them at all. The networks counter that such a move would be crazy.

Under the new rules, networks will be able to acquire cable systems serving up to 10% of homes passed nationwide and up to 50% of homes passed in a market. The 50% cap will be waived in instances where a network-owned cable system is a "competing system."

Local broadcasters have argued that the 50% cap is too much of a starting point and have pushed for limits of 25% local cap/5% national.

Besides the 25% local cap, broadcasters were also pushing for strong safeguards to prevent any anticompetitive behavior by a network-owned system. Specifically, the affiliates and independents wanted must-carry and channel positioning language included in the item that would prevent the networks from bouncing stations around the dial, which would hurt ratings.

The FCC concluded, however—with Commissioner James Quello dissenting—that there was no need to adopt broad behavioral measures. Instead, the commission said it would establish a process to resolve complaints from local broadcast stations and, should a network-owned system be found guilty of anticompetitive practices, the commission will "take remedial action including ordering the operator to carry the station or carry it on a given channel, as necessary."

Quello described those safeguards as "negative must carry," which, he said, means "no must carry." Commissioner Duggan also said he would have preferred affirmative must-carry language. Said Quello: "I have a number of questions about this feature of

Continues on page 16

CABLE BILL HEADS TO HOUSE FLOOR

House Energy and Commerce Committee Chairman John Dingell (pictured), jealous guardian of jurisdiction over communications legislation, dropped retransmission consent and access to programing provisions in the House cable reregulation bill (H.R. 4850) rather than risk a ruling of joint jurisdiction with

the Judiciary Committee. The "leaner and meaner" cable bill, as one committee member called it, passed the committee last Wednesday, 27-16. Retransmission consent and program access proponents hope to fight for their causes again on the House floor some time next month (see story, page 10).



WALL STREET REACTION MIXED TO NETWORK CABLE RULES

By Geoffrey Foisie

Most financial and cable trading sources seemed unimpressed by the FCC's decision allowing limited network ownership of cable systems. Of the three network parent companies, only Capital Cities/ABC was thought to be a likely buyer by those commenting. MSO stocks gained Friday as did market averages.

Not everyone thought the ruling was unimpressive. John Waller, president, Waller Capital Corp., said owning cable systems would help the networks offset their risks as they expand programming for the cable market. Waller said there are at least five MSO's the networks could buy under current rules.

However, most comments mirrored those of Lazard Freres partner Steven Rattner, who called the FCC decision "half a loaf." He continued: "The restrictions really eliminate the possibility of acquiring or investing in a major MSO." As for an MSO acquiring one of the networks, said Rattner: "I don't think there are any who have both the money and the interest."

With more than \$1 billion in liquid assets which could, in turn, be leveraged several times through borrowing, Capcities/ABC is thought to be the most likely to invest in cable systems.

But the revised rules, particularly those limiting networks to no more than 50% of subscribers in a market (except where a competing multi-channel operator exists), and the existing rule prohibiting common ownership of systems and TV stations in the same market, would limit the company's opportunities.

Whether NBC makes any purchases is more a mystery to outsiders. Said one major cable investor: "NBC is the wild card. Two years ago, I would have told you definitely they were interested; now I'm not so sure." Also possibly affected would be co-owned GE Capital, which has lent well over \$1 billion to cable operators. ■

This Week

TICKET TO CABLE SHOW / 4

The FCC voted unanimously last week to drop the ban on networks buying cable systems. Some restrictions apply.

FOXVEST / 6

Fox 'affiliates' gather to talk about the fall schedule and rise in Fox fortunes.

CABLE BILL MARKUP / 10

House Energy and Commerce Committee passes cable reregulation bill.

PROMOTION DIRECTORS DON PD HATS / 22

Hybrid promotion/program directors could be the wave of the future. Turner's Sassa tells group promotion has momentum in 90's.

MOVER AND SHAKER / 25

Ted Shaker is replaced by Rick Gentile at CBS Sports.

ABC RADIO WIRE SERVICE / 28

Satellite-delivered radio feed will get bulk of news from Reuters America and Gannett New Media.

RAINBOW COALITION / 30

Rainbow Advertising Sales forms national ad



Columbia's first-run 'Beakman's Place' stakes dual broadcast/cable claim (p. 23)

sales team to sell package buys on SportsChannel regional services.

TAX BILL / 32

Senate Finance Committee approves legislation less favorable to broadcasters than House version but still providing tax break.

TITAN TACKLES GI / 34

Joint venture will market descrambler in competition to General Instrument's VideoCipher. Company must still gain approval of cable programmers.

GROWING INTEREST / 39

Two sides on extending security

interest in broadcast licenses to lenders take their cases to FCC.

FCC DEFENDS FIN-SYN / 40

Commission makes its case before Chicago court in challenge of rules by networks and other programmers.

VIDEO CLIPPERS / 41

In wake of court defeats over copyright infringement, broadcast monitors seek some statutory relief.

TOP 100 / 43

BROADCASTING'S exclusive look at the top companies in electronic communications, including breakouts of performance by industry segment.

NEWS DEPARTMENTS

Business	32
Cable	30
Radio	24
Technology	34
Television	22
Top of the Week	4
Washington	39

FEATURE SECTIONS

Bicoastal	19
By the Numbers	58
Changing Hands	33
Closed Circuit	10
Datebook	50
Editorials	70
Fates & Fortunes	64
Fifth Estater	63
For the Record	59
In Brief	68
Monday Memo	67
Ratings Week	27
Special Report	43
Washington Watch	42

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CBS STATION SHOPPING?

Network jousts with affiliates over \$25 million fee

By Geoffrey Foisie

CBS and its TV network affiliates have already started sparring in advance of this week's meeting to discuss a \$25 million fee the network intends to charge the affiliates. For its part, CBS is said to be shopping to buy independent TV stations, possibly in the same markets as recalcitrant affiliates. A well-placed network executive was not unhappy the rumor, involving two stations, was known.

Meanwhile, affiliate district representatives, including those in New York, New England and the South Central region were assessing affiliates' interest in meeting to plan a response to the network's initiative.

One such regional meeting, organized by the district representative for Texas, took place last Thursday at the Headliner's Club in Austin. The five-hour meeting involved discussion of the "pros and cons of various actions" the affiliates might take, said Jeff Rosser, general manager of KDFW-TV Dallas, who said he was initially skeptical about getting together with the six other affiliates but instead found the meeting productive. He said those attending plan to hold an enlarged meeting on July 16, also in Austin.

David Lynch, general manager of WRGB-TV Schenectady, N.Y., and district representative for New York, said he had contacted that state's other CBS affiliates who were "enthusiastic" about holding a meeting: "Everyone is getting angry. We would discuss how we can minimize or eliminate the fee." The district representative for the South Central region is also said to be in the early stages of discussing a meeting. Larry Beaulieu, general manager of KFDM-TV Beaumont, Tex., said contacts with syndicators and other program providers were also discussed.

CBS and the affiliate board's "futures committee" are scheduled to meet in New York next week to discuss details about the fee and other proposed changes in compensation. ■

MENU IN LA: FOX ON A ROLL

Don't look for the same kind of contentious, confrontational affiliate meeting at the Fox gathering this week in Los Angeles that developed at the CBS meeting in New York last month.

Not only is Fox not planning any changes in compensation—the flash point of the CBS meeting—but both network executives and Fox affiliates talk of collegiality and commonality of interest. "I think we as Fox affiliates go into this meeting pretty well juiced," said Michael Fisher, general manager, KTXL(TV) Sacramento and Fox affiliate board member. "I really don't think any big issues exist."

"I don't think you'll be seeing any gnashing of teeth," said Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco. "I expect we'll be discussing the normal potpourri of regular issues. Nothing controversial or litigious."

One item on the agenda that could serve as an area for disagreement is the scheduling of the Chevy Chase late night show. Network executives are expected to be questioned about the length of the show, whether it will air five or six nights, and perhaps most importantly, whether Fox plans to feed it for broadcast at 11 or 11:30 p.m. "I think there'll be some questions about moving out the 11 p.m. slot," said Fisher. "That'll be a bigger problem than [if Fox wants to schedule Chase] at 11:30. I can tell you I want to see that. I'll be pushing for that [scheduling Chase at 11:30]."

Currently, Fox affiliates carry syndicated programming in the post-late news slot and the shows are big revenue producers coming out of the local news shows. Fisher, for

instance, airs the off-net *Married ...with Children* in the 11-11:30 slot and follows that with *Star Trek: The Next Generation*. "What am I going to do with *Star Trek*? It's winning the time period and I can't do much better than that," he said, acknowledging that "there are compromises to be made."

"Our first obligation is to the Fox network," said Martin Colby, vice president and general manager, XETV(TV) San Diego. "It would be really desirable to find a way to carry both shows," he said, referring to the Chase project and *Arsenio Hall*, which he and many other Fox stations air in late night. "Maybe we could schedule them from 11 p.m. to 1 a.m. Of course, which show would go first would have to be resolved," he said.

Other topics on the agenda include the network's rollout of the seven-night schedule and whether to debut Tuesday night before or after the elections. Jamie Kellner, president, Fox Broadcasting Co., said affiliates will also hear future plans for the Fox News Service.

Kellner said he doesn't expect any problems resulting from the situation. "Chevy will be appearing live via satellite and affiliates will be able to ask him questions and we'll have fun with that," he said. Kellner said the network will be focusing on the growth of Fox this past season and its position as the only network of the four that is growing while the others are fighting erosion: "There's no place where there's bad news. We've seen increases in the 18- to 49-year-old group greater than the other networks. Our stations are weathering the recession well." —sc



'Melrose Place' anchors Fox expansion to seven nights. The real Melrose Avenue in Los Angeles will be the scene of a Fox affiliate block party.

Three Years Ago, Who Would Have Predicted That Affiliates Would Be Stripping Animation?



The Same Characters Who Made



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Affiliates everywhere are finding new fortunes through the magic of Disney animation.

Where traditional affiliate programming isn't competitive, more and more GM's are looking "outside the box" to Disney animation. These stations recognize Disney's proven power to build revenue and energize lackluster time periods. Here are just a few examples of our current success:

KBCI (C) #1 Kids Franchise in Boise!

Since switching to Disney, TP revenue gains have grown every quarter vs. Geraldo's year-ago numbers: from +43% in 4th qtr 1991 to +140% in 2nd qtr 1992.

WPTZ (N) #1 Kids Franchise in Burlington!

When an added hour of Disney displaced Oprah, animation revenue increased +191% in 2nd qtr. Ratings and revenue for Oprah lead-out are up now as well.*

KTGF (N) #1 Kids Franchise in Great Falls!

Before Disney, "Highway to Heaven" generated a mere 1.0 W18-49 rating. Now they own the kidbiz, with a 14.0 K2-11 rating that's boosted TP revenue +25%.†

KVEO (N) #1 Kids Franchise in Harlingen!

Tired of losing to Oprah, KVEO replaced talk with Disney animation and energized the afternoon, as TP revenue rose by an average 33% in the first three quarters alone.

With revenue up and programming costs eliminated, the net profit picture for these stations is even brighter!

And with over 80% of our new clearances in top-100 cities, bigger success stories will be coming this fall. Disney animation is **impact programming** that instantly builds ratings and revenue, on any station in any market.



COMMERCE COMMITTEE PASSES CABLE BILL

H.R. 4850 does not include retransmission consent and access to programming, but both may return

By Randy Sukow

Retransmission consent and access to programming provisions are out of the House cable reregulation bill (H.R. 4850) as of last Wednesday (June 17). But cable and broadcasting interests agreed the provisions are far from dead. Ironically, dropping them from H.R. 4850 last week may well have increased the chances that the President will see both of them on a completed cable bill this fall.

The House Energy and Commerce Committee approved the heavily amended H.R. 4850 by a party-line vote of 27-16. A jurisdictional dispute with the Judiciary Committee was successfully avoided by dropping the two controversial measures. The chief congressional sponsors for program access—Billy Tauzin (D-L.A.)—and retransmission consent—Dennis Eckart (D-Ohio)—vowed to fight for restoration of the provisions, either during debate on the House floor next month or in conference sessions with the Senate where both provisions were already passed earlier this year (BROADCASTING, Feb. 3).

Committee Chairman John Dingell (D-Mich.) added to the mystery of the

future prospects for both retransmission consent and program access by refusing to take a position on any specific provisions. But Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) threw his support behind restoration of both.

H.R. 4850 retains must carry and language subjecting cable systems not challenged by "effective competition" (at least two multichannel competitors available to 50% of a market's households and serving at least 15%) to strict rate regulation.

The bill also retains a slightly modified version of the subcommittee-approved "anti-buy-through" provision, which would require all cable operators to install addressable capability within five years. The new language would permit the FCC to grant a system an additional two years to comply if "cable operators or consumers are being forced to incur unreasonable costs for complying."

Before passing H.R. 4850, the committee rejected a substitute offered by ranking minority member Norman Lent (R-N.Y.), by a 27-15 vote. The substitute, which was identical to a proposal narrowly defeated in the



subcommittee (BROADCASTING, April 13), would have imposed less regulatory cable rate regulation, similar to the provisions enacted by the full House in 1990.

"The prospects for enactment of a cable bill brightened significantly," following the H.R. 4850 markup, an upbeat National Association of Broadcasters President Eddie Fritts said. "We will work to restore the retransmission consent provisions of the bill at the first appropriate opportunity to ensure its inclusion in any final cable package. Only then will broadcasters be assured of a fair chance to compete with cable."

National Cable Television Association President James Mooney was content with the potentially permanent deletion of retransmission consent and program access, but remained staunchly opposed to the bill overall. Rate regulation and the anti-buy-

HUGHES PRESSING COPYRIGHT ALTERNATIVE



House Copyright Chairman Hughes

With a cable reregulation bill (H.R. 4850) minus retransmission consent through the House Energy and Commerce Committee, the Judiciary Committee is assuming that retransmission consent will still be debated on the House floor. Judiciary's Copyright Subcommittee, chaired by William Hughes (D-N.J.), went forward with its alternative to retransmission consent, a proposal to gradually eliminate the cable compulsory license (H.R. 4511), passing it to full committee by voice vote last Thursday (June 18).

Removal of retransmission consent to avoid a sequential referral to the Ju-

diary Committee put the provision "on a fast track," said Carlos Moorhead (R-Calif.), ranking minority member of Judiciary's Copyright Subcommittee (also a member of Energy and Commerce). "I do know the retransmission consent requirement is moving forward rapidly and there won't be any transition period before it takes effect."

"Those of you who have been lobbied hard by NAB, listen to me. The deal has been cut," said Hughes, who is the co-sponsor of H.R. 4511 with Moorhead and Judiciary Chairman Jack Brooks (D-Tex.).

The current version of H.R. 4511 eliminates the compulsory license after a six-year transition period. Cable sys-

The House Energy and Commerce Committee passed the cable reregulation bill last Wednesday. Next stop: a retransmission consent debate on the House floor. Proponents of the bill hope to have the measure on the President's desk by early September.



through section are evidence "the enthusiasm of the bill's proponents to micro-manage the cable business," Mooney said. "The bill also continues to be a boondoggle for the over-the-air broadcasters—it reserves so much space on cable systems for conventional TV stations that some cable networks would have to be dropped."

There are two alternatives for those who would like to restore the lost provisions to the bill. The committee could request a suspension of the House rules and offer a committee substitute on the House floor incorporating retransmission consent and program access.

But because that move would require a consensus of the Energy and Commerce committee which currently does not exist, it is more likely that the bill will proceed to the floor within the House rules. Proposed amendments for debate on the House floor would

then first be subject to approval by the House Rules Committee. Any member of the House (most likely coming from the Judiciary Committee in this case) would have the opportunity to argue against allowing floor debate on given amendments. Retransmission consent and program access are generally expected to pass, if they do make it to the House floor.

The calendar hovers over the debate as an additional pressure. House passage of H.R. 4850 in any form is not likely until immediately before or after the Congressional recess for the Democratic Convention (July 13-17). Several additional weeks of recess will follow for the Republican Convention and the regular August break of three weeks.

"We're not at the panic time yet," Fritts said. "Even though we only have a few legislative working days we also have a number of weeks that we will get to work on the legislation, which is important. It's not like it's the last 25 days and you have to get everything done at once."

Cable bill proponents would like the bill to land on President Bush's desk in early September. The administra-

tion has promised to veto strict cable reregulation, but the bill's proponents believe it will be difficult to veto "pro-consumer" legislation two months before the election. But if the bill does not reach the President until late September, 10 days before Congress's expected adjournment in early October, he could quietly pocket veto the measure.

Nearly 30 proposed amendments were debated during last week's markup. Among the most significant:

A plan to shift rate-regulation responsibility from the FCC to the state public utility commissions proposed by Michael Oxley (R-Ohio). Spurred by a suggestion in a letter to the Hill by FCC Chairman Alfred Sikes, who said federal regulation of cable rates would require up to 44% of the current FCC budget, the amendment failed on voice vote, although Dingell agreed to continue discussion on the idea for possible debate on the House floor (see page 16).

Several sports-related plans, including allowing local franchising authorities to set rates for pay-per-view home games during a major-sport championship series offered by Gerry Sikorski (D-Minn.), which passed 13-11; a plan to require sports teams to offer at least a third of their seasons on broadcast television by Peter H. Kostmayer (D-Pa.) failed on voice vote, and an amendment by Tom McMillen (D-Md.) passed by voice vote, requiring the FCC to complete a study on sports pay per view and the general migration of sports programming away from broadcast television. ■

tems during the transition would pay a monthly five-cent-per-subscriber fee for retransmission of local broadcast signals into a pool that would be evenly split between broadcasters and copyright holders. A monthly 12-cent fee for distant signals would continue to be divided among copyright holders by the Copyright Royalty Tribunal, according to the current procedure.

Among the few amendments to H.R. 4511 adopted last week was a measure offered by Rick Boucher (D-Va.), which would alter language in the 1988 Home Satellite Act to allow home satellite dish distributors to sue satellite carrier firms for price discrimination (see box, page 39). Some

speculated last week the Boucher amendment could open the bill to a possible jurisdictional claim by the Energy and Commerce Committee. The original 1988 act was considered by both committees.

Motion Picture Association of America President Jack Valenti said he was "overjoyed" by subcommittee passage of H.R. 4511: "The license is no more than a subsidy from copyright owners and broadcasters to cable operators," he said.

Cable and broadcast lobbies maintained their opposition. National Cable Television Association President James Mooney said license repeal "sets up a situation potentially so

cumbersome and vulnerable to disputes that cable in many places may not be able to act as a local antenna service at all." Without the compulsory license, cable systems will be forced to hold complex retransmission rights negotiations with an average nine broadcast stations, he said.

National Association of Broadcasters President Eddie Fritts cited subcommittee member Barney Frank (D-Mass.), who said: "I'd rather vote on this bill than take a test on it."

"This captures our view that few members of the subcommittee are comfortable that they understand the complexities of this bill," Fritts said. —RMS

Recapture Yo

There's No Stopping STUDS' Year-To-Year Gr

MARKET / STATION	ADULTS 18-34	MARKET / STATION	ADULTS 18-34	MARKET / STATION	ADULTS 18-34
New York / WNYW	+150%	Miami / WBFS	+140%	Grand Rapids / WXMI*	+22%
Los Angeles / KTTV	+88%	Sacramento / KXTV	+105%	Norfolk / WGNT	+75%
Chicago / WFLD*	+7%	Denver / KDVR	+67%	San Antonio / KABB	+89%
Philadelphia / WPHL	+117%	Orlando / WOFL*	+25%	Salt Lake City / KSTU	+40%
San Francisco / KPIX	+114%	San Diego / XETV*	+38%	Providence / WPRI	+260%
Boston / WFXT	+400%	Indianapolis / WTTV+	+283%	OK City / KOCB	+200%
Wash. DC / WTTG	+77%	Portland, OR / KPDX	+63%	Wilkes Barre / WOLF+	+167%
Dallas / KDAF	+38%	Milwaukee / WCGV	+7%	Albuquerque / KGSW	+160%
Detroit / WXON*	+14%	Cincinnati / WSTR	+250%	Albany, NY / WXXA*	+44%
Houston / KRIV	+118%	Kansas City / KSHB	+186%	Dayton / WKEF	+5%
Cleveland / WOIO*	+300%	Charlotte / WCCB	+164%	Richmond / WRLH	+8%
Seattle / KCPQ	+40%	Raleigh-Dur / WKFT	+50%	Little Rock / KLRT	+600%
Tampa / WFTS	+13%	Nashville / WXMT	+50%	Flint / WEYI	+188%
Minneapolis / KITN	+233%	Buffalo / WUTV	+400%	Fresno / KSEE	+55%



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Our Lost Youth!

Up Among Young Adults In Every Time Period!

MARKET / STATION	ADULTS 18-34	MARKET / STATION	ADULTS 18-34	MARKET / STATION	ADULTS 18-34
Tulsa / KOKI	+660%	Jackson, MS / WDBD	+133%	Monroe El Dor / KARD	+10%
Toledo / WNWO	+50%	Madison / WMSN*	+100%	Bakersfield / KERO*	+2500%
Syracuse / WSYT*	+17%	Evansville / WEHT	+113%	La Crosse / WLAX	+167%
Green Bay / WGBA	+200%	El Paso / KCIK	+57%	Rockford / WDRF	+180%
Shreveport / KMSS	+200%	Savannah / WTGS	+88%	Boise / KTRV	+900%
Honolulu / KITV+	+233%	Lansing / WSYM	+86%	Topeka / KSNT	+100%
Paducah / KBSI	+11%	Fargo-Vly City / KTHI	+82%	Lubbock / KLBK	+193%
Las Vegas / KVVU	+88%	Montgomery / WHOA	+600%	Palm Springs / KESQ	+500%
Springfield, Mo / KDEB	+92%	Monterey / KCBA	+333%	Anchorage / KYES	+33%
Chattanooga / WDSI	+40%	Peoria / WYZZ	+150%	Rapid City / KCLO	+133%
Davenport / KLJB	+450%	Tallahassee / WTLH	+175%	Lake Charles / KVHP	+27%
South Bend / WSJV	+29%	Ft. Smith / KPBI	+200%	Meridian / WTZH	+50%
Columbia, SC / WACH	+133%	Yakima / KCY+	+160%	Casper-Riv / KFNB+	+33%
Huntsville / WZDX	+57%	Amarillo / KFDA	+30%		

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FCC GETTING TOUGH ON KID'S AD LIMITS

Commission questions seven TV stations, including Turner's WTBS, and three cable systems it thinks exceeded limits during 'audit' conducted in January

By Harry A. Jessell and Rich Brown

The FCC last week left little doubt about its intention to enforce the statutory limits on children's advertising, initiating action against seven TV stations and three cable systems it believes may have exceeded the limits.

The agency, in letters dated June 16, asked the 10 for explanations of the commercial excesses the FCC found during an "audit" last January of 141 TV stations and 27 cable systems. After reviewing the responses, which are due July 6, the FCC will decide on whether to impose sanctions. They range from admonitions to fines of up to \$25,000 per violation.

Turner Broadcasting System appears to be the chief culprit. Its superstation, WTBS(TV) Atlanta, is one of

the TV stations cited. And the three cable systems are in trouble for carrying programming on Turner's TNT cable network.

"Hallelujah," said Peggy Charren of Action for Children's Television, the group instrumental in persuading Congress to impose the limits. "I'm pleased as punch [the FCC] reminded the industry that there is a new law.... It boggles the mind that stations that are permitted to tell children...how to spend money have to overdo it every time they get a chance."

The law limits commercials in children's programming to 12 per hour on weekdays and 10½ minutes per hour on weekends.

Two of the TV stations were cited for airing what the FCC believes may be "program-length commercials"—that is, in FCC parlance, "a program associated with a product, in which commercials for that product are

aired." The broadcast of program-length commercials is not only a violation of the commercial limits, but also of an 18-year-old prohibition against the interweaving of program and commercial elements.

According to the FCC, wfts Tampa, a Fox affiliate owned by Scripps Howard, aired *GI Joe* on Thursday, Jan. 16, at 6-6:30 a.m. with two commercials for GI Joe toys. And, it said,

Menace and Merrie Melodies; Tues., Jan. 14, 7-8 a.m. (1:40).

■ KITV Honolulu—*Bugs Bunny/Tweety and Hammerman*; Sat. Jan. 11, 9-10 a.m. (2:00).

The three cable systems, in trouble for telecasting TNT programming:

■ The Post-Newsweek system serving Denison, Tex.—*Bugs Bunny & Pals*; Mon. Jan. 13, 6-7 a.m. (:30).

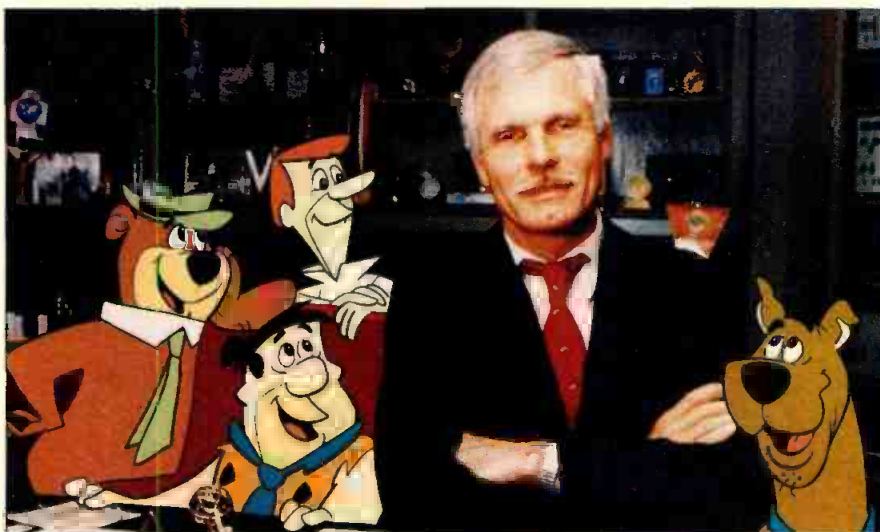
■ The Warner system serving Sugarland, Tex.—*Popeye*, Tues., Jan. 14, 7-8 a.m. (:30).

■ Nashoba Communications serving Belmont, Mass.—*Bugs Bunny and Pink Panther*; Thurs., Jan. 16, 7-8 a.m. (:45).

Under FCC rules, the cable systems can get off the hook if they can produce a letter from WTBS and TNT certifying that they are staying within the limits. The FCC created the certification mechanism because network affiliates cannot always control the content of network programming. Bill Johnson, deputy chief of the FCC Mass Media Bureau, said the FCC may have to tighten up its rules, if affiliate violators repeatedly use the certification letters to excuse themselves.

Technically, if one cable system carrying the TNT or WTBS programming is found to have exceeded the limits, all affiliates carrying the same programs would be liable, assuming the lack of certification letters. But Johnson said he doesn't know whether the FCC is inclined to follow that course.

Turner Broadcasting acknowledged its excesses. "It appears that we have made some small inadvertent mistakes," said a Turner Broadcasting spokeswoman. "We are now in compliance and will make sure these mistakes won't happen again." ■



Ted Turner and his animated friends are in hot water for allegedly exceeding children's commercial limits on wtbs. Six other TV stations were also cited.

independent KWHE Honolulu aired *Quigley's Village* on Sat., Jan. 11, at 5-5:30 a.m., with direct-response spots for membership in the Quigley Village club (\$14.95) and for videotapes of the program (\$24.95).

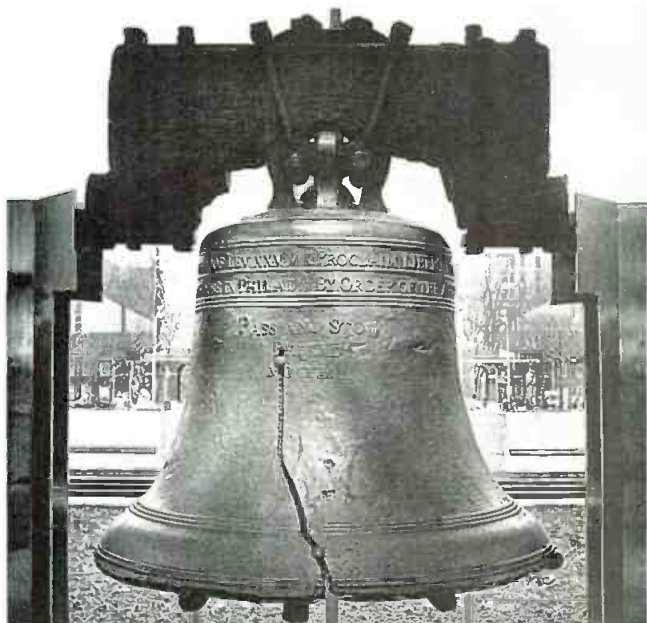
The other five stations, all independents, were targeted for simply exceeding the limits. The stations (and the alleged commercial excess):

■ WTBS—*Tom and Jerry's Funhouse*; Tues., Jan. 14, 2-2:30 p.m. (1:00).

■ WIRB Melbourne, Fla.—*Jana of the Jungle and Space Kidettes*; Sat., Jan. 11, 6-7 a.m. (1:00). (The letter of inquiry was directed to the bankruptcy trustee who controlled the station prior to its April sale to Robert Rich, who, the FCC says, bears no liability.)

■ WTTA St. Petersburg, Fla.—*Inspector Gadget and Heathcliff*; Thurs., Jan. 16, 3-4 p.m. (2:30).

■ KWGN-TV Denver—*Dennis the*



Liberty Bell



Independence Hall



Statue of Ben Franklin



Independent TV Station

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MOONEY BLASTS SIKES OVER CABLE RATES LETTER

National Cable Television Association President James Mooney last week blasted FCC Chairman Alfred Sikes for his 11th-hour cable legislation proposal to shift the burden of cable rate regulation from the FCC to state public utility commissions (PUC's).

And, echoing FCC Commissioner Sherrie Marshall ("Closed Circuit," June 15), Mooney accused Sikes of breaking with the Bush administration's firm policy against cable reregulation.

"I was surprised to the point of being amazed to see the chairman of the FCC all of a sudden appear advocating an amendment which would, as far as I understand it, confer virtually blanket authority on the states to regulate cable rates and implying in a letter sent to the committee that this idea has the support of the President," Mooney told BROADCASTING.

The White House is opposed to cable regulation in any form, he said. "I don't recall the distinction ever being made...whether it was states or the local authorities or the feds that were doing it."

"That's a silly statement and Jim Mooney knows it's a silly statement," said Terry Haines, Sikes's chief of

staff (Sikes was unavailable last week). "The commission's position on legislation, one for which all five members voted in 1990, is very different than what's being considered on Capitol Hill today," he said. Sikes's purpose was to remind Congress of the crippling financial burden the House legislation would impose on the FCC, he said.

In a letter sent to the Hill just days before last week's markup of the House cable bill, Sikes argued PUC regulation would be the "most effective way" of controlling cable rates. What's more, he said, FCC regulation would impose a "huge cost" on the agency—between 17% and 44% of the FCC's entire current budget. If reregulation is necessary, he said, "we and the President share an interest in seeing that it is effectively implemented," he said.

During the markup, Representative Michael Oxley (R-Ohio) introduced an amendment reflecting Sikes's PUC-for-FCC suggestion. It was quickly defeated on voice vote, although Committee Chairman John Dingell (D-Mich.) said Oxley raised "legitimate concerns" about the costs of regulation. ■

TV NETWORKS CAN BUY CABLE

Continued from page 4

the Report and Order, none of which have been answered to my satisfaction. For example, how much damage would a local station have to incur before we could act? How would we measure the anticompetitive effect of channel repositioning? How long would it take for the commission to act on a complaint?"

Quello went on to say he has serious doubts that "negative must carry" will provide a station with any relief if a network abuses its position as an operator. "What makes this decision all the more puzzling is the fact that the networks did not oppose the adoption of real must carry. This would have been a good chance to adopt these rules to meet a real regulatory need."

Disagreeing with Quello was Commissioner Sherrie Marshall, who said that while the arguments of broadcasters are compelling, "this sort of discrimination is best addressed through specific behavioral safeguards, not Maginot Line-like fence building."

David Donovan, vice president, legal and legislative affairs, Association of Independent TV Stations, said the negative must carry was "crafted by

the Hemlock Society." The decision, he said, endangers competition and diversity in local markets.

Network executives argue that they would be crazy to act in an anticompetitive manner. "No sensible network-cable owner will start dropping local broadcast stations or shifting them. It's not worth it," said one.

A study conducted last year by the Network Cable Television Association and the National Association of Broadcasters said two-thirds of all cable subscribers would probably cancel their subscriptions if operators did not carry all three network affiliates.

Capital Cities/ABC, the network most interested in having the ban lifted, said in a statement that the FCC's action "leaves many restrictions in place and still restrains us from full entry into the cable business. We'll have to weigh individual situations very carefully and we hope this could offer some opportunity."

Two weeks ago, Capital Cities/ABC provided the commission with a chart showing the effects of the 50% local market cap on its ability to acquire large cable companies (BROADCASTING, June 15). The analysis is not encouraging. In most cases, the network would have to sell anywhere from 23% to 68% to comply with the regulations. Still, one network executive thought it could be a "workable" arrangement. Said the executive: "50% is a burden in specific situations, [but]

it may not be a full obstacle."

FCC Commissioner Sherrie Marshall argued that the 50% local ownership cap was far too restrictive. "Consider this: under the rules we adopt today, a network seeking to combine with an existing multiple system operator will have to sell off all the systems operating in the same market as its owned and operated stations, as well as those cable franchises passing in excess of 50% of the local homes in any other market. By the time the regulatory-required sales are completed, the transaction costs may actually exceed the value of the acquired systems."

Another obstacle networks face is the law preventing a broadcaster from owning part or all of a cable system where it owns a TV station. FCC Chairman Al Sikes said he will ask Congress to repeal the prohibition.

On that note, Commissioner Andrew Barrett dissented, saying the FCC has yet to develop a record in support of its recommendation.

The commission said it would review the new rules in three years to decide whether they are still necessary. Barrett advocated setting a sunset on the rules. ■

For More Late-Breaking News, See "In Brief," Pages 68 and 69



WZDX-TV HUNTSVILLE RANKS #5

Sign On/Sign Off Audience

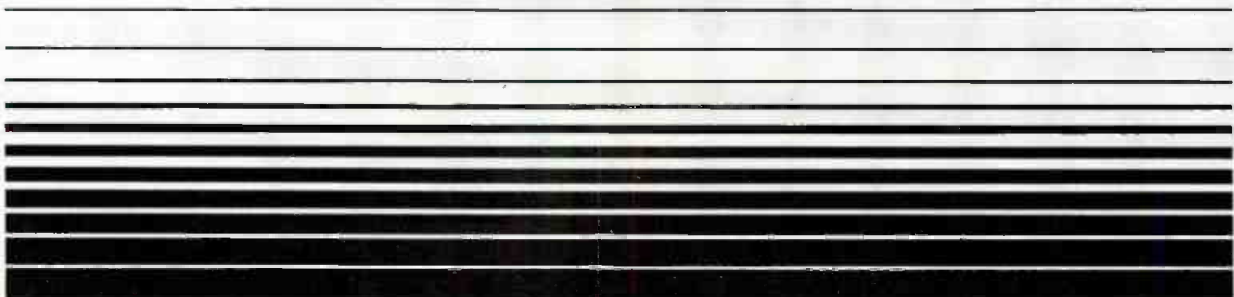
**AMONG ALL FOX AFFILIATES
IN THE COUNTRY!**

Rank	Market	Call	CH	Sign On Date	SO/SO
					HH SHR
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1	Fresno	KMPH	26	1971	16
2	Miami	WSVN	7	1956	15
2	Wash, D.C.	WTTG	5	1947	15
2	Las Vegas	KVVU	5	1967	15

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GRANT COMMUNICATIONS
MANAGEMENT!**

NSI, FEB'92

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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

NAB WANTS MORE TIME

NAB will petition the FCC today, June 22, to reconsider the two-year application/three-year construction rule to be imposed on broadcasters who seek HDTV channels after a transmission standard is set next year. Also expected to ask for flexibility in how soon stations must simulcast NTSC and HDTV channels, NAB will argue that it's unlikely manufacturers can supply transmission or production equipment to all stations who need them within the time frame adopted (1,500 transmitters in three years, for example). To be filed, in part, on advice from its Task Force on Advanced TV, the NAB petition is separate from a similar Maximum Service Telecasters effort, incorrectly identified as a joint filing in BROADCASTING June 8.

HALE OF CRITICISM

NCTA President James Mooney was not the only one dumping on FCC Chairman Alfred Sikes last week for his now infamous letter championing PUC regulation of cable (see box, page 16). Sources say Janet Hale, associate director of the Office of Management and Budget who is active in communications policy-making, called Sikes early last week to scold him for presumptively citing the President as one who shares

TECHNOLOGY TOPS NAB BOARD AGENDAS

Discussion on the FCC's proposed television structural rules and updates on the latest Congressional action on cable legislation and licensing of performance royalties are expected to be the top issues for the National Association of Broadcasters radio and television boards in Washington this week for their annual June meeting, NAB President Eddie Fritts said last week. The highest technology agenda item will be implementation of high-definition television (see 'Closed Circuit,' this page). "There is great consternation over the time frame [FCC Chairman Al] Sikes laid out on that," Fritts said. "In some cases, the cost of equipping an HDTV station would exceed the value of the current stations, not even counting the debt. It's a very significant issue." NAB staff will also update members on the status of digital audio broadcasting development following the World Administrative Radio Conference last February and the latest DAB information from the NAB/Radio Montreux convention earlier this month (BROADCASTING, June 15). Three of four NAB executive committee seats will also be contested this week.

-RMS

FCC interest in seeing cable rate regulation "effectively implemented," should Congress mandate it.

CLONING KING

With all the attention CNN talk show host and radio personality Larry King is getting these days as a presidential candidate interviewer, the network is on the lookout for another one just like him. Word is that CNN is combing the top 25 markets for a radio talk show host who wants to be in television. If CNN finds what it wants, look for the program to be an evening call-in show like King's, and to start airing sometime around September.

NEW YORK

GETTING OUT THE SPOT

Ave Butensky recently met with both Republican and Democratic national committees to sell them on using spot TV to reach voters. The TVB President was uniquely qualified to talk politics and TV, having bought time for the second Reagan/Bush campaign. As executive of Ed Libov Associates, Butensky also bought time for Democratic candidates including Mario Cuomo—his first primary campaign—and former New York mayor Ed Koch. Said Butensky of his recent meetings: "They seemed to understand to some degree what we were talking about."

AT ODDS IN L.I.

Attorneys for Cablevision Systems Corp. and the Town of Huntington, L.I., at press time appeared to be no closer to resolving a three-month-old dispute that could involve revocation of franchise. Huntington officials say the MSO has until today to pay up \$1.5 million that the town says it is owed, or else face a town hearing on revocation on Aug. 10.

PLAYHOUSE FOR THE 90's

After a 30-year hiatus CBS plans to reintroduce the live prime time drama. Top network executives were scheduled to meet last Saturday with film director Francis Coppola about a project planned for September. The difficulty of producing a live drama may be compounded because of the project under consideration, about a baseball player trying to pitch a "perfect" game. Several decades ago CBS was known for the live dramas presented on *Playhouse 90*, an anthology series that ran from 1956 through 1961. Since then, the network has apparently not presented any live prime time dramas, said a spokesperson. Coppola has had at least one television effort as producer of *The Outsiders*, a short-lived series that ran on the Fox network in 1990.

-CF

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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Checkbook journalism

Russian companies have already found a way to cut TV advertising costs, said former government spokesperson, Vladimir Pozner. Speaking at a recent breakfast sponsored by Center for Communications, Pozner said some companies have found it more cost effective to bribe journalists than to advertise: "It's much cheaper to pay [a journalist] 50,000 rubles [for a four-minute story] than to pay 300,000 rubles for one minute [of advertising]" said Pozner, who co-hosts a talk show with Phil Donahue. Pozner attributed the practice to the disintegration of the country's previous ideals.

No place like Seattle

We wouldn't be surprised if the Broadcast Promotion and Marketing Executives association's full-time staffers had a tough time convincing BPME President Gary Taylor to return to Los Angeles following the close of its annual convention last week. Since taking the reins of the promotion trade organization in 1990 and spending the four previous years as president of the Unistar Radio Network, Taylor has been commuting nearly every weekend to Seattle to see his wife and kids. Taylor, who says he was recruited to do "repair work and bring in a business approach" has an "open-ended" contract that is up for review in October. Taylor has set no timetable for his tenure

at BPME, but made it clear he wants "eventually" to move back to Seattle.

Cross promotion

While CBS is continuing its trend of resurrecting former network series, Group W Productions may be benefiting from some unexpected cross-promotion. Vicki Lawrence, who was appearing at Group W's BPME-BDA luncheon to launch the promotion of her fall 1992



Vicki Lawrence will be featured in 'Carol Burnett Show' reunion

syndicated talk show, Vicki, told the station promo executives that she will appear on CBS's planned 25th anniversary celebration of *The Carol Burnett Show* next season. "I thought I was getting old, but now that I think about it, Carol must really be old," she joked. "It is something I am really looking forward to."

Comings and goings

Larry Strichman, vice president, miniseries and client specials, CBS Entertainment, will be leaving the network to joining RHI Entertainment as executive vice president, creative affairs for the company, which is turning "Scarlett," the "Gone With the Wind" sequel, into an

eight-hour miniseries for CBS. Strichman, a 10-year veteran of CBS Entertainment, said the move reflects a desire on his part to get closer to the actual production. "Basically, I'll be learning to be a producer. Network jobs are terrific but ultimately, the project is never yours," he said. Strichman joins RHI in August.

Ahhhh, there's the rub

Taking into account that promotion executives have to deal with increased workloads and declining station promo budgets, Multimedia Entertainment's Sally Jessy Raphael talk show shipped in masseuses to work out the kinks at its "stress relief workshop" at last week's BPME-BDA conference in Seattle. Barbara Udell, a motivational speaker from the Doral Stumia Spa in Miami, led the stressed-out promotion executives through an hour-long session of chanting, massage and "reflexology" exercises. Others lined up at the health juice bar to enjoy some specially created Sally Jessy Raphael libations, such as Pear Pressure, Berry Relaxing and The Motivator.

New kid

Despite the passage of another birthday, NBC *Today Show* Executive Producer Jeff Zucker can't seem to shake his image as the new "kid" on the block. To celebrate his recent birthday, staffers gave the 27-year-old wunderkind a Fisher-Price briefcase and a *Doogie Howser, M.D.* medicine bag.

If You're
Considering
Early Prime,
The Writings
On The Wall.

MEDIA

Back to a semblance of normal abnormality

AFTER ALL the bally-hoopla about hour-long news at 10 p.m., KRON-TV has cut back to half-hour news. The rumor is that KPIX-TV soon will be doing the same thing. They've been creamed in the ratings by KTVU-TV.

- San Francisco Examiner 5/8/92

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10 p.m. news on KTVU has performed like Errol Flynn, out-dueling two swordsmen at once. KRON (Ch. 4) and KPIX (Ch. 5) sent their newscasts flailing into the 10 p.m. slot, and KTVU doesn't appear to be scratched.

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- San Jose Mercury News 5/7/92

Bay Area Stations' Early Prime-Time Gamble Looks Shaky

■ Television: The programming experiment was aimed at drawing more viewership to local news programs. But the results range from so-so to disastrous.

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Channel 2 news cleans up in Sweeps

As accurately predicted by Channel 2's general manager Kevin O'Brien, his station's news is the big winner in the May Sweeps ratings race.

Not only did it have the highest rating of all local stations in the hotly contested 10 p.m. news slot, but its 10.1 rating was the best of any Bay Area newscast.

... strong second

- San Jose Mercury News 5/22/92

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FRIDAY, MAY 22, 1992

Ratings Show Gain for KTVU's Nightly News

Independent KTVU (Channel 2) and its "10 O'Clock News" were supposed to be blown out of the saddle after KRON (Channel 4) and KPIX (Channel 5) switched to an early prime time.

Channel 2's newscast finished the May sweeps with a 10.1 rating weeknights, up from a 7.8 average last year. (Each local ratings point equals about 22,000 TV households.)

It has

- San Francisco Chronicle 5/22/92

Despite the competition's time change, the latest sweeps show the KTVU 10 o'clock News is the #1 newscast in the San Francisco Bay Area. It's a good indication of what happens when you shift to early prime. You don't wind up with higher ratings. You just hit the wall.



Television

PROMOTION DIRECTORS TRY ON PD HATS IN SEATTLE

Roundtable meeting of hybrid program director/promotion managers suggests promotion executives should be poised to assume program duties

By Mike Freeman

The mystery of the disappearing program director may have been solved.

The PD as endangered species was a major topic of discussion at the Broadcast Promotion and Marketing Executives-Broadcast Designers Association Conference and Exposition in Seattle. The conference's theme was "Surviving in a Changing Environment"; part of that survival appears increasingly to be the folding of programming duties into promotion and marketing functions.

The roundtable session, "Promotion Executives as Program Directors ... Management Fast-Track or Too Many Hats," which convened near the closing of the conference, was presided over by three recently appointed program director/promotion managers: Sandi Yost of KSTP-TV Phoenix; Louis Rappage of KERO-TV Bakersfield, Calif.; and Mark DeSantis of KARE-TV Minneapolis.

In explaining the "new order of television," DeSantis opened the session by describing the merging of promotion and programming as a "natural progression" resulting from a "need to integrate programming with the station's sales efforts." To add further fuel to the fire, DeSantis, when asked if old-line program directors can manage a similar "learning curve" for promotion, suggested that marketing is not an "acquired trait," rather, something that is derived from an "inherited creative and sales ability."

As in many recent cases, DeSantis was named to the newly created hybrid post this year at the Minneapolis ABC affiliate after the old program director post was phased out. When the roundtable group asked for a



It took four tables to accommodate interest in the promotion director as PD.

show of hands, only a half-dozen of the attendees had actually acquired the PD/PM title.

"I'm not ever going to suggest they do a news piece on the 'Love Boat' reunion. That just undermines the credibility of a station."

Sandi Yost, KSTP-TV

"The reason why there seems to be a slower progression to the combined title is the fact that most PD's are replaced in a slower pattern of natural attrition, either by resignation or retirement," DeSantis claimed.

"The reason you don't see a quicker elimination of program directors is

the possibility of age discrimination suits against the station," said another participant, who wished to remain nameless.

What proceeded was a sales pitch of sorts on the value of developing and nurturing a senior-management level programming and promotion executive as a possible second-in-command to the general manager.

"Programming has become more of a line function," said Yost. "In only the last four to five years, it really became more important for management to know what the other hand is doing."

KERO's Rappage says the new program/promotion director of today also serves as a "better informed" adviser to the general manager when dealing with syndicators.

"It certainly helps the GM have more leverage in negotiations when we provide input on not only the ratings potential but the promotability

and saleability of a syndicated program in our market," Rappage elaborated. "It has all served to shift the level of responsibility away from the general manager, to the point where we serve as a superdepartment head."

However, there are two major areas of concern traditional program directors have raised about allowing promotion and sales executives to gain a foothold in programming—news and public affairs.

KSTP's Yost, like DeSantis and Rappage, stressed that she maintains a "separation of church and state" in dealings with the news department. However, Yost added that if a network telefilm deals with a particular "social issue," she may "offer an idea" for a news piece.

"They [news] listen to me now and then, though sometimes my news director may just tell me to shut up," Yost said. "I'm not ever going to suggest they do a news piece on *The Love Boat Reunion*, that just undermines the credibility of a station."

The roundtable itself may also provide ammunition to the program directors' argument that promotion executives lack training in the discipline of ratings research and programming strategy. After DeSantis asked the roundtable participants if they knew how to "read a ratings book," there were very few hands.

DeSantis stressed that promotion executives should "sit down" with the station's research director, while Rappage suggested that station rep firms are "more than eager" to share their knowledge. "If you are going to prove that you are a well-rounded asset to the general manager, you have to have a thorough understanding of household ratings, demographic ratings, program flow and counter-programming," DeSantis warned the group.

In some cases, DeSantis says, as the economy worsened over the last few years, the program director's duties have been largely assumed by the general manager. But in the instances where the promotion executive has been asked to "wear another hat," it hasn't necessarily meant an increase in salary, he says.

"By eliminating a program director, a station is probably looking to lower payroll costs, and health plan and pension costs," DeSantis said. "The general manager could throw the job in your lap and say, 'take it or else,' but if it comes, be ready to grab it." ■

CPTD'S 'BEAKMAN'S WORLD' TO INCLUDE CABLE RUN

CPTD's first-run series will have broadcast, cable windows

By Mike Freeman

Columbia Pictures Television Distribution last week pronounced its first-run children's weekly, *Beakman's World*, a firm go (with sales in 170 markets, 94% of the U.S.) for next season. The announcement at last week's BPME-BDA conference also provided a glimpse into Columbia's philosophy about re-entering the first-run syndication business with the unusual announcement that the show would receive both broadcast and cable windows.

Although CPTD will begin airing its Cristina Saralegui talk show strip in 26 test markets this week, *Beakman's World* signifies the traditional off-network supplier's first concerted push to re-enter the first-run syndication business.

In a surprising departure from the traditional marketing of first-run series, CPTD President Barry Thurston asserted that the only way for the studio to "make a return on its investment" was getting stations to agree to share a simultaneous window with a cable network. (The half-hour series is being offered by CPTD on a 3.5-minute local/3-minute national barter basis, with Group W handling barter sales.)

"Station executives said they wouldn't mind sharing a window with cable because they knew there is a huge front-end risk on a quality children's series like this," said Thurston, who added that the stations will commonly have an exhibition window a week ahead of the cable network (which has yet to be signed).

Turner Program Services previously offered *Captain Planet*, an animated children's series, with a combined syndication/cable window (with the cable portion being Turner's superstation WTBS-TV Atlanta), but otherwise the practice is rare for first-run programming.

The fact that CPTD, a unit of Sony Pictures Entertainment, is making such an aggressive entry into first-run marks a change in philosophy for the Hollywood studio, reflected in Thur-



'Beakman's World' will have cable window

ston's assessment of how Columbia is going to adapt to the changing economic realities of syndication.

"I guess you can say that we are beginning to view the television business as one market," Thurston said. "I think we're in this [economic] transition where we'll see more multi-level distribution deals. That's the only way distributors will be able to realize sufficient returns on their investments. If we feel we have a strong gut feeling for a quality show, it doesn't necessarily have to generate a huge profit up front."

Thurston declined to reveal expected production costs for the live-action educational series, which employs a videotape transfer system that gives the appearance of being shot on 35mm film stock. The series is a co-production of Universal Belo Productions and Columbia Pictures Television (network production).

"We have owners [Sony Corp.] that are very interested in getting into all phases of the video software business," he said.

On the off-network front, CPTD officially unveiled its promotion plans for the off-network launch of *Designing Women*. CPTD's senior vice presi-

dent of marketing, Bob Cook, said Columbia has slated a \$30 million cross-promotion campaign with the Monsanto Co. to tie in with local retailers who carry the company's no-

stain carpeting. Monsanto, which is expected to pony up \$12 million for the tie-in, has committed to picking up 75% of the co-op promotional costs if local carpet retailers buy spot time

with any one of *Designing Women's* 200 client stations. American Cyanamid (Centrum Vitamins), has also been signed to sponsor an \$11 million November in-store tie-in campaign. ■

CABLE'S GROWING NEED FOR PROMOTION

Micromarketing will be the key to competing in a world of expanding channels

By Mike Freeman

As anticipated, cable was center stage at the opening session of the BPME-BDA conference last week in Seattle (BROADCASTING, June 15).

Scott Sassa, president of Turner Entertainment Networks, in his keynote address, warned the assembled cable and broadcast executives that the "advent of digital compression and 150-channel cable systems is going to make the marketplace even tougher and more confused."

"A solid image may not double your ratings, but it will give a competitive edge in a very competitive world," advised Sassa, who oversees entertainment programming for Turner Network Television, superstation WTBS(TV) Atlanta and the soon-to-be launched Cartoon Network.

While praising Fox Broadcasting Co.'s strategy of counterprogramming the NFL's Super Bowl telecast with a special half-time edition of *In Living Color*, Sassa nonetheless criticized broadcasters for "overpaying" for the new off-network offering, *Roseanne*. He claimed that WTBS's long-time repeats of *The Andy Griffith Show* are "competitive" against newer, more expensive hit off-network sitcoms.

"Running an old sitcom may not be sexy, but it may be far more profitable than an expensive new show," said Sassa. "And remember, there are very few hits like *Roseanne* or *The Cosby Show*—shows that are so well known, they sell themselves. Therefore, I submit that the talent that really drives the bottom line in our business is promotion."

Sassa went on to plug TNT's promotion department for differentiating the cable network by emphasizing issue-oriented telefilms, while the broadcast networks emphasize what he termed "disease-of-the-week movies."



Scott Sassa, president of Turner Entertainment Networks, tells promotion executives gathered in Seattle that they have momentum for the 1990's

In closing, Sassa said that cable—and broadcast station GM's—have shifted the management emphasis towards programming and promotion.

"As we enter the 1990's, ad sales has lost its dominance," he said. "It is now running neck and neck with programming and promotion, with promotion having the most upward momentum."

Playing the role of prognosticator, Lee Masters, president of E! Entertainment Television, gave his take on where technology is driving the next wave of expansion in television, in an address to a standing-room-only cable luncheon last Tuesday. Although he heads a basic cable network, Masters predicted that pay per view will have the "most profound effect on programming, viewership and advertising."

Masters said that even with a host of new delivery systems such as direct broadcast satellites or fiber optic tech-

nology, "the impact of pay per view becomes gargantuan" with the growth of cable into 70-75 million households, in which 18 million are addressable.

"One of the businesses that will be hurt the hardest and fastest will be the home video business," Masters said. "I used to joke that people should sell any Blockbuster Video stock they have. Now I hear they are looking at the pay-per-view business. Very smart on their part. What can you say about a business [home video] that generates \$15 billion a year and yet 82% of the customers can't rent their first choice?"

With such competitive pressures working against home video, Master said he thinks PPV will continue to shorten the window of the theatricals to pay TV, which he claims will lower licensing fee costs and "ultimately" result in lower costs to the consumer.

However, Master's assessment of

broadcast television, as one of the "last vestiges of mass America," may have sent chills down the spines of broadcast promotion managers in attendance.

"The proliferation of choice is much like the physical law of liquid equilibrium; the more options available, the more possible routes of distribution, the smaller amount any given outlet will receive," he said. "I'm one of the few people that doesn't believe the [broadcast] networks are doing a terrible job. They are fighting time, physics and an economic model that can't be overcome."

The end result, Masters told the promotion executives, is that television has "entered the era of micro-marketing on all fronts." In adapting



ET Entertainment's Lee Masters

to that reality, Masters predicts that marketing and promotion executives will be more important in developing "brand identity," marketing and promotion. "People with the skills you have will be more required, and you'll need to be compensated as such," he told the promo executives.

Competitive market pressures, he says, may also lead to "weird synergies" for the next two decades; "alliances between advertisers and media, cable programers and magazines, producers and networks, both broadcast and network."

Thus, Masters feels that "guerilla marketing" or non-traditional promotions and value-added relationships with advertisers will be needed to establish brand identity. "The question that we have to ask ourselves is: Do we want to be a part of the revolution or a victim of it?" he concluded. ■

GENTILE REPLACES SHAKER IN CBS SPORTS SHAKEUP

By Steve McClellan

There was a management shakeup at CBS Sports last week. Ted Shaker, who oversaw production at the division since 1986, was replaced by Rick Gentile, who received high marks for his work during the 1992 winter Olympics in Albertville, France.

According to CBS Sports officials, Shaker has been offered a producer role at the division. Reached at home last week, Shaker confirmed the offer, but said it was likely he would leave the network for another sports or entertainment program position.

"I've had some great opportunities at CBS," Shaker said. Before assuming the sole executive producer spot at the sports division six years ago, he had been one of four executive producers there since 1982. "That's a long time," said Shaker. "It's really

kind of a relentless grind seven days a week, 52 weeks a year."

The change had not been unexpected. When CBS acquired the rights to the Albertville games four years ago, Shaker, as executive producer of the division, was responsible for planning their production. But in 1990 he was relieved of those responsibilities when CBS President Neal Pilson ordered Mike Pearl, head of Olympic production, to report directly to him.

"Teddy is somebody who is respected for his production skills," said a network source. "He's done a lot for CBS but Neal told him he wanted to go in a different direction. "It's a hard job to do for so long. Six years is a long time in that job."

Gentile joined CBS Sports in 1982 in the communications department. He became a program executive in 1985 and was named vice president of Olympic programming in 1989. He was

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responsible for developing the Albertville program schedule, and some of the pre-Olympic promotional programming.

As to the future, Gentile said, "there is no mandate or policy to change direction per se. We've been heading in a pretty good direction. I

want to let people be as creative as they can be in doing their jobs," he added. That's not really anything new around here." ■

MAXI-SERIES MAKE PRIME TIME INROADS

Telenovela form appears to be gaining foothold in U.S.

By Steve Coe

Until a few years ago, reality programming was an oddity in prime time. Now it's a staple. The next form to elbow its way onto prime time schedules could be telenovelas or maxi-series.

NBC has been holding ongoing talks with Miami-based Coral Pictures for a five- to six-week, five-day-a-week telenovela (BROADCASTING, June 15) and New World Entertainment is banking much of its future on the form.

The telenovela, a programming staple in most Latin American countries, is much like a soap opera but with a designated length ranging from 100 or so episodes to upwards of 400. The primary producers of the telenovelas are Mexican-based Televisa, Brazilian Global Television and Coral Pictures. The almost worldwide acceptance of the genre is illustrated by the performance of Coral's *Cristal* in Israel, where it is the number-one rated show on television.

"We've looked at the form and we're intrigued by it," says John Agoglia, president, NBC Enterprises, and executive vice president, NBC Productions. "We've requested materials on the project so we can look at it in more detail. The big question is whether it is applicable in the United States," he says. The project that NBC is apparently interested in is *The Lady of the Rose*, based on a medieval story called "Night of the Rose." The series would run five nights a week for five or six weeks and would probably air in the summer. "A number of NBC executives were interested in exploring the use of telenovelas as a new form of programming to stem network erosion to cable networks," says Gustavo Basalo, director, marketing and sales, Coral Pictures. "It's not very expensive programming and it has proven in some Anglo markets, like the United Kingdom, that it would have appeal here," he says.

The cost to produce telenovelas averages between \$30,000 to \$40,000 per hour according to Belinda Menendez, vice president, film operations, Protele, Inc., the distribution arm of Televisa. The company has seen a drastic rise in telenovela hours sold in the past six years. In 1986 the company distributed 19,000 hours of programming, the bulk of them telenovelas. This year, Protele expects to sell more than 36,000 hours to more than 70 countries. In 1986 the company's dealings were limited to just 20 territories.

While network interest has been lukewarm to date—spokeswomen for

"We've looked at the form and we're intrigued by it."
John Agoglia, NBC

ABC and CBS said their respective networks were not interested in the form at present—either cable channels or independent broadcast stations will be showcasing one such project by next year as a result of New World's strategy. Having gotten out of the traditional series business in November 1991—when much of the company's series product, development and top television executives left to join Columbia and form Tri-Star Television—New World has instead placed its fortunes on building co-production alliances to produce and distribute maxi-series or Americanized telenovelas.

Jim McNamara, president and chief executive officer, New World Entertainment, said the projects being produced by his company will bear little resemblance to the telenovelas airing in many other countries and in this country on Univision or Telemundo. "We don't do telenovelas by definition," he said. "By definition they are in Spanish and are unique in their look. They have a specific low-quality

look to them, being produced on a budget of about \$12,000 an hour or a little more. That's a little different from what we're doing, which is a maxi-series based on Judith Krantz's "Secrets" or Judith Michael's "Inheritance," both best-sellers."

McNamara said the per-hour cost for each of the upcoming projects is about \$350,000 an hour or a total budget for the 65 (half-hour) episodes of *Secrets* at more than \$11 million.

Secrets completed production on May 27 and the 100-episode *Inheritance* begins production in the first week of October. In addition, New World is in the process of finalizing negotiations to turn another best-seller into a maxi-series—this one of between 80 and 100 episodes—and expects it will begin production in January. He expects the company to produce two such projects a year in the future.

Turner Distribution will handle the domestic distribution of *Secrets* and will put a marketing and distribution plan together this summer. McNamara says Turner will be talking to cable channels, most likely Lifetime and USA Network, before taking the project into syndication. If the show is sold to stations, he expects deals to begin closing in the fall. "The big question for us [if sold in syndication] is whether we go barter or cash. If cash, then we'll have to focus heavily on the top markets. If barter, then we'll have to target the top 75 markets. That's what we'll be discussing with Turner," he said.

Financing for *Secrets* was made up of Italy's RAI, RTL Plus in Germany and Top Tele in France; each put up an equal share. According to McNamara, RAI provided production facilities and below-the-line costs, RTL Plus put up the license fee and covered cast costs, and Top Tele and New World split remaining costs. For their investment, each of the co-producers owns the broadcast rights in their territory and receives a percentage of back-end revenues from worldwide distribution. ■

Broadcasting's Ratings Week Jun 8-14

	ABC	CBS	NBC	FOX
MONDAY	9.9/18	11.1/20	9.8/18	NO PROGRAMING
8:00	47. FBI: Untold Str 8.6/16	29. Evening Shade 9.9/19	23. Fresh Prince 10.6/20	
8:30		33. Major Dad 9.7/17	29. Blossom 9.9/18	
9:00	27. ABC Monday Night	15. Murphy Brown 12.1/21	36. NBC Monday Night	
9:30	Movie—The Color of Money	20. Designg Wmn 11.4/19	Movie—In the Line of Duty:	
10:00	10.1/18	17. Northern Exposure	Manhunt in the Dakotas	
10:30		11.8/21	9.6/17	
TUESDAY	14.0/26	9.8/18	8.4/15	NO PROGRAMING
8:00	11. Full House 12.5/26	25. Rescue: 911 10.3/20	70. Mann & Machine	
8:30	6. Home Improvmt 15.0/28		5.7/11	
9:00	1. Roseanne 17.2/30	37. CBS Tuesday Movie—	44. Law and Order 8.8/15	
9:30	5. Coach 15.1/26	Lonesome Dove, Pt. 2	22. Dateline NBC 10.7/19	
10:00	14. Jack's Place 12.2/22	9.5/17		
10:30				
WEDNESDAY	8.3/15	9.8/18	14.0/26	NO PROGRAMING
8:00	45. Class Clowns 8.7/17	41. CBS Wednesday	19. Unsolved Mysteries	
8:30		Movie—Lonesome Dove,	11.6/23	
9:00	31. Doogie Howser 9.8/17	Pt. 3 9.1/17	3. NBA Finals Game 4—	
9:30	55. Anything B/Love 7.9/14	21. 48 Hours 11.3/21	Chicago at Portland	
10:00	59. Civil Wars 7.4/13		16.0/29	
10:30				
THURSDAY	7.8/15	10.1/19	10.5/20	7.6/14
8:00	67. The Young Riders	39. Top Cops 9.3/19	47. Cosby 8.6/18	52. Simpsons 8.5/17
8:30	5.9/12		28. A Diffrent World 10.0/20	65. Drexell's Class 6.2/12
9:00	72. MacGyver 5.6/10	24. CBS Thursday Movie—	10. Cheers 13.4/24	55. Beverly Hills 90210
9:30		Lonesome Dove, Pt. 4	11. Wings 12.5/22	7.9/14
10:00	17. Primetime Live 11.8/22	10.5/19	40. L.A. Law 9.2/17	
10:30				
FRIDAY	10.3/21	5.7/12	10.2/21	5.7/12
8:00	31. Family Matters 9.8/22	76. Sea World Special	80. Clinton for Pres 4.5/10	65. America's Most Wanted
8:30	33. Step By Step 9.7/21	5.5/12	84. Dear John 4.0/9	6.2/14
9:00	47. Dinosaurs 8.6/17	69. Guiding Light Primetime	8. NBA Finals Game 5—	64. Sightings 6.4/13
9:30	47. Baby Talk 8.6/17	Special 5.8/12	Chicago at Portland	83. Hidden Video 2 4.1/8
10:00	13. 20/20 12.4/24	70. Secrets of Husbands	13.9/28	
10:30		and Wives 5.7/11		
SATURDAY	4.9/11	5.6/12	8.6/19	5.4/12
8:00	78. ABC Saturday Night	72. CBS Saturday Movie—	53. Golden Girls 8.2/19	67. Cops 5.9/14
8:30	Movie—Best Defense	Born on the Fourth of July	55. The Torkelsons 7.9/18	62. Cops 2 6.7/15
9:00	5.2/12	5.6/12	37. Empty Nest 9.5/21	77. Code 3 5.3/12
9:30	82. Genesis: Opening Night		33. Nurses 9.7/21	85. Vinnie & Bobby 3.7/8
10:00	4.2/9		53. Sisters 8.2/18	
10:30				
SUNDAY	7.0/13	14.0/26	13.4/26	5.5/10
7:00	72. Life Goes On 5.6/12	9. 60 Minutes 13.5/29	6. NBA Finals Game 6—	86. True Colors 3.3/7
7:30		16. Murder, She Wrote	Portland at Chicago	87. Parker Lewis 3.2/7
8:00	45. Am Fun Hme Vid 8.7/17	12.0/22	15.0/29	62. In Living Color 6.7/13
8:30	47. Am Fun People 8.6/15	4. CBS Sunday Movie—	26. Seinfeld 10.2/18	72. Roc 5.6/10
9:00	61. ABC Sunday Night	Shattered Dreams 15.2/27	58. Quantum Leap 7.6/15	43. Married w/Childn 8.9/15
9:30	Movie—Scruples I			60. Herman's Head 7.1/12
10:00	6.9/12			79. Std by Your Man 4.7/8
10:30				81. Get a Life 4.3/8
WEEK'S AVGS	8.8/17	9.6/18	10.8/21	5.9/12
SSN. TO DATE	11.8/20	13.1/22	12.0/20	7.8/13

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Radio

ABC RADIO LAUNCHES WIRE WITH REUTERS, GANNETT

Satellite-delivered service will be tailored to stations

By Peter Viles

ABC Radio Networks, seeking to take the lead in providing news packages tailored to individual radio stations, plans to enter the wire service business on Aug. 1 with a satellite-delivered, hard-copy news wire.

ABC was to announce today (June 22) the formation of ABC News Wire, a 24-hour wire service that will provide ABC affiliates with printouts of state, national and international news, as well as local weather forecasts and advisories, sports scores and business and stock market summaries. ABC began notifying its affiliates of the new service last week.

"We are taking this bold step at this time because radio stations have told us they need a quality service at a price that makes sense, at terms that make sense," said Robert Callahan,

president of ABC Radio Networks.

The bulk of the news will be provided by Reuters America Inc., which will provide national and international news, and by Gannett New Media, which will provide state and regional reports through the resources of *USA Today* and the Gannett News Services.

Stations that subscribe to the wire service will have the option of constructing their own news packages by choosing among many offerings. For example, a music station could order news only during morning and afternoon drive, while a news station might want updates all day.

"This is really menu-driven," said Bob Benson, vice president, ABC News, Radio. "A station can decide exactly what they want."

ABC's foray into the wire service business comes at a time when radio stations are demanding inexpensive

news packages tailored to their needs. Zapnews has targeted small stations by offering inexpensive, fax-delivered summaries. The Associated Press, meanwhile, is said to be considering a new, less expensive service that will allow stations to choose from a limited menu of news reports (see box).

ABC's wire service actually began in 1987, when the network launched its ABC Data service, which sends printed news reports and advisories to stations. ABC chose to expand that service after its affiliates repeatedly asked for more printed news, Benson said.

"When you talk to your affiliate base and they tell you, time after time, 'This is what we want you to do next,' you'd be foolish not to listen to them," Benson said.

He acknowledged that the new service could put ABC in direct competition with AP, but he said the network's main target will be stations that do not now subscribe to any wire service. ABC is pitching the service as a stand-alone wire service for music-intensive stations and an add-on service for news-intensive stations.

"You've got thousands of radio stations that don't have any wire service," Benson said. "They keep telling us they need some way of getting news when they need it at a price they can afford." He added: "ABC News is a member of AP. We consider AP a vital and important resource."

Derek Berghuis, who, as ABC Radio's senior vice president, business development, will oversee the wire service, said it will be available only to ABC affiliates and will be priced according to market size, ranging from about \$2,500 per year to \$5,000 per year. ABC Radio Networks serve about 2,300 stations; another 1,000 are served by ABC's Satellite Music Network. ■

AP MULLING CUT-RATE SERVICE? STAY TUNED

The Associated Press has revamped its news service for radio stations, adding morning and afternoon prep packages and cutting down the number of lengthy news summaries in favor of shorter, more timely stories.

In addition, the wire service is said to be considering a more sweeping change: offering a low-cost service designed for stations that don't need around-the-clock news and don't want to pay for it.

James Hood, president of Zapnews, which provides a cheaper, less comprehensive service than AP, said executives at AP are considering offering a new low-cost service to compete with Zapnews.

"I think they should do it," Hood said. "But I hope they don't, because most of the business we're finding comes from the AP."

Brad Kalbfeld, deputy director and managing editor, AP Broadcast Services, would not comment directly on AP's plans beyond the changes effective today. "We are only prepared to talk about what we have announced," he said. "But the advice we received from our members didn't stop there. Neither will we. Stay tuned."

Beginning today (June 22), AP's radio service will contain an improved system for helping affiliates link written stories to the appropriate audio tape sent via AP's radio network. AP also renamed its most comprehensive radio service from "APTV" to "AP NewsTalk." -PV

FORMER RODEO STAR LASSOS SUN

Sun Radio Network, which has struggled financially and sought a buyer for more than a year, found one last week when former rodeo star Howard Carson agreed to buy a controlling share of the company.

At the same time, Sun announced a major retreat from its 24-hour talk schedule, pulling live programming off the air from 6 a.m. to 3 p.m. in an attempt to save money and appeal more to major-market stations.

In dropping its news-intensive morning program *American Sunrise*, Sun will also drop its subscription to UPI, at a savings of "thousands of dollars a month," said Bill Wardino, chief operating officer and executive vice president of the network. Wardino said those changes were made before Carson agreed to purchase part of the network.

The current owner of Sun is Kayla Satellite Broadcasting Network, which is controlled by the Washington-based Liberty Lobby and which took Sun out of bankruptcy in 1989. An attempt to raise money through a public offering found few investors, Wardino said, and the network had been looking for a

buyer for some time.

In a news release Wednesday (June 17), Sun announced it had reached an interim management agreement with Sound Communications, a company controlled by Carson, and that the network "expects to be fully acquired by the end of this month." Terms of the sale were not disclosed.

"The sale will in no way alter our long-range planning or business policies, which are sound," Wardino said in the release. In an interview, Wardino acknowledged that "Sun Network has not been a very profitable entity. There's no question about that. But we're getting closer to being there."

Carson, who is described in the release as president of Great Western Land and Mortgage Co., with business interests in Colorado, Atlanta and the Ukraine, said he expects the network "to be a good profit producer by the end of the year and to be a major player in radio in three years."

Based in Clearwater, Fla., Sun has about 145 affiliates, Wardino said.

-PV

ABC, CORWIN, KEILLOR HONORED AT N.Y. FESTIVALS

By Peter Viles

ABC Radio Networks made the best showing among American radio programmers at the New York Festivals annual international radio awards ceremony, winning five gold medals, including a grand award for best news program.

The BBC, meanwhile, won six gold medals to lead the field at the awards ceremony, held June 11 in New York.

ABC's *American Agenda*, a series of four special news programs, won a gold medal for best news program, and one of four "Best of Show" grand awards. The only other U.S.-produced program to win a grand award was Radio Today entertainment's *Flashback Pop Quiz*, which won a gold medal for best promotional spot.

Among American stations and networks, WETA(FM) Washington collected four gold medals, KGO(AM) San Francisco won three, and Westwood One radio networks won two.

Norman Corwin, 82, a writer and director whose career started in radio's Golden Age, was honored with the Festivals' Lifetime Achievement Award. His radio drama for WETA celebrating the Bill of Rights, *We Hold these Truths*, won two gold medals.

Gold medals won by American companies included:



ABC/Capcities' *'American Agenda'* won the Grand Award from The New York Festivals for best news program. Picking up the award: Robert Benson, VP, radio news, Capcities/ABC, writer Hank Weinbloom and producer Jim Farley, shown with N.Y. Festivals President Gerald Goldberg

■ **Best network/syndicated radio personality:** Garrison Keillor, Minnesota Public Radio

■ **Best coverage of breaking news story:** Firestorm, KGO

■ **Best news magazine:** Winds of Change: The Source 1991 Year in Review, Westwood One Radio Networks

■ **Best national affairs program:** Picking the President '92, ABC Radio Networks

■ **Best regularly scheduled music program:** Casey's Top 40, Westwood One Radio Networks

■ **Best editorial program:** Good Morning Vietnam—1991, WETA ■

Cable

RAINBOW TARGETS NATIONAL SPORTS AD DOLLARS

Forms national sales team to package SportsChannel network buys

By Rich Brown

In a concentrated effort to go after national advertising dollars for the SportsChannel regional sports networks, Rainbow Advertising Sales Corporation has restructured its sales force to include a national sales team dedicated to that business.

The move marks a strategy shift for the 10 regional SportsChannel networks, which in the past have handled national-type accounts on an individual basis. Traditionally, a national sponsor that wanted to work out a multiple SportsChannel network deal basically had to meet with each of the regional networks and work out separate deals.

RASCO—the advertising sales division of Cablevision Systems Corporation, which owns the regional SportsChannel networks—is promoting and packaging the newly formed national unwired network through a five-person team headed by national sales director Gene Pizzolato. Team members include Keith Kaplan, Randy Frank, Adam Wolf and RASCO newcomer Robert N. Russo, who joins the sales force following stints at Blair Television and Seltel.

RASCO's Phil DeCabia, vice president and director of sales, says the move to implement a national sales force for the SportsChannel networks is the direct result of "increased demand from major advertisers," which in recent months has included such companies as Gillette and RCA. The move is not expected to have any effect on pricing, according to RASCO executives.

Many industry observers say the shift looks like it should be a positive one for the regional SportsChannel networks, which represent about 12.5 million households nationally, including New York, Chicago, New Eng-

land, Cleveland, Cincinnati, Florida, Los Angeles, San Francisco/Oakland and Philadelphia.

"There's no doubt that it's going to help, because there will be more people on the street talking about regional sports opportunities," says Tom Winner, media director, Campbell Mithun Esty. Joseph Philport, senior vice president and director of media research at Young & Rubicam, says he is hopeful that the restructuring would improve the "mechanics of implementing the buy," including more research data.

Some observers say RASCO's move appears to be partly a response to the success of Group W Sports Marketing, the three-year-old operation that handles multi-network media buys for 14 regional sports networks nationally.

Executives at both RASCO and GWSM say they see each other's operation as a way to further promote the business because their networks serve different markets.

"They can complement us," says Bob Kunath, GWSM senior vice president, general manager. ■



MAY WE CUT IN?

Headline News Local Edition anchors from 48 TV stations visited Turner Broadcasting System headquarters in Atlanta to participate in "Anchor Weekend," where they had the opportunity to tape promos on a custom-built set with Headline News anchors Don Harrison and Lynne Russell. The locally produced *Local Edition* inserts on CNN's Headline News network reach 7.5 million homes over 140 cable systems. Pictured: Harrison and KRON-TV San Francisco anchor Suzanne Shaw.

L.A. OPERATORS GET SUBSCRIBER INSIGHTS

Prime Ticket Network study provides targeted lifestyle information

By Steve Coe

Los Angeles area cable operators now know more about the lifestyles and purchasing habits of their subscribers than do any cable systems in the country, thanks to research commissioned and distributed by Prime Ticket Network. The Los Angeles-based regional sports network, which carries the Los Angeles Lakers basketball and Los Angeles Kings hockey games among other sports programming, has spent more than two years pulling the data and applying it so that individual systems in the area will know the lifestyle habits of its subscribers more specifically than ever before.

Prime Ticket took U.S. census data and detailed information from A.C. Nielsen's Donnelly Marketing Information Services lifestyle segmentation systems and put together informational packages tailored for each of the 145 cable systems that operate in the Los Angeles DMA (Designated Marketing Area). The information contained in the packages was specific for each of the systems' operating areas. Before the research was compiled cable operators used research based only on a DMA-wide, city-wide or ZIP code basis. The research, which lists everything from income levels to family size to probability and purchasing habits, highlights the significant differences in buying patterns from system area to system area.

For the 145 systems that received the research free from Prime Ticket, the information identifies specific demographics and local residents' retail, entertainment, sports, dining and hobby interests in each cable system's franchise area. Because the data also highlights which consumer items are purchased the most within a designated cable system area, cable operators can target those businesses as potential advertisers.

Prime Ticket, which absorbed the

UP AND COMING OF CABLE ALL-NEW'S

The state of cable news was among the subjects covered during the ninth annual BROADCASTING-Taishoff journalism seminar held in the studios of WIRC-TV Richmond, Va., last week. Pictured is morning keynote speaker John Hillis, president and CEO of ALLNEWSCO, Springfield, Va., which operates Newschannel 8, a 24-hour cable news channel serving the Washington area. Hillis told the crowd: "TV news should take a lesson from the automobile industry—if [you think] the audience doesn't have an alternative, think again. Today's audience is smarter; they have more choices." Hillis also predicted that in the next 10 years ventures similar to Newschannel 8 will be in all the top 50 markets.



John Hillis

Sponsored by the Sigma Delta Chi Foundation and co-hosted by WIRC-TV, *The Richmond Times-Dispatch* and its parent, Media General, the seminar is named for BROADCASTING magazine founder Sol Taishoff. —MB

cost of supplying the information, estimated the research could cost upwards of \$50,000 if an individual system were to commission similar data. "Prime Ticket is the highest-priced basic service to the operators so it's incumbent for us to make it valuable for them, to

show we're a good partner for them," said Bob Gold, VP, public relations, Prime Ticket. "Hopefully it will help each system to increase penetration, which will increase our subscriber base, and hopefully increase their advertiser sales," he said. ■

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Business

SENATE OFFERS NEW TAX LEGISLATION

By Geoffrey Foisie

The Senate Finance Committee last week approved tax legislation less favorable to broadcasters and cable operators than a House version. However, like the earlier House bill, last week's Senate bill would also codify the depreciation, for tax purposes, of acquired FCC licenses and government franchises. Such depreciation would increase taxable expense for media companies, thereby reducing the amount of taxable income, and thus, taxes eventually paid.

The earlier House bill is considered

by some to be revenue negative, whereas the Senate committee's bill is revenue positive. One difference is that the House bill would permit a more rapid—and thus favorable to media companies—depreciation period of 14 years, versus the Senate committee bill's 16-year depreciation. Both bills would allow shorter depreciation periods for programing acquired outside of a station acquisition.

Provisions of the House legislation would have an effective date almost one year earlier than the June 16, 1992, effective date of the Senate committee's bill.

Another difference between the two

bills is that the House bill would permit depreciation of past acquisitions, over a slightly longer 17-year period. The Senate finance committee version would only permit a certain percentage of depreciation to be taken.

J. Michael Hines, a partner with Dow, Lohnes & Albertson, said most broadcasters and cable operators would be better off with the "authority" to depreciate licenses and franchises given them by recent judicial decisions, than under the Senate's complex legislative provisions relating to past acquisitions.

In a memo to clients last week, Hines said any revision in the existing tax code will be difficult because of the short time left on the legislative calendar and because of "considerable variance" between the House and Senate version. ■

May, 1992

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KATZ MERGES CABLE REP INTO CABLE MEDIA

By Geoffrey Foisie

Katz Communications has merged its cable rep division with Cable Media, a Detroit-based cable rep firm in which Katz has obtained an undisclosed "equity interest." The enlarged firm is in the process of opening offices in New York, Chicago, Dallas and Los Angeles, which will be separate from the Katz offices there, said Cable Media President Barrett J. Harrison.

Harrison, who said Cable Media last year had \$12.2 million in billings, last week named Al Seethaler executive vice president, to oversee the firm's national expansion. He had previously been general manager of

KMGH-TV Denver, and before that, KUTV-TV Salt Lake City. Seethaler said that as a general manager, he had previously worked with cable operators.

Cable Media will take over Katz's existing arrangements to rep the all-news channel in Washington and cable operations in Wichita, Kan., Syracuse, N.Y., and El Paso, Tex. How-

ever, any joint-buys involving both a cable system and a TV station would still be handled by Katz Television, said Seethaler.

John Orr, director of Katz Cable, and the division's other employees are now working at Cable Media, which last year opened an office in Toronto. The firm has repped the Detroit cable interconnect. ■

Changing Hands

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

KAQQ(AM)-KISC(FM) Spokane, Wash., and KWG(AM)-KSGO(FM) Stockton-Tracy, Calif. □ Sold by The Home News Co. to Silverado Broadcasting Corp. for \$3.95 million cash. Seller is headed by William W. Boyd, and owns two AM's, two FM's and two TV's. Buyer is headed by Ron Miller, who owns KVIQ(TV) Eureka, Calif., and John Winkel, former station general manager and former executive at EZ Communications. KAQQ is fulltimer with MOR format on 590 khz. KISC has contemporary format on 98.1 mhz with 94 kw and antenna 2,030 feet above average terrain. *Broker: Media Venture Partners.*

WTBB(FM) Bonifay, Fla. □ CP sold by Mary Lake Communications Inc. to Group M Communications Inc. for \$682,405. Terms: \$10,000 cash at closing; \$210,000 nine-year promissory note at 10%, and \$462,405 sev-

en-year noncompete covenant. Seller is headed by John C. Culpepper III, and has no other broadcast interests. Buyer is headed by Christopher L. Murray, who is account executive at WTBB. WTBB has AC format on 97.7 mhz with 3 kw and antenna 298 feet above average terrain. *Broker: MediaOne Inc.*

KFRU(AM) Columbia, Mo. □ Sold by KFRU Inc. to Columbia AM Inc. for \$448,841, assumption of debt. Seller is headed by Bill Weaver, and has no other broadcast interests. Buyer is headed by Alan M. Germond. Principals James D. Baugher (7.5%) and John E. Ott (5%) own KWHN(AM)-KMAG(FM) Fort Smith, Ark. KFRU is fulltimer with news, talk format on 1400 khz with 1 kw.

WHBB(AM)-WDXX(FM) Selma, Ala. □ Sold by Holder Communications Corp. of Alabama to BroadSouth Communications Inc. for \$400,000. Stations are first of four AM-FM combos of parent company GMX Corp., a concrete company, to be sold under receivership of media broker Gary Stevens. Other stations are KLCL(AM)-KHLA(FM) Lake Charles, La.; WNAU(AM)-WWKZ(FM) Tupelo, Miss., and WHNK(AM)-WRLT-FM Nashville. Buyer is headed by partners James Reynolds, Joseph Henry and Robert Roberts, local businessmen with no other broadcast interests. WHBB is fulltimer with classic rock format on 1490 khz with 1 kw. WDXX has country format on 100.1 mhz with 6 kw and antenna 327 feet above average terrain. *Broker: Gary Stevens & Co.*

For other proposed and approved sales see "For the Record," page 59.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,162,830 □ 5

FM's □ \$687,405 □ 2

AM-FM's □ \$4,385,000 □ 4

TV's □ \$0 □ 0

Total □ \$6,235,235 □ 11

1992 to Date:

AM's □ \$37,886,365 □ 95

FM's □ \$63,957,543 □ 109

AM-FM's □ \$128,874,805 □ 71

TV's □ \$1,114,316,620 □ 33

Total □ \$1,345,035,333 □ 308

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KVOY-AM/KTPI-FM, Lancaster-Palmdale, California from HPW Communications, to The Park Lane Group, for \$1,770,000.

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Technology

TITAN SCRAMBLES FOR PIECE OF DESCRAMBLER MARKET

Joint venture, including some designers of what became Video Cipher, must first gain approval of dozens of cable programers

By Peter Lambert

Just when General Instrument's VideoCipher Division says it is getting its \$50 million satellite descrambler recall into full swing, GI could find itself facing its first competition since the birth of scrambling in 1986.

That is if cable TV programers approve a VideoCipher-compatible descrambler that a new joint venture, Titan Satellite Systems Corp., plans to bring to market in early 1993.

Formed June 16, the joint venture comprises The Titan Corp. (a federal and international communications contractor, TTC/NYSE), Houston Satellite Systems (a Denver-based home satellite equipment manufacturer part-owned by the nation's largest home satellite distributor, EchoSphere) and former Houston Satellite Systems President and co-founder Tom Ortolf.

Titan Corp. and General Instrument jointly own patents on what Titan calls Linkabit Smart Card System and what GI calls VideoCipher. A five-year noncompete agreement that Titan principals signed with GI in 1987 expired last year. Scientific-Atlanta looked at, then said no to, a Titan co-venture earlier this year.

Now, in the form of Titan Satellite Systems, some of the original designers of what became VideoCipher say they have the capital to develop, manufacture and market Linkabit to cable, master antenna and home satellite users by the first quarter of 1993, in direct competition to VideoCipher, whose \$300-plus wholesale price Ortolf expects to undercut by about 25%.

But the first step is to gain approval from dozens of cable programers, who earlier this year signed on with GI to

encrypt their satellite signals using GI's upgraded decoder, VideoCipher RS (renewable security). That system's predecessor, VideoCipher II, had been broken for years, and black-market decoders continue to outnumber authorized VC-II's in the U.S., Canada, Mexico and the Caribbean.

GI is financing an effort to replace 270,000 legitimate VC-II's with VC-RS decoders by year's end.

Like VC-RS, Linkabit SCS will employ an insertable card that will carry encryption codes and can be replaced, given a break in security.

And according to Ortolf, programers could continue to encrypt via VideoCipher to be receivable by either Linkabit or VideoCipher descramblers. So far, programer reaction has been mixed, he says, adding, "from the customer's standpoint, it will be transparent."

"I don't know of anyone who won't welcome a second source," said one prominent Satellite industry official, adding, "but will it be compatible if GI sends out cards?" Ortolf could not be reached for an answer to that by press time. ■



ADVANCED DIGITAL HDTV TESTING UNDER WAY

The third of four proposed digital high-definition TV systems entered the Advanced Television Test Center on June 15. The Advanced Television Research Consortium (ATRC, comprised of Philips Laboratories, Sarnoff Research, Thomson Consumer Electronics and NBC) lost 12 days out of its scheduled June 3-July 29 test period due to problems integrating all elements of its Advanced Digital HDTV system. Despite the delay, "We're confident that our HDTV system will be given the usual fair evaluation," said Philips Labs President J. Peter Bingham. Pictured with the assembled system at the test center last week are (l-r): Walter Jakymiw (Philips), Jeremy Pollock (Sarnoff), Desi McBride (Sarnoff), Rocco Brescia (Sarnoff), Al Acampora (Sarnoff), Richard Shen (Philips), Edward Carl (Philips), Scott Keneman (Sarnoff) and Aldo Cugini (Philips).

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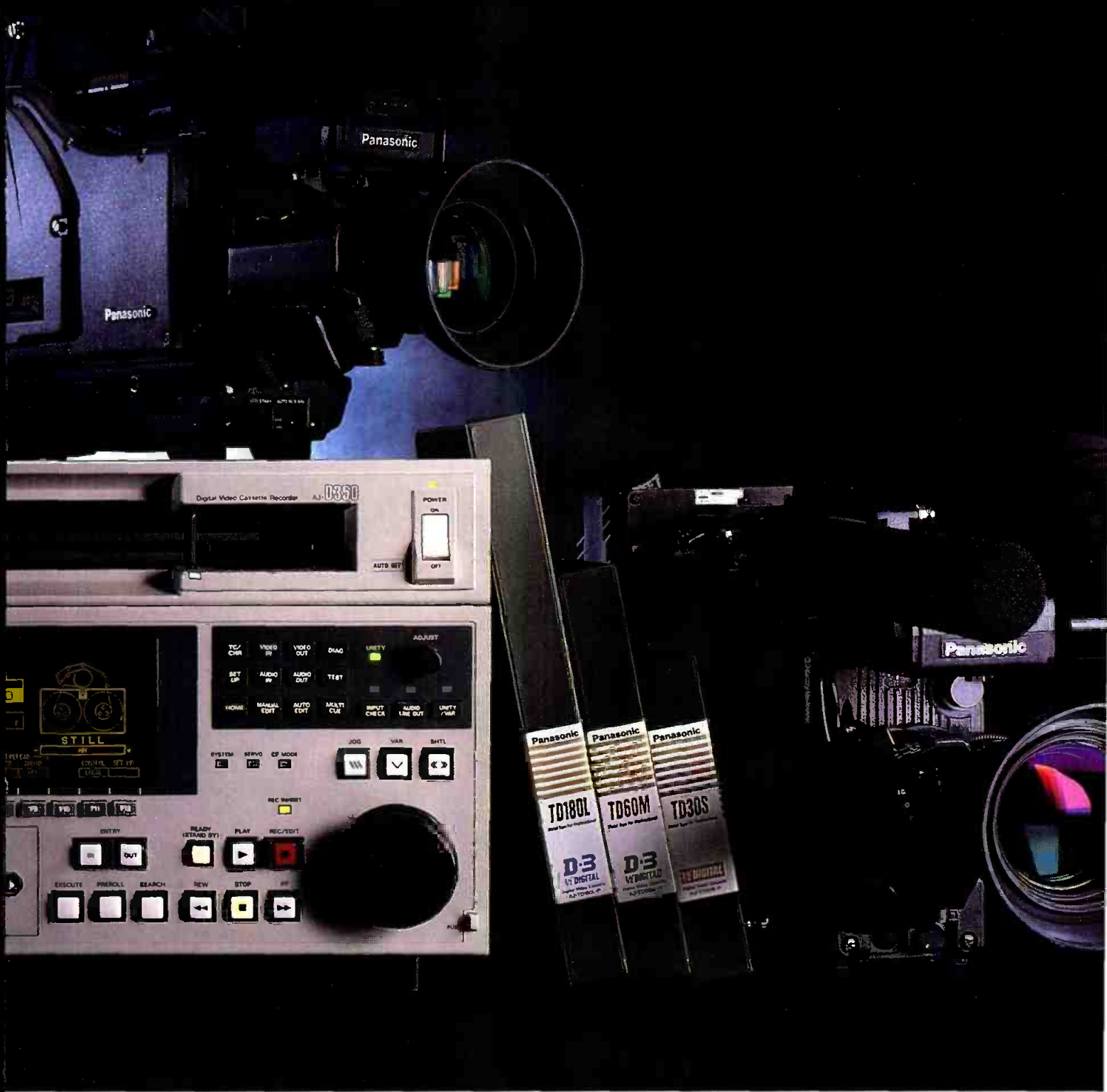
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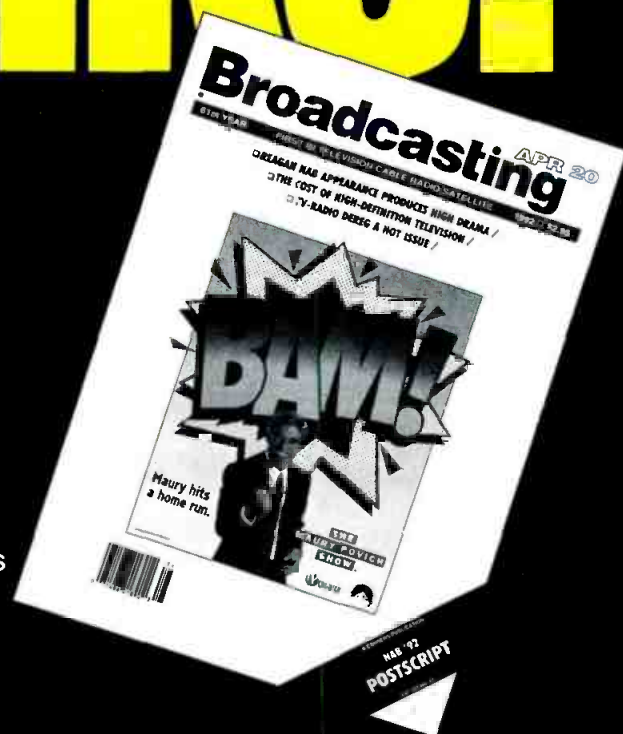
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Washington

LOTS OF INTEREST IN SECURITY INTEREST

Lenders, brokers, some radio groups tell FCC that security interest would boost lending to industry, ease credit crunch; producers, TV owners, public interest groups argue it will have negative effect on ability of TV stations to operate

By Joe Flint

Lending institutions such as Greyhound Financial Corp. and media brokers Media Venture Partners and a few radio group owners argued in comments that a security interest would boost lending to the industry and help ease the credit crunch as well as meet the requirements of the Communications Act.

Producers and TV owners and public interest groups argue, on the other hand, that it will have a negative effect on the ability of TV stations to operate and is not in the public interest. The Media Access Project pleaded that the FCC should "resist any temptation to sacrifice principles for short-term economic goals and to uphold its longstanding policy against treating licenses as personal property."

The two sides in the debate over whether banks and other lenders should be permitted a security interest in broadcast licenses emerged last week in the form of comments filed at the FCC, which is reluctantly addressing the issue.

Citing mixed signals from bankruptcy courts, FCC Chairman Alfred Sikes said last March the commission should make "crystal clear the pre-eminence of our decision whether or not there is a security interest." All five commissioners have questioned whether it is proper to give lenders a security interest.

Senior lenders, Greyhound said, "do not wish to control the day-to-day operations of a licensee or to own and operate broadcast stations. Rather, lenders simply seek remedial action from the commission to send a clear message to bankruptcy courts so that

they may be able to defeat the ability of general unsecured creditors to reap an unfair windfall in a claim to the proceeds of the sale of a TV station in the event of bankruptcy."

Greyhound argued that neither the Communications Act nor FCC policy prohibits a creditor from "taking or perfecting a limited security interest in a debtor-licensee's interest in its license, where such an interest is limited strictly to the licensee's proprietary rights...."

Without security interest, Greyhound said, "prudent lenders" would

be unable or unwilling to loan to the industry.

Radio brokers Media Venture Partners argued that the United States Tax Court's recent decision that broadcast licenses are deductible for tax purposes recognizes that an FCC license by itself has a recognized value in the marketplace."

The Motion Picture Association of America, whose programing clientele is usually the largest unsecured creditor of a TV station, argued that if the commission were to allow security interest, program suppliers would be

CHANGING PROGRAM ACCESS VIA COPYRIGHT

Part of what congressional supporters of the cable reregulation bills (S. 12/H.R. 4850) would like to accomplish with the program-access provisions of those bills might be achieved through proposed changes in copyright law.

A plan proposed in a bill (S. 2013) introduced by Senate Copyright Subcommittee member Patrick Leahy is meant to close what he calls a "loophole" in the 1988 Satellite Home Viewer Act, which prohibits price discrimination but does not outline a specific mechanism for enforcement. The bill would allow video distributors to home satellite dish owners to sue satellite carrier firms for price discrimination.

Ralph Oman, registrar of copyrights for the Library of Congress, endorsed the bill during a Senate Copyright Subcommittee hearing on June 4. "Price discrimination remedies do not fall neatly in the area of copyright law," Oman said, but other regulatory remedies have not worked.

Robert Pepper, chief of the FCC Office of Plans and Policy, said the commission is taking no position on S. 2013, but believes disputes between carriers and distributors should be settled in the courts and not by the FCC. An FCC report released last year documented several cases of alleged price discrimination by carriers. Other examples of discrimination have been uncovered since then, Pepper said.

Aides to Leahy and House Copyright Subcommittee member Rick Boucher (D-Va.), author of the House version (H.R. 3864), admit the measure will be difficult to pass this late in the legislative year. But because it is a fairly simple bill, it could still conceivably pass as an amendment to another bill.

-RMS

forced to tighten their credit policies and would be reluctant to work with financially troubled stations.

The programing industry, according to MPAA, has annual cash sales to TV stations of at least \$2 billion, "most of which is outstanding at any one time."

As an example of how the prohibition on security interests has worked, the MPAA described how programmers managed to help keep KGMC(TV) Oklahoma City on the air when its lender wanted to take it dark. When the bankruptcy court turned down the lender's request, the station was sold to a minority shareholder. The decision, MPAA said, "was deplored by the banks because program suppliers were willing to grant the station a 21-month hiatus on program payments." Had the bank had its way, MPAA said, it would have forced a foreclosure sale and the station would have gone off the air. Instead, "service to the people of Oklahoma was preserved."

Group owner Tak Communications, which has won against lenders seeking its licenses in court, said any change in the prohibition should be made in

Congress, not the FCC.

Tak is also concerned that if the FCC does grant a security interest, its lenders will come after them again. Said Tak: "If the commission, nevertheless, decides that a change in policy is permissible under the Communications Act, and appropriate, it should not allow the new policy to apply retroactively."

The National Association of Broadcasters did not file comments on the issue; it asked for an extension and was denied. An executive there said the issue would be discussed at this week's board meeting and the association would file reply comments.

Allowing a security interest is not the only way to try to stimulate lending. The commission also requested comments on whether modifying the ownership attribution rules would spur new investments; both group owners and lenders think it will.

Being proposed is raising the attributable interest threshold from 5% to 10% and upping the benchmark for passive investors from 10% to 20%.

Group owner Great American Television and Radio Co. said such institu-

tional investors are "almost always passive," and will boost lending industry investments. Great American's parent, GACC, said Kemper Financial Services owns an aggregate total of 18.4% of its stock and "plays no role in the management or operation of GACC or its licensee subsidiary" and is not represented on the board of Great American or any of its related companies.

Other group owners and cable operators filing in support of raising the attributable ownership include A.H. Belo Corp., Broad Street Television, Cosmos Broadcasting, Falcon Cable, Multimedia and River City Broadcasting.

Prudential Insurance, which has invested over \$1 billion in the media business, also would like to see the limits raised as well as removing the cross-interest policy for passive investors, which prevents a passive investor from holding a nonattributable interest in a TV station while one of its directors also serves on the board of a co-located media company. It is, Prudential said, "a virtual deadweight loss." ■

FCC DEFENDS NEW FIN-SYN RULES IN COURT

With both broadcasters and Hollywood challenging revised regulations, commission tells appeals court it has struck 'a careful balance'

By Joe Flint

The new financial interest and syndication rules represent "a careful balance" between the promoting of "diverse programing" and "giving the networks more flexibility in the marketplace," the FCC said in defending the regulations before the U.S. Court of Appeals in Chicago, where the rules are being challenged by both networks and programmers.

Earlier this year, the commission's decision to relax the rules that prevented the networks from owning an interest in or syndicating most of the prime time programing they carry came under fire from both the networks, which argued the relaxation was not sufficient for them to compete, and the studios, which feel the commission did not adopt enough safeguards to protect against network power.

Under the new rules, ABC, CBS

and NBC can now produce 40% of their prime time schedules and syndicate that programing both at home and abroad. The networks can also acquire a financial interest and syndication rights in outside-produced prime time programing subject to a two-step, anti-extraction safeguard that requires the networks to wait 30 days after negotiating a basic licensing agreement before negotiating for back-end rights. Most of the rules barring networks from the international marketplace were removed.

The FCC, in its controversial 3-2 vote to relax the fin-syn rules, concluded that the networks had the power to extract rights from program producers that were contrary to public interest and thus did not remove the rules, voting instead to relax them.

The commission, in its brief filed in Chicago's 7th Circuit, said it was not required "to find as a prerequisite to regulatory intervention" that the net-

works' practices constituted a violation of the antitrust laws.

The FCC said there are "few true alternative buyers to the television networks for high quality prime time entertainment programing." While the networks point to cable and syndication as viable competitors, "as a practical matter [they] simply do not purchase prime time quality entertainment programing that succeeds later in syndication."

The commission said its approach on much of its decisionmaking closely followed the recommendations of the National Telecommunications and Information Administration. NTIA found that the record "does not demonstrate that the networks are devoid of any market power in the acquisition and distribution of video programing."

With regard to letting the networks get back into the domestic syndication marketplace, the commission said that

an "unfettered" re-entry could "harm local TV stations and the public they serve." Said the commission: "If the networks were to engage in practices such as affiliate favoritism or warehousing that curtail independent sta-

tions' access to popular syndicated programming, the financial health of independent stations could be seriously threatened." The commission said that did not need to conclude that the networks would engage in such prac-

tices. "The 'danger' of even selective strategic abuses, however, was by no means 'too slight' to have moved a rational commission to action."

Oral arguments, an FCC attorney said, will likely be scheduled for fall. ■

DECONCINI COOL ON 'FAIR USE' FOR VIDEO CLIPPERS

After challenges in court, broadcast monitors work for amendment to copyright bill that would make TV news monitoring 'fair use,' but copyright subcommittee chairman is not convinced

By Joe Flint

An amendment to make television news reporting and monitoring a "fair use" exception to the exclusive rights of the copyright owners received a cool reception from Patents, Copyrights and Trademarks Subcommittee Chairman Senator Dennis DeConcini (D-Ariz.). At a hearing last week, DeConcini said he would like the conflict "resolved in the marketplace between the industries involved."

Broadcast monitors—companies that monitor and "clip" television news segments for profit—do not always pay for copies sold to clients, an issue that has been raised in recent court challenges of the practice by broadcast and cable companies.

The amendment was introduced by ranking minority member of the subcommittee on Patents, Copyrights and Trademarks member Senator Orrin Hatch (R-Utah), who is seeking an amendment to the copyright bill (S. 1805). The fair use doctrine allows for the use of certain copyrighted material where that use is for an "important" public purpose, such as "criticism, comment, news reporting, teaching, scholarship or research."

The video clipping industry has revenues approaching \$50 million, according to Robert Cohen, president of Video Monitoring Services of America, who testified in favor of Hatch's amendment. Video Monitoring Services has been in litigation with CNN over this issue.

Agreeing that video clipping services should not be granted fair use exemptionis Ralph Oman, register of copyrights and associate librarian for copyright services. The copyright office, Oman said, is concerned that the amendment "will be a substantial departure from existing fair use prece-

dent and would provide commercial access to more than just daily newscasts of 'hard news' without a viable first amendment justification beyond that already accommodated by the fair use doctrine."

According to Oman, monitors would, with this amendment, be able to reproduce documentaries, magazine format-type shows and public affairs broadcasting. David Nimmer, a lawyer representing Turner Broadcasting System in its litigation against a video

clipping service and representing the National Association of Broadcasters at the hearing, said the issue is "not whether the public deserves access to news clips but whether copyright holders deserve compensation and protection for their product."

For DeConcini, the question is "how these services go about gaining access to the information that they monitor and package and sell." Without "compelling evidence," he is reluctant to amend the copyright bill. ■

SUIT OVER FCC MOVE PROGRESSES

By Harry A. Jessell

The developer of the Portals office complex in southwest Washington, pressing a federal claims court suit against the General Services Administration for reneging on leasing a Portals building for the FCC, has been frustrated at least temporarily in an effort to question under oath FCC Chairman Alfred Sikes and other high-ranking FCC and GSA officials.

Developer Republic Properties had cast its deposition net wide, but in the face of resistance from government attorneys and U.S. Claims Court Judge Robert Hodges, agreed last week to limit initial deposition-taking to mid-level GSA officials, most notably James Smale, the contracting officer overseeing the FCC lease, FCC sources said.

Depending on what turns up in the first round of depositions, the sources said, Hodges may yet give the go-ahead for the questioning of the higher-ups at the two agencies. In addition to Sikes, they could include FCC Managing Director Andrew Fishel and GSA Administrator Richard Austin.

The Justice Department, defending GSA in the suit with the help of agency attorneys, has asked for summary judgment on the suit.

The Portals, in its suit, is demanding GSA reinstate the lease, valued at \$11 million-\$12 million a year or hundreds of millions of dollars over the lease's 20-year life, or award damages. For the Portals, the FCC lease means more than mere lease revenues as the agency would be a powerful magnet for other tenants for the expansive, but isolated, development.

Soon after being told by the GSA last February that it would not follow through with its award a month earlier of a 20-year lease to house the FCC, Republic filed a complaint with the General Accounting Office, arguing the GSA had reneged simply because the FCC did not want to move to southwest Washington, which is far from its current locations along M Street in northwest Washington and the Washington mainstream.

Republic shifted strategies in April, withdrawing its GAO complaint and suing GSA in the U.S. Court of Claims, where, according to one attor-

ney representing Republic, it would have more opportunity for fact finding.

Republic argues in its court complaint the GSA's stated reasoning for cancelling the lease—that the Portals could not meet the FCC's space requirements—was “a sham and a pretext.” Because of the Portals' loca-

tions, it alleges, the FCC “predetermined” it was unacceptable. “It was secretly intended...that the alleged lack for space would be used as a cancellation reason,” it says, should an award be made to the Portals.

The GSA had hoped to consolidate the FCC, now spread out among the headquarters at 1919 M Street North-

west and three other nearby buildings, into a single building.

That idea seems to have vanished with the Portals lease. Assuming the claims court does nothing to prevent them, GSA and the FCC now will move forward with plans to lease new space in multiple buildings near the current headquarters. ■

The Senate sent two Hill staffers well known in communications circles on to new jobs last

Tuesday, confirming Greg Chapados as assistant secretary of Commerce for communications and administrator of the NTIA and Walter McCormick as general counsel of the Department of Transportation. Chapados had been aide to Senate Commerce Committee member Ted Stevens (R-Alaska) and McCormick toiled as chief minority counsel for the committee.

It sort of begs the question of who should determine public access to the news. Senator Orrin Hatch (R-Utah), in written testimony on the video clipping bill (see page 41), took off after Los Angeles TV stations for refusing to release videotapes of the rioting. The refusal illustrates “the danger of allowing newscasters themselves to determine questions of public access to the news,” Hatch said.

PTAR, cable-network crossownership, TV dereg? Fox affiliates at their annual convention at the Century Plaza in Los Angeles today (June 22) will have an opportunity to query two-fifths of the FCC about those and other regulatory topics. The two-fifths: Commissioners Sherrie Marshall and James Quello.

FCC Chairman Alfred Sikes's “eight blindspots” speech pointing out deficiencies of TV news received little attention when he gave it last April. Trouble was it was presented at Washington State University in Pullman on a Friday night, far from the media centers and too late for much treatment in the weekly trades.

But the speech has had a remarkable afterlife. BROADCASTING printed the guts of it as a “Monday Memo” on May 11. After that, the Sikes publicity mavens in the Office of Public Affairs placed an AP story and leveraged the speech into appearances on WNET(TV) New York two weeks ago and Larry King's Mutual radio show last Tuesday. As it turns out, King gave short shrift to Sikes's opinion about TV news and chose to explore a wide range of issues. Callers also had Sikes jumping deftly from topic to topic.

Making no secret of its interest in owning cable systems in the growing number of markets where it has TV stations, Chris-Craft has been working diligently for repeal of the statutory prohibition against local broadcast-cable crossownership.

Chris-Craft's Washington attorneys, Marvin Diamond

Washington Watch

and Susan Wing, two weeks ago made personal appeals to the commissioners urging them

to recommend that Congress repeal the local broadcast-cable ban in its order relaxing the FCC's own network-cable prohibition. It's difficult to say just how decisive the Diamond-Wing efforts were, but the FCC item adopted last Thursday did, indeed, contain the recommendation. Chris-Craft still has its hardest job before it: convincing Congress to heed the FCC advice.

Before a three-judge panel of the U.S. Court of Appeals in St. Louis, FCC General Counsel Bob Pettit argued the FCC was on solid ground in repealing the fairness doctrine and its ballot-issue corollary because the agency had created them. Not so, countered Media Access Project's Andy Schwartzman, who said the doctrine, forged by law, is beyond the reach of commission deregulators. Following the June 11 arguments, neither Pettit nor Schwartzman was able to divine how the judges might decide the case, which stems from a dismissed ballot-issue complaint by the Arkansas AFL-CIO against KARK-TV St. Louis. The FCC had dismissed the complaint. “The judges were pretty neutral in their questioning,” said Pettit. Schwartzman agreed: “It was hard to tell what, if anything, they were thinking.”

Charlie Schott, former top aide to FCC Chairman Sikes, was one of the few spectators on hand for the arguments. Now a London-based business consultant in St. Louis visiting family, Schott dropped by to lend moral support to Pettit, a friend and fellow Missourian.

NCTA's newly constituted executive committee, which makes all the tough decisions and hopes to drag along the rest of the NCTA board, includes two new members with long cable histories: Ted Turner and Bill Bresnan, the former Group W executive who now heads his own entrepreneurial cable company, Bresnan Communications. Departing to make room for the two cable veterans on the 12-man committee were Jerry Lindauer of Prime Cable, who had served as immediate past chairman, and Glenn Jones of Jones Intercable

The 10 returning members: NCTA President James Mooney; Joseph Collins, Time Warner Cable; Richard Roberts, TeleCable Corp.; James Robbins, Cox Cable; Larry Wangberg, Times Mirror Cable; Brian Roberts, Comcast; Tony Cox, Showtime; Amos Hostetter, Continental; John Malone, Tele-Communications Inc., and Robert Miron, Newhouse Broadcasting. —HAJ



Broadcasting's

Top 100

Companies

in Electronic Communications

Only about half the Fifth Estate economy suffered in the recession last year. Analyzing, for the first time, the performance of the Top 100 companies by industry segment, BROADCASTING's exclusive annual survey of electronic communications found that every MSO sported higher revenue in 1991 than the year before. Programming companies, including cable networks, also benefitted from the MSOs'—and their subscribers'—largess. As a result, two of the three largest companies are now cable-related: Time Warner and Tele-Communications Inc. The half that didn't fare so well last year were the cyclically sensitive equipment companies and the broadcast station and network operators. As revenues fell, so did operating income, in fact, operating income for cable operators came close to equalling that of a much larger number of broadcasters. —GF,SDM

1 Time Warner 2 Capital Cities/ABC 3 TCI 4 General Electric 5 CBS 6 Sony 7 Matsushita 8 Viacom 9 Turner Broadcasting 10 News Corp 11 Continental 12 Home Shopping Network 13 QVC Network 14 Paramount 15 The Walt Disney Co 16 GI Corp 17 Westinghouse 18 Comcast 19 Tribune 20 SCI Holdings 21 Cablevision Systems 22 Times Mirror 23 Ampex 24 King World Productions 25 Harris Corp 26 Saatchi & Saatchi 27 Multimedia 28 Gaylord Entertainment 29 Gannett Co 30 Scientific-Atlanta 31 Scripps Howard 32 WPP 33 Cablevision Industries 34 Washington Post 35 Tektronix 36 Interpublic 37 Omnicom 38 Dun & Bradstreet 39 3M 40 BHC Communications 41 Century 42 Adelphia 43 GM Hughes 44 Great American Communications 45 SCI Television 46 Control Data 47 AH Belo 48 Grey 49 Pinelands Inc 50 Media General 51 PESA Chyron 52 Westwood One 53 Eastman Kodak 54 Infinity Broadcasting 55 Telemundo Group 56 TKR Cable 57 LIN Broadcasting 58 Malrite Communications 59 TCA Cable 60 Foote, Cone & Belding 61 Jefferson-Pilot 62 Charter Co 63 International Family Entertainment 64 Meredith Corp 65 Pulitzer 66 Liberty Media 67 Varian 68 ML Media 69 Jones Intercable 70 McGraw-Hill 71 Renaissance Communications 72 Zenith 73 Comsat 74 C-TEC 75 Liberty Corp 76 Lee Enterprises 77 Park Communications 78 Ackerley Communications 79 American Family 80 Clear Channel 81 Jacor Communications 82 Reuters 83 IDB 84 Heritage Media 85 The New York Times Co 86 Republic Pictures 87 Falcon 88 Unitel Video 89 ML Opportunity 90 dick clark productions 91 Outlet Communications 92 Motorola 93 Granite Broadcasting 94 Burnup & Sims 95 Gillett Holdings 96 Northstar Television 97 Fairmont Communications 98 All American Communications 99 Playboy Enterprises 100 C-COR

How far will we go to get your television feed on the air?



Good reports are coming in from all over.

Vyvx is making big news just about everywhere you look these days. It's not hard to see why. Major broadcast and cable networks are turning to us for the kind of reliable transmission and superior broadcast quality our nationwide fiber-optic network is known for. In the last year, Vyvx was chosen to carry coverage of such key events as the Soviet coup, Desert Storm and the Super Bowl. Other important

broadcasts include the Democratic and Republican National Conventions and professional baseball.

But unmatched reliability and superior transmission are just half the story. The networks also appreciate the fact that we go the extra mile where service is concerned, doing whatever it takes to provide alternate access routes into our network. Plus, unlike satellites, our fiber-optic



signal is secure from theft, making exclusive news or sports coverage just that – exclusive.

Perhaps best of all, we're just as affordable as satellites. And, unlike satellites, setting up broadcast time is as easy as making one phone call. In fact, once you're connected to our network, we can have your broadcast on the air on an emergency basis in minutes.

Discover for yourself why networks are making Vyvx their first choice for news, sports and entertainment broadcasting. For a copy of our capabilities brochure, call us today at 1-800-324-8686. With Vyvx on the scene, there's no telling how far your network will go.



A Revelation in Sight and Sound®

The following charts rank companies by their Electronic Communications Index (ECI) revenue—the revenue each company derives from broadcasting, cable, programming, equipment and other related communications activities. The Broadcasting and Cable charts also detail

the operating income that those companies derive from ECI activity. To determine ECI data, BROADCASTING relies on estimates provided by the companies, securities analysts and industry associations. NM = not meaningful; NA = not available.

BROADCASTING

ECI Rank	'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 ECI Income (in millions)	'91 Total Net Earnings (in millions)	% Chg. in Net from '90
1. Capital Cities/ABC	\$4,329.7	1%	80%	\$669.7	\$343.5	-28%
2. General Electric	\$3,121.0	-4%	7%	\$209.0	\$2,636.0	-39%
3. CBS	\$3,035.0	-7%	100%	(\$271.3)	(\$85.8)	NM
4. News Corp.	\$1,300.0	24%	27%	\$250.0	\$367.6	45%
5. Westinghouse	\$707.0	-6%	6%	\$115.6	(\$1,086.0)	NM
6. Tribune	\$617.5	-1%	30%	\$100.2	\$142.0	NM
7. Multimedia	\$395.4	14%	75.4%	\$132.3	\$48.4	6%
8. Gannett Co.	\$357.4	-10%	11%	\$61.7	\$301.6	-20%
9. Scripps Howard	\$348.5	7%	100%	\$58.3	\$24.1	-20%
10. Washington Post	\$323.0	-1%	23%	\$84.1	\$70.8	-59%
11. BHC Communications	\$262.6	-6%	100%	\$0.5	\$108.1	-78%
12. Great American Commun.	\$211.5	-5%	100%	\$18.4	\$92.0	NM
13. SCI Television	\$208.8	-11%	100%	\$20.3	(\$98.9)	NM
14. A.H. Belo	\$181.8	-6%	42%	\$41.6	\$12.4	-58%
15. Pinelands Inc.	\$166.2	-8%	100%	(\$2.9)	(\$5.3)	NM
16. Infinity Broadcasting	\$135.3	5%	100%	\$27.5	(\$6.0)	NM
17. Telemundo Group	\$134.3	5%	100%	(\$241.5)	(\$275.0)	NM
18. LIN Broadcasting Corp.	\$129.4	-4%	86%	\$45.3	(\$170.2)	NM
19. Malrite Communications	\$128.2	-3%	100%	\$11.5	(\$25.4)	NM
20. Jefferson-Pilot	\$125.0	-2%	11%	\$18.0	\$175.7	11%
21. Meredith Corp.	\$109.1	-2%	15%	\$21.0	\$83.1	NM
22. Pulitzer	\$109.0	-6%	28%	\$17.8	\$10.6	-16%
23. McGraw-Hill	\$98.1	-6%	5%	\$25.9	\$148.0	-14%
24. Renaissance Commun.	\$88.9	-1%	100%	\$0.6	\$13.5	NM
25. Liberty Corp.	\$71.4	-5%	23%	\$11.2	\$30.1	20%
26. Lee Enterprises	\$69.7	-2%	20%	\$10.1	\$31.5	-28%
27. Park Communications	\$67.0	-7%	45%	\$13.0	\$11.9	-37%
28. Ackerley Communications	\$66.6	5%	42%	(\$12.2)	(\$39.1)	NM
29. American Family	\$64.4	-8%	2%	\$11.8	\$148.7	27%
30. Clear Channel	\$64.3	6%	100%	\$11.8	\$1.1	NM
31. Jacor Communications	\$64.2	-20%	100%	\$6.1	\$1.5	NM
32. Heritage Media	\$51.2	1%	23%	\$10.2	(\$15.0)	NM
33. The New York Times Co.	\$47.9	-6%	3%	\$16	\$47.0	-28%
34. Outlet Communications	\$39.4	-15%	100%	\$4.6	(\$9.3)	NM
35. Granite Broadcasting	\$33.4	-3%	100%	\$6.0	(\$8.5)	NM
36. Gillett Holdings	\$30.9	-46%	4%	(\$2.4)	(\$161.5)	NM
37. Northstar Television	\$30.3	0%	100%	NA	(\$8.9)	NM
38. Fairmont Communications	\$29.2	NA	100%	NA	(\$28.8)	NM

Last year's operating comparisons for broadcasting companies are mostly negative, but that is not surprising. Revenue changes reported for 1991 arranged themselves in a band around the 5.8% industry-wide station decline estimated by the Television Bureau of Advertising, and the 2.3% decline in spot radio. On the income side, 1991 ECI operating profits for broadcasters still produced relatively healthy margins.

Not surprisingly, the three network parent companies topped the revenue list, with the parent company

of near-network Fox—News Corp.—coming in fourth. Two major station group owners, Westinghouse and Tribune, were the only two other broadcasters with \$500 million-plus revenue.

Since most broadcasters are owned by media-dominated parent companies, it is not surprising that corporate earnings were down last year, as newspapers, magazines and other divisions also suffered. Only those companies with cable or entertainment divisions managed to offset some of the decline.

CABLE

ECI Rank	'91 ECI Revenue (in millions)	%Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 ECI Income (in millions)	'91 Total Net Earnings (in millions)	%Chg. in Net from '90
1. Time Warner	\$4,731.0	5%	39%	\$618.0	(\$99.0)	NM
2. TCI	\$3,206.0	9%	84%	\$760.0	(\$102.0)	NM
3. Continental	\$1,039.2	11%	100%	\$444.7	(\$161.6)	NM
4. Comcast	\$647.1	11%	90%	\$154.9	(\$155.5)	NM
5. SCI Holdings	\$606.7	10%	100%	\$95.7	(\$138.0)	NM
6. Cablevision Systems	\$603.3	7%	100%	\$53.4	(\$227.2)	NM
7. Times Mirror	\$498.0	5%	14%	\$97.2	\$81.9	-55%
8. Cablevision Industries	\$334.6	12%	100%	\$16.8	(\$73.9)	NM
9. Century	\$257.0	17%	93%	\$56.1	(\$80.3)	NM
10. Adelphia	\$250.2	9%	100%	\$63.3	(\$141.3)	NM
11. Media General	\$159.6	4%	27%	\$18.4	(\$62.1)	NM
12. TKR Cable	\$130.0	12%	100%	\$42.1	\$7.1	NM
13. TCA Cable	\$127.0	12%	100%	\$31.4	\$8.5	79%
14. ML Media	\$99.2	6%	100%	(\$19.8)	(\$51.0)	NM
15. Jones Intercable	\$98.9	9%	100%	\$47.1	(\$33.6)	NM
16. C-TEC	\$76.1	19%	33%	\$29.8	(\$12.3)	NM
17. Falcon	\$45.9	17%	100%	\$7.4	(\$10.5)	NM
18. ML Opportunity	\$42.0	1%	100%	(\$42.4)	(\$79.2)	NM

Cable's top companies saw solid gains in a year when most other media categories did not. Cable penetration, though, continued to level off, moving slightly from 59% in 1990 to 60.6% in 1991, according to Nielsen. Total revenues increased more rapidly—

Americans spent \$18.2 billion on cable in 1991, compared with \$16.7 billion in 1990. Total dollars spent are expected to be just under \$20 billion in 1992. Spot and local ad revenue was just over \$3 billion in 1991, compared to \$2.5 billion in 1990.

XEROX

You can't Xerox a Xerox on a Xerox.

But we don't mind at all if you copy a copy on a Xerox copier. In fact, we prefer it. Because the Xerox trademark should only identify products made by us. Like Xerox copiers and Xerox printing systems.

As a trademark, the term Xerox should always be used as an adjective, followed by a noun. And it is never used as a verb. Of course, helping us protect our trademark also helps you.

Because you'll continue to get what you're actually asking for. And not an inferior copy.



The Document Company



PROGRAMING

ECI Rank	'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 Total Net Earnings (in millions)	% Chg. in Net from '90
1. Viacom	\$1,711.6	7%	100%	(\$49.7)	NM
2. Turner Broadcasting	\$1,383.0	5%	93%	\$85.9	1,759%
3. Home Shopping Network	\$1,035.5	7%	96%	(\$8.9)	NM
4. QVC Network	\$921.8	19	100%	\$19.6	NM
5. Paramount	\$810.4	8%	21%	\$122.2	-53%
6. Walt Disney Co.	\$752.3	17%	12%	\$636.6	-23%
7. King World Productions	\$475.9	5%	100%	\$90.6	8%
8. Gaylord Entertainment	\$361.0	5	60%	\$1.8	-73%
9. Westwood One	\$144.4	-1%	100%	\$8.8	NM
10. Charter Co. (8 months)	\$122.7	—	100%	\$13.0	1,164%
11. International Family Ent.	\$113.7	22%	100%	\$19.8	37%
12. Liberty Media	\$106.8	42%	100%	\$42.9	2,916%
13. Republic Pictures	\$47.4	57%	58%	\$0.6	-11%
14. dick clark productions	\$41.8	39%	94%	\$2.9	115%
15. All American Commun.	\$27.5	NA	78%	(\$1.9)	NM
16. Playboy Enterprises	\$26.7	-5	15%	\$4.5	-28%

For companies whose primary exposure to the Fifth Estate is entertainment, the list is led by those predominantly in the cable programming business, with Viacom and Turner followed by two home shopping companies, Home Shopping Network and QVC Network.

But some in program production also benefited from positive revenue changes, with both Paramount, Dis-

ney and King World showing strong gains.

Although not shown above, the ECI income of most programmers produces a wide range of margins. Corporate earnings were mixed.

Some of the major players in programming have larger media divisions elsewhere: Time Warner is listed in Cable; both Sony and Matsushita can be found in Technology, and News Corp is in Broadcasting.

TECHNOLOGY

ECI Rank	'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of total Revenue	'91 total Net Earnings (in millions)	% Chg. In Net from '90
1. Sony	\$2,550.0	-4%	9%	\$903.2	3%
2. Matsushita	\$2,100.0	-4%	4%	\$999.0	-49%
3. GI Corp.	\$745.0	-9%	79%	(\$133.3)	NM
4. Ampex	\$493.3	-20%	94%	(\$78.1)	NM
5. Harris Corp.	\$451.0	—	15%	\$19.5	-85%
6. Scientific-Atlanta	\$355.8	-23%	72%	1.1	-98%
7. Tektronix	\$293.6	5%	22%	\$48.3	NM
8. 3M	\$266.8	2%	2%	\$1,154.0	-12%
9. PESA Chyron	\$154.8	21%	100%	\$4.8	85%
10. Eastman Kodak	\$141.5	—	1%	\$17.0	-98%
11. Varian	\$100.7	-2%	7%	\$57.5	NM
12. Zenith	\$80.0	-30%	6%	(\$51.6)	NM
13. Motorola	\$34.0	4%	1%	\$454.0	-9%
14. C-COR	\$26.2	-50%	80%	(\$3.5)	NM

The past year has proved tough for manufacturers highly concentrated in television and radio technology. Although new digital studio products are making inroads into the market, broadcasters describe themselves as in "maintenance mode" until budgets loosen

and a true digital revolution begins.

Those companies selling equipment primarily to professional TV, radio and satellite experienced heavier losses than those with a broader array of consumer and government markets to serve.

AGENCIES & SERVICES

ECI Rank	'91 ECI Revenue (in millions)	% Chg. in ECI Rev. from '90	ECI as % of Total Revenue	'91 Total Net Earnings (in millions)	% Chg. in Net Earn. from '90
1. Saatchi & Saatchi*	\$440.0	1%	76%	(\$118.4)	NM
2. WPP*	\$339.9	—	35%	\$57.5	-39%
3. Interpublic*	\$283.4	-8%	55%	\$94.5	18%
4. Dun & Bradstreet	\$280.0	15%	6%	\$508.5	—
5. Omnicom*	\$281.4	—	41%	\$57.1	10%
6. GM Hughes	\$215.3	5%	2%	\$435.5	-25%
7. Control Data	\$201.7	—	13%	(\$9.8)	NM
8. Grey*	\$166.2	—	67%	\$4.3	-70%
9. FCB	\$125.2	-1%	37%	(\$19.1)	NM
10. Comsat	\$77.4	7%	15%	\$44.8	NM
11. Reuters	\$54.8	7%	2%	\$429.5	10%
12. IDB	\$53.5	-17%	51%	\$1.5	2,287%
13. Unitel Video	\$45.9	-2%	100%	\$1.0	-18%
14. Burnup & Sims	\$32.4	-19%	19%	(\$0.8)	NM

* ECI revenue numbers reflect U.S. operations only. Net earnings figures are for entire worldwide organization.

The top advertising agencies, hit by the recession, all showed similar results for 1991. They managed to come in about flat in revenues derived from television and radio ad spending, compared with 1990. The media spending outlook is a bit brighter for 1992, although most analysts have lowered their initial projections. Forecaster Robert Coen of McCann-Erickson expects television ad revenues to increase 6.1%, down from a

six-month earlier prediction of 7%.

The satellite services did not all have similar experiences in 1991. Comsat was up, while IDB was down considerably.

The ratings services also had disparate results in 1991, with Dun & Bradstreet's Nielsen Media Research showing solid gains, while Control Data Co.'s Arbitron stayed about flat versus 1990.

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

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.)



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

TORNADO TACTICS

Date Book

■ Indicates new listing or changed item

THIS WEEK

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

■ **June 22**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner featuring the producers and stars of the NBC series, *Law and Order*. Copacabana, New York. Information: (212) 768-7050.

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

■ **June 22-23**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Cleveland, Ohio. Information: Janenne Smith, (703) 691-8911.

■ **June 23**—*Women in Cable, St. Louis chapter*, "Gender Dynamics II," luncheon. Schneithorst Restaurant, St. Louis. Information: Theresa Bruggeman, (314) 997-7570.

■ **June 23**—Local advertising sales presentation sponsored by *Arts and Entertainment Television Network*. Minneapolis. Information: Rosemary Baisch, (312) 819-1486.

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, (212) 586-8424.

June 23-26—*National Association of Broadcasters* joint board meeting. Washington. Information:

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

(202) 775-3527.

■ **June 24**—"Sports Journalism: It's More Than Just the Game," seminar sponsored by *Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

■ **June 24**—"The Secrets of Power Reporting," a satellite seminar sponsored by *Radio-Television News Directors Association* and the *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (202) 659-6510.

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 24-27**—*Florida Association of Broadcasters* 57th annual convention. Disney Yacht Club Resort, Orlando, Fla. Information: (800) 825-5322.

■ **June 25**—*Advertising Women of New York, Inc.*, installation luncheon. Speaker: Katherine Graham, chairman of the board, Washington Post Company. Grand Hyatt Hotel, New York. Information: (212) 593-1950.

■ **June 25**—Local advertising sales presentation sponsored by *ESPN*. Chicago. Information: Jackie Booth, (312) 938-4200.

■ **June 25**—Eighth annual Leadership Institute for Journalism and Mass Communication Education sponsored by *The Freedom Forum Media Studies Center*. Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

■ **June 25-26**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Nashville. Information: Janenne Smith, (703) 691-8911.

■ **June 25-27**—*Mississippi Association of Broadcasters* annual summer convention. Grande Biloxi Resort, Biloxi, Miss. Information: (601) 957-9121.

■ **June 26**—Deadline for papers for *Pacific Telecommunications Council* 15th annual conference. Information: (808) 941-3789.

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.

■ **June 27**—*Academy of Television Arts and Sciences* annual preview of new fall programming. Academy Plaza Theatre, North Hollywood. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

MAJOR MEETINGS

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.

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

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 Anto-

nio, Tex. Information: (202) 659-6510.

Oct. 12-16—*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. Future convention: October 13-16, 1993, Richmond, Va.

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. 24-28, 1993**—*NATPE International/Association of Independent Television Stations* 30th

annual conference and exhibition. Moscone Convention Center, San Francisco. Information: (310) 453-4440.

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

Feb. 24-26, 1993—Texas Cable Show sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

March 3-6, 1993—24th Country Radio seminar sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

April 16-21, 1993—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

April 19-22, 1993—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

May 16-19, 1993—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* 33rd annual conference. Buena Vista Palace Hotel, Lake Buena Vista, Fla. Information: (708) 296-0200. Future conference: May 22-25, 1994, San Diego.

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

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Northeast resort area: Successful AM/FM combo (the only game in town!) seeks GSM to take station to next level. Candidate must carry list and have demonstrated ability to train and motivate staff. Outstanding performance is recognized by liberal incentives. Full benefits provided. Send resume and salary history promptly to Box C-45. EOE.

Indianapolis area full time AM/FM looking for aggressive selling sales manager. Must sell own list, plus manage 6 person sales team. The right person in line for my job as G.M. as we expand. AM is Talk, FM is Country, both 24 hour. Market of 250,000. Reply to Box D-18. EOE.

General sales managers needed to join aggressive Illinois group. We're number one in Campaign with the same plans on two new FM's we're building this summer. Send your resume and cover letter detailing your sales management background to Mark Rollings, Rollings Communications, PO Box 882, Chesterfield, MO 63006. EOE.

GM/SM needed by aggressive, growing 8-station group to turnaround Tennessee FM/AM. Documented successful track record and stability essential. Earn huge bonus, equity. Longterm opportunity. Can buy equity and we'll finance. Must be able to run business like your own! Reply Box D-32. EOE.

Growth opportunity in northern New England. We're looking for an A.E. who wants to move up! Hit the street first specializing in M.O.Y.L. sales. Then hire a team to work under you. Our company has promoted salespeople to station owners! Please send resume and anything that will sell us on you to Box D-33. EOE.

Business manager: Great opportunity for experienced person with strong accounting skills to take charge of the business office in a South Florida radio station. Send resume, references, and salary history to Box D-34. EOE.

Business manager: Manage financial operations for statewide radio network including financial statements, budget development, audit preparation, payroll, grant/contract oversight, a/p, billing. Must have experience with computerized accounting systems, preferably PC-Fund. Excellent organizational, oral/written communications skills. Send resume to D. Kaplan, APRN, 810 E. 9th Ave., Anchorage, AK 99501. EOE.

Business manager needed for broadcast group. Strong accounting and computer background a must. Former broadcast experience and a degree helpful. Position is based in the Salisbury-Ocean City, MD, area of the Eastern Shore. We are an EOE employer. Please forward resume to: Ron Jay, c/o WQHQ, PO Box U, Salisbury, MD 21802.

General manager: Small market Montana. Need disciplined leader who generates results not excuses. Reply to Box D-31. EOE.

Sales manager: Can you lead a talented sales staff effectively? Are you committed to coaching and training? Is the customer #1 with you? Are you performance-oriented? Do you take the initiative to make things happen? If so, we want to talk with you! Contact Raymond Cal, WEZW-FM, 735 West Wisconsin Avenue, #401, Milwaukee, WI 53233. Equal opportunity employer.

New England opening for street fighting GSM in competitive medium market. Established C-1; A-C; growing group with good reputation; opportunity to move up. Resume & your strengths to: Jack Clancy, Eastern Broadcasting, 427-3 Amherst St., Suite 249, Nashua, NH 03063. EOE.

HELP WANTED SALES

24 hour AM/FM looking to expand current sales department. Excellent commission and bonus. If you have proven you can sell radio time, move up to our team. Send resume to Jim Mougeotte, WAXT/WHBU, Box 610, Anderson, IN. EOE.

Account executive needed with at least 3 years experience in selling radio. If you can go beyond cost-per-point business and are creative and aggressive, the 3rd ranked station in the 8th largest market in the U.S. may have the position for you. Preferential treatment given to those with prior experience selling an urban format. Send resume attn: Howard Toole, KJMZ, 545 East John Carpenter Frwy, Irving, TX 75062. EOE.

Do you love to sell and have marketing smarts? WJFM radio in Grand Rapids, Michigan has a rare opportunity for a creative person who loves to sell. If you are the type of person who makes a difference to your customers, call general manager Tim Feagan at 616-363-7701. Equal opportunity employer.

Account executive: For leading FM Country format in Roanoke-Lynchburg, VA. Immediate opening. Fax resume to Sterling Slaughter 804-237-8070. EOE.

Account executive/advertising sales: National entertainment medium expanding in Dallas market seeking qualified, energetic self-starters to sell local and regional advertising. 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 2859 Paces Ferry Rd., Suite 800, Atlanta, GA 30339. Attn: Wendy Wilson.

HELP WANTED PERSONALITY/TALENT

Experienced sports director: Multi-award winning news/talk/sports station in big ten college town. Exceptional PBP/reporting/organization/management skills required. Low pay, long hours, high visibility. T&R to: Tim Molnar, WMAJ, PO Box 888, State College, PA 16804. EOE.

HELP WANTED NEWS

Anchor/reporter: Major New York radio station seeks on-air talent for news department. Individual must have at least 5 years experience in broadcasting (preferably radio) in a mid-sized to major market. Previous experience should include position of writer and reporter, along with some exposure to a news format. Candidates must be adept at working a board, i.e. playing carts, bringing in live reports, monitoring volume control levels, and operating a mike. Working knowledge of a newsroom computer would be beneficial. EOE. Please send resumes to: Box D-8.

Only if you're serious about news: Midwest Family growing to 18 radio stations in Michigan, Illinois, Wisconsin, Missouri. Current, future openings — entry level reporters, experienced anchors, news director candidates. Tape, resume, salary history: Toni Denison, WTDY/WMMGN, PO Box 2058, Madison, WI 53701. No calls! EOE.

News anchors/reporters: All news 1010 WINS-AM in New York is currently recruiting for experienced reporters and news anchors. Candidates must be adept at working a board, i.e.: playing carts, bringing in live reports, monitoring volume control levels and operating a mike. Computer skills helpful. EOE. (Phone calls will not be accepted!) Please send tape and resume to: 1010 WINS Radio, Attn: Human Resources Department, 888 Seventh Avenue, New York, NY 10106.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director for KMOX Radio, St. Louis. Must have background in broadcasting, preferably with degree in journalism or communications and a minimum of five years' experience in radio including management responsibilities. Proven track record and familiarity with News, Talk, Sports and Entertainment format a must. Contact KMOX-CBS Radio, Attention: General Manager, 1 Memorial Drive, St. Louis, MO 63102. Equal opportunity employer.

Think you're as good as Geraldo, Phil or Oprah? We want you for a live daily prime time television talk show in USA's 11th largest television market. Send tape/resume to Bill Klaus, TV 29, Box 2170, Akron, OH 44309. EEO.

Producer: CBS Radio Network seeks a talented, experienced producer for a nationally syndicated talk program. Resumes to: Network Programming Department, CBS Radio Networks, 51 West 52nd Street, New York, NY 10019. No phone calls please. Equal opportunity employer.

Part-time weekend opportunities 50K metro NYC soft AC FM. Good voice. Send tape, resume to Jim Valle, WHUD-FM, Box 188, Peekskill, NY 10566. EOE.

Looking for an opportunity to make a difference at a Jazz-oriented NPR station? If you have talent, radio-savvy, and a love of Jazz, we need you to lead our music dept. in building upon a long tradition of jazz service in Buffalo. As music director, you'll be responsible for a staff of ten people, programming 16 hours a day of jazz. Call WBFO at 716-831-2880 for details now. This is a Research Foundation of SUNY position. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Looking for leadership, motivation and success? Then pick up that phone, we should talk. Former group owner, manager, excellent sales, promotion and production specialist seeking re-entry from early retirement to medium or large market. I've done it all and done it well, and I can do it again for you. From on-air to front office, you get it all. Phone Tom Armshaw, 919-292-8964. Let's talk today!

General manager: Real estate manager, talent coordinator, teacher seeks general manager position in a small to medium market. Willing to relocate. Experienced, conscientious, motivated strong closer. Top biller. Eventual buyout possibility. Call Ted 914-357-4861 or 914-357-3100.

A 20 minute phone call will convince you! I have 10 incredibly successful years of sales management. I am also reputed to be the best radio salesperson in Canada! I am seeking an upper management position somewhere in winter warm U.S. I will seriously entertain offers only from well established companies. Equity consideration is very important. My references will tell you that I can and will outperform anyone, anywhere. Call Ontario, Canada 519-753-9545.

GM/OM ready to help you take your medium/small market station to next level. Dedicated to success. Ext. experience in programing/sales/management. Let's build a winner! Reply to Box D-35.

SITUATIONS WANTED PERSONALITY/TALENT

Looking for first job. Will work hard & do whatever it takes to succeed. Will relocate. Call Pete 708-746-1350. Please give me a chance, you won't be sorry.

SITUATIONS WANTED ANNOUNCERS

You: Hiring daytime DJ, PD? Near Kentucky. Me: Management skills, 6 yrs. marketing, 3 yrs. PT announcing. Interested? Janet 502-895-5888.

Six year AT seeks full-time position in NY, New England or PA. Any format, prefers nites and overnites. Currently working PT at medium market rock hits station. Call Mike 716-359-0435.

SITUATIONS WANTED NEWS

Top sportscaster: Experienced at national and major market levels. Excellent play-by-play and sports talk. Lee Burdorf, 316-722-1499.

Sportscaster who has led small market station to two state AP awards seeks new opportunity with college/minor pro PBP. Knowledgeable newspaper also. Call Mark 503-386-2163.

Put your sports department in very capable hands for the next decade. Very popular play by play from #1 market on down. Major League Baseball, college experience. Looking for station which broadcasts Division I sports. Good sales background. Happily employed but will move for right position. Reply to Box D-36.

MISCELLANEOUS

Have a radio program to syndicate? Unsure how to start? We can help. 12 years in network radio points you in the right direction. SASE for free information. 90 Buckhead, Northport, AL 35476.

Radio resumes written/typed. Send us information on relevant experience, equipment skills and specific abilities. We'll produce a winning resume. Broadcast Horizons, PO Box 458, Tranquility, NJ 07879-0458. \$35/NJ residents 7% tax.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: We are looking for a 90's local sales manager. The successful candidate will emphasize training, display excellent leadership skills and be a positive motivator. New business development is an important aspect of our effort along with vendor campaigns and rate integrity. Immediate opening for the right person. College degree preferred. Minimum 5 years of affiliate experience with proven sales and management track record. No phone calls. Resumes and letters to Jay Rabin, General Sales Manager, WHTM-TV, PO Box 5860, 3235 Hoffman Street, Harrisburg, PA 17110-5860. EOE/M-F.

Vice president/general manager for WSJV television (ABC) in South Bend/Elkhart, Indiana. Our GM is retiring toward the end of the year and this is a solid opportunity with a privately held company. Excellent growth potential in a beautiful part of the country. Good compensation and benefit package with emphasis on a long-term relationship. Please send resume to Ralph M. Oakley, Quincy Newspapers, Inc., PO Box 909, Quincy, IL 62306. EOE/MF.

General sales manager: Television sales experience required. Strong leadership, coaching, & communication skills with solid track record in national & local sales preferred. College degree preferred. Responsible for station's national & local revenue performance. Supervises activities & evaluates performance of sales & creative services staff. Send resume to Harold Culver Vice-President & General Manager, KAIT-TV, PO Box 790, Jonesboro, AR 72403-0790. EOE. No phone calls please.

Top-rated, group-owned affiliate is looking for a savvy GSM with local and national management experience. Great 100+ market to live in, with excellent company. Sell us on yourself. Include compensation requirements. Send responses to: Box D-48. EOE.

National sales manager: One of the nation's leading independent stations seeks an aggressive individual ready for the challenge of a top 10 market. We are looking for a mature individual who understands the challenges of national sales with particular enthusiasm in packaging, inventory control, pricing and leadership. Station is offering a unique and rewarding opportunity with a new broadcast group managed by some of the most experienced independent broadcasters in the nation. No phone calls please. Send resume to Rick Gold, General Sales Manager, 8443 Day Drive, Cleveland, OH 44129. EOE.

Operations manager: Market-leading, Southeastern, 100+, affiliate seeks hands-on operations manager. Primary responsibilities include program scheduling logistics; promotion, community affairs and production oversight. Recent commercial television promotion manager experience a definite plus. Candidates with television directing experience, computer capability and proven leadership & energizing skills preferred. B.A. degree in related field required. Send cover letter and resume to: Box D-37. Equal opportunity employer.

Small market NBC affiliate seeking aggressive local/national sales manager. Must have excellent organizational and motivational skills, strong personal sales ability, a proven track record in small market sales management and desire for future promotion to station manager. Reply to Box D-38. EOE.

Station manager for public TV station in north central Florida. Responsible for programing, operations & engineering. Develops and supervises budget and personnel. Participates in long range planning with management team and GM. Requires BA in Communications or related field and 8 years experience in public broadcasting including mid-level management. Master's degree is preferred. Salary: \$45,000. Send resume, cover & three letters of recommendation to: Search Committee, TV Manager, WUFT-TV, Weimer Hall, University of Florida, Gainesville, FL 32611. UF is an EEO/AA employer. Women & minorities encouraged to apply. Deadline: July 24, 1992.

Traffic systems coordinator: Candidates must have a minimum of two to three years of traffic management experience. Southwest region major independent station. Send resume to Box D-39. EOE.

Manager of program publicity/advertising: Challenging position in fast paced public television station directing publicity, advertising and public relations for local and national programs. Services press for five county area with information, releases, press kits and photos. Plans, organizes and directs local media events. Oversees monthly program guide publication and print advertising. Minimum three years experience with progressive responsibilities. College degree preferred. Public television experience, national program promotion experience preferred. Send resume with salary requirements to Human Resources, WPBT, PO Box 2, Miami, FL 33261. An equal opportunity employer, M/F/H.

Wanted: National sales manager for West Coast ABC affiliate in a beautiful market. Must be creative, strong, and show excellent judgment. Only the best! No phone calls please. Send resume to: General Sales Manager, KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE.

HELP WANTED SALES

Marketing consultant: Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Resumes and cover letter convincing us that you are our future to Box D-4. EOE.

Television sales manager: WNWO-TV seeks a local sales manager. Applicant should have extensive experience selling broadcast advertising. Position requires supervision of six salespeople and support staff. Strong organizational, training and creative abilities are essential. Send cover letter and resume to Sam Jacobs, General Sales Manager, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615 by July 3, 1992. WNWO-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

Growing organization is accepting applications for the position of broadcast engineer. Minimum of three years experience in component level repair of broadcasting equipment to include: Video tape recorders, production and routing switchers, graphics and paint systems, digital video effects, audio consoles, multitrack audio tape recorders and associated terminal equipment. RF experience with satellite earth stations and full power UHF television stations a plus. General Class FCC license recommended. Two years college or technical school in electronics highly desirable. This position offers a Christian environment with benefits of paid vacation, insurance, holidays, etc. Please call 214-620-1586, extension 6270 for an application. EOE.

We are looking for a chief engineer with documented experience maintaining UHF high power television transmitters. As a satellite programed station, we also require direct supervision and responsibility for our small staff in 24 hour, low stress, master control operation. Successful applicant should have minimum five years television transmitter maintenance with appropriate education and license. Also a must, the highest integrity, supervisory skills, and self discipline. If you are willing to relocate to our city of license, adjacent to top fifty markets, and have qualifications, let us hear from you. We offer a refreshing change of pace in quiet semi-rural setting for a seasoned professional transmitter engineer. This great position will be filled no later than August 15th. To apply, you must submit all items for consideration: job history with earnings; references; education, certifications, and licenses; and letter telling us why you are the best qualified for this position. Convince us and we will respond. Equal opportunity employer. Reply Box D-24.

Assistant master control supervisor: Work master control shift, TD news, direct weekday public affairs program, help train operations staff. Odd shifts and overtime may be required. FCC license required. Send resume to T. Hiebert, KTVB-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. No phone calls. EOE.

WEEK-TV is seeking a qualified broadcast television engineer. Person must have minimum 3-5 years experience in maintenance of RCA UHF television transmitters. Mail resume to: Judy Anhalt, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. EOE.

Media center engineer: (Video tape): Position requires operating knowledge of Ampex VPR2/VPR3, Sony Betacart video tape machines and ability to edit with such equipment. Must be able to set up machines and adjust all associated equipment to required standards. Previous professional operating experience is necessary. Send resume to: James R. Baker, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an equal opportunity employer.

Technician: Northeast major market television station seeks a technician with a minimum of 5 years experience in all phases of television broadcasting operations. Must possess a "General Class" FCC license, and have a formal technical education. All inquiries should be addressed (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

HELP WANTED NEWS

Broadcast/TV news coordinator: Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-camera work, knowledge of radio and management ability required. Salary competitive. Application deadline: July 6, 1992. Send resume and demo tape to: Director, Public Relations, The University of Mississippi, University, MS 38677. The University of Mississippi has a strong institutional commitment to the principle of diversity. In that spirit, it is particularly interested in receiving applications from a broad spectrum of people, including women, members of ethnic minorities and differently abled individuals. AA/EOE.

Meteorologist: Medium, midwest market seeking strong communicator. Prefer AMS seal. Send resume and statement of weather philosophy to Box D-27. No beginners. EOE/M/F.

Credible, energetic anchor to complement female talent in beautiful California coastal market. We're looking for an experienced journalist to help lead award-winning news team. Send tape, resume, salary requirements to: Maria Barrs, KSBW TV, PO Box 81651, Salinas, CA 93912. EOE.

Main anchor: Competitive mid-sized, midwest affiliate is looking for a top-notch communicator to complement our current 6/11 pm female co-anchor. Rush resume/news philosophy to Box D-28. EOE.

News director: Small market ABC affiliate in resort community needs experienced news director to direct young, aggressive staff. Electronic newsroom, live unit with remote bureau. Resume and tape to Frank Pilgrim, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21803. EOE-M/F.

Producer — assignments desk: Strong writing-organizational-people skills. Must be experienced with computerized newsroom, in video-editing, and handling of multiple live shots. Responsible for one hour prime cast. Retirement, profit-sharing among excellent benefits. Send rundown, tape, resume and references via Priority Mail to Ken Booth, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. Fax 671-477-7847. EOE.

Investigative reporter: Lead special projects which already won ACE, Silver Gavel, George Polk and RTNDA Awards. Retirement, profit-sharing among excellent benefits. Send rundown, tape, resume and references via Priority Mail to Ken Booth, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. Fax: 671-477-7847. EOE.

Sunrise co-host/weather anchor: This person will co-host and present the weather for Sunrise, a 30-minute "Today style" WIS morning news program, book guests for Sunrise, and report and produce packages for Sunrise and other WIS newscasts. Previous reporting and on-air experience a must. Position requires strong presentation, interviewing, writing and production skills. Knowledge of weather computer systems a plus. Send tape and resume to Randy Covington, WIS News Director, PO Box 367, Columbia, SC 29202. EOE.

Our top rated news room is adding shows and we need the following people: Early afternoon co-anchor, early morning anchor/producer, late news producer and news photographer. Experience required. Send tapes immediately. No calls. Gary Hanson, WKBN TV, Youngstown, OH. EOE.

Southwest affiliate seeking experienced news director to manage news operation. This candidate must be organized, have proven leadership capability, strong producing and writing skills, and an ability to work with our marketing and promotion departments. No beginners, only proven winners need apply. Resume and salary history to: Box D-40. EOE.

Director/producer: Strong, experienced person to handle news, specials and locally produced shows. Need 3-5 years experience with GV 1600 and Abekas 53D and ability to switch own shows. Must be a leader with strong team building skills. Send resume and tape to Human Resources Dept., Capitol Broadcasting Co., Inc., 711 Hillsborough Street, Raleigh, NC 27603. Attn: WRAL-TV Operations. EOE.

Weekend weathercaster: WABC-TV seeks an experienced weekend weathercaster/three day a week science reporter. Ideal candidate should have a minimum of five years on-air experience. Send resume and reel to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

General assignment reporter: Top market station seeks experienced general assignment reporter. "Live" news experience a must. Send resume and tape to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

Sports anchor: Need charismatic communicator for our 6:00 and 11:00 pm casts. Show us what makes your sportscasts special. Non-returnable tape and resume to Art Jordan, News Director, WFJM-TV, 101 W. Boardman St., Youngstown, OH 44503. Absolutely no beginners. No phone calls. EOE.

Number one rated Northwest NBC affiliate is looking for meteorologist. Strong commitment to delivering the most accurate viewer oriented weather information. Will be using Kavouras weather graphics system. Must be able to present weather so viewers understand why changing weather is happening around them each day and be interested in working closely with area schools to develop an exciting, cooperative weather program. EOE. Please reply to Box D-41.

Assignment editor: Top 20 market newsroom with a commitment to news is looking for an aggressive individual who knows local news and the difference between real news and features, and has the ability to coordinate the day-to-day coverage. Applicant should have at least 3 years experience in major or medium market TV news assignment desk. No clock watchers. Great people and communication skills a must. EOE. Send resume to Box D-43.

General assignment reporters: WSAZ-TV, the NBC affiliate in Huntington-Charleston, WV, is now accepting tapes and resumes for two reporter positions. Two years commercial TV experience is required and college degree preferred. Candidate should have ability to shoot video and handle live and on set reporting. WSAZ-TV is an equal opportunity employer for both male and female—minorities are encouraged to apply. Please, no phone calls. Send non-returnable tapes to: News Director, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701.

News producer: We want it all. We're looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table every day. If that's you, send resume and non-returnable tape to WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: News Producer. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE M/F.

News photographer: Indpls Fox affiliate: Good news judgement, knowledge of production techniques, ENG and SNG, strong eye for color, balance and composition. Bachelor's degree or comparable professional news experience. Three years experience in TV news preferred. Must have valid driver's license and good driving record. Record and edit video and audio. Send resume and non-returnable tape to: Jim Sanders, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202, by 7/3/92. No phone calls. EOE.

WBTW the No. 1 CBS affiliate in the Florence-Myrtle Beach market of SC has an immediate opening in our Florence office for a seasoned 6-11 pm anchor. Experience, ambition, and strong work ethic a must. Tape and resume only. No phone calls. Send resume to Cecil Chandler, News Director, WBTW TV, PO Box 100530, Florence, SC 29501. EOE/M-F.

Main anchor needed for thirties market affiliate. We need a news room leader who the audience will want to share the time with. Please send resume to Box D-42. EOE M/F.

News photographer: We want to add a photographer to the market's best team. We want someone who understands the mix of pictures, sound and ideas that add up to compelling television. Resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job News Photographer. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE. M/F.

Meteorologist: Be a part of the Emergency Weather Authority. If you are a meteorologist with an AMS seal and strong performance skills send your resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216 Attn: Job Meteorologist. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE. M/F.

WPSD news needs to fill two positions. 1) 5:00/10:00 news producer. Produce two shows per day Mon.-Fri. Previous producing experience very important, degree preferred. Send resume and writing example. 2) Wknd weathercaster/weekday reporter. AMS or NWA seal, degree and experience preferred. Send tape and resume to: News Director, WPSD-TV, 100 Television Lane, Paducah, KY 42003-5098. EOE, M/F/D/V.

WHOI-TV, the ABC affiliate in Peoria, Illinois is seeking a news director/anchor. Responsibilities include anchoring the 5:30 & 10:00pm newscasts and the overall operations of the news department. Send tapes, resumes, references, salary requirements, news and management philosophy to Mark Cummings VP/GM, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced weathercaster/co-anchor/reporter: Needed at a major market network affiliate. Candidates with a strong working knowledge of meteorological terms and weather forecasting a must. Background in atmospheric sciences and additional experience in TV news anchoring and/or environmental reporting preferred. Qualified applicants need a minimum of three years experience in television weathercasting/reporting. Send resume and tape to KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. Closing date: June 30, 1992. No calls. EEO.

TV talk show co-host needed: To join male counterpart on a highly successful, long-running, major market talk show. Candidate must have exceptional interviewing skills, and proven talk show success. Solid script writing abilities and strong people skills are a must. Minimum of three years talk show experience. Please send resume and tape to: KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. No calls. EEO.

TV news executive producer: One of America's best television stations is looking for the best news executive producer in the business. This prime job goes to the manager who has outstanding production abilities and can motivate a strong news staff in the production of our weekday broadcasts. College degree strongly preferred. Minimum of 8 years television news management and news producing experience in medium or major markets. Closing date: June 30, 1992. Send resume to KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. No calls. EOE.

Seeking talk show associate producer for a successful major market talk program. Candidate must have proven talk show booking and producing skills, and be able to generate topic ideas with high viewer appeal. Must have Beta editing and remote production skills. Minimum of two years talk show experience necessary. Please send resumes to KOMO-TV Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. No calls. EOE.

Promotion writer/producer: ABC affiliate in 34th market has immediate opening for high-energy, innovative, quality-oriented expert to join creative promotion team. One year experience in TV promotion required. Must be able to demonstrate strong writing, producing, and editing skills. Expertise in print and radio required. Send resume, non-returnable tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job — Promotion Writer/Producer. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

Promotion director: Top rated ABC affiliate in the southeast seeks strong creative promotion director/producer/writer with strong hands-on experience in news and station image promotion. Graphic experience and a good eye for detail a must. Marketing degree desired. Send tapes and resumes to: Wayne Daugherty, Vice-President/General Manager, WTVM Television, PO Box 1848, Columbus, GA 31994. EOE. Deadline date: June 26, 1992.

Executive producer: Top notch, major market news and production company seeks executive producer with at least five years experience producing quality television programs. Candidate must have strong writing and production skills as well as the ability to deal successfully with clients. Excellent salary and benefits. Send resume to: Box D-44. EOE.

Producer/reporter opening at award winning statewide public TV network. Unique opportunity to produce nightly coverage of state government and full length documentaries for local and national distribution. Bachelor's in Broadcast Journalism, Mass Communications with emphasis in Television. Film or related area plus a minimum of three years experience in television production required. Equivalency considered. \$26,267 minimum. Position temporary for six months with possible extension. Apply with cover letter and resume by July 17 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Immediate opening for promotion producer to write and produce promos for daily topicals, special projects, special programs. Will participate in all promotion department activities. 2 years experience writing and producing station promos. Send tape and resume to Vern McKimmey, Promotions Director, WEWS TV5, 3001 Euclid Avenue, Cleveland, OH 44115. EOE.

Dynatech Newstar, newsroom computer systems, has a training position open. Candidates must have news background, Newstar experience and ability to effectively communicate. Position includes extensive travel. Send resume to: Director of Training Services, Dynatech Newstar, 6400 Enterprise Lane, Suite 200, Madison, WI 53719. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Your independent or network TV property isn't worth what it should be? Three remarkable turnarounds are my credentials. Top industry references who know. Jack Stuart 817-469-1540, or 817-465-1540 leave message.

Experienced program/operation manager seeks opportunity to program "affiliated" station of the nineties local, syndicated, and network full service schedule. Program/promotion teamwork, research/sales support, local program development, tight operation. Reply to Box D-45.

SITUATIONS WANTED TECHNICAL

Engineering position: Over 20 yrs. experience in television and radio. SBE senior engineer and General Class license. Team player. Willing to negotiate and relocate. Available June. Please write to Box D-46.

SITUATIONS WANTED NEWS

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

Highly motivated top-college graduate seeks an entry-level, desk assistant position. Possess excellent organizational and writing skills with experience to prove it! Mark Cohen 404-252-0915.

NFL Films ground photographer/national award winning reporter with major market experience. A sports photographer/reporter wrapped into one. John Gross 313-347-6972.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Young, bi-lingual, two-time Emmy award nominated (male) producer/host with #2 market experience looking for challenging position in television. I am a hard worker with strong skills in front of and behind the camera. Very willing to relocate. Call "Dusty" 714-272-9142.

SITUATIONS WANTED PERSONALITY/TALENT

Fashion/style host or reporter: Seasoned, savvy print professional, who "knows her stuff," wants to broaden television horizons. Talented, credible, intelligent, hard worker and model type. B.B.A. degree, writing experience, on-camera trained. Call for tape, 212-874-9676, extension 479.

MISCELLANEOUS

TV managers: Don't spend \$1000 traveling to look at the Nielsen book—40 years broadcast experience can do it for you. Full details 1-800-771-1966.

Ready to move up? Former WABC correspondent and Emmy winning major market professionals will critique your audio/video cassette. Send tape and \$75.00 check to Communicators Ltd., Suite 460, 901 Market St., Wilmington, DE 19801. 30-day turnaround.

Our complete meteorology course Forecasting for the 90s is now available for TV/radio broadcasters. For info write Precision Weather Service, PO Box 92, Syracuse, NY 13211.

Jobs nationwide! Broadcasting's leading authority on employment opportunities. We advise WHERE to look, WHO to contact, and WHAT additional openings to expect in the near future. Now in our 8th year! Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fast-fax: 813-787-5808.

To make it in television: You need feedback. It's what we give best. Critics On Call, professional consultants, PO Box 441423, Indianapolis, IN 46244, 1-800-758-2237. Complete written critiques for as low as \$49.95.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Morningside College invites applications for mass communication generalist with print-journalism experience to teach 12 hours per semester and serve as advisor to campus newspaper in addition to committee work and student advising. MA required (Ph.D. preferred), experience essential, and commitment to liberal arts. Assistant professor level, full-time, tenure track. Salary competitive. Starting date August 27, 1992. Send letter of application, resume, official transcripts and three current letters of recommendation by July 15, 1992 to Dr. R. Franklin Terry, Vice President for Academic Affairs, Morningside College, 1501 Morningside Avenue, Sioux City, IA 51106. Applications will be reviewed upon receipt. Equal opportunity employer.

EMPLOYMENT SERVICES

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

Desperately seeking work?: We'll show you the inside track. Subscribe to Broadcast Insight, 5709 Melbourne Road, Suite 101, Indianapolis, IN 46208-1641. Only \$55 for six months; \$95 for one year.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

Wanted used AM transmitter in good operating condition and capable of achieving reliable 5.4 kw. Prefer Harris MW-5 or SX-5 series. Contact Marty Foglia at WBMO-AM 912-897-1529.

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 1kw. CCA/MCM 2.5kw CCA/Harris/RCA 5kw. RCA 10kw. Harris/CCA 50kw. Transcom 800-441-8454.

FM transmitters: RCA 20kw. CCA 3kw. 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.

2-day liquidation sale: Huge inventory of quality used broadcast video equipment. Unbelievable low prices! June 26th 8:00 am - 9:00 pm, June 27th 9:00 am - 5:00 pm. Best Western Parkway Center Inn, Pittsburgh, PA. Call for brochure 412-921-7577.

Ten-pass tapes: 3/4" Sony 60XBR Box of 10: \$49. + \$5P + H. Guaranteed ten-pass or less. L. Stegmann, 39109 Guardino Dr. #229, Fremont, CA 94538.

**TELEVISION
HELP WANTED MANAGEMENT**

LOCAL SALES MANAGER

KSTU currently has an opening for a local sales manager to direct a highly successful sales staff of seven. LSM would participate in sales presentations, training, goal setting, targeting, strategy, research and pricing. A successful candidate must have 3 years of television sales experience. Knowledge of vendor, co-op and new business development a plus. Prior television sales management experience and affiliate station sales preferred. Must be aggressive, a good motivator and possess strong leadership skills. Please forward resume to:

KSTU Fox Television Station
Attn: Personnel
P.O. Box 535207
Salt Lake City, UT 84116
No Phone Calls Please.



An Equal Opportunity Employer

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

GRAPHIC DESIGNER

Dominant Gulf Coast station seeking station artist and graphic designer responsible for set designs, storyboarding, print ad design and layout, graphic design and execution. Experience with computer graphics systems, desktop publishing hardware and software (MacIntosh preferred); must be accomplished in art mediums and graphic design related to broadcasting; must have highly developed skills in the use of color and composition. Minorities encouraged to apply. Send resume to: **Production Manager, KFDM-TV, P.O. Box 7128, Beaumont, TX 77726-7128.**

FIELD PRODUCER

For highly successful Evening Magazine show. 3-4 years field production experience; strong writing, organizational, & creative skills.

Send resume and tape (no calls, please) to:

Susan Cohen-Dickler
Executive Producer
KYW-TV3
5th & Market Streets
Philadelphia, PA 19106

EOE ADA M/F

SITUATIONS WANTED NEWS

AVAILABLE

WORLD'S GREATEST NEWS STAFF

Are you looking for the best shooters, editors, satellite coordinators and producers in the country? Look no further! Our D.C. bureau has the following people available to meet your broadcasting needs:

- Assignment Desk
- Editors
- Financial Analysts
- Managing Editor
- News Photographers
- Operations Manager
- Producers
- Receptionist
- Reporters
- Satellite Coordinators
- Sports Producers
- Technicians

For further information, resumes or sample reels please contact Charlie Towne at (202) 508-4400 or Judy Woods at (212) 307-3424



WESTINGHOUSE BROADCASTING

RADIO
SITUATIONS WANTED PERSONALITY/TALENT

MOST EXCELLENT TALK SHOW HOST

Dominant and consistent #1

Currently Working.

Impeccable credentials.

Will reply to all.

Box D-47

SITUATIONS WANTED MANAGEMENT

GENERAL MANAGER

Real Estate manager, talent coordinator, teacher seeks general manager position in a small to medium market. Willing to relocate. Experienced, conscientious, motivated, strong closer. Top biller. Eventual buy out possibility.

Call Ted

914-357-4861 or 914-357-3100

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

JOHN BEATY

- 20 years major market radio production experience
- 'Agency' quality voice, acting skills
- Pioneer user of AKG 7000 8-trk. Digital Sound Editor
- Directed Digital commercial storage system
- Operated Lexicon Stereo Time Compressor/Expander
- Creative, motivating commercials achieved before deadline
- Radio, Commercial or Industrial position desired
- Philadelphia proximity preferred

(215) 657-0653

BUSINESS OPPORTUNITIES

YOU COULD BE A \$UPER \$TATION

Link unprofitable radio stations in your area to your \$UPER \$TATION and make money. Call Dan Rau at Marti about PLAN A, (817) 645-9163.

Major NY Metro FM now accepting applications for time brokerage. Interested parties should submit program format description, specific time block request and firm financial commitment to FAX 212-966-1012.

ALLIED FIELDS EMPLOYMENT SERVICES

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
5199 Pacific Grove (5827)

GOT THE 900 NUMBER BLUES? TRY MEDIALINE

TV's Job Listing Leader Since 1986
NO OUTLANDISH PHONE CHARGES
NO STALE, DEAD END LEADS
JUST LOTS MORE REAL JOBS FOR LOTS LESS MONEY

To subscribe call 800-237-8073/California 408-648-5200



Help Wanted Magazine
Weekly Magazine to TV and Radio Jobs

Television	Radio
<input type="checkbox"/> Reporter	<input type="checkbox"/> TV Sales
<input type="checkbox"/> Anchor	<input type="checkbox"/> Sports
<input type="checkbox"/> Weather	<input type="checkbox"/> Producer
<input type="checkbox"/> Entry-Level	<input type="checkbox"/> Photographer
	<input type="checkbox"/> Program Director
	<input type="checkbox"/> Disc Jockey
	<input type="checkbox"/> Radio Sales
	<input type="checkbox"/> Radio News

1-800-444-6827

1 week \$10.95 1 month \$24.95 3 months \$52.95
or send check to 117 W. Harrison Blvd.
6th Floor Suite R-347 Chicago, IL 60605

FOR SALE EQUIPMENT

LOWEST PRICES ON BLANK VIDEOTAPES AND DUBS!



BROADCAST QUALITY GUARANTEED
CALL FOR CATALOG
TOLL-FREE: 800-238-4300

FINANCIAL SERVICES

EQUIPMENT FINANCING

- NEW OR USED
 - NO FINANCIALS UNDER \$35,000
 - NO DOWN PAYMENT
 - REFINANCE FOR WORKING CAPITAL
- Exchange National Funding**
Mark Wilson
(800) 275-0185

WANTED TO BUY STATIONS

PUBLIC COMPANY LOOKS TO ACQUIRE BROADCAST PROPERTIES

Newly created and financial public company interested to acquire radio stations. Major shareholders completely versed in station management. Looking at markets below top 35.

Principals only please reply,
915-533-4700

FOR SALE STATIONS

RADIO STATION FOR SALE

Monahans, Texas AM/FM Combo. Single Market Owner/Operator opportunity. Small Down Payment/Easy Terms. Texas Single Market cashflowing Owner/Operator AM radio station. Bill Board Co. & Valuable Real Estate. Price \$850,000. Terms negotiable.

NF&A
(512) 476-9457

TURN-KEY OPERATION

North Dakota Class C FM with coverage into major state market. 1992 sales trend \$300K with trailing cashflow over 130K. New facility. New equipment. Real estate included. Everything in mint condition. Great family lifestyle. Appraised at over \$800K. Priced to sell at \$575K with \$100K down or make cash offer.

Call owner at 1-800-827-2483.

New 935' Tower NE of Denver. Space and SCA available for service Denver to Ft. Collins 303-330-1342

NORTHERN ILLINOIS LPTV/ COMPLETE VIDEO PRODUCTION FACILITY

Totally operational LPTV and/or video production facility available immediately at a fraction of original price. Call for equipment list and more information... then make us an offer!

John Schaller 708/304-0426

FOR SALE STATIONS CONTINUED

**Upstate New York AM/FM
Central PA. Combo w/Class B FM
Virgin Islands
"Super Class" B-CP w/RE
Media Services Group
Kevin Cox 609-494-3921**

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

SURT SHERWOOD INC

4171 Dundas Rd., Suite 268, Northbrook, IL 60062
708-272-4970



**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. For information call (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). 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. 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.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$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.

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

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

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

**UNITED STATES BANKRUPTCY COURT
EASTERN DISTRICT OF MASSACHUSETTS**

IN RE:) Chapter 11
FIRST CLASS COMMUNICATIONS, LTD.,) Case No. 90-15635CJK
Debtor)

**NOTICE OF SALE OF ASSETS FREE AND CLEAR OF LIENS AND
SOLICITATION OF BIDS COMBINED WITH NOTICE OF DEADLINE
FOR FILING BIDS AND OBJECTIONS AND NOTICE OF HEARING**

PLEASE TAKE NOTICE THAT:

1. First Class Communications, Ltd. (the "Debtor") has filed a Motion Pursuant to Bankruptcy Code Section 363(b)(1) and (f) (the "Sale Motion") seeking authority to sell substantially all its assets, including without limitation, furniture, fixtures, equipment, inventory, goodwill, contract rights, leases, and Federal Communications Commission ("FCC") operating license (the "Assets") but excluding accounts receivable and cash. A copy of the Sale Motion can be obtained on request from the undersigned.

2. The sale of the Assets will be free and clear of all liens, encumbrances or other claims with all such liens, encumbrances or other claims, to the extent valid, attaching to the proceeds thereof.

3. At the closing Cape Cod Bank and Trust Company ("CCB&T"), holder of a first priority security interest in substantially all the assets of the Debtor, will receive \$150,000 on account of such security interest. The balance of the sale proceeds plus the proceeds of any assets not sold will be distributed in accordance with applicable Bankruptcy Code priorities pursuant to the Debtor's Liquidating Plan which as been filed with the Court and which will be made available to creditors and parties in interest in due course.

4. The Assets are being sold "as is, where is", without any warranty or representation whatsoever on the part of the Debtor. There will be no preconditions to closing other than the entry of a final Order of the Bankruptcy Court authorizing a sale to the successful bidder and the approval by the FCC of the assignment of the Debtor's operating license to the successful bidder (the "Closing Preconditions").

5. A Bid Package containing certain pertinent information about the Debtor and the Assets is available upon request from the undersigned.

6. Any Qualifying Bids (as that term is hereinafter defined) shall be submitted NO LATER THAN 4:00 p.m. on July 7, 1992 in writing bearing the case caption and docket number to the Clerk, United States Bankruptcy Court for the District of Massachusetts, 10 Causeway Street, Boston, Massachusetts 02222, with a copy to the undersigned and to counsel for CCB&T, Melvin S. Hoffman, Cherwin & Glickman, One International Place, Boston, Massachusetts 02110. A bid shall be a Qualifying Bid if it is timely filed and served as aforesaid, in an amount not less than \$425,000 cash (net of commissions, fees or expenses of sale), without condition or contingency other than the Closing Preconditions, and if a deposit in cash, certified or bank cashier's check in the amount of 10% of such bid is delivered to the undersigned simultaneously with delivery of the bid.

7. Objections, if any, to the proposed sale shall be in writing filed with the Clerk of the Court as aforesaid on or before 4:00 p.m. on July 7, 1992, with a copy served on the undersigned and on CCB&T's counsel. Any objection to the proposed sale must state the specific reasons why the proposed sale should not be permitted.

8. Bids or objections received after the above stated deadline will not be considered.

9. In the event a timely bid or objection is made, a hearing will be held before the Honorable Carol J. Kenner, United States Bankruptcy Judge, 11th Floor, Thomas P. O'Neill Federal Building, 10 Causeway Street, Boston, Massachusetts on July 20, 1992 at 10:00 a.m. At the hearing the Court will consider any timely filed objections, determine whether any timely filed bid is a Qualifying Bid, and to the extent there are multiple Qualifying Bids, will select the highest and best bid, which may include permitting Qualifying Bidders to submit one or more additional bids based on terms to be established by the Court at the hearing.

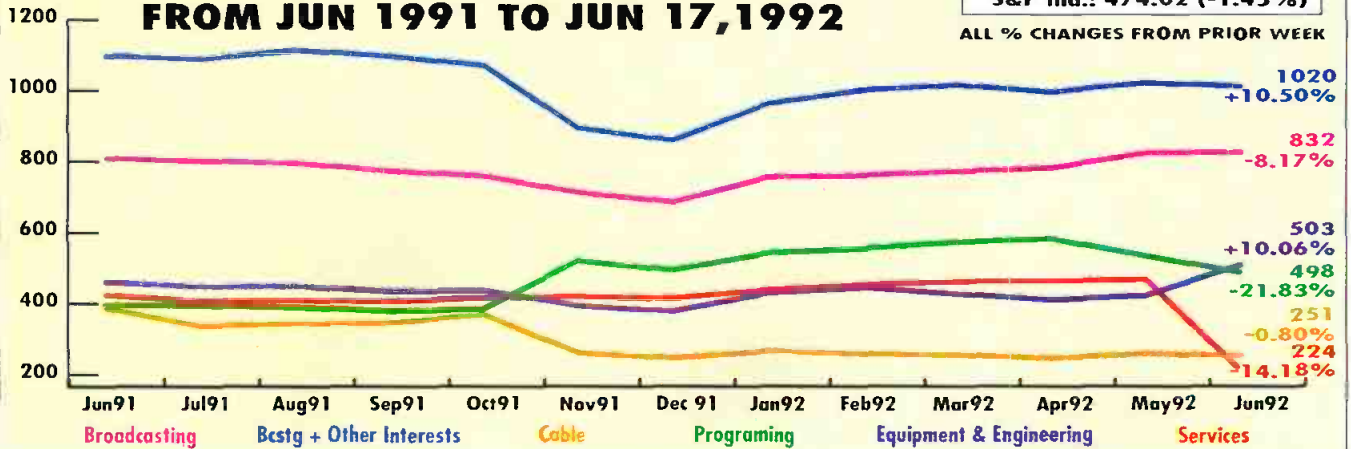
10. Upon the Court's selecting of the successful purchaser of the Assets, all deposits by unsuccessful bidders will be refunded. The deposit of the successful purchaser will become non-refundable subject to the occurrence of the Closing Preconditions.

11. Persons who have timely filed bids or objections are required to attend the aforementioned hearing and their failure to do so may result in their bid or objection being deemed waived or withdrawn.

FIRST CLASS COMMUNICATIONS, LTD., by its attorney, David W. Woods, Jr., (bma 02728) 257 Rock Harbor Rd., Orleans, MA 02653 (508)255-0100

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1991 TO JUN 17, 1992

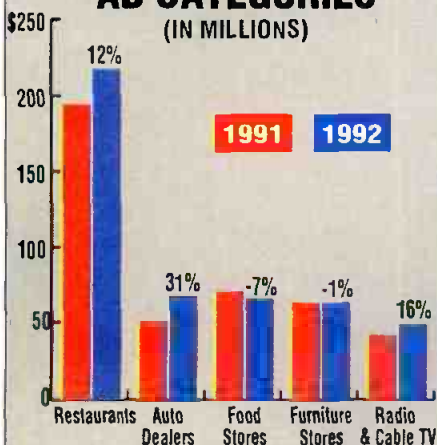


AD-SUPPORTED SYNDICATION REVENUE (IN MILLIONS)



Source: Advertiser Syndicated Television Association

TOP 5 LOCAL TV AD CATEGORIES (IN MILLIONS)



Source: Television Bureau of Advertising from data supplied by Arbitron's MediaWatch Service in the top 75 markets.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	11,177	1,530	12,707
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	1,497	195	1,692
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	1,243	977	2,220
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

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 June 8 through June 12 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KRZB(TV) Hot Springs (Little Rock), AR** (BTCCT920528LC; ch. 26; 942 kw-V; 94.2 kw-A; ant. 827 ft.)—Seeks transfer of control of licensee PPD&G for no cash consideration; station is not on air. Transfer is result of divorce settlement between Melvyn and Darlene Bell, and will transfer all of Melvyn Bell's shares in Bell Equities, which holds 85% of stock of PPD&G Inc., to Darlene Bell. Bell Equities also controls licensee of KPAL(AM) North Little Rock, AR. Filed May 28.

■ **KSSN(FM) Little Rock, AR** (BTCH920601HY; 95.7 mhz; 92 kw; ant. 1,663 ft.)—Seeks transfer of control of Southern Skies Corp. to H & D Entertainment Inc. (see KZSN-AM-FM Wichita-Hutchinson, KS, below). Filed June 1.

■ **KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California** (KSBW: BALCT920528KS; ch. 8; 158 kw-V; 15.8 kw-A; ant. 2,940 ft.; KSBY-TV: BALCT920528KT; ch. 6; 100 kw-V; 12 kw-A; ant. 2,250 ft.)—Seeks assignment of license from KSBW Inc. to KSBW Licensee Inc. for no cash consideration; application is filed in connection with restructuring of Gillett Holdings Inc., ultimate corporate parent of licensees of stations. Licensees are headed by George N. Gillett Jr., who owns 100% of the stock of GNG Corp. and Gillett Holdings Inc. Gillett also owns 10 shares of preferred non-voting stock of Busse Broadcasting Corp. GNG Corp. owns 100% of ultimate licensee of WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and translator K62AK La Jolla, both California; WJW-TV Cleveland; WJBK-TV Detroit, and WITI-TV Milwaukee. Filed May 28.

■ **KVMD(TV) Twentynine Palms (Los Angeles), CA** (BTCCT920603KG; ch. 31)—Seeks transfer of control of Desert 31 Television Inc. to Mike Parker for assumption of debt. Station is not on air. Seller is headed by Joseph Shackelford. Buyer is 100% stockholder of Partel Inc., which holds 29.69% equity interest in licensee of WTVE(TV) Reading, PA. Filed June 3.

■ **WSUB(AM)-WQGN-FM Groton, CT** (AM: BTC920601GF; 980 khz; 1 kw-D; FM: BTCH920601GG; 105.5 mhz; 3 kw; ant. 275 ft.)—Seeks transfer of control from H&D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. (see WTLB[AM]-WRCK[FM] Utica, NY, below). Filed June 1.

■ **WTBB(FM) Bonifay, FL** (BAPLH920602GR; 97.7 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of CP from Mary Lake Communications Inc. to Group M. Communications Inc. for \$682,405. Seller is headed by John C. Culpepper III, and has no other broadcast interests. Buyer is headed by Christopher L. Murray, account executive at WTBB. Filed June 2.

■ **WKRS(AM)-WXLC(FM) Waukegan, IL** (AM: BTC920601GL; 1220 khz; 1 kw-D; FM: BTCH920601GM; 102.3 mhz; 3 kw; ant. 322 ft.)—Seeks transfer of control from H&D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. (see WTLB[AM]-WRCK[FM] Utica, NY, below). Filed June 1.

■ **KZSN-AM-FM Wichita-Hutchinson, KS** (AM:

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pct. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

BTCH920601HX; 1480 khz; 5 kw-D, 1 kw-N; FM: BTCH920601GN; 102.1 mhz; 100 kw; ant. 1,032 ft.)—Seeks transfer of control of Southern Skies Corp. to H&D Entertainment Inc. Southern Skies, H&D Entertainment and all stockholders involved in companies will consolidate ownership of stations by merging Southern Skies into H&D Entertainment, such that all stations will be commonly owned. Transfer includes KSSN(FM) Little Rock, AR (see above). Transferor is headed by Jerome H. Atchley, principal in transferee. Transferee will be headed by Atchley (41%), Joel M. Hartstone (10.25% vs) and Barry J. Dickstein (10.25% vs), and is licensee of WBSM(AM)-WFHN(FM) New Bedford-Fairhaven, MA. Hartstone and Dickstein have general partnership interest in licensee of WSUB(AM)-WQGN-FM Groton, CT, and interests in licensees of WFPG-AM-FM Atlantic City and WKRS(AM)-WXLC(FM) Waukegan, IL, all of which are also being transferred (see individual stations). Filed June 1.

NEW TYPE, PAGE 59

John E. Tozer to Nancy Boyd for \$170,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 3.

■ **WBSM(AM)-WFHN(FM) New Bedford-Fairhaven, MA** (AM: BTC920601GH; 1420 khz; 5 kw-D, 1 kw-N; FM: BTCH920601GI; 107.1 mhz; 3 kw; ant. 370 ft.)—Seeks transfer of control from H&D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. (see WTLB[AM]-WRCK[FM] Utica, NY, below). Filed June 1.

■ **WRQT(FM) Bear Lake, MI** (BALH920526GS; 100.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Andrew L. Banas to partners Julie A. Ware-Nezki, Linda M. Morrison and Winona M. Van Brocklin for consideration not included in application. Seller has interests in WAPR(AM) Avon Park, FL. Buyer Ware-Nezki is on air announcer at WRQT. Filed May 26.

■ **WKZB(FM) Drew, MS** (BALH920529GS; 95.3 mhz; 3 kw; ant. 344 ft.)—Seeks assignment of license from Gallitelli Broadcasting Co. Inc. to Eddie Bond for \$5,000. Seller is headed by Jeffrey A. Livingston, chapter 7 trustee, and has no other broadcast interests. Buyer has interests in WVIM-FM Coldwater, MS. Filed May 29.

■ **KFRU(AM) Columbia, MO** (BAL920603EC; 1400 khz; 1 kw-U)—Seeks assignment of license from KFRU Inc. to Columbia AM Inc. for \$448,841, assumption of debt. Seller is headed by Bill Weaver, and has no other broadcast interests. Buyer is headed by Alan M. Germond. Principles James D. Baugher (7.5%) and John E. Ott (5%) own licensee

of KWHN(AM)-KMAG(FM) Fort Smith, AR. Filed June 3.

■ **KVCM(AM)-KHKR-FM East Helena, MT** (BAL920601EA; 680 khz; 5 kw-D; FM: BAPH920601GV; 104.1 mhz; 100 kw; ant. 1,896 ft.)—Seeks assignment of license (AM) and CP (FM) from Big Sky Communications Inc. to Northwest Broadcasting Ltd. for \$35,000, including \$20,000 in assumption of debt. Seller has no other broadcast interests. Buyer is headed by Roger D. Lonquist, who is currently general manager at KHKR-FM. He is also member of board of directors of licensee of KXEI(FM) Havre, MT, and permittee of new noncommercial educational FM at Helena, MT. Filed June 1.

■ **WFPG-AM-FM Atlantic City (AM: BTC920601GJ; 1450 khz; 1 kw-U; FM: BTCH920601GK; 96.9 mhz; 50 kw; ant. 400 ft.)**—Seeks transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. (see WTLB[AM]-WRCK[FM] Utica, NY, below). Filed June 1.

■ **KGLX(FM) Gallup, NM** (BAPH920604GT; 99.1 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of CP from Webb Communications to Skypath Communications Inc. for assumption of seller's liabilities. Seller is headed by Michael Caplan, interim trustee, who also is serving as interim trustee for KLRK(FM) Vandalia, MO, assignment of which is pending. Buyer is headed by Thomas Troland, and has no other broadcast interests. Filed June 4.

■ **WPIE(AM) Trumansburg, NY** (BAPL920603EB; 1160 khz; 990 w-D, 220 w-N)—Seeks assignment of CP from Joel R. Clawson to WPIE Broadcasting Inc. for no cash consideration; Joel R. Clawson is contributing WPIE license and authorization to WPIE Broadcasting Inc. as capital contribution to Corp. Principals have no other broadcast interests. Filed June 3.

■ **WTLB(AM)-WRCK(FM) Utica, NY** (AM: BTC920601HZ; 1310 khz; 5 kw-D, 500 w-N; FM: BTCH920601GE; 107.3 mhz; 50 kw; ant. 499 ft.)—Seeks transfer of control from H&D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. Seller is headed by assignees Hartstone and Dickstein (see KZSN-AM-FM Wichita-Hutchinson, KS, above). Filed June 1.

■ **WKKE(AM) St. Pauls, NC** (BAL920604EA; 1080 khz; 5 kw-D)—Seeks assignment of license from Jesse A. Cowan to Ferriss Y. Locklear for \$73,989. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 4.

■ **KZZB(AM) Beaumont, TX** (BAL920602EA; 95.1 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from Triplex Communications Inc. to Martin Broadcasting Inc. for \$70,000. Seller is headed by Jerry Condra, and has no other broadcast interests. Buyer is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton and KSSQ(AM) Conroe, both Texas. Martin is also 81% shareholder of licensee of KWWJ(AM) Bayton and sole shareholder of licensee of KFIT(AM) Lockhart, both Texas. Filed June 2.

■ **KWYZ(AM) Everett, WA** (BAL920608EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Prime Time Broadcasting Inc. to Quality Broadcasting Corp. for \$400,000, including \$180,000 in assumption of debt. Seller is headed by Richard D. Carlson, receiver, and has no other broadcast interests. Buyer is headed by Barbara J. Geesman, who owns licensees of KJUN(AM) Puyallup, KTOL (AM) Lacey, KENU(AM) Enumclaw and KBLV(AM) Bellevue, all Washington. Action June 8.

■ **KHQ-TV Spokane, WA** (BTCCT920601LP; ch. 6; 87.1 kw-V; 17.4 kw-A; ant. 2,150 ft.)—Seeks transfer of control of licensee KHQ Inc. for no cash

consideration in estate transfer from William H. Cowles III (deceased, James P. Cowles as co-trustee) to James P. Cowles and William S. Cowles. Licensee is wholly-owned subsidiary of Cowles Publishing Co. James P. Cowles is director of certain trusts having minor interest in Tribune Co., Chicago, IL, whose subsidiaries are licensees of two AM's, two FM's and six TV's. Filed June 1.

Actions

■ **KCTT(FM) Yellville, AR** (BALH920406HB; 97.7 mhz; 2.45 kw; ant. 331 ft.)—Granted assignment of license of A & J Broadcasting Co. Licensee is headed by John C. and Jessie Adams, husband and wife, who are giving station to son Glen B. Adams as gift. Principals have no other broadcast interests. Action June 5.

■ **WWNN(AM) Pompano Beach, FL** (BAL920213ED; 980 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from 777 Communications Ltd. to HMS Broadcasting Inc. for \$1.8 million. Seller is owned by general partner Nuckols Corp., headed by Joseph S. Nuckols Jr., and has no other broadcast interests. Buyer is headed by Howard and Susan Goldsmith, husband and wife, who have interests in WNZS(AM) Jacksonville (sold, pending FCC approval) and WSBR(AM) Boca Raton, both Florida. Susan Goldsmith has interests in WTMV(AM) Sarasota, FL. Action June 4.

■ **WTRR(AM) Sanford, FL** (BAL920421EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Metro Orlando Broadcasters Inc. to J & V Communications Company for \$300,000. Seller is headed by W.A. Masi, and has no other broadcast interests. Buyer is headed by partners Jesus M. Torrado and Virgen Torrado, and has no other broadcast interests. Action June 5.

■ **KKLO(AM) Leavenworth, KS** (BAL920420EA; 1410 khz; 5 kw-D, 500 w-N)—Granted 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. Neeck, and has no other broadcast interests. Action June 1.

■ **KOAM(AM)-KEYN-FM Wichita, KS** (AM: BAL910510EA; Y; 5 kw-D, 1 kw-N; FM: BALH910510EB; 103.7 mhz; 100 kw; ant. 860 ft.)—Granted assignment of license Radio Management Services to Clear Channel Communications Inc. for \$2 million ("Changing Hands," April 22). Seller is management company for receiver Central Trust Co. of Cincinnati. Buyer is headed by L. Lowery Mays. Clear Channel Communications owns WOAI(AM)-KAJA(FM) San Antonio, KPEZ(FM) Austin, KALO(AM)-KHYS(FM) Port Arthur, KTAM(AM)-KORA-FM Bryan, all Texas; KAKC(AM)-KMOD-FM Tulsa, KTOK(AM)-KJYO(FM) Oklahoma City, all Oklahoma; WELI(AM) New Haven, CT; WQUE-AM-FM New Orleans; WHAS(AM)-WAMZ(FM) Louisville, KY. Clear Channel Communications owns 100% of stock of Clear Channel Television Inc., licensee of KLRT(TV) Little Rock, AR; WPMI(TV) Mobile, AL; KTTU-TV Tucson, AZ; WAWS(TV) Jacksonville, FL; KOKI-TV Tulsa, OK; KSAS-TV Wichita and KAAS-TV Salina, both Kansas. Action May 12.

■ **WSMA(AM) Marine City, MI** (BAL920420EB; 1590 khz; 1 kw-D, 102 w-N)—Granted 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. Napiorkowski, and has no other broadcast interests. Action May 29.

■ **WLSM-AM-FM Louisville, MS** (AM: BAPL920408GW; 1270 khz; 5 kw-D; FM: BALH920408GX; 107.1 mhz; 3 kw; ant. 200 ft.)—Granted 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. Action June 1.

■ **WNTZ(TV) Natchez, MS** (BALC920420KE; ch. 48; 1,186 kw-V; 119 kw-A; ant. 843 ft.)—Granted assignment of license from Associated Broadcasters Inc., receiver, to Ozone General Partnership;

purchase agreement to be filed as amendment within next few days. Seller is headed by Thomas R. Galloway Sr., and is also licensee of KPEJ(TV) Odessa, KVEO(TV) Brownsville and KWKT(TV) Waco, all Texas. Galloway also owns Communications Corp., licensee of KEZA(FM) Fayetteville, AR, and KPEL(AM)-KTDY(FM) Lafayette, LA. Buyer is owned equally by general partners and siblings Alan N. Perkins, William S. Perkins, David R. Perkins and Margaret C. Perkins, and has no other broadcast interests. Action June 1.

■ **WWSS(FM) Meredith, NH** (BTCH900416HX; 101.5 mhz; 3 kw; ant. 302 ft.)—Dismissed app. of assignment of license from Latchkey Broadcasting Inc. Michael R. and John H. Spector for \$525,000. Station was recently sold (see "For the Record," June 15). Seller is headed by Gary A. Howard and William H. Forbes and has no other broadcast interests. Buyers are each 23.5% shareholders of The Radio-Active Group Inc., licensee of WSHQ(FM) Cobleskill and WSHZ(FM) Rotterdam, both New York. Action May 29.

■ **WDOX(FM) Wildwood Crest, NJ** (BAPH920409GF; 93.1 mhz; 3 kw; ant. 220 ft.)—Granted 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. Action May 29.

■ **KDSR(FM) Williston, ND** (BALH920414GP; 101.1 mhz; 98 kw; ant. 800 ft.)—Granted 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. Action May 28.

■ **KRAF(AM)-KXKY(FM) Holdenville, OK** (AM: BAL920424EB; 1370 khz; 500 w-D, 77 w-N; FM: BAPH920424EC; 106.5 mhz; 3 kw; ant. 328 ft.)—

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Granted assignment of license [KRAF] and CP [KXKY] from Creech, Livingston and Hill Co. to Hughes County Broadcasting for \$165,000. Seller is headed by Jeremiah T. Creech, and has no other broadcast interests. Buyer is headed by George L. Chambers, who has interests in KHJM(FM) Taft, OK; KGBM-FM Randsburg, CA, and KWQA(AM) Hawley, TX. Action June 4.

■ **KGFF(AM) Shawnee, OK** (BAL920427EC; 1450 khz; 1 kw-U)—Granted assignment of license from Stauffer Communications Inc. to Overland Communications Inc. for \$150,000. Seller is headed by John H. Stauffer, and owns KCOY-TV Santa Maria, CA; KMIZ(TV) Columbia, MO; WIBW-AM-FM-TV Topeka, KS; KGWN-TV Cheyenne and KGWC-TV Casper, both Wyoming, and KGNC(AM)-KMLT(FM) Amarillo, TX. Buyer is headed by Danny B. Overland, and has no other broadcast interests. Action June 5.

■ **WWCS(AM) Canonsburg (Pittsburgh), PA** (BAL920331EE; 540 khz; 7.5 kw-D; 500 w-N)—Granted assignment of license from WARO Broadcasting Inc. to Birch Broadcasting Corporation for \$475,000. Sale of station last year for \$750,000 did not close ("Changing Hands," May 13). Seller is headed by Jeffrey D. Warshaw, and is subsidiary of Universal Broadcasting Co., headed by Marvin B. Kosofsky and Howard Warshaw. Warshaw is partner with wife Miriam and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, NC. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, NY; WNDZ(AM) Portage, IN and WVXX(FM) Highland Park (Chicago), IL; WCBW(FM) Columbia, IL (St. Louis), and KPPC(AM) Pasadena, Calif. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Buyer is headed by Sima Birch, and is licensee of WNZK(AM) Dearborn Heights, MI. Action May 28.

■ **KVSR(FM) Rapid City, SD** (BALH920204HX; 97.9 mhz; 100 kw; ant. 390 ft.)—Granted assignment of license from Donald A. Swanson to Fischer Broadcasting Partners; asset purchase agreement will be filed as amendment in near future. Buyer is owned by partners Robert K. and Rita D. Fischer, husband and wife, and has no other broadcast interests. Action May 29.

■ **KMMZ(AM) San Antonio, TX** (BAL920422EC; 1480 khz; 2.5 kw-D, 90 w-N)—Granted assignment of license from Vision Communications Inc. to Martin Broadcasting Inc. for \$150,000. Seller is headed by John Hiatt, and is licensee of KKYX(FM) Terrell Hills, TX. Brian Applegate, director, is chairman of licensee of KCAL-FM Redlands, CA. Eighty percent of Vision Communications is held by Alta III Ltd., which has application pending for assignment of WCVW(AM)-WIOT(FM) Toledo and WZRZ(FM) Hamilton, both Ohio (see "For the Record," May 4). Buyer is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton and KSSQ(AM) Conroe, both Texas. Martin is also 81% shareholder of licensee of KWWJ(AM) Baytown, TX, and sole shareholder of licensee of KFIT(AM) Lockhart, TX. Action June 4.

■ **WYRV(AM)-WJHT(FM) Cedar Bluff, VA** (AM: BAL920311GZ; 770 khz; 5 kw-D; FM: BAL920311HA; 107.7 mhz; 550 w; ant. 751 ft.)—Granted assignment of license from Cedar Bluff Broadcasting Inc. to Raslor Corp. in bankruptcy settlement for price yet to be determined. Seller is headed by Richard A. Money, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by T. Acie Rasnake, and has no other broadcast interests. Action June 5.

■ **WGCV(AM)-WPLZ-FM Petersburg (Richmond), VA** (AM: BAL920306GP; 1240 khz; 1 kw-U; FM: BAL920306GQ; 99.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Paco-Jon Broadcasting Corp. to Sinclair Telecable Inc. for \$1.4 million. Seller is headed by Charles Giddens, receiver, and has no other broadcast interests. Buyer is headed by John L. Sinclair, who has 100% interest in AAA Cable-TV Inc., owner of cable systems in Arkansas. Sinclair Telecable Inc. is licensee of WNIS(AM) Norfolk and WCDX(FM) Mechanicsville, both Virginia, and KINE(FM) Honolulu. Action

May 28.

■ **WCHS(AM)-WVNS(FM) Charleston, WV** (AM: BAL920331EC; 580 khz; 5 kw-U; FM: BALH920331ED; 96.1 mhz; 50 kw; ant. 360 ft.)—Granted assignment of license from West Virginia TV and Radio Inc. to West Virginia Radio Corp. for \$1,743,836. Seller is headed by G. Russell Chambers, who has 100% interest in licensee of KYKZ(FM) Lake Charles, LA, and in WIIN(FM) Vicksburg, MS. Buyer is headed by Dale B. Miller, and is licensee of WAJR(AM)-WVAQ(FM) Morgantown, WV. Action June 1.

NEW STATIONS

Applications

■ **Blooming Prairie, MN** (BPH920604MD)—Lynn Ketelsen seeks 100.9 mhz; 6 kw; ant. 100 m. Address: 1440 Grace Avenue, Willmar, MN 56201. Applicant has no other broadcast interests. Filed June 4.

■ **Blooming Prairie, MN** (BPH920604MC)—KB Broadcasting Inc. seeks 100.9 mhz; 6 kw; ant. 100 m. Address: 4 Bunker Hill Square, Mason City, IA 50401. Applicant is headed by Kevin Lein, and has no other broadcast interests. Filed June 4.

Actions

■ **White Hall, AR** (BPH901231MB)—Granted app. of Bayou Broadcasting Inc. for 104.5 mhz; 3 kw; ant. 100 m. Address: 1309 Bailey Dr., Pine Bluff, AR 71601. Applicant is headed by Eva M. McGee, and has no other broadcast interests. Action May 28.

■ **Sallnas, CA** (BP900302AF)—Dismissed app. of Henry G. McWhinney for 930 khz. Address: 98 Hacienda Dr., Tiburon, CA 94920. Applicant has no other broadcast interests. Action June 2.

■ **Smithville, GA** (BPH910503MP)—Granted app. of Donald L. Jones for 106.9 mhz; 6 kw; ant. 100 m. Address: 3017 Piedmont Rd. NE, Suite 200, Atlanta, GA 30305. Applicant has interests in CP's for LPTV's to serve Daytona Beach, Cocoa Beach, Titusville, Sebastian and St. Augustine, all Florida. He also has interests in WNNQ(AM) Ashburn, GA. Action May 28.

■ **Belle Plaine, IA** (BPH910905MB)—Granted app. of Cynthia A. Siragusa for 95.5 mhz; 6 kw; ant. 100 m. Address: 50 Park Terrace E, Apt. 3F, New York, NY 10034. Applicant has no other broadcast interests. Action June 2.

■ **Ashtabula, OH** (BPH891207MF)—Granted app. of Andrea L. Johnson for 98.3 mhz; 2 kw; ant. 123 m. Address: 1321 Shepherd St. NW, Washington, DC 20011. Applicant has no other broadcast interests. Action May 28.

■ **Whitehall, OH** (BPED911112MA)—Returned app. of Lou Smith Ministries Inc. for 91.5 mhz; 2 kw; ant. 322 m. Address: 2711 Highway 62, Jeffersonville, IN 47130. Applicant is headed by Mary L. Smith, who holds CP's for WLWZ(AM) Athens, OH, and WRRD(AM) Blennerhassett and WMSF(AM) Elk Hills, both West Virginia. She and John W. Smith Sr. are directors of licensee of LPTV W05BE at Jeffersonville, IN, and permittee for LPTV's in Albany, IN, and W20AX Glasgow, KY. Action June 8.

■ **Florence, OR** (BPH910620MB)—Granted app. of Coast Broadcasting Co. Inc. for 106.9 mhz; 2.3 kw; ant. 155 m. Address: P.O. Box 20000, Florence, OR 97439. Applicant is headed by Charles A. Farmer, and has interests in licensee of KVAS(AM) Astoria, OR-KKEE(FM) Long Beach, WA. Action May 27.

■ **South Congaree, SC** (BPH910301MG)—Dismissed app. of Radio South Congaree Inc. for 95.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 610, Goose Creek, SC 29445. Applicant is headed by Sam E. Felkel, and has no other broadcast interests. Action June 5.

■ **Benton, TN** (BPH910820MD)—Granted app. of Stonewood Communications Corp. for 93.1 mhz; 6 kw; ant. 93 m. Address: P.O. Box K, Benton, TN

37307. Applicant is headed by W.J. Woody, and is licensee of WBIN(AM) Beton, TN. Action June 1.

■ **Coalmont, TN** (BPH900507ML)—Granted app. of Cumberland Communications Corp. for 104.7 mhz; 1 kw; ant. 167 m. Address: Star Route, Coalmont, TN 37313. Applicant is headed by Byron Harbolt, and has no other broadcast interests. Action June 1.

■ **Tacoma, WA** (BPET870116KJ)—Granted app. of Korean-American Missions Inc. for ch. 56; 5,000 kw-V; ant. 1,873 m. Address: 15915 Bluffdale, Houston, TX 77084. Applicant is headed by Kyung Whan Son, and has no other broadcast interests. Action May 21.

■ **Yakima, WA** (BPED911015MB)—Granted app. of Washington State University for 90.3 mhz; 5 kw; ant. 273 m. Address: KWSU Radio-TV Services, Murrow Center, Pullman, WA 99164. Applicant is headed by Louis H. Pepper, and has no other broadcast interests. Action June 2.

■ **Kaukauna, WI** (BPH920312MB)—Returned app. of Supreme Radio Co. for 103.1 mhz; 25 kw; ant. 100 m. Address: 513 Ceape St., Oshkosh, WI 54901. Applicant is headed by Robert P. Hansen, and has no other broadcast interests. Action May 26.

FACILITIES CHANGES

Applications

AM's

■ **El Dorado, AR** KDMS(AM) 1290 khz—May 29 application of El Dorado Broadcasting Co. for CP to correct coordinates.

■ **Agana, GU** KGUM(AM) 570 khz—May 26 application of K-Z Radio Inc. for CP to increase power to 10 kw.

■ **Lockhart, TX** KFIT(AM) 1060 khz—May 15 application of KFIT Inc. for mod. of CP (BP860728AY) to make changes in antenna system.

FM's

■ **El Dorado, AR** KLBO(FM) 99.3 mhz—May 29 application of El Dorado Broadcasting Co. for CP to make changes; change ERP: 14 kw (H&V); change freq. from 99.3 to 98.7; change to class C3 (per MM docket #84-231).

■ **Heber Springs, AR** KAWW-FM 96.7 mhz—May 21 application of Newport Broadcasting Co. for CP to make changes; change ERP: 50 kw (H&V); change freq. from 96.7 to 100.7; change to class C2 (per MM docket #87-563).

■ **Newport, AR** KOKR(FM) 96.7 mhz—May 21 application of Newport Broadcasting Co. for CP to make changes in ERP: 35 kw (H&V); ant.: 167 m.; TL: 2.6 km northwest of Possum Grape, Jackson Co., AR; freq.: change to C2 (per MM docket #87-56).

■ **Texarkana, AR** KUKB(FM) 106.3 mhz—June 1 application of State Line Broadcasting for mod. of CP (BPH-850712SF) to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: .5 mi. south of Ferguson Cross Roads, off Highway 71, Fouke, AR, (Miller County); change class to C2 (per MM docket #89-440).

■ **Twenty-Nine Palms, CA** KQYN(FM) 93.7 mhz—May 21 application of High Desert Communications Inc. for CP to make changes; change ERP: 20 kw (H&V); ant.: 69.7 m., TL: Copper Mt., 13.65 km WNW of Twentynine Palms and 3.94 km NE of Panorama Heights, CA.

■ **Naples, FL** WSGL(FM) 103.1 mhz—May 27 application of Sterling Communication for CP to make changes; change ERP: 13.8 kw (H&V); ant.: 134 m.; change to class C3 (per MM docket #89-434).

■ **Okeechobee, FL** WOKC-FM 103.1 mhz—May 27 application of Okeechobee Broadcasters Inc. for CP to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: 3.9 mi. North Hwy. 714, 1.7 mi. east of FEC railroad tracks, 17 mi. east of Okeechobee, FL; change to class C2 (per MM docket #89-434).

STEVEN BONICA

Sometimes the small, unexpected detour becomes a life's main current, vies with grander things to shape a person's course.

Especially, perhaps, someone like Steve Bonica, for whom school's main road "always went too slow. I just seemed to be more fascinated with things they weren't teaching" in class, says the current president of Panasonic Broadcast & Television Systems Co., one-time newsman, one-time NBC engineering vice president, long-time traveler and inventor.

In third or fourth grade, something in him had to know how helicopters worked. While others took notes, he drew spinning rotors. Years later, life would present him with the real thing, carrying him across Southeast Asia to edit film for NBC News. In his mid-twenties, he would splice footage of choppers lifting the last American allies out of Saigon.

But his talents for making things work would be whetted much earlier. In 1961, determined to keep his 13-year-old son busy from June to August, Steve's father signed him up for an RCA correspondence course in electronics. Combined with his mother's unusual talent for soldering, that summer diversion would set true North on Bonica's compass.

A few years later, one "truly brilliant, absent-minded professor," John Bennis, multiplied for him the secret connections between math and the laws of electricity. In time, Steve would co-design videotape recorder systems portable enough to gather news, guide NBC-TV's technological spending through much of an eventful decade and run one of the largest manufacturers of professional video and audio equipment in the nation.

Yet, first, film would lead him round about to those momentous times in network TV. At 18, his mother's death from cancer deflated his momentum at Fairleigh Dickson University. He came home to work for Fortlee Film Storage, a company in which his father, a foot surgeon by trade, held an interest.

Built in the 1920's by Kodak for the



silent film industry, Fortlee contracted to catalog NBC film in 1968. Within a year, Steve found himself in Romania, an editing room assistant for *The Huntley/Brinkley Report* just as it transitioned to *NBC Nightly News*.

"A very fortunate assignment for a young kid in the business, the epitome of network news," he says of what would become a 12-year road trip around the globe. He edited film of war in Viet Nam, domestic coal mine strikes and national party conventions, the first joint U.S.-Soviet space mission, the Queen's Silver Jubilee in London for *Today*.

By the late '70s, love of electronics reasserted itself, and fortune placed him at the center of NBC's transition from film, first in New York, the States and then around the world. He split his time editing news on assignment in foreign bureaus and training crews at every outpost in the new video world.

The old pull beyond what was being taught lead him to become one of the breed of network builders, user turned

systems developer. From director of electronic journalism, he moved to engineering. In 1983, he recalls, on a plane back from Tokyo, he began writing down ideas for "the ultimate news system. We had no problem envisioning how such a system would benefit the network," he says.

Boss Michael Sherlock, president of NBC Operations and Technical Services then and now, "made a manager out of me," as first they challenged manufacturers to build a portable, half-inch recorder to deliver a full hour of high quality video in the field. A year later, only Matsushita Electric Corp. answered the call. "Fundamental laws needed to be broken, but nothing was going to stop them," he recalls. Following "an 18-month, massive engineering effort," NBC had its "ultimate" tape format, M-II—the first success at "pushing the technological envelope in every direction" through the '80s.

"He is a manager's engineer," says Sherlock, "a pioneer and a practical thinking strategist in pursuit of efficiency."

Throughout the decade, "we did a lot of inventing—mobile units, digital recording, effects," Steve recalls. In each case, NBC engineering joined the process from earliest development to "make the equipment capable of doing the job."

Heading Panasonic's professional video and audio operations in the U.S. since 1989, the veteran network insider believes he can contribute even more to

speed the networks' futures from the outside.

Asked how he'd advise his young sons on what envelopes to push, Steve says simply, "I want them to find what they excel at and go do that." ■

President, Panasonic Broadcast & Television Systems Co., Division of Matsushita Electric Corp. of America, Secaucus, N.J.; b. Dec. 25, 1947, Jersey City, N.J.; film editor, videotape editing manager, videotape operation manager, NBC News, New York, 1969-81; director, electronic journalism, NBC News, 1981-82; director, broadcast systems engineering, NBC, 1982-84; VP, engineering, NBC, 1984-89; VP, audio and video planning, Panasonic Communications & Systems Co., Secaucus, 1989-91; VP, Panasonic Broadcast & Television Systems Co., 1991-92; present position since April 1992; m. Eileen O'Leary, March 11, 1979; children, Steven, 9, Kevin, 5.

Fates Fortunes

MEDIA

Dick DeAngelis, 24-year Meredith Corp. veteran and VP and general manager, KPHO-TV Phoenix, retired. No successor has been named.



DeAngelis



Brown

Doug Brown, former VP and general manager, WLTE(FM) Minneapolis, joins KTCJ(AM)-KTCZ-FM there in same capacity.

Bruce E. Phillips, director, real estate and construction, Capcities/ABC Inc., named VP, design and development, real estate and construction.

Jack Brandon, VP, Eastern division, domestic syndication, MGM Entertainment, joins Fox Broadcasting Co., there as VP, affiliate relations, Eastern region, New York.

Margarita K. Dilley, treasurer, Comsat Corp., Washington, joins Intelsat, there in same capacity.

Cindy Velasquez, VP, general sales manager, KUSA-TV Denver, named VP, broadcast.

Ann Koets, director of corporate reporting, Tele-Communications Inc., Englewood, Colo., named director of financial reporting, succeeding **David Humphrey**, who joins The Family Channel as VP, financial relations.

Andrew Goldman, senior VP, business affairs, Univision Holdings Inc., New York, named executive VP, business affairs.

Linda Cochran, general manager, WLFL-TV Raleigh, N.C., joins WSYT(FM) Syracuse, N.Y., as VP

and general manager.

David Griffin, general sales manager, WYUU(FM) Safety Harbor, Fla. (Tampa-St. Petersburg), joins co-owned KOQL(FM) Oklahoma City as VP and general manager.

Sandra B. Freschi, VP, business development, Chambers & Asher Speechworks, Atlanta, joins WSB(AM) Atlanta as director-business development.

Maurice J. Bresnahan, manager of programming and public affairs, Continental Cablevision of Massachusetts, joins WQPT-TV Moline, Ill., as general manager.

Jeff Weber, general manager, WBNJ(FM) Cape May, N.J., joins WVKZ-AM-FM Albany, N.Y., in same capacity.

Marty Beecham, sales manager, KLDZ(FM) Lincoln, Neb., named station manager.

Pam Hughes, general manager, WFOG(FM) Suffolk, Va. (Norfolk), joins WCMS-AM-FM Norfolk, Va. (Virginia Beach), in same capacity.

Ray Garon, corporate sales manager, Fifth Estate Broadcasting and Deer River Group, rejoins WFEA(AM)-WZID(FM) Manchester, N.Y., as general manager.

Craig Bennett, from KLUC-AM-FM Las Vegas, joins KBYR(AM)-KNIK-FM Anchorage as general manager.

Bob Marlowe, from WIHN(FM) Normal, Ill. (Bloomington, Ind.), joins KWOA-AM-FM Worthington, Minn., as operations manager.

SALES AND MARKETING

Jay Tapp, regional marketing director, Showtime Networks Inc., Los Angeles, named regional director, sales and marketing.

John Smith, account executive, NBC Spot Sales, Chicago, joins KSDK(TV) St. Louis as national sales manager. **James J. Spencer**, marketing director, International

Film Exchange Ltd., New York, joins KSDK, as marketing consultant.

Mike Meara, marketing consultant, KSDK(TV) St. Louis, Mo., named local sales manager.

Larry Mossey, director of marketing, WABY(AM)-WKLI(FM) Albany, N.Y., joins WROW-AM-FM Albany in same capacity.

Susan M. Rynn, director of marketing information, INTV, joins Independent Television Network Inc., New York, as director of marketing and research.

J.R. Phillips, retail marketing director, KHEY-AM-FM El Paso, named sales manager, succeeding **Raul Rodriguez**, who resigned.

Ethel Duble, VP and account supervisor, DDB Needham Worldwide, Chicago, named management representative.

Appointments at Katz Radio Group Sales, New York: **Bonnie Press**, senior VP and general manager, Katz Radio Group Network, named senior VP; **Barbara Grosiak**, VP, regional sales manager, Katz Radio Group Network, named VP, sales manager, Eastern region, and **Darrin Klayman**, sales manager, Katz Radio Group Network, Los Angeles, named sales manager, Western region, there.

Laurie Murphy, former market research supervisor, Bozell Inc., joins KBL-TV Advertising, Minnetonka, Minn., as corporate director of research.

Dick Kelly, general sales manager, WFMV-TV Greensboro, N.C., joins WTVQ-TV Lexington, Ky., in same capacity.

Larry Getz, general sales manager, WYSY-FM Aurora, Ill., joins WMAQ(AM) Chicago as account executive.

Jeff Williams, regional account executive, KFRG(FM) San Bernadino, Calif., joins Shadow Broadcast Services, Los Angeles, as VP, sales and marketing.

PROGRAMING

Sasha Emerson, senior VP, HBO Independent Productions and VP, original programming, West Coast, HBO, joins New Line Television, Los Angeles, as senior VP, TV production and development.

Sharlette Hambrick, former segment producer, *Inside Story*, joins Paramount Domestic Television's *Entertainment Tonight* as film segment producer.

Norm Winer, program director, WXRT(TV) Chicago, named VP, programming.

Richard Parness, executive VP, distribution group, Metro-Goldwyn-Mayer Inc., Culver City, Calif., adds duties as senior VP and chief administrative officer.

Cheryl Bloch, supervising producer, *Going to Extremes*, and consulting producer, *Northern Exposure*, named VP of parent company, Brand/Falsey Productions.

Appointments at Fox Broadcasting, Los Angeles: **Danielle Claman**, director of TV development, Spelling Television, named director of drama development; **Susanne Daniels**, director of variety, reality and specials programming, ABC-TV, named director, comedy development, and **Kelley Kulchak**, manager, current programming, named director, current programming.

Dennis Miller, manager, syndication, WCLV(TV) Cleveland, named VP for syndication.

Scott O'Neil, formerly with KTLA(TV) Los Angeles, joins KLIT-FM Glendale, Calif. (Los Angeles), as program director, succeeding **Dan McKay**, who joined WGLM(FM) Lafayette, Ind., as program director.

Larry Berger, formerly with KDBK(FM) San Francisco and KDBQ(FM) Santa Cruz, Calif., joins KQPT(FM) Sacramento, Calif., as program director.

Chris Daly, VP, marketing and programming, Continental Cablevision of Southern California, Los Angeles, joins Digital Plant Inc. there as senior VP, marketing.

Barbara Bocek, financial accountant, Group W Productions, named contract administrator, Westing-

SEE YOU IN THE FUNNY PAPERS

Nick Nicholas Jr., former president and co-chief executive officer of Time Warner Inc. whose ouster made newspaper headlines, will soon be in those pages again, this time in the comic section. Nicholas and four partners are launching a new newspaper strip to begin in January. "Pluggers," a single-panel cartoon drawn by Pulitzer prize-winning cartoonist Jeff MacNelly (creator of the comic strip "Shoe")

will offer wry commentary in the guise of animal characters who depict: "The 80% of humanity who unceremoniously keep plugging away at life." Nicholas himself is a subject of one of those panels (at right). In addition to Nicholas and MacNelly, the Portland, Ore.-based Pluggers Inc.'s partners are David H. Kennerly, film producer and *TIME* magazine photographer (and another Pulitzer winner); Stephen Kline, scriptwriter for *Lou Grant* and *The Cosby Show*, and film/television producer Charles Jennings. Said Nicholas of the new venture: "The nature of entrepreneurialism says you've got to be resilient. You've got to be a plugger. These kinds of businesses attract the type of people I enjoy working with." **-JS**



house Broadcasting International, Los Angeles. **Sanja Broda**, formerly with Reeves Entertainment Group, joins Westinghouse Broadcasting International, Los Angeles, as distribution coordinator.

Rick Brattin, general manager, United Video Satellite Group, joins co-owned Superstar Connection, Tulsa, Okla., as VP and general manager.

Melba Lara, host, *Morning Edition*, Michigan Public Radio, Ann Arbor, Mich., named broadcasting producer.

Jay Young and Brian Elder, from KFTZ(FM) Idaho Falls, Idaho, join WAPI-FM Birmingham, Ala., as morning air personalities.

NEWS AND PUBLIC AFFAIRS

Laurie Pike, host, *Made in the U.S.A.*, joins KTTV(TV) Los Angeles as entertainment reporter.

Leslie Devlin, formerly with CNBC, New York, **Lewis Dodley**, anchor, WNET(TV) Newark, N.Y. (New York), and **Brad Holbrook**, anchor and executive editor, *USA Tonight* syndicated program, join Time Warner Cable's New York 1 News, New York, as anchors.

Elena Leyva, general assignment reporter and fill-in anchor, KTSP-TV Phoenix, joins KXTV(TV) Sacramen-

to, Calif., as weekend anchor and reporter.



Mounty concentrating in global compilation and distribution of entertainment news, there as managing director, North America.

Mary M. Rogers, anchor and reporter, KDFW-TV Dallas-Fort Worth, joins WTOG(TV) St. Petersburg, Fla., as 10 p.m. co-anchor.

Greg Van Wormer, news director, WMWC(AM) Harvard, Ill., joins KWOA(AM) Worthington, Minn., in same capacity.

Jill Arabas, business enterprise editor, Associated Press, and **Randolph Picht**, correspondent, AP, St. Louis, named assistant business editors, AP stock services, New York.

Cliff Morrison, from WCIX(TV) Miami, joins KMGH-TV Denver as 5 and 10 p.m. meteorologist.

Vera L. Davis, account executive, KCRA-TV Sacramento, Calif., joins

KXTV(TV) there as director of public affairs.

Ty Thomas, senior producer, WHIO-TV Dayton, Ohio, joins WTOV-TV Steubenville, Ohio, as news director.

Ken White, assignment manager, WPXI(TV) Pittsburgh, joins WGRZ-TV Buffalo, N.Y., as assistant news director.

Wendy Warren, weekend anchor, WKOW-TV Madison, Wis., named 10 p.m. co-anchor, succeeding **Elberta McKnight**, who resigned.

Elvin Harkins, weather anchor, KBIM-TV Roswell, N.M., joins WTVQ-TV Lexington, Ky., as weekend weather anchor.

Dan Henry, weatherman, WDAF-TV Kansas City, Mo., announced he will retire in November.

Sam Hall, anchor, WOR(AM) New York, joins WSB(AM) Atlanta as morning co-anchor.

Harris Faulkner, consumer and general assignment reporter, WDAF-TV Kansas City, Mo., named 6 p.m. co-anchor. **Mike Thompson**, meteorologist, WDAF-TV, named 10 p.m. anchor.

Bernard Diaz, account executive, WBFS-TV Miami, named public affairs director.

Gene Langenberger, director of news, WBRE-TV Wilkes-Barre, Pa., joins WPVI-TV Philadelphia as producer and director.

Andy Ludlum, VP, news and programming, KIRO(AM) Seattle, named VP, news operations, KIRO Inc. (KIRO-AM-FM Seattle). **Gail Neubert**, interim news director, KIRO-TV, named news director.

Linda Cohn, weekend sports anchor and reporter, KIRO-TV Seattle, joins ESPN Inc., Bristol, Conn., as anchor and reporter, *SportsCenter*.

Appointments at WTVR-TV Richmond, Va.: **Jon Newman**, assignment manager, WTVF(TV) Nashville, named managing editor; **Elizabeth Paone**, producer, WTHI-TV Terre Haute, Ind., named 5 p.m. producer; **Charles Dillard**, assistant managing editor, *The Progress-Index*, named assignment editor, and **Jeff Ongstad**, from KOLN(TV) Lincoln, Neb., named videographer and editor.

TECHNOLOGY

Alan D. Galumbeck, from The Weather Channel, joins co-owned Landmark Communications Inc., Atlanta, as VP, new technologies, Broadcast and Video Enterprises division.

Gail Gregg, formerly with Linotype-Hell Co., joins Nikon Electronic Imaging, Atlanta, as systems sales specialist, Southeast U.S. and Latin American regions.

Walter J. Ellis, formerly with Doubleday Broadcasting, NBC Radio and Emmis Broadcasting, joins The Newborn Channel, Phoenix, as VP, operations and technical services.

David Kerstin, Midwestern regional manager, Broadcasters General Store (BGS), named president, BGS, Ocala, Fla.

Patrick Ryan, from Interend Corp., joins Toshiba's Professional Video Systems Group, Buffalo Grove, Ill., as assistant sales manager.

PROMOTION AND PR

Tobie Pate, director, broadcasting and promotion, KNBC-TV Los Angeles, named VP, broadcasting and promotion.



Pate



Selwyn

Penelope Selwyn, from Twentieth Television, joins Warner Bros. Television, Burbank, Calif., as VP, publicity.

Christopher J. Russo, manager, promotion marketing, NBC-TV, New York, named director of promotion marketing.

Jonathan A. Marder, from Orion Pictures, joins BBC Lionheart, New York, as VP, publicity and promotions.

Anne De Vega, promotion producer, WISH-TV Indianapolis, joins WCCO-

TV Minneapolis (St. Paul), as promotion writer and producer.

Karen Narciso, corporate director, sales promotion, KBL-TV/KBLCOM Inc., Houston, joins KABB(TV) San Antonio, Tex., as director of sales promotion and marketing.

ALLIED FIELDS

Richard Lobo, president and general manager, WTVJ(TV) Miami, elected to board of directors of National Association of Broadcasters (NAB). He will serve two-year term as board's minority seat representative.



Lobo



Johnson

E. Eric Johnson, chairman, TBG Financial Corp., elected to two-year term as chairman of board, KCET(TV) Los Angeles. **Richard D. Farman**, chairman and CEO, Southern California Gas Co., succeeds Johnson as first vice-chair.

Jane Hinders, producer and host, *Culture Shock*, WPTD(TV) Dayton, Ohio, named Producer of the Year by Ohio Educational Broadcasting Association.

Don Bennett, owner and general manager, KREW-AM-FM Sunnyside, Wash., named 1992 Broadcaster of the Year by Washington State Association of Broadcasters. **Verl Wheeler**, owner and general manager, KEYG-AM-FM Grand Coulee, Wash., elected WSAB director.

National Academy of Television Arts and Sciences elected officers: **Alice Marshall**, formerly secretary, elected VP, succeeded by **Sue-Ann Staake**, president of academy's Washington chapter. Re-elected: **Michael Collyer**, chairman (for second two-year term); **David Louie**, vice chairman, and **Malachy Weings**, treasurer.

Eric Schindler, Southwestern regional manager, TV station services, Arbitron Co., Dallas, named VP, TV station services, New York.

Monday Memo

“Highly leveraged companies need to heed early-warning signs on debt.”

The wrenching era of the mega-bankruptcies may be drawing to a close. While there may yet be some new front page insolvencies, low interest rates in the present economic environment are mercifully providing opportunities for many highly leveraged companies to restructure their expensive junk debt.

Although the broadcast industry has largely been spared the anguish of watching its major players file Chapter 11's, we are not yet out of the woods. Times are not so good in the broadcast industry. Revenues are down, competition is fierce and there still are a large number of broadcast companies that are burdened with high-priced debt that must be restructured. For some broadcasters, the moment of truth may be near.

How does a broadcasting company deal with crushing high-interest debt in an era of single-digit prime rates and slow business growth? The easy answer is a restructuring of the company's debt through a workout. However, the public equity and low-cost debt markets simply may not be available to medium size and small companies that want to replace or retire their expensive debt. New low-cost borrowing from banks has become increasingly difficult and even the company's existing hard-pressed lenders will not easily be persuaded to lower their rates. Nonetheless, despite the obvious difficulties in restructuring a highly leveraged company, the best solution is almost certainly a workout that produces an agreement of all the company's creditors that they will take something less than what they contracted for. While a workout generally requires near-unanimous agreement by all the creditors, the difficult process of a workout is almost always better than the Chapter 11 alternative and should be the first focus of a distressed company.

The creditor constituencies include the banks and other private lenders (often secured by as many assets as they can possibly find) and the "trade creditors" supplying programing equipment, advertising media, videotape vendors and the like. The modern additions of the usual array of creditors are the holders of high-interest public debt often incurred even by mid-sized companies in the 1980's. Then there are the Internal Revenue Service, perhaps the Pension Benefit Guarantee Corp. and various state agencies. Finally, of course, there are the employees of the company and the company's shareholders. Each of these constituencies has a different goal and each must be reasonably satisfied or a workout will not succeed.

Generally, workouts only succeed if they are undertaken well in advance of a company's final cash crunch. Unfortunately, there is a natural human tendency of busy executives to bury their heads in the sand and optimistically roll forward believing that everything will somehow come together. Even companies that recognize they are in trouble are loath to start the difficult process of achieving a non-bankruptcy consensus among their creditors any sooner than necessary. Many executives will avoid airing

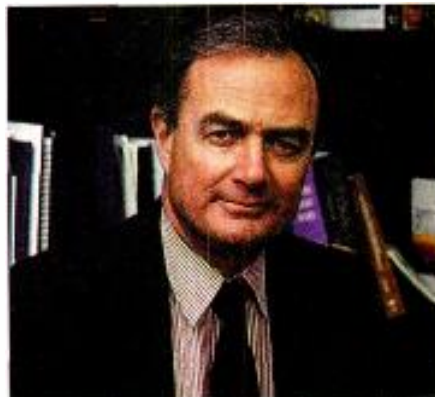
the company's dirty laundry if it can be avoided by utilizing such time honored short-term solutions as selling company assets to pay the bills. Experience tells us that such solutions seldom work.

Once the company takes a candid snapshot of its financial condition and concludes that something radical must be done, the next and perhaps most important step in the workout process is the company's preparation of a realistic business plan. The business plan will certainly be tested by the creditors and is of no use if it contains unrealistic "hockey stick" projections that, for example, show modest growth for two

years followed by an exciting, but insupportable, ratcheting up of profits. The creditors also often feel quite justified in commenting on such non-financial business plan matters as capital expenditures, lines of business and management structure. Workouts are not for the thin-skinned.

Nonetheless, there are good reasons why a timely workout is the preferred alternative to risking bankruptcy by ignoring the need to restructure. Clearly, management can keep far firmer control of the company if it can avoid the bankruptcy court. Moreover, bankruptcy is not generally a process that instills confidence in a company's vendors nor is it likely to satisfy other interested parties as to the company's financial soundness. Although a workout restructuring requires a lot of executive time and the expense of professional advisers, the process is usually quicker and cheaper than bankruptcy.

Finally, a troubled company should not despair if the workout fails. The process will have helped focus the company on its serious problems and will serve it well if it eventually finds itself in a Chapter 11 proceeding. Since the goal in a Chapter 11 reorganization is the same as a workout, a well-planned Chapter 11 for a basically healthy company can often accomplish the same restructuring in a way that is sensible for all parties. ■



A commentary by Joseph F. Kelly Jr., head of the bankruptcy-workout group of Dow, Lohnes & Albertson, New York.

Broadcasting In Brief

Citing family considerations and a desire to complete the restructuring of WPIX-TV New York, VP/GM **Michael Eigner**, in a surprise move, decided late last week not to assume the GM post at Tribune Broadcasting's co-owned **KTLA-TV Los Angeles**. Instead, Tribune has signed **Greg Nathanson**, who recently resigned as president of Fox Television Stations Inc. (and as GM of KTTV-TV Los Angeles), to take over the GM post at KTLA, which Steve Bell gave up to become president of Twentieth Television's network operations. Nathanson's appointment is effective July 1.

Middle East Broadcasting Centre Ltd., a London-based media company controlled by Saudi Arabian investors, surfaced last week as the latest bidder for UPI. The 85-year-old news service, which has been operating under Chapter 11 bankruptcy protection from its creditors since August, is scheduled today to run out of operating funds provided by another bidder, New York lawyer Leon Charney. UPI cannot consider MEBC's \$3.5 million bid until Charney's exclusive negotiating period expires today. Also still involved in the bidding process is religious broadcaster Pat Robertson, who earlier withdrew a \$6 million bid for UPI. Robertson is asking the bankruptcy court to force UPI to sell him its name and library for \$500,000. A hearing on Robertson's request is scheduled for Tuesday, June 23.

In a deal valued at more than \$240 million, **Alpha Lyracom Space Communications** contracted **Ariane-space** to launch three **PanAmSat** satellites between April 1994 and May 1995. Combined with PAS-1, the four-bird system would make PanAmSat the first privately-owned international satellite system intercon-

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending June 6. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune	12.0/225/98
2. Jeopardy!	10.8/214/97
3. Oprah Winfrey Show	9.9/231/99
4. Star Trek	9.8/245/98
5. Tribune Premiere Network	9.2/173/95
6. Entertainment Tonight	8.8/190/95
6. Married...With Children	8.8/174/93
8. A Current Affair	6.7/174/94
8. Wheel Of Fortune-wknd	5.7/191/84
10. Inside Edition	5.9/136/88
11. Cosby Show	5.8/200/96
12. Case Of The Lethal Less	5.7/169/93
12. Donahue	5.7/223/97
14. Warner Bros Volume 29	5.6/128/93
15. Hard Copy	5.3/174/92

necting the Atlantic, Pacific and Indian Ocean regions.

KKAM(AM)-KBOS(FM) Fresno, Calif., were sold by Richard C. Phalen Jr., receiver for Radio Fresno Inc., to CenCal Broadcasting Inc. for **\$1.4 million cash**. Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, Calif. CenCal is headed by Stephen D. Miller and John W. Brocks. Miller is a former GM of the Fresno stations. Broker: Media Services Group Inc.

The National Hispanic Media Coalition filed a petition to deny **Hallmark's \$550 million sale** of the Spanish language network **Univision** and its nine owned stations to a group of investors headed by Los Angeles entertainment entrepreneur A. Jerrold Perenchio and including Mexico's Grupo Televisa and Venezuelan-based Venevision. The coalition said the transferee is "likely to be unlawfully controlled by foreign companies" and may have filed a false financial certification. The coalition also argued that the proposed transaction will reduce the diversity of Spanish-language programming for U.S. viewers and reduce competition in the market.

Sunshine Network, the broadcast-marketing partner of the NHL's **Tampa Bay Lightning**, has signed deals with **WTOG(TV) St. Petersburg** and **WQYK(AM) Tampa** for broadcast rights, including a minimum of 10 regular season away games plus select away playoff games for the TV station and all games for the radio station.

Group W Sports Marketing is offering more than **600 college football games** on 14 regional sports networks for the upcoming season, with rates ranging between \$500 and \$3,000.

Twentieth Television has sold **Doogie Howser, M.D. in 35 markets**—18 of the top 30 markets—representing 40% U.S. coverage for its fall 1994 off-network launch. Since last March, Twentieth has added 19 markets. Sitcom is being offered for cash plus barter (two minutes of national ad time for the initial cycle).

Former radio and current daytime TV host **Sally Jessy Raphael** was named **1992 talk show host of the year** by the National Association of Radio Talk Show Hosts last week.

At last week's **BPME/BDA conference** in Seattle the cable community was actively courted to take a leading role (see page 22), but **new BPME chairperson Nancy Smith**, a native of Canada, is looking to put **international promotion executives in the spotlight** at next year's convention in Orlando, Fla. BPME reported that 3,092 people registered for the conference, down slightly from 3,138 last year in Baltimore. Smith, who is vice president of communications for Global Television of Toronto, estimated that 300 international promotion and marketing executives representing 27 coun-



Edward Bleier, president of Warner Bros. pay TV, cable and network feature distribution (c), was the first honoree of the United Jewish Appeal-Federation Entertainment Industries Division's TV/Cable/Video Group. At a luncheon in New York he was cited for his "pioneering role in broadcast, cable and the emerging pay-per-view market, as well as his continued support of UJA-Federations's humanitarian endeavors." Shown with him are Martin D. Payson (l), Time Warner vice chairman and co-chair of UJA's TV/Cable/Video Group, and Gerald M. Levin, Time Warner co-CEO.

tries were on hand. Of that 300, Smith said about 160 were fellow Canadians. BPME also elected new members of its executive committee: chairperson-elect, John T. Calver, KMBC-TV Kansas City; VP/treasurer, Joan Voukides, Cablevision, Woodbury, N.Y., and secretary, Rich Brase, WMAQ-TV Chicago.

In an attempt to reduce New Jersey's budget, **Republicans in the state legislature have drafted a bill abolishing the New Jersey Network**, comprising the state's four public television stations, and, under one scenario, allow public station WNET(TV) Newark (New York) to take over WNJS(TV) Camden, N.J., converting the remaining stations to commercial outlets and selling them for anywhere from \$50 million to \$150 million. According to the FCC, however, the chance of a NJN receiving a waiver to the rule barring such action is highly unlikely.

Time Warner co-CEO and president Gerald Levin will remain in sole charge of the company as co-CEO chairman Steve Ross takes an indefinite leave of absence to resume treatment of prostate cancer. Ross has been out of the office since November, and was said to have been working from his home. Analysts following the company say

they expect no immediate effect from Ross' absence.

Bob Myer, executive producer on ABC's *Roseanne* since the 1990 season **has signed an exclusive multi-year agreement with ABC Productions** to develop and produce series programming. Negotiated by Lee Rosenberg of Triad Artists,

the deal is worth more than \$5 million according to sources. Myer will complete work on the first 13 episodes of *Roseanne* before joining the network's in-house production arm.

John C. David, VP, broadcaster/Congressional relations for NAB since 1989, was promoted last week to senior VP, radio. He succeeds Lynn Christian, who will remain with NAB as a consultant until after the Radio '92 convention in New Orleans this September (BROADCASTING, April 27). David will report to John Abel, NAB executive VP, operations.

Jay Kernis, a senior producer for *CBS This Morning*, has been named to a newly created position, senior producer for entertainment, where he will oversee all entertainment news segments and interviews on the show.

Fox flagship WNYW-TV New York will expand the Saturday and Sunday editions of its 10 o'clock news from a half-hour to an hour each, beginning the July 4 weekend. Gone from the schedule will be *All in the Family* reruns on Saturdays and the syndicated regional news show, *Broadcast New York*, on Sundays.



More than 100 cable operators and advertisers and 4,000-plus country music fans attended last week's TNN Music City News Country Awards in Nashville. Shown backstage are (l-r): Lloyd Werner, Group W sales and marketing senior VP; country artist Ricky Van Shelton (winner of two awards, video of the year and vocal collaboration of the year—for "Rockin' Years" with Dolly Parton), and David Hall, TNN VP/GM.

Editorials

ENDING THE CABLE CURTAIN

The process of bringing balance to the broadcasting-cable marketplace continues—we hope, inexorably. The FCC last week leveled the playing field a touch more by repealing the prohibition on networks owning cable systems, thereby allowing three more major broadcast entities to participate in an important part of the future. There are caveats and hesitations in the FCC's order that render it far less than an open sesame, but it is nevertheless a welcome step in the right direction.

We urge now that the commission proceed to let down the bars between all broadcasters and cable ownership, once and for all permitting professional communicators to bring their own best to these media without having to declare themselves practitioners of either over the air or wire, but not of both.

The rivalries and rancor that have characterized the relationship between broadcasting and cable were inevitable once the government assigned them to competitive sides of the marketplace. The new order won't come overnight, but this piece of it holds out the promise of equity and harmony in the television of tomorrow.

UNFAIR USE

The video monitoring business, which has had its head handed to it by the courts in case after case of copyright infringement, was on the Hill last week hoping to end-run the judicial system. The effort appears destined to failure (see story, page 41), and rightly so.

Criticism, comment, scholarship, research and more are all fair uses of copyrighted material under the Copyright Act, whose fair use section, with a four-part test, balances the rights of copyright holders with the public's interest in access to information. Fair enough, and to that end, broadcast journalists are increasingly making their news available—both on their own and through licensing agreements with video clipping services. Sounds like nothing's broken, which should be a signal that someone's going to try and fix it. In this case it is Orrin Hatch (R-Utah), who believes that video clipping services ought to have a gilt-edged invitation to appropriate copyrighted materials without compensation (although apparently not enough to show up at the hearing on his own amendment). He has introduced a bill that would amend the Copyright Act to insure that video monitoring services are expressly exempted under the fair use clause.

Fortunately, the chairman of the Patents, Copyrights and Trademarks Subcommittee, Senator Dennis DeConcini (D-Ariz.), who presided over the hearing, believes the conflict should instead be "resolved in the marketplace

between the industries involved." Hatch does not have a supporter in the current register of copyrights either, who finds the amendment a "substantial departure from existing fair use precedent [that] would provide commercial access to more than just daily newscasts of 'hard news' without a viable First Amendment justification beyond that already accommodated by the fair use doctrine."

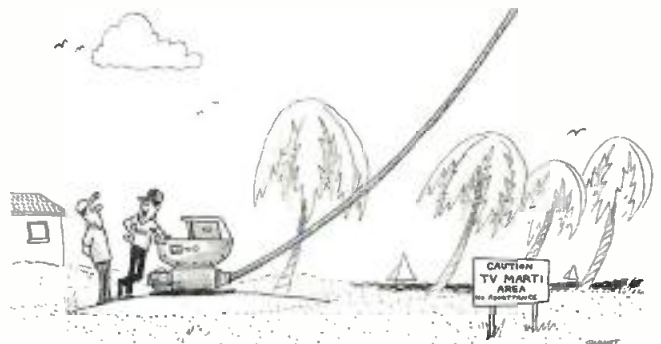
When all the hot air from public relations society speeches and International Association of Broadcast Monitors importuning has been expelled, what we are left with is the fact that these services repackage and resell valuable copyrighted material to the tune of \$50 million a year. The courts—in venues as divergent as Minneapolis, Los Angeles, Houston and Denver—have overwhelmingly ruled that to do this without permission or compensation is a copyright infringement.

The Hatch bill ought to be clipped and relegated to the round file.

GOOD NEWS BAD NEWS

Net net, it's thought that the odds on an eventual retransmission consent were enhanced by last week's parliamentary maneuvering in the House Commerce Committee, which passed a cable bill while deleting two provisions that put it in conflict with the Judiciary Committee. The strategy is to reinsert retransmission consent along with program access when the bill gets to the floor, avoiding a conflict with Judiciary Chairman Jack Brooks that might have tied up the bill into the 103rd Congress.

Retransmission consent—by whatever name it may eventually be called—remains at the moment the best device to assure that broadcasters are compensated for the programming they bring to the cable party. Program access, which essentially expropriates the proprietary rights of those who develop programming by their own muscle and main, should be left to wither in congressional limbo.



Drawn for BROADCASTING by Jack Schmidt

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