

Broadcasting Feb 11

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 23

Morning shows: Waking up to war; CBS revives 'Northern Exposure'

RADIO / 56

ABC Radio reorganizes, key staff promoted

WASHINGTON / 64


'92 budget proposes 'user fee' for FCC services; fee could produce up to \$71 million


TECHNOLOGY / 73

SMPTE: All-digital video editing; HDTV cameras, sound, screens


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THE NEXT

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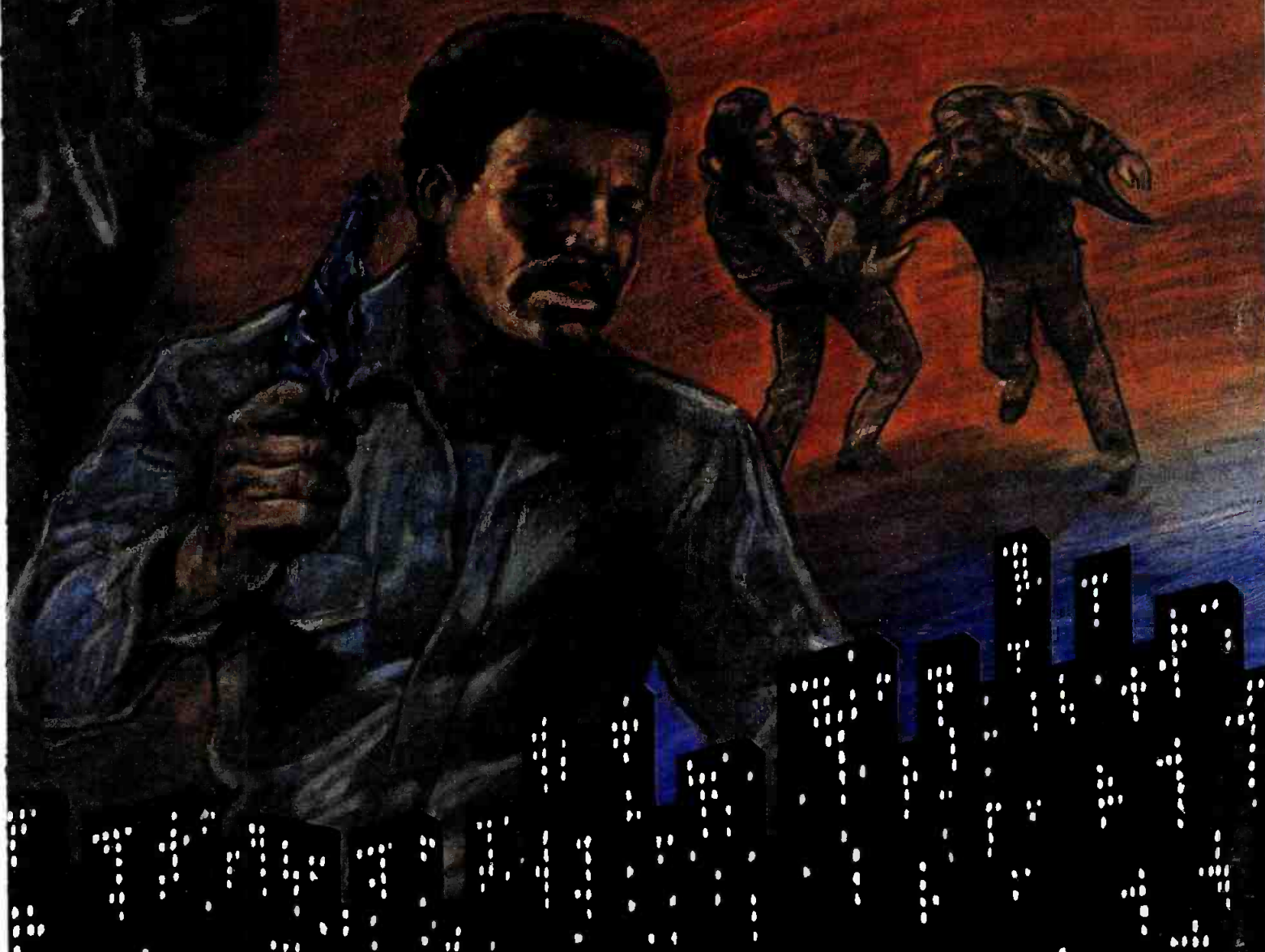
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THIS WEEK

27 / SEE SPOT FALL

Auto industry woes and advertiser skittishness over war coverage are contributing to bearish predictions for first-quarter spot, with advertisers cancelling or postponing buys. "I can't imagine that January is not a disaster for everyone," commented one TV group owner.

28 / WAR WATCH

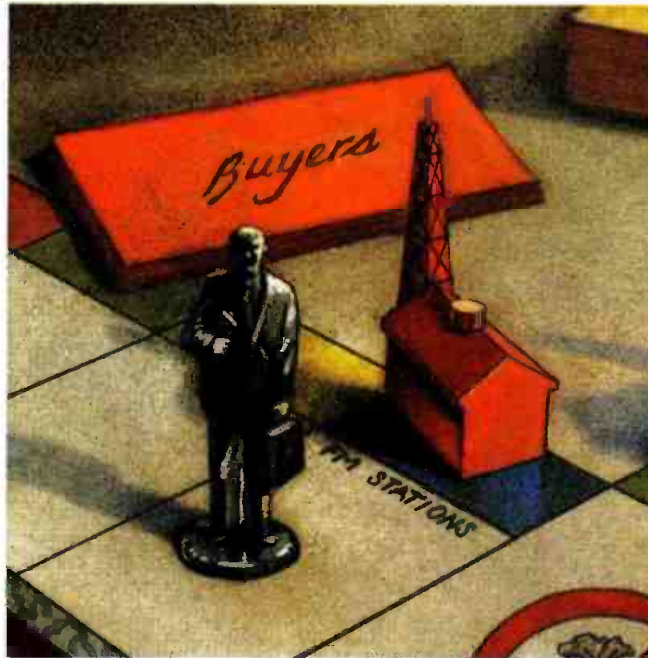
While other networks are trying to get to Baghdad, ABC has already gotten visas and is contemplating whether and how to report from there. Peter Arnett and CNN are increasingly coming under fire from the Hill and the public for Iraqi-censored reports.

30 / NECK AND NECK

NBC recorded its third consecutive third-place finish in the prime time ratings race. ABC and CBS are looking for more of the same, while NBC, still ahead by a nose in the season race, sees its recent performance as an anomaly attributable in large measure to atypical factors such as war coverage fallout, Super Bowl and sweeps specials.

30 / ALL IN FAMILY

Tribune Entertainment's *Geraldo* and *The Joan Rivers Show* have moved to Tribune-owned WPIX-TV in New York. Prior to the deal, time slots for the programs on incumbent stations WCBS-TV (*Geraldo*) and WNBC-TV (*Joan*



Station/cable sales 1990: Tough year for traders (page 37)

Rivers) were in question as the market prepares for next fall's crowded lineup of new talk shows.

31 / TO PAY OR NOT TO PAY

Cable industry is divided over a Turner plan to enlist operator help in defraying the cost of CNN's war coverage, with Turner apparently prepared to go ahead with the proposal once it secures a comfortable majority.

32 / SURVEYING SALARIES

Just-released results of the annual Radio-Television News Director's Association salary survey show most television and radio news salaries lagged behind the cost of living in 1990. The biggest salary gains were made by news

staffers at independent TV and major market radio stations, while the biggest drop was among small market radio news directors.

34 / LOOKING AHEAD

At an IRTS panel in New York, industry executives talked about the media's future. One thing that doesn't appear to fit into NBC's larger plans is Sky Cable.

37 / SPECIAL REPORT: STATION/CABLE TRADING

With broadcast and cable prices plummeting last year, brokers point to economic recession as the cause and industry shakeout as the expected effect. Buyers and sellers of broadcast and cable properties are finding it increasingly difficult to

acquire financing. However, there is cautious optimism for a comeback in 1991 for both the cable and broadcast industries.

52 / MORNING REPORT

Persian Gulf news has forced the network morning shows to scrap their traditional approaches to the February sweeps. War-related ratings for the programs last week were still outpacing 1990, although the numbers continued to drop from their Jan. 17 peak.

53 / MORE 'EXPOSURE'

As difficult as it is in today's network arena for a new show to succeed, *Northern Exposure*, created and produced by Joshua Brand and John Falsey, has taken an even tougher route than normal to make it to its second go-around on CBS.

58 / NEWS BOOST

The war gave news-formatted radio an increased overall share of listeners during January, according to analysis by Birch Scarborough Research. The share for the top-10 market news stations increased by an average 66%.

60 / SPORTS TALK

SportsChannel America is looking into the sports news business, attractive because of its low cost and differentiation from other services.

61 / EXTENDED FAMILY

Family Channel plans to launch a UK service and is exploring other overseas channels.

61 / SADDLE SORES

Cowboy Channel, which has been looking for equity investors, has put launch on hold.

62 / FUNNY BUSINESS

Operators are awaiting word on particulars of comedy cable service resulting from merger of HA! and The Comedy Channel.

64 / PRESIDENTIAL BUDGET

President Bush's fiscal 1992 budget calls for the establishment of an annual fee for FCC services. The so-called user fee would bring in up to \$71 million in addition to filing and application fees the FCC now charges.

65 / KUDOS FOR FCC REFORMS

Applications are moving through the FCC more quickly these days, thanks in large part to changes implemented by Mass Media Chief Roy Stewart. Those changes have included delegating some of the FM Branch's responsibility to the TV and LPTV branches of the Video Services Division, and filing applications and fees at a lockbox bank in Pittsburgh.

66 / TEEN PROGRAMING OVERSEAS

NBC is pitching foreign broadcasters on a one-hour teen-targetted programing block made up of two NBC-



'Sarah, Plain and Tall' boosted CBS's prime time fortunes (page 30)

produced half-hours: *Saved by the Bell* and *Guys Next Door*.

67 / FOURTH-QUARTER BLUES

The fourth-quarter went out with a whimper as the recession took its toll on broadcasters' bottom lines.

69 / GROUP GROWTH

Numerous TV groups have been formed over the past two years, particularly among UHF broadcasters, according to an NAB study.

72 / FACING THE NATION

Pentagon spokesman Pete Williams has a tough job. He has to keep both the military and the media happy. So far, the former broadcast journalist seems to be meeting that challenge and has won the admiration of reporters on the beat.

74 / DIGITAL DETROIT

Paper sessions and panels on all-digital video production and simplified digital interfaces were the highlight of the Society of Motion Picture and Television Engineers' 25th Television Conference

in Detroit. Advances in audio, camera and flat-panel display technology for HDTV were also announced during the two-day meeting.

76 / WORLDNET ABROAD

Worldnet, the federal government's global television network, plans

to expand its services to Latin America, the Soviet Union and Eastern Europe. At the same time, Worldnet will coordinate an international satellite teleconference interconnecting interested parties in advance of this year's National Association of Broadcasters annual convention. Worldnet also has begun to arrange a similar teleconference for NATPE International next year.

95 / A WORLD OF CELLS AND SHELLS

From "yabba dabba doo" to "cowbunga," veteran artist and distributor Fred Wolf has put his stamp on television animation. His company's most notable offering, the "Teenage Mutant Ninja Turtle" crew, is a hit in syndication and on CBS and has proved a drawing card for other business.

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CLOSED CIRCUIT

WASHINGTON

Up in down market

Although last year was dismal for broadcast and cable sales (see special report page 37), some top media brokers actually racked up higher dollar totals in 1990, with Sandler Media Group heading list of gainers, up \$29 million from previous year to \$174 million. Others: Chapman and Associates up \$4 million to \$97 million; H.B. LaRue up \$57 million to \$77.8 million; Kalil & Co. up \$28 million to \$49.3 million; Ron Hickman up \$21 million to \$27.4 million; Ted Hepburn Co. up \$14 million to \$25.75 million, and Norman Fisher & Co. up one million to \$9.35 million.

Outside the loop

FCC's proposed user fee for commission services came as surprise to some commissioners and staff. President Bush's proposed fiscal 1992 budget calls for FCC to collect \$65 million in fees (see page 64). Staffer in one commissioner's office first learned about proposal from communications attorney, and offices of James Quello and Sherrie Marshall were in dark early in week. Federal Communications Bar Association officials apparently got briefing from FCC Managing Director Andy Fishel before commissioners were informed.

HOLLYWOOD

Looking ahead

Michael Lambert, president of Twentieth (Fox) Television, is putting together syndication launch timetables for several highly-rated series, most notably *The Simpsons*, which he predicts will surpass \$4 million-per-episode record established by *The Cosby Show* (Viacom) in 1988-89. At end of this season *Simpsons* will have 39 episodes in can and Lambert anticipates either fall 1994 or 1995 launch, with minimum of 117 episodes (in 1994) for stripping. Twentieth executives say *Simpsons* has broad appeal among kids and adults, giving it wide time-period flexibility.

Other potential syndication launch dates Lambert discussed—if such series

survive four seasons on their respective networks for viable stripping—were fall 1993 or 1994 launch for ABC half-hour *Doogie Howser*; fall 1994 or 1995 launch of FBC's half-hour comedy-variety show, *In Living Color* and fall 1995 or 1996 launch of ABC's *Anything But Love*.

Back on track

Development is back in gear at Fox Television Stations Inc. with dating strip *Studs* and half-hour late night talk show featuring Los Angeles radio host Mother Love (formerly of KFI(AM)), among possibly half-dozen development projects for market testing on Fox O&O KTTV(TV) Los Angeles. Stephen Chao, executive vice president of Fox Television Stations Productions, has apparently received green light to beef up program development for Fox O&O's (sometimes Chao's projects can go network route on FBC, or to Twentieth Television syndication division), according to Fox source, who also said recent belt-tightening moves have eased with recent bank refinancing secured by News Corp. Chairman Rupert Murdoch.

DEFECTING

Due to economic pinch stations are feeling, approximately 50% fewer stations than expected will be on board when Fox national news service launches later this year, according to Fox source. Preston Padden, Fox's senior vice president of affiliate relations, said launch will go forward as planned, with service rolling out in second quarter this year. He said Fox began hearing from stations as early as September and October of last year that because of economic concerns they would have to hold off on their participation of news cooperative. When service was announced in June last year, Jamie Kellner, president of Fox Broadcasting, said he expected between "80 and 100 affiliates on board" when service is launched.

Birds of a feather

According to sources, regardless of final sum agreed to for renewal of *Cheers* (see "In Brief," page 96), one provision on which producer Paramount will insist is control of adjacent time period for other Paramount-produced series. Currently, Paramount's *Wings* airs following *Cheers*, but only after lengthy struggle by studio to pair series together. Post-*Cheers* time slot had been held by Carsey-Werner's *Grand*, which was renewed as part of NBC's overall package to renew Carsey-Werner's *The Cosby Show* last year.

NEW YORK

Life in a goldfish bowl

Pinelands, parent company of WWOR-TV New York, traded down during last week while most media stocks showed strong gains. On Friday, "Heard on the Street," column in *Wall Street Journal* suggested that sale of entire 10.6% Pineland's stake by MCA executive David Geffen had shaken confidence of other investors and focused attention on station's uncertain value absent takeover. But some observers were not necessarily surprised, noting that Geffen was not especially close to Pineland's chairman, Lawrence Fraiberg. Furthermore, they suggest that intense scrutiny on company as object of takeover ignores possibility that debt-free Pineland may itself become acquirer. Lazard Freres is said to already be conducting inquiries on behalf of Fraiberg.

American export

U.S.'s divorce laws, which frequently differ with those of other nations, may no longer be barrier to export of Blair Entertainment's successful strip *Divorce Court*. In agreement with international distributor Fremantle, French version entitled *Divorce American* and featuring local actors enacting American-style divorces has been picked up by national network there for next September. Fremantle is hopeful *Divorce Americano* version could follow in Italy.



Inner circle. NBC President Robert Wright and other officials sat down with FCC Commissioner Andrew Barrett and his staff last Thursday to talk about reform of the fin-syn rules, an issue heading for a March 14 vote. On hand for the afternoon session (clockwise from left): Barrett aide Byron Marchant; the commissioner: Jim Thompson, former Illinois governor now working on fin-syn for NBC; Richard Cotton, NBC general counsel; Wright, and Robert Hynes, NBC Washington lobbyist. Cotton reported later that the meeting went well, but that he couldn't figure out how Barrett might vote. "I'm no wiser than when I went in," he

said. Barrett said he would decide the issue strictly on merits and the record and would not be influenced by politics or friends; Thompson is both a friend and a political patron of Barrett, and was brought in by NBC after leaving the governor's office Jan. 14. Barrett's meeting with NBC followed one with a CBS team comprising CBS Entertainment President Jeff Sagansky, CBS Senior Vice President Jay Kriegel. CBS Washington lobbyist Martin Franks and attorney Larry Secrest of Wiley, Rein & Fielding. The CBS group sans Kriegel also met with Commissioner Ervin Duggan.

Separate ways

Philosophical differences have been blamed for departure of Arbitron VP/Sales and Marketing Rhody Bosley, who last week was fired by Executive VP Ken Wollenberg. Wollenberg said Bosley "made some contributions to the company," but growing conflict regarding management of division, specifically regarding sales staff and stations "became insurmountable." Wollenberg said Bosley's termination is isolated incident, not reflection of Arbitron's financial stability. Company "is in good shape from a dollars and cents point of view," he said. Vacant position likely will be filled internally, Wollenberg added.

ATLANTA

Spot search

CNN, which has not had too much luck getting advertisers to give back spots (see "In Brief," Feb. 4), may be asking for too much and not giving enough in return. Trying to find inventory for make-goods and spots preempted due to war coverage, CNN is

asking for substantial first-quarter give backs. Examples of reductions being requested: advertiser with 150 spots was asked to go down to 80, one with 50 spots was asked to pare down to 12, and one with 7 spots was asked to reduce to 2, according to Bart McHugh, DDB Needham senior vice president. While McHugh contends "everything is negotiable," he noted that CNN never made any specific proposals for what the network would do in return if advertisers granted CNN's request.

TOKYO

Mixed misfortune

Failure in December of Tokyo-based Satellite Communications Corp.'s new Superbird created at least short-term boon for competing operator Japanese Communications Satellite Co. (JCSAT), but may hurt long-term growth of satellite services in Japan. Users of dead Superbird, launched and operated by nearly 40 Mitsubishi companies, quickly took two-month interim leases aboard dozen JCSAT transponders—virtually filling unsold remainder of two-bird system (one-

third owned by Hughes Aircraft). Even better for JCSAT, by end of February, users must sign longer-term contracts, anywhere from year to end-of-life.

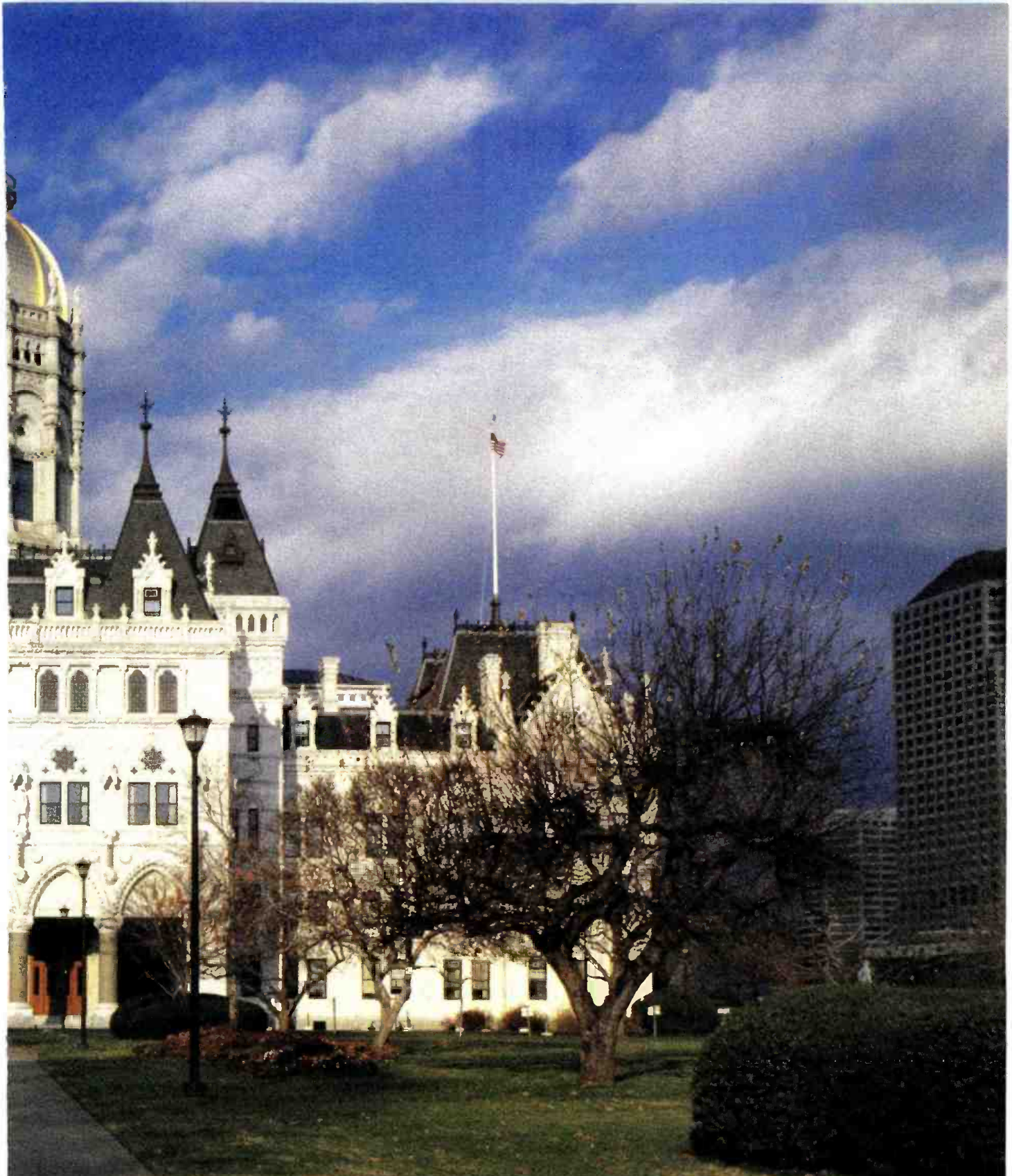
VIENNA, VA

Prospecting

Radio-TV broker R.C. Crisler & Co. has approached Tak Communicatons (three FM's, six TV's) with possible offer for group owner's four Wisconsin TV stations. Tak Communication's head Sharad Tak filed for protection from creditors last month and in hearing held in Madison last week acknowledged that he may consider selling some properties as part of reorganization plan. Tak was subject of uncomplimentary article in *New York Newsday* (reprinted in *Washington Post*) saying that while Tak failed to pay bank interest on loans, he paid interest on personal loan that he made to his company. Source close to Tak said that "Sharad insists he never paid interest." Tak declined to be interviewed for article and his spokesperson would not comment.

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

Feb. 10-13—*Broadcast Cable Credit Association* 25th credit and collection seminar. Loews Summitt Hotel, New York. Information: (708) 827-9330.

Feb. 10-15—*National Association of Broadcasters* 26th annual management development seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

Feb. 10-15—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

Feb. 11—"Winning New Business," seminar sponsored by *American Association of Advertising Agencies*. Beverly Hilton Hotel, Los Angeles. Information: (212) 682-2500.

Feb. 11-12—*National Association of Broadcasters* Radio Group Head Fly-In for executives of radio groups. NAB headquarters, Washington. Information: Aimee Jennings, (202) 429-5402.

Feb. 12—"Economic, Demographic and Technological Changes In Television Network News Coverage," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: ABC News President Roone Arledge. Smithsonian, Washington. Information: (202) 357-3030.

■ **Feb. 12**—Seminar on exploring "critical issues in black radio," news and talk format, sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-4690.

Feb. 12-13—Television Advertising Forum sponsored by *Association of National Advertisers*, examining future of television advertising as a mass medium. Participants include Jamie Kellner, Fox Broadcasting Corp.; Terence McGuirk, Turner Broadcasting System; Peter Chrisanthopoulos, Network Television Association; Peter Jennings, ABC News; James Hedlund, Association of Independent Television Stations; Bruce Christensen, Public Broadcasting Service; Grant Tinker, GTG Entertainment; Warren Littlefield, NBC Entertainment; Robert Iger, ABC Entertainment; Jeff Sagansky, CBS Entertainment; Mike Wallace, CBS News, and Maria Shriver, NBC News. Waldorf-Astoria, New York. Information: (212) 697-5950.

Feb. 12-13—"The New Federal Budget: Presidential Priorities and Democratic Alternatives," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Feb. 12-16**—"James Dean: The Television Work," screening series at *Museum of Broadcasting*. Museum, New York. Information: (212) 752-4690.

Feb. 13—*National Academy of Television Arts and Sciences*. New York chapter, drop-in luncheon. Topic: "A Look Inside the Music Business—Foreign Ownership, Censorship, Intellectual Property Protection, Record Labeling." Speaker: Michael Greene, president, National Academy of Recording Arts and Sciences. Copacabana, New York. Information: (202) 768-7050.

Feb. 13—"DAB Broadcast Systems: The System Proponents—Strother Communications, CD Radio," seminar sponsored by *Society of Broadcast Engineers*, chapter 15. New York Times Building, New York. Information: David Blalik, (914) 634-6595.

Feb. 13—"High Performance Account Management," seminar sponsored by *American Association of Advertising Agencies*. Century Plaza,

MAJOR MEETINGS

Feb. 10-15—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

Feb. 27-March 1—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

March 6-9—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

April 19-24—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-18—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W.Va.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

May 22-23—*NBC-TV* annual affiliates meeting. Marriott Marquis, New York.

May 29-31—*CBS-TV* annual affiliates meeting. Waldorf Astoria, New York.

June 8-11—*American Advertising Federation* national advertising conference. Opryland, Nashville.

June 9-13—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 11-13—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 13-18—17th International Television Symposium and Technical Exhibition. Montreux, Switzerland.

June 16-19—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

June 18-21—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

July 24-27—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14—Radio '91 convention, sponsored by *National Association of Broadcasters*. San Francisco.

Sept. 25-28—*Radio-Television News Directors Association* international conference and exhibition. Denver.

Oct. 1-3—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

Oct. 3-6—*Society of Broadcast Engineers* fifth annual national convention. Houston. Information: 1-800-225-8183.

Oct. 10-14, 1991—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-30—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

Oct. 27-30—*Association of National Advertisers* 82nd annual convention. Billmore, Phoenix.

Nov. 18-20—*Television Bureau of Advertising* annual meeting. Las Vegas Hilton, Las Vegas.

Nov. 20-22—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 31-Feb. 1, 1992—*Society of Motion Picture and Television Engineers* 26th annual television conference. Westin St. Francis, San Francisco.

■ **Jan. 20-24, 1992**—29th *NATPE International* convention. New Orleans Convention Center, New Orleans.

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

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Los Angeles. Information: (212) 682-2500.

Feb. 13-15—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System; other speakers: FCC Commissioner Ervin Duggan, NCTA Chairman Jerry Lindauer, Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 13-15—"Satellite X: Global Pathways to Profit," 10th annual international conference and exhibition. Ramada Renaissance, Washington. Information: (301) 340-2100.

Feb. 13-17—"Jack Benny: The Classic Television Performances," screening at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Feb. 15—Deadline for entries in *Guillermo Martinez-Marquez Journalism Award*, open to Hispanic journalists. Information: (202) 783-6228.

Feb. 15—Deadline for entries in *National Academy of Television Arts and Sciences's Sports Emmy Awards*. Information: Ira Zimmerman, (212) 586-8424.

ALSO IN FEBRUARY

Feb. 17-20—Advertising Agency General Management Program, sponsored by *American Association of Advertising Agencies*. The Lodge, Ponte Vedra Beach, Fla. Information: (212) 682-2500.

Feb. 17-21—Technology studies seminar for educators, sponsored by *Gannett Foundation Media Center*. Columbia University, journalism building, Gannett Center, New York. Information: (212) 280-8392.

Feb. 18—Deadline for entries in Charles E. Scripps Awards of National Journalism Awards, sponsored by *Scripps Howard Foundation*, open to newspapers, television and radio stations and local cable systems for outstanding efforts to combat illiteracy in their communities. Information: (513) 977-3035.

Feb. 19—Seminar exploring "critical issues in black radio," music format, sponsored by *Museum of Broadcasting*. Museum, New York. Information: (212) 752-4690.

Feb. 19-20—*North Carolina CATV Association* winter meeting. Sheraton Imperial Hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

Feb. 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "Programming for the Niche of the 90's." Speaker: Brooke Bailey Johnson, vice president, programming and production, Arts & Entertainment Network. Copacabana, New York.

Feb. 20—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN and Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." San Francisco. Information: Mark Mersky, (212) 210-9714.

Feb. 20-24—"Harry Porterfield: Broadcast Journalist," screenings at *Museum of Broadcast Communications*, including "An Afternoon with Harry Porterfield," on Feb. 23. Museum, Chicago. Information: (312) 987-1500.

Feb. 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington

Marriott, Washington. Information: (202) 833-2684.

Feb. 21—*Broadcast Pioneers* Golden Mike Award dinner. Recipient: WOAI(AM) San Antonio. Plaza Hotel, New York. Information: (212) 586-2000.

Feb. 21—*National Academy of Television Arts and Sciences* trustees awards dinner and ceremony. Recipient of Trustees Award: Ted Turner, Turner Broadcasting System. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Feb. 21-23—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

Feb. 21-23—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

Feb. 21-28—*C-SPAN* invitational seminar for general managers and managers in community relations, government relations, marketing and programming. C-SPAN, Washington. Information: Pat Daniel, (202) 626-4853.

Feb. 22—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN and Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Dallas. Information: Steve Raymond, (303) 740-8940.

Feb. 22-23—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Feb. 22-24—"Oil, Foreign Policy and the Economy," economics conference for journalists sponsored by *Foundation for American Communications* and *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

Feb. 24-26—*Cable Television Administration and Marketing Society* leadership conference. Washington. Information: (703) 5494200.

Feb. 25—*Academy of Television Arts and Sciences* forum luncheon. Speakers: Linda Bloodworth-Thomason and Harry Thomason, producers. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Feb. 25—"Spotlight: NBC's New York Hit, *Law & Order*," drop-in dinner sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

Feb. 26—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Tom Brokaw, NBC News. Smithsonian, Washington. Information: (202) 357-3030.

Feb. 26—"Acquisition Financing and Workout of Broadcast Properties," seminar sponsored by *Federal Communications Bar Association, Continuing Legal Education Committee*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 26—Deadline for entries in 18th annual Daytime Emmy Awards competition, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Information: Trudy Wilson or Nick Nicholson, (212) 586-8424.

Feb. 26—"Televised Retailing New Business Expo," sponsored by *Cable Television Adminis-*

tration and Marketing Society. San Antonio, Tex. Information: (703) 549-4200.

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Among speakers: Seth Abraham, president, Time Warner Sports, and John Severino, president, Prime Ticket Network. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

Feb. 26-28—Pay-per-call 900 programming, conference and expo sponsored by *Virgo Publishing*, Scottsdale, Ariz. Speakers include Paul FitzPatrick, Weather Channel; J.C. Sparkman, TCI Cable Management; Scott Campbell, Home Shopping Network; Brian Lamb, C-SPAN; Chris Mosley, The Discovery Channel; Elizabeth Farho, Turner Broadcasting and Janis Thomas, Black Entertainment Network. Inter-Continental Hotel, Miami. Information: (602) 483-0014.

Feb. 27—*National Press Foundation* annual awards dinner, including presentation of Sol B. Taishoff Award for excellence in broadcasting to Roone Arledge, president, ABC News and Sports. Sheraton Washington hotel, Washington. Information: (202) 662-7350.

Feb. 27—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "Entering 'The Wonder Years': Turner Program Services Status in the Grand Scheme of Syndication." Speaker: Russ Barry, president, Turner Program Services. Copacabana, New York. Information: (212) 768-7050.

Feb. 27-March 1—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 27-March 3—"Visions From the Twilight Zone," screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

Feb. 28—"Things to Say or Not To Say to a Casting Director," drop-in breakfast sponsored by *National Academy of Television Arts and Sciences, New York chapter*, featuring Vince Liebhart, casting director, *As the World Turns*. New York Television Academy, New York. Information: (212) 768-7050.

Feb. 28-March 1—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

MARCH

March 1—Deadline for entries in *Guillermo Martinez-Marquez Photojournalism Award*, open to Hispanic journalists. Information: (202) 783-6228.

March 3-6—*Arbitron Television Advisory Council* meeting. Palm Springs, Calif. Information: (212) 887-1344.

March 4—*The Museum of Broadcasting's* Eighth Annual Television Festival cocktail reception. Ahmanson Building Atrium, Los Angeles County Museum of Art, Los Angeles. Information: (818) 777-2580.

March 4-8—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group, University of Nebraska-Lincoln*. Nebraska Educational Telecommunications Center, Lincoln, Neb. Information: (402) 472-3611.

March 5—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

March 5—*West Virginia Broadcasters Association* call on Congress. Washington. Information: (304) 344-3798.

March 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "The Nashville Network and the Flip Side of Country...Country Music Television." Speaker: Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications. Copacabana, New York. Information: (212) 768-4510

March 6—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

■ **March 6**—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN* and *Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Hartford, Conn. Information: April Reitman, (203) 585-2252.

March 6-9—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

■ **March 6-24**—"Son of Rock 'N' Roll on Television," screenings at *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

March 7—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

March 7—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

March 8—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

March 8—Deadline for entries in Hometown USA Video Festival, sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

■ **March 8**—"Triple Demo Power," local ad sales workshop sponsored by *A&E, ESPN* and *Lifetime*, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Tampa, Fla. Information: Mark Mersky, (212) 210-9714.

March 8-10—*Society of Professional Journalists, Atlanta chapter*, region three conference. Atlanta. Information: (404) 496-9957.

March 9—Green Eyeshade Southeastern regional journalism awards banquet of *Society of Professional Journalists, Atlanta chapter*. Hotel Nikko, Atlanta. Information: (404) 496-9957.

March 9-10—Third annual West Coast regional conference of *National Association of College*

Broadcasters. University of Southern California, Los Angeles. Information: (401) 863-2225.

■ **March 10-13**—Conference of local television ratings for advertisers, agencies, broadcasters, reps and researchers, sponsored by *Electronic Media Rating Council*. Sheraton Bonaventure, Fort Lauderdale, Fla. Information: (212) 754-3343.

■ **March 10-14**—"Broadcast Journalism," seminar sponsored by *Smithsonian National Associate Program*. Speakers include: NPR's Daniel Schorr and Cokie Roberts, *MacNeil-Lehrer's* Judy Woodruff and CBS's Don Hewitt. Dillon Ripley Center, Washington. Information: (202) 357-4700.

March 11-13—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 12—*American Advertising Federation* government affairs conference. Willard hotel, Washington. Information: (202) 898-0159.

March 12—*Ohio Cable Television Association* annual meeting. Hyatt on Capital Square, Columbus, Ohio. Information: (614) 461-4014.

March 13—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Terence McGuirk, executive vice president, Turner Broadcasting System, and co-chairman, National Cable Month, and Brian Roberts, president, Comcast Corp., and co-chairman, National Cable Month. Copacabana, New York. Information: (212) 768-7050.

■ **March 13**—"Triple Demo Power," local ad

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sales workshop sponsored by A&E, ESPN and Lifetime, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Charlotte, N.C. Information: Pamela Post, (718) 482-4119.

■ **March 13**—Long Island Radio Broadcasters Association third annual radio day. Marriott Windwatch Hotel and Golf Resort, Hauppauge, N.Y.

■ **March 13-16**—Native American Journalists Association seventh annual conference. Landmark Inn, Denver.

■ **March 14**—16th annual presentation of Commendation Awards, sponsored by American Women in Radio and Television. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **March 14-15**—Radio-Television News Directors Association program at First Amendment Congress regional meeting. St. Paul. Information: Penny Parrish, (612) 925-4636.

■ **March 15**—Deadline for entries in Clarion Awards, sponsored by Women in Communications. Information: (703) 528-4200.

■ **March 15**—"Triple Demo Power," local ad sales workshop sponsored by A&E, ESPN and Lifetime, basic cable networks, to "demonstrate dynamic, innovative and creative ways in which local advertising sales professionals can take advantage of complementary demographics to enhance their sales revenues." Chicago. Information: Pamela Post, (718) 482-4119.

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■ **March 16**—Addy Awards presentation, recognizing excellence in advertising, sponsored by Advertising Club of Metropolitan Washington. Sheraton Washington, Washington.

■ **March 16**—Radio-Television News Directors Association meeting in association with Oklahoma AP. Tulsa, Okla. Information: Stuart Kellogg, (817) 654-6333.

■ **March 18-21**—Supercomm '91, international conference and exhibition co-sponsored by U.S. Telephone Association and Telecommunications Industry Association. Included will be two separate conferences sponsored by Pacific Telecommunications Council and Caribbean Telecommunications Council. George Brown Convention Center, Houston. Information: (202) 835-3100.

■ **March 19**—Radio Advertising Bureau radio marketing workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

■ **March 20**—Radio Advertising Bureau radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

■ **March 20-21**—Illinois Broadcasters Association spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

■ **March 21**—Radio Advertising Bureau radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

■ **March 21**—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by Hollywood Radio and Television Society. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

■ **March 21**—Federal Communications Bar Association monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

■ **March 22**—Broadcast Promotion and Marketing Executives regional educational seminar, "Profitable Promotions." O'Hare Marriott, Chicago. Information: (213) 465-3777.

■ **March 22-23**—Society of Professional Journalists-Radio-Television News Directors Association regional convention. Boston Park Plaza, Boston. Information: Marsha Della-Giu, (617) 578-8805, or Emily Rooney, (617) 449-0400.

■ **March 23-24**—Radio-Television News Directors Association region two conference, featuring presentation of Edward R. Murrow regional Awards. Boston. Information: (617) 449-0400.

■ **March 24-27**—National Cable Television Association annual convention. New Orleans Convention Center, New Orleans.

■ **March 25-26**—"The Centralization of Media Buying in Europe," conference of International Advertising Association, U.K. chapter. Marriott Hotel, London. Information: David Hanger, (71) 839-7000.

■ **March 26**—Advertising Hall of Fame induction ceremonies, sponsored by American Advertising Federation. Waldorf-Astoria, New York. Information: (202) 898-0089.

■ **March 27**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 27-31**—"Cross Country with Mike Leonard," freelance reporter for NBC, screenings at Museum of Broadcast Communications. MBC, Chicago. Information: (312) 987-1500.

■ **March 28**—Illinois Broadcasters Association college seminar. Illinois State University, Normal, Ill. Information: (217) 753-2636.

■ **March 29-30**—13th annual Black College Radio convention. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

■ **March 30**—Deadline for entries in 30th annual International Gold Medallion Awards, sponsored by Broadcast Promotion and Marketing Executives. Information: (213) 288-0481.

■ **March 31**—Deadline for entries in Dateline Awards competition, sponsored by Washington Chapter, Society of Professional Journalists. Information: Pamela Dockins, (703) 685-2090.

APRIL

■ **April 2**—Radio Advertising Bureau radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

■ **April 3**—Radio Advertising Bureau radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

■ **April 4**—Radio Advertising Bureau radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

■ **April 4-5**—International Radio and Television Society's eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **April 5**—NATPE Educational Foundation regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Chicago. Information: (213) 282-8801.

■ **April 5-7**—"Urban Growth and Poverty in the Economy," economics conference for journalists sponsored by Foundation for American Communications, Ford Foundation and Atlanta Journal and Constitution. Colony Square Hotel, Atlanta. Information: (213) 851-7372.

■ **April 7-9**—Cabletelevision Advertising Bureau 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

■ **April 8**—NATPE Educational Foundation regional seminar. Sessions: "Reading and Righting the Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Washington. Information: (213) 282-8801.

■ **April 8-11**—Electronic Industries Association spring conference. Washington. Information: (202) 457-4900.

■ **April 9**—Electronic Industries Association government/industry dinner, during association's spring conference (see listing above). Washington. Information: (202) 457-4900.

■ **April 9-11**—Cable Television Administration and Marketing Society service management master course. Chicago. Information: (703) 549-4200.

■ **April 10**—Presentation of RadioBest Awards, sponsored by Twin Cities Radio Broadcasters Association. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

■ **April 10-13**—National Broadcasting Society, Alpha Epsilon Rho, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

■ **April 11**—55th annual Ohio State Awards banquet and ceremony, sponsored by Institute for Education by Radio-Television, Columbus, Ohio. National Press Club, Washington. Information: (614) 292-0185.

■ **April 12**—Deadline for entries in Vanguard Awards, sponsored by *Women in Communications*, for "companies and organizations that have taken actions and instituted programs to advance women to positions of equality within that company or organization." Information: (703) 528-4200.

April 12-14—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich. (212) 661-9110.

April 13-15—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 18—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton. Las Vegas. Information: (212) 586-2000.

April 18-19—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. Hyatt Embarcadero. San Francisco. Information: (212) 765-5700.

April 18-21—11th annual Health Reporting

ERRATA

Grant by FCC reported in "For the Record" January 28 for Shepherd Communications was transfer of control within company; new board members are Jon Fugler, Nancy Fugler, William Kimball, Richard Scott, Walter Linn, Bruce Hibma and David Ferry. Shepherd is licensee of KLRD(FM) in Yucaipa, Calif., and has CP applications pending for new FM's at Ojai, Bakersfield and Victorville, all California.

CBS affiliate **KIRO-TV** Seattle **did not drop CBS news coverage of Persian Gulf war** for that of CNN, as reported in Jan 21 issue of BROADCASTING.

Conference, sponsored by *American Medical Association's Division of Television, Radio and Film Services*. Hilton hotel. Washington. Information: (312) 464-5484.

April 19-21—Southern regional conference of *National Association of College Broadcasters*. Georgia State University, Atlanta. Information: (401) 863-2225.

April 21-23—*Broadcast Cable Financial Manage-*

ment Association, and subsidiary *Broadcast Cable Credit Association*. 31st annual conference. Theme: "Breakthrough Performance: Lights! Camera! Innovation!" Century Plaza, Los Angeles. Information: (708) 296-0200.

April 19-24—*MIP-TV*, international television program market. Palais des Festivals. Cannes, France. Information: (212) 750-8899.

April 21-24—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

April 22-25—*National Computer Graphics Association* 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

April 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 24—*International Radio and Television Society* Gold Medal Award dinner. Recipient: Frank Bennack Jr., president-CEO, Hearst Corp. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 26—Deadline for entries in Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Information: (212) 586-8424 or (818) 953-7575.

April 29-30—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

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OPEN MIKE

POWER STRUGGLE

EDITOR: A recent editorial regarding Federal Aviation Administration EMI regulation ("Both Sides Now," Jan. 7) seems to miss the crux of the FCC-FAA issue. This is no simple dispute over engineering models. It is clearly a power grab by the FAA, an agency known for voraciously sucking up issues in the name of air safety in order to garner more budget and more jobs in a world where these translate directly into power. Therefore, it is not at all surprising that input from the FCC and the communications industry has gotten short shrift.

Indeed, most of us in the consulting engineering industry believe the whole matter is an artificial issue, having no significant basis in real world fact. From our practice, we know that in 25 years of representing hundreds of radio and television stations we have never had to resolve a case of interference to aircraft communications or navigation. Other engineers I talk with tell me the same thing.

I interviewed 10 airline pilots on recent travels and learned that none had had any known encounters with broadcast radio interference. So, where does this interference hazard exist in the real world?

Furthermore, our experience to date indicates that the FAA does not have the technical competence to deal with the industry it wishes to regulate. Consider the following:

■ A 600 mhz UHF-TV proposal was threatened with a Determination of Hazard for potential spurious radiation components that would interfere with an FAA station at 125 mhz. FAA engineers ignored the fact that UHF-TV transmitters can not produce significant artifacts at those frequencies, the UHF waveguide cannot conduct those frequencies, and the UHF-TV antenna can not effectively radiate at those frequencies. Engineering arguments were unavailing, and the client got its Determination of No Hazard only through the intercession of "higher powers."

■ A "housekeeping" request to correct erroneous geographical coordinates on a 5,000 kw ERP UHF station was to be denied unless the station agreed to reduce power to 10,000 watts to avoid what the FAA characterized as potentially devastating interference to instrument approaches at a major airport. The FAA missed the fact that the station had been operating with 5,000 kw for eight years at the same location with no complaints of interfer-

ence. An embarrassed FAA regional office ultimately granted the 100 foot typographical change in coordinates.

■ The FAA proposed to deny an 800 mhz cellular client its request for a Determination of No Hazard because of overload interference to a 128 mhz FAA station one-half mile away. Only after pointing out that any effect that the low powered cell site would have would be obscured by over a dozen other transmitters with powers as much as 10 times higher operating on the closer 150 and 450 mhz bands was a Determination of No Hazard obtained.

Why be nice about it? FAA incompetence caused these clients delay and thousands of dollars in extra expense. We have many more cases that could be cited. If the FAA gets approval for all of the things it has proposed to regulate, broadcasters and other communications users can expect a regular horror show.

Every broadcaster should be on the doorstep of his/her congressman on this issue. It isn't an engineering problem. It is a solid dollar-and-cents bottom-line loss waiting there to happen to every one of your broadcaster-readers.—Lawrence Behr, Lawrence Behr Associates, Greenville, N.C.

NO FAN OF PTAR

EDITOR: BROADCASTING reported (Jan. 21) that "news programming is exempt from the limit" on prime time network and off-network programming imposed by the prime time access rule. Would that that were so. Were it so, we might have had the network evening hour news, for which a few of us fought so long, so hard and so futilely. The fact is that news, with the most limited exceptions, is certainly not exempt from PTAR. It's the failure to exempt news, and hence the government's prohibition, for all practical purposes, of the hour network evening news that illustrates once more how contrary to the public interest—and to good broadcasting—it can be for the government to intervene and rule what can and cannot be broadcast, and when. The hour news is dead—killed by PTAR. Richard Salant, former president, NBC News.

Editor's note: Salant is correct to the extent that news does not have a blanket exemption. However, breaking news and a half-hour newscast adjacent to a local hourly newscast or public affairs program are exempt.

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MONDAY MEMO

A First Amendment commentary from Roslyn A. Mazer, Dickstein, Shapiro & Morin, Washington

As war rages in the Persian Gulf, as Soviet Army troops storm broadcast facilities with tanks and automatic weapons in Vilnius, as Soviet authorities indefinitely suspend a satirical weekly television program seen by as many as 100 million Soviet citizens, it is a challenge to make the issues in a lively First Amendment case pending before the Supreme Court seem more than preposterously trivial.

The issues are anything but trivial.

The Facts. The cast of characters is by now familiar. Dr. Jeffrey Masson, a psychoanalyst who was projects director of the Sigmund Freud Archives, eagerly responded to an overture by Janet Malcolm, a writer for *The New Yorker* magazine, to be interviewed for a profile article. Malcolm taped more than 40 hours of conversation with Masson, and also took notes of many other conversations and interviews. *The New Yorker* articles and a subsequently published book depicted various aspects of Masson's personal and professional life and contained thousands of words attributed to Masson between quotation marks.

Masson did not like the way he was portrayed. In pursuing his legal remedies, however, he got off to an embarrassing false start. His first complaint for libel and invasion of privacy, which asserted that he did not make certain remarks attributed to him in quotes, was withdrawn after transcripts of tape-recorded conversations showed he made some of the statements, verbatim.

Ultimately, Masson complained about two categories of quotations: a small group of quotes he claimed were fabricated by Malcolm and a second group he claimed were edited in a misleading fashion. The defendants filed a motion for "summary judgment" on grounds that Masson could not establish "actual malice" by clear and convincing evidence, as required by the *New York Times v. Sullivan* rule.

The Law. The defendants prevailed in both the trial court and the court of appeals (although a court of appeals judge wrote an energetic dissent). In the peculiar posture of "summary judgment," the lower courts indulged all inferences in favor of Masson—tilting the playing field, if you will—and gave him the benefit of the doubt in deciding whether he would be deprived of a jury trial. In



so doing, and notwithstanding Malcolm's oath that she did not attribute to

Masson any quotes she did not believe he said, the lower courts assumed for purposes of the pending motion that the quotations were deliberately altered or fabricated. In rejecting the claims based on misleading editing of quotes—an issue of central importance to broadcasters—the lower courts ruled that so long as the published quotations are either rational interpretations of ambiguous remarks or do not alter the substantive content of unambiguous remarks, the suit cannot go forward to trial.

The Risks. Many journalists and other nonfiction writers have expressed an understandable unease in associating with the legal assumption underlying *The New Yorker's* victory in the lower courts. What surmounted this hurdle for many (including the National Association of Broadcasters, the American Society of Newspaper Editors, Time Inc. Magazine Co. and The Authors Guild, on whose behalf I wrote a friend-of-the-court brief) was recognition that the assumption was part of the baggage which the Court considered in deciding to review the case and that a nonverbatim quote does not automatically cause injury to reputation if it is faithful to the speaker's meaning.

If Masson wins, the risks of future

liability are potentially as potent for broadcast journalists as they are for the print media: Will the Court digress from well established precedent and make it easier for public figures to get to a jury when they allege their quotes were misleadingly edited? Will every departure from verbatim quotes result in a costly jury trial even if the writer believed the quote was accurate, the public figure's reputation is not damaged, and there is no other evidence of "actual malice"?

Quotes on TV. General William C. Westmoreland and other public figures have challenged the editing of their remarks in libel suits, often alleging that "actual malice" could be inferred from the negative portrayal produced by the editing process. For the most part, such suits have been unsuccessful due to pre-

"If Masson wins, the risks of future liability are potentially as potent for broadcast journalists."

cedent recognizing that public figures who claim errors of interpretation or judgment in the reporting on complex events or documents should not have an easier time recovering libel damages than in suits claiming false reports of historical fact.

Quotations enrich reporting on many issues; indeed much of the information delivered in the public media—including information vital to our self-governance—centers on what public figures have said, not just what they do. To be sure, the *Masson* case raises complicated questions of journalistic ethics, and debate on these issues is healthy and important for preserving the media's credibility. The Question is: "Should judges police journalistic ethics?" As recently as 1989, the Supreme Court reaffirmed that it is not in that business, and that there is a distinction between what is ethically dubious and what conduct has legal consequences in libel suits.

If a public figure's reputation is not damaged by a nonverbatim or poorly edited quote, the quotation may be inaccurate in the sense that the words broadcast were not the exact words spoken, in full text, but it is not the type of conscious falsehood that libel law redresses under the First Amendment.

At least so far. ■

IND



"This is one system that works for both engineering and the business manager."

— Fred Baumgartner
WTTV

CBS



"It does everything you could ask... and then some. Plus, it does it well."

— Lacy L. Worrell
WMAZ-TV

NBC



"The cooperation from Panasonic has been outstanding."

— Wayne G. Tiner
WECT-TV6

FOX



"It passed the 'smoke' test."

— Rex L. McArthur
KTRV

NBC



"I especially like the ability to take an 'off-the-shelf' VTR and plug it right into the M.A.R.C."

— Jerry Agresti
KCRA-TV

NBC



"Panasonic made (our) systems come together beautifully thanks to the M.A.R.C. II."

— Allan C. Buch
KSNW-TV3

CBS



"Quality and dependability are synonymous with the M.A.R.C. II—the machine just works."

— Wilbur W. Brann
WRAL-TV

ABC



"Our M.A.R.C. 100 is our on air master control. We are very happy with it."

— Thomas A. Thompson
WDAY-TV

NBC



"With the M.A.R.C. we wanted to have even more efficiency—and we have."

— Kenneth Erickson
WHO-TV

IND



"The M.A.R.C. is great! The walkaway time sure beats having engineers load tapes."

— Robert W. Bell
WSBT-TV

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"We've been extremely happy with the M.A.R.C. at both stations—Panasonic technical support has been absolutely super!"

— Jim Wright
KPLR-TV, KRBK-TV

NBC



"Excellent quality pictures and stereo sound. Spot mortality almost non-existent."

— Hilliard Gates
WKJG-TV

IND



"Sleep at night and enjoy your weekends."

— Jack Davis
KRBK-TV

IND



"The M.A.R.C. 800 was on-air 9 days after delivery. Performance is excellent."

— Robert Strutzel
WGN-TV

NBC



"So quiet and reliable. I hardly know its there."

— Ken Smith
KCEN-TV

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than for others.



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Good news at least for the

staffs and families of WYHY Nashville and WMJI Cleveland. Because on that day their sense of peace and security was finally restored as both stations became the newest members of the Legacy

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TOP OF THE WEEK

FIRST-QUARTER SPOT: CASUALTY OF WAR, RECESSION

Auto industry problems impact Fifth Estate's bottom line; reps revise outlook; January said to be flat to minus 3%, February flat; positive growth may return in March

Before the war, optimistic television rep firms projected spot billings growth of 2% to 3% for the first quarter of 1991. Now, faced with a war and advertisers cancelling or postponing buys, rep firms and broadcasters are preparing for a first quarter that, at best, may be flat to minus 3%, compared to first quarter 1990. Said one station rep: "No one is trying to convert money to spot; we're trying to hold on to the business we have."

The biggest hit that spot is currently taking is from the auto industry. Ford, Chrysler and General Motors are all expected to cut spot budgets. Chrysler has idled one plant, and General Motors has announced production cutback plans, cut its quarterly dividend by 50% and may lay off workers. GM's Chevrolet division has already cancelled a major four-to-six-week ad campaign, and the much awaited GM Saturn has had production delays; advertiser support, according to a Katz Television National Spot Outlook report obtained by BROADCASTING, is "on hold, pending the set-up of dealerships." Ford has also cut customer rebates in favor of dealer incentives, which Blair Television said could impact spot spending. Even foreign auto spending has been hit. Honda and Nissan are both reportedly cutting production and, at best, will be flat for the first quarter.

Advertisers not expected to cut budgets before the war became gun-shy after Jan. 16. Bonita LeFlore, senior vice president, director, local broadcasting, N.W. Ayer, said, "Advertisers are not ready to make a move yet." She went on to say that while none of the agency's clients have held up commitments, they are not "over" committed either, and she expects the first quarter to be down 1% or 2%, compared to 1990.

The recession and the war are even hitting areas that up until now were fair-

ly immune to the problems of the economy. Eric Bremner of King Broadcasting, which owns six TV stations in the West and Northwest, said the national spot market is off 10% in general and has "caught up with the West Coast." While he has yet to see significant cancellations, Bremner said orders are not

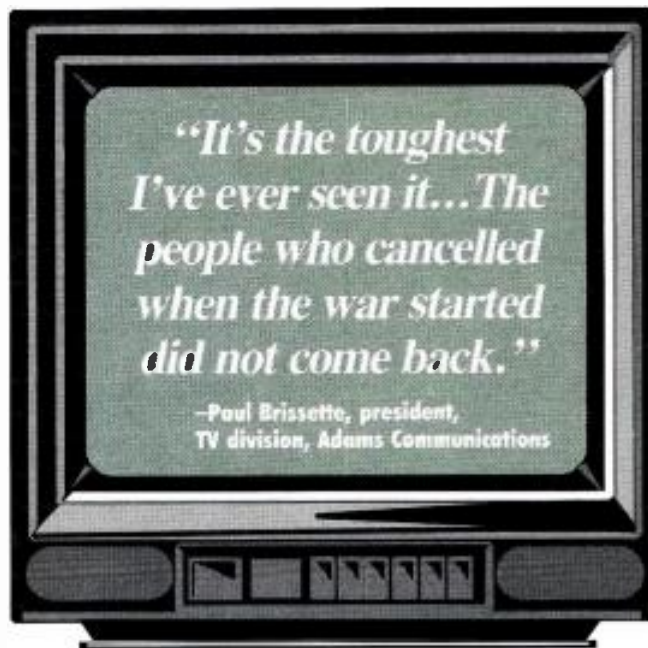
year. After the war, it fell 15%. Said Brissette: "It's the toughest I have ever seen it. We've had a lot of cancellations, and the people who cancelled when the war started did not come back."

The spot market is also still being impacted by the weak network scatter market. Several media buyers, reps and group owners said advertisers who normally buy spot have turned to the networks to take advantage of their fire-sale. Even if that is the case, the networks are not smiling either. They are encountering a rough second-quarter option period that has seen advertisers cut as much as 25% of upfront buys. Highly rated war programs are unable to attract advertiser support, making even the most cost efficient programs major money losers.

On the plus side for spot, Katz's report to clients said problems in syndication could benefit spot. The report said: "With the exception of such perennial performers as *Wheel of Fortune*, *Jeopardy* and *Entertainment Tonight*, ratings for syndicated programs have been a resounding disappointment for

advertisers." As a result, the rep firm feels many advertisers using syndication "may find a return to spot television necessary to achieve rating-point goals in specific markets." Although spot sales for syndicated programs performing poorly will be hurt, the report says it may be offset by the additional money that will come to spot.

Not all categories are pulling back. Spending by entertainment companies is expected to be up in the first quarter, as is children's advertising. In a Blair Television outlook, Denny Godwin, vice president, Blair Los Angeles, said: "The current economic downturn is not expected to have much effect on the movie business. In 1991, more than 180 major films are to be released—a 25% increase over 1990. Disney, the report



being placed. Bremner does not expect King Broadcasting to meet its first quarter budget projections.

Peter Desnoe, managing partner, Burnham Broadcasting Co., which owns seven TV stations, including two in Hawaii, said he "can't imagine that January is not a disaster for everyone." Affiliates in particular, Desnoe said, have been hit hard by the loss of advertising and by skittish advertisers that do not want to buy spots in war coverage. Burnham's two Hawaii properties have been especially hard hit by the effects of war on the tourism and travel industries.

Paul Brissette, president, TV division, Adams Communications (10 TV's), said that by the Friday before the war, the group owner was pacing even with last

said, has upped its spot budget 25% and plans to release six to eight films compared to four in first quarter 1990.

With spot and local dollars off, more stations are turning to paid programming or "infomercials" as a revenue substitute. Dave Ware of Seltel said stations are starting to air paid programming in prime time and he estimates 30% of Seltel's Los Angeles business comes from paid programming. Although general managers are still hesitant to program them, Ware said more stations are investigating spots before they run them. Said Ware: "When you have a budget to make and you're not there, it is a quick fix."

For now, broadcasters are glad January is over. Most expect the business to pick up in February and hope to get things turned around in March. One rep said some clients are returning. Said Dave Schwartz, senior vice president, domestic sales, Seltel: "Advertisers are realizing that war is a factor and they have to deal with it." Traditionally, January is an anemic month for spot and the first quarter, on average, is not strong. As Burnham's Desnoe put it: "War is a destabilizer in an otherwise weak economy." -JF

MAJORITY BACKS MILITARY CONTROL

Despite industry outcries over censorship of the media in covering the Persian Gulf crisis, a just-released Times Mirror study indicates that a majority of the American public (57%) actually wants increased military control over reporting from the region.

A 79% majority of those recognizing censorship of reports from the Gulf said they thought the restrictions were a good idea. Further, 57% of those polled said they believe the military is not hiding bad news from the public and is telling as much as it can under the circumstances.

While respondents called for increased military control over reporting, respondents nevertheless gave high marks to television coverage of the Gulf crisis thus far. Eighty-one percent of the public said it is keeping TV or radio tuned to the news, with 50% agreeing with the statement that they can't stop watching war news. Survey results were based on telephone interviews Jan 25-27 with more than 900 adults.

ABC NEWS WINS ENTRY INTO BAGHDAD

Network concerned for safety of crew; prepares to share criticism now directed at CNN's Arnett

Following weeks of frustration in trying to obtain visas into Baghdad, ABC News last week was granted the right to allow correspondent Bill Blakemore and a crew into the region. But the victory proved bittersweet as the network grappled with how to prepare for the public criticism that might come from Iraqi censorship once they got there and how to insure the safety of their reporters.

Three weeks earlier, at the start of the war, virtually all Western reporters were ordered out of the region. One of the few reporters permitted to remain, CNN correspondent Peter Arnett, has been scrutinized by critics and competing network news executives for reporting under Iraqi censorship guidelines. ABC News could find itself subject to the same scrutiny should it begin filing reports from the region.

"Right now, we don't know firsthand what constraints reporters are working under," said ABC News foreign news director John Arrowsmith. "The only way to find out is to go."

Arrowsmith said it is not clear why the Iraqis last week finally granted the visas to the network, following weeks of persistent attempts by ABC News and numerous other news organizations. Neither CBS News nor NBC News had been granted visas by the end of last week, according to spokespersons for the networks. But all three of the networks have the option to utilize material from several affiliated international broadcasters that have been granted visas into Baghdad, including ITN, WTN and Japan's NHK.

ABC executives are known to be concerned over the possibility that any reports out of Baghdad appear to be manipulated by Saddam Hussein, and are equally concerned for the safety of their personnel. ABC News staffers as well as others waiting to gain entry back into Baghdad were said to be waiting last week in Amman, Jordan.

"There is no substitute for first-hand reporting, but that has to be weighed against the risks that are involved," said Arrowsmith.

The attacks on CNN's Arnett escalated last week with Senator Alan Simpson (R-Wyo.) accusing Arnett of being an



Peter Arnett

Iraqi "sympathizer." According to the *Washington Post*, Simpson also said Arnett's reporting during the Vietnam War was biased and that he had a brother-in-law involved with the Viet Cong.

ABC anchor Peter Jennings quickly came to Arnett's defense referring to Simpson's action as "a calculatingly underhanded way of going after people." Jennings, who has known Arnett for more than 20 years, said the CNN correspondent has "done a very good job under astonishingly difficult circumstances."

"I am always alarmed by people who do not want us to know as much as possible," said Jennings. "Peter Arnett has helped CNN and helped us all in seeing the other side."

UPI reported that the White House declined comment on Simpson's remarks. Although Press Secretary Marlin Fitzwater praised Simpson as a "very candid man," he said Simpson "calls it as he sees it...It was spoken from the heart."

Simpson is, by no means, alone in his criticism of CNN and Arnett. The FCC has been fielding some 40 calls a day from viewers complaining about various aspects of television's coverage of the war, according to Edythe Wise, chief of the complaints and investigation branch

of the FCC. Most of the complaints have been aimed at CNN and Arnett for providing "aid and comfort to the enemy," she said.

The FCC policy has no interest in such complaints, Wise said. FCC staffers are simply referring complaints to CNN, he said.

Last week, FCC Commissioner James Quello, in remarks to the Oklahoma Association of Broadcasters, expressed concern about the media's coverage of the Gulf war. Quello thinks there is an "adversarial press attitude in the Middle East." He said he is "delighted" with public opinion polls showing support for President Bush and the "military briefings of the press." "The majority of our responsible citizens and old veterans [like me] are opposed to another Vietnam-type press," said Quello.

FCC Chairman Al Sikes also commented on the media's responsibility in covering the war. In a speech to members of noncommercial KUHT(TV) Houston's board of directors, Sikes said he hopes reporters and "those back in the control centers are not so stampeded by the desire to 'scoop' their competitors that they fail to search for truth in the flow of information."

Said Sikes: "I might also add that one of my misfortunes is that I usually get home too late to watch *MacNeil-Lehrer*. PBS, with its balanced and more reflective news approach, is a real news leader."

Meanwhile, U.S. journalists frustrated by their own government's restrictions on Persian Gulf coverage will have the opportunity to air their grievances during a Feb. 20 hearing on Capitol Hill, "Pentagon Rules: Governing Media Access to the Persian Gulf War." The hearings, set by Senator Herbert Kohl (D-Wis.), will include witnesses Walter Cronkite, Pentagon spokesman Pete Williams and writer Malcolm Browne of *The New York Times*.

ABC News's visas into Baghdad were not the network's only victory last week. On the ratings side, ABC's *World News Tonight*, during the third week of war, Jan. 28-Feb. 1, continued to score highest among the network newscasts with a 12.6 rating and 22 share, followed by *NBC Evening News* with 10.6/19 and *CBS Evening News* with 9.9/17 (both *World News Tonight* and *CBS Evening News* had low coverage on the West Coast on Jan. 29 due to the State of the Union address).

CNN continued to hold its ground during the third week of the war. Among cable households for the period Jan. 30-Feb. 5, CNN, on a 24-hour basis, had a

3.6 rating and 10.7 share. Broadcast network averages around-the-clock for the same period were: 5.0/14.8 for ABC; 4.7/14.1 for CBS, and 4.6/13.7 for NBC. During prime time, CNN had a 4.7/7.3 for the week against NBC's 11.6/17.9, CBS's 11.0/17.0 and ABC's 10.5/16.3.

CBS News's position at the bottom of the ratings among the evening newscasts did not go unnoticed in the Feb. 7 edition of *The Wall Street Journal*, which featured a lengthy story citing problems at the network's news division. CBS News President Eric Ober himself acknowledged some initial problems in the division's coverage of the war in a presentation before the CBS Affiliate Advisory Board in Washington last week, according to one station executive who attended.

The Wall Street Journal article indicated that CBS anchor Dan Rather might be replaced as news anchor and suggested that there was a division between staffers devoted to daily newsgathering and others who are more focused on prime time news features and specials.

A CBS spokesman declined to com-

ment on the story. He brushed off any such speculation, adding, "That goes with the territory with a story of this magnitude."

In further media observations, Howard Rosenberg wrote in *The Los Angeles Times* that the networks should avoid live coverage of any possible ground assaults during the war. By last week, network news executives said they had not yet set clear guidelines on how they would handle the possibility of providing live footage from the battlefield.

"The likelihood of live scenes from the war is so remote that I don't think it's going to be an issue," said a CBS spokesman. Likewise, an NBC spokeswoman said that every day of the war has demanded on-the-spot judgment calls, adding, "At this point, we're taking it on a case-by-case basis."

Maintaining uplink capabilities from a battlefield would be extremely difficult and therefore unlikely, according to one CNN executive.

"Until we are confronted by the situation," said an ABC spokeswoman, "we really don't have a set policy on how to handle it."

CBS ANNOUNCES GIVE-BACK TO AFFILIATES

CBS last week said it would establish a pool of \$5 million-to-\$6 million to encourage affiliates to clear the TV network's programming. The "clearance pool" effectively gives back some of the more than \$20 million which, several months ago, the network cut from affiliate compensation (BROADCASTING, Nov. 26, 1990). Ben Tucker, executive vice president, Retlaw Broadcasting, said that while details are still being worked out, it appears the money will be paid to affiliates at the end of 1991.

Last week also saw CBS increase, from seven minutes to a half hour, the amount of time allotted for affiliates' late local news during the 1992 winter Olympics. The decisions were announced during meetings between the affiliate board and CBS officials, including chairman and chief executive officer Laurence Tisch, last week in Washington. A regional affiliates meeting was also held.

While in Washington, the more than 200 affiliates made the rounds on Capitol Hill and at the FCC. With lawmakers, the affiliates voiced their concern that "free-over-the air broadcasting" could be seriously harmed by legislative efforts to tax advertising revenue or restrict beer and wine commercials. Moreover, they asked Congress to end the "broadcast subsidy of cable." Cable should be made to pay for retransmitting broadcast signals, the affiliates argued. And they said the FCC's financial interest and syndication rules should be repealed. In a position paper circulated on Capitol Hill, the broadcasters said: "The government simply cannot continue to handicap the free broadcasting system with special taxes, forced subsidies to its competitors and outdated regulations and expect the free system to continue to provide first-class news, sports and entertainment programs to all Americans."

At the board meeting, R.M. (Mick) Schafbuch, vice president and general manager of KOIN-TV Portland, Ore., was elected chairman of the affiliates advisory board, replacing E. Berry Smith. Cathleen Creany, vice president and general manager of WTVH(TV) Syracuse, N.Y., was named chairman-elect, while Bill Sullivan, vice president and general manager, KPAX-TV Missoula, Mont., was named secretary-treasurer.

NBC SLIPS, SEASON RACE TIGHTENS

The last time NBC lost two weeks in a row was at the end of the 1986 TV season. For the past three weeks, the top-rated network of the past five seasons has found itself in third place, thanks to coverage of the Persian Gulf war, ABC's airing of the Super Bowl, and strong programming by CBS and ABC at the start of the February sweeps.

Not surprisingly, while ABC and CBS executives expect their strong weekly showings to continue, NBC is looking at the past month as an aberration. Regardless of the conclusions drawn, the strong showing by the second-place (ABC) and third-place (CBS) networks over the past month has closed the gap in the ever-tightening season-to-date prime time race.

This time last year, NBC held a comfortable two-rating point margin over ABC in the season-to-date prime time ratings race. By last week, only one half of a rating point separated the three networks, with NBC averaging a 12.8 rating and 21 share for the season, ABC a 12.6/21 and CBS, the only network showing gains from last year, a 12.3/21.

"It's definitely become a tighter race," said Ted Harbert, executive vice president, prime time entertainment, ABC Entertainment, who added: "We're thrilled with the push we got from the Super Bowl." The NFL's championship game averaged a 41.86/3 and helped ABC win the week of Jan. 21-27 by a margin of 3.5 rating points over second-place CBS. He downplayed ABC's two first-place finishes the past two weeks, however, and said the real test will be in launching its slate of midseason shows. "As we go into spring tryouts, if we are able to successfully launch some of the shows we have waiting, that's where the real victories are."

According to an NBC spokeswoman, the coverage of the



Kicking off CBS's February sweeps programming was 'Sarah, Plain and Tall,' the highest rated (23.1/35) single episode movie on any network since April 1989.

war has hit NBC especially hard due to some recent schedule changes the network has made. She pointed out that the week before the war broke out, NBC debuted *Blossom* and *Seinfeld* on the schedule and moved *Dear John* to a new night. The week of the start of the war, *Night Court* was moved and *Dark Shadows* premiered. "All of these shows lost on-air promotion spots, and also the week of the war we lost Tuesday and Wednesday to war coverage and those are two days we usually win. The next week was the Super Bowl and last week our momentum was off," she said.

"Generally the war has had some impact," said David Poltrack, senior vice president, planning and research, CBS, "whether the impact affected the networks in different ways can be debated." Poltrack said, the last few weeks

aside, "the dramatic shift from a dominant NBC to a three-network race has been evident since the start of the season." He noted that when the research department tracked each network's regularly scheduled series performance season-to-date in mid-January, up to Jan. 7 NBC was down 12% from last year, ABC was down 3%, and CBS was flat. When the research was updated season-to-date through Feb. 3 (to include war coverage and the Super Bowl), NBC was down 13% from last year, ABC down 5% and CBS was up 1%. He also pointed out that CBS's strength has not been limited to the past three weeks of programming. "The last time that we were in third place was the week of Dec. 23. Since that time, we've finished second five times and first once," he said.

Poltrack said, "On a regular series basis the race is so tight. Therefore each week's winner will be based on how well their movies or specials perform. And the network that wins the sweeps will be the one that has the best movies." -SC

WPIX(TV) SIGNS UP GERALDO AND JOAN

Tribune station keeps it all in family as it acquires rights to Tribune-produced shows formerly on WCBS-TV and WNBC-TV, respectively

In a deal that Tribune Entertainment executives said should give them more control over their shows in the New York market, the company's syndicated *Geraldo* and *The Joan Rivers Show* this fall will move to Tribune-owned independent WPIX-TV.

Geraldo and *Joan Rivers*, which have both been on a roller coaster of time slots in the market on respective owned-and-operated stations WCBS-TV and WNBC-TV, were facing likely downgrades as the stations made way for next fall's crop of new talk shows and other syndicated fare. Tribune was also having no luck in trying to stack the shows

on one O&O station, according to market sources.

"It's something we've been talking about doing for a while at all of our stations," said Don Hacker, executive vice president, Tribune Entertainment. "Now that they're on our own stations, they'll be treated with more care than they would be on another station." *Joan Rivers* currently airs on five of the six Tribune stations (New York, Los Angeles, Chicago, Denver and New Orleans) and *Geraldo* airs on three (New York, Chicago and New Orleans).

WNBC-TV was expected to move *Joan Rivers* from its 3 p.m. slot to make room

for a lineup of new acquisitions, which in the fall will include Genesis Entertainment's *Highway to Heaven* at 9 a.m.; Paramount's *Maury Povich Show* at 3 p.m., and the possible addition of Viacom's *Realities with David Hartman*.

Geraldo last month was moved from 4 p.m. to the less desirable 9 a.m. slot on WCBS-TV, and its future placement was in question as the station has acquired such daytime fare as King World's *The New Candid Camera*, Warner Bros.'s *Love Stories* and Orion's *Chuck Woolery Show*. *Geraldo* has aired in New York on three different stations

in five different time periods since its debut in September 1987.

"We have to be in a position to control a little more of our own destiny," said Hacker. "Daytime talk shows in the midst of the competition out there have got to have stable time periods."

Hacker said control is important as the industry awaits a decision on the financial interest and syndication rules, which could result in more network programs and less room for outside syndicators. He added that increased production among network-owned station groups also threatens to occupy more of the space currently held by syndicators on the O&O schedules.

Terms of the cash-plus-barter deal with WPIX were not disclosed, but station executive vice president and general

manager, Michael Eigner, said he paid "market value" in his winning bid for the shows.

"When you have a good show, people will find it and come to it," said Eigner, adding that WPIX will leave the shows in place to build an audience and heavily promote those time slots. "Unfortunately, the shows were moved around a lot. When you move them around, you confuse people."

Eigner said WPIX had not yet selected time slots for *Geraldo* and *Joan Rivers* because the station was waiting to see where the new crop of syndicated talk shows fall into place on the competing stations. But oddsmakers are placing their bets on the 10 a.m.-noon block, based on the success of the *Geraldo-Joan Rivers* block on Tribune-

owned superstation WGN-TV Chicago. *Geraldo* and *Joan Rivers* on WGN have averaged five and eight ratings, respectively.

"They're both still very competitive programs," said John von Soosten, vice president, director of programming, Katz Television. "I don't think either show will knock off an established show, but they are both decent shows that had performed well elsewhere."

Geraldo currently has 70% coverage of U.S. households nationally; *Joan Rivers* has 60% coverage.

The latest acquisitions bring to 26 the number of weekly hours of first-run programming at WPIX next fall, along with Yankee baseball, preseason Giants and Jets football, broadcast premiere movies and The Disney Afternoon. **-RB**

CNN's MSO CONTRIBUTION NO SURE THING

Turner looks to operators to help defray expenses; some operators are balking at helping foot bill

Turner Broadcasting System executives were hard at work last week trying to line up enough MSO support for a voluntary contribution to CNN to help defray its costs in covering the Persian Gulf war, but what was once thought a safe bet is no longer a sure thing.

The plan has touched off a storm of debate within the cable industry, and has led to some polarization within MSO ranks.

Turner's goal, which at one time was to have as much industry support for the effort as possible, has been scaled back. Sources say Turner will go ahead with the plan if it receives participation from a comfortable majority of MSO's, something in the high 50% range. One MSO source said last week that Turner reported having 45% of the industry lined up already.

The industry's division over the issue was reflected on the Turner board, which met Feb. 1. Turner hoped for unanimity, more or less, to move forward with the plan to ask operators to contribute five cents, originally six to seven cents, per subscriber per month for up to six months, if the war lasted that long. That unanimity was not forthcoming.

Industry sources said major players Tele-Communications Inc. and Time Warner supported the idea. (And non-board members Jones Intercable and Cablevision Systems have publicly supported the plan.)

But sources say Turner board representatives from Continental and Comcast have reservations about the contribution. Other MSO's with reservations include Cox Cable, Century and Sammons. Said one MSO president: "CNN is doing a great job, and we're already paying for that in our rates."

Decisions from Cablevision Industries and Times Mirror are expected this week. Adelphia and Newhouse said they are undecided.

To gain support from 60% of the industry, Turner would have to line up over 33 million subscribers. TCI, and its related companies, Time Warner, Jones and Cablevision represent upwards of 23 million subscribers.

Those in favor of the contribution site the benefits CNN's coverage has reaped in the cable industry: potential subscriber gains, reinforcement of the value of cable and general public relations benefits in the eyes of the viewers and politicians.

John Neal, vice president, United Artists, said he understood the need for the contribution and added that "CNN is an incredibly positive force." Neal said that even if UA were smaller or were not on the board, it would be inclined to support CNN because "it is the right thing to do." He, like others, believes subscribers rates wouldn't be increased. Charles Dolan, chairman of Cablevision Systems, said CNN's coverage was "remarkable," and that it has "once again made all of us in the cable industry proud-

....Cablevision is committed to contributing its share to ensure CNN's coverage maintains its usual high standards."

Those who question the contribution worry about the precedent it sets, with one executive referring to the plan as Turner's "pay-per-war." What's to stop other programmers whose costs run high from coming back to MSO's for money, they ask.

Others, seeing the increase in CNN's ad rates, question whether MSO money is needed if CNN is getting more for spots. But CNN says that ad rate increases are offset by the fewer number of commercials being carried.

Some operators were also less than pleased that CNN coverage showed up on so many broadcast stations in the early days of the war, blurring in the public's mind CNN's cable identity.

Although Mark Weber, president, Sammons Communications, said he hasn't made a final decision, many of his system managers have, and the answer is "No." "We didn't ask for this coverage," he said, repeating a theme common to operators when a programming service makes a cost decision without consulting the cable operator.

For undecided MSO's, there are issues that go beyond the contribution. If they don't support the plan, and it moves forward anyway, they may be put in an awkward political and public relations position. Industry splits with TCI and Time Warner on one side and several major MSO's on the other are rare. **-MS**

NEWS SALARIES LOSE OUT TO COST OF LIVING

Gloomy salary picture reflects economy; pay for news positions at major market radio stations, independent TV stations show greatest gains

Most television and radio news salaries lagged behind the cost of living in 1990, according to the results of the just released annual Radio-Television News Directors Association salary survey.

Median salaries among TV reporters, producers, photographers and anchors, as well as radio news directors and anchors, failed to keep up with the consumer price index, which rose 4.7% from June 1989 to June 1990.

RTNDA President David Bartlett said the limited salary growth and overall "gloomy picture" found in the survey reflects the tough economic climate. "It's certainly not unique to broadcasting and it's certainly not unique to broadcast journalists," he said.

Despite stunted salaries and staff cutbacks, Bartlett said, more journalists are entering the business as independent stations and cable systems increase their commitment to news.

Showing the biggest salary gains were

news staffers at independent TV and major market radio stations. A typical salary for a top anchor at an independent station was \$52,600 in 1990, a whopping 38.6% increase over 1989. Percentage increases for independent news salaries were higher than those for network affiliate employees, where, for example, the average salary for top anchors rose just 6.4%, from \$46,900 to \$49,990.

The 1990 results represent the second year in a row of significant salary increases at independent TV stations, which continue to become more competitive with network affiliates. Independent stations currently represent about 12% of TV stations with news operations and tend to be located in large markets.

Among the few job categories to beat the cost of living overall were TV news directors, with an average salary of \$44,990, a 6% increase over 1989. Also ahead were the highest-paid anchors at the average TV station, making \$50,000

in 1990, or 7% more than the previous survey, and assistant news directors, averaging \$38,960 in 1990, or a 5.5% increase over 1989.

On the other side of the fence, radio news directors saw no rise in average salary, which remained at the 1989 level of \$18,200. Small market (under 50,000) radio news directors actually saw the average salary for their position drop from about \$16,000 in 1989 to \$15,000 in 1990. Comparing radio salaries to television salaries, only a few radio stations matched TV in pay. Average news salaries at radio stations were less than half of those in television.

Average salaries from the smallest to the largest TV markets were: anchors, \$21,610 to \$99,250; photographers, \$13,500 to \$30,485; reporters, \$15,000 to \$41,750; producers, \$15,200 to \$34,900; executive producers, \$24,065 to \$54,750; assignment editors, \$18,200 to \$35,000, and news directors, \$31,900 to \$80,125. Average radio salaries from the smallest to the largest markets included: anchors, \$13,180 to \$27,625; reporters, \$13,000 to \$20,000; top anchors, \$14,425 to \$40,000, and news directors, \$15,000 to \$37,350.

The survey, conducted last summer by University of Missouri journalism professor Vernon Stone, was based on information provided by news directors at 385 commercial TV and 268 commercial radio stations nationally. —BB

SUBCOMMITTEE SCORECARD



Lehman



Harris



Wyden



Bilirakis



Barton

The House Telecommunications and Finance Subcommittee officially organized last week, with several new members including Democrats Richard Lehman of California, Claude Harris of Alabama and Ron Wyden of Oregon, who was reassigned to the subcommittee, and Republicans Michael Bilirakis of Florida and Joe Barton of Texas. As part of the bidding process for seats, two veteran members have left: Al Swift (D-Wash.), and Cardiss Collins (D-Ill.). Swift has become chairman of the Subcommittee on Transportation and Hazardous Materials, and Collins now chairs the Subcommittee on Commerce, Consumer Protection and Competitiveness. The subcommittee's political mix has changed, with the Democrats gaining a seat—there are now 17 Demo-

crats to 10 Republicans (that includes ex officio members Commerce Committee Chairman John Dingell [D-Mich.] and Ranking Republican Norman Lent [New York]). Democrats returning to the subcommittee: Chairman Ed Markey (Mass.); Mike Synar (Okla.); Billy Tauzin (La.); Ralph Hall (Tex.); Dennis Eckart (Ohio); Bill Richardson (N.M.); Jim Slattery (Kan.); John Bryant (Tex.); Rick Boucher (D-Va.); Jim Cooper (Tenn.); Tom Manton (N.Y.); Jim Scheuer (N.Y.), and Thomas McMillen (Md.). Republicans back on the subcommittee: ranking member, Matthew Rinaldo (N.J.); Carlos Moorhead (Calif.); Don Ritter (Pa.); Thomas Bliley (Va.); Jack Fields (Tex.); Michael Oxley (Ohio), and Dan Schaefer (Colo.).

CHICAGO TV CASE DRAWS HILL INTEREST

Representative Bill Richardson (D-N.M.) told the Coalition in Defense of Access to Channel 44 that he wants the House Telecommunications Subcommittee to hold hearings on the fate of WSNS(TV) Chicago in particular and the FCC's minority policies in general. (WSNS serves Chicago's Hispanic community of over a million people.)

Speaking at the Rayburn House Office Building in Washington, Feb. 7, Richardson said the FCC's decision to pull Video 44's license to operate WSNS "was wrong, unbalanced, and must be changed...[it is] bad politics."

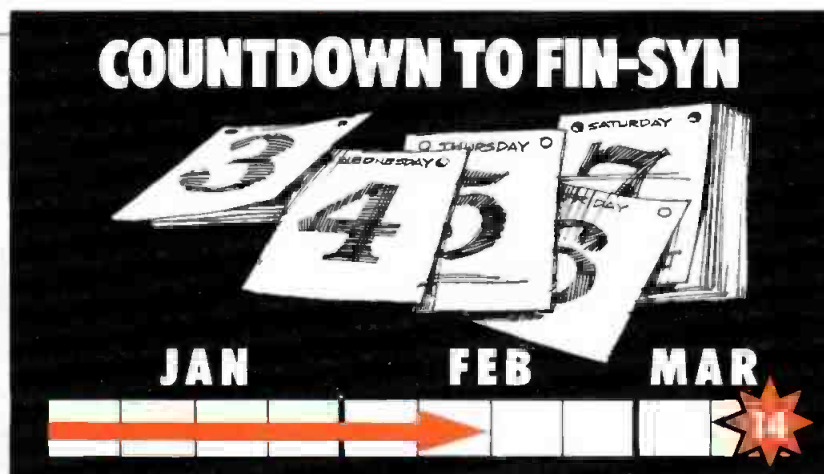
Last September, the FCC revoked Video 44's license and awarded a CP to Monroe Communications after the U.S. Court of Appeals told the FCC that it must consider the latter part of the station's renewal term when predicting its future performance (BROADCASTING, Sept. 24, 1990). Video 44 had operated as a subscription pay TV service airing adult, sexually oriented movies during the latter part of its license term ending in 1982. Because of that, Monroe filed a petition to deny license renewal expectancy in 1982, which the FCC denied. Monroe appealed, and the case has moved through the FCC since, ultimately finding its way to the appeals court.

But Migdalia Rivera, executive director of the Latino Institute, said: "We can see that those 13 months were not a good predictor...the future is here and we know otherwise."

Although Monroe has said it will continue Hispanic programming (WSNS has broadcast in Spanish since 1985), none in the coalition seem convinced of it. And that, they say, is the real issue.

Luis Gutierrez, president pro-tempore of the City of Chicago and Ward 26 alderman, said: "We fear the kind of treatment [Monroe] would give the Latino community."

The dispute, now into its ninth year, is not likely to end anytime soon, and members of the coalition said there was little, if any, chance of a settlement with Monroe. The commission has until March 2 to respond to Video 44's petition for reconsideration. After that, Video 44 and Monroe will probably meet again at the court of appeals. For coalition members, said Daniel Solis, executive director, United Neighborhood Organization, "it's a motherhood and apple pie issue for us." —PJS



The fin-syn option that has been gaining currency in some quarters at the FCC is one that would cap the percentage of prime time programming in which networks can acquire a financial interest and syndication rights. It scored well in the staff options paper. FCC Commissioner Sherrie Marshall calls it the staff's "second best" solution. (The "best" appears to be total repeal.)

What is intriguing about the cap is that its origins can be traced to NBC. Three years ago, searching for a private resolution of fin-syn, NBC President Robert Wright proposed a 50% cap that would sunset after five years (1993) unless evidence could be found that the networks had abused its new-found freedom.

Does NBC still believe in a cap? No, says NBC General Counsel Richard Cotton. Much has changed since Wright proposed the cap, he said. The networks' competitive position has further eroded, programming costs have increased and foreign companies have become taken over much of Hollywood, he said.

However, as fin-syn options go, a cap's not such a bad idea, according to Cotton. "I would concede that a cap tied to a short sunset is rational, but in my view it's neither warranted nor defensible on the current record," he said.

FCC Chairman Alfred Sikes last week added to his growing anti-fin-syn reputation by floating an economic theory that says the rules are diverting capital from broadcasting into cable.

"Right now, through these rules the government is essentially saying to the investment community that if you invest in cable or other media, you will benefit from maximum commercial discretion," Sikes said in a speech before members of the Houston chapter of American Women in Radio and Television. "You will be able to choose what stages of production you want to engage in—program production, distribution or retailing or all of the above."

But if you invest in advertiser-supported 'free' television, you won't have anywhere near the same discretion," he said. "Rather, you will be limited in how you develop your programming and pay for it. And you will be limited in terms of what you can do with that programming both at home and abroad."

In recounting stories over the first fight to repeal the fin-syn rules in the early 1980's, veteran policymakers often tell of the movie and television stars who descended on Washington to argue for preservation of the rules.

"I got Hawkeye Pierce [Alan Alda], Dingbat [Maureen Stapleton]," House Telecommunications Subcommittee member Mike Oxley (R-Ohio) told communications attorneys at a Washington luncheon just last week. "I missed a chance to meet Mary Tyler Moore and Angie Dickinson, but I did have dinner with Chuck Heston, 'my good friend'.... This was a big thrill for a guy from Findlay, Ohio."

So where are the movie stars for fin-syn II? From all reports, none have yet been spotted on Capitol Hill or at the FCC, and none are expected. According to Jerry Leider, chairman of the Coalition to Preserve FISR, stars are not needed this time around. "We have been concentrating on substance, not on cosmetics," he said. But he did hold out some hope the stars would be back. "Maybe next time," he said. "Maybe when we get to cable legislation." —HAJ

CABLE REREGULATION IN THE CARDS?

The House "will do cable reregulation," House Telecommunications Subcommittee member Mike Synar (D-Okla.) told a group of communications attorneys last week. "It will be introduced shortly, it will be brought up and it will be voted on."

Speaking at a luncheon of the Federal Communications Bar Association in Washington, Synar said the House's chief communications lawmakers—Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.)—feel "that we need to make a statement" about cable.

Synar's optimism about cable legislation ran counter to the pessimism expressed by two Republican members of the Telecommunications Subcommittee that appeared at the luncheon. Due to the war and other pressing issues, said Don Ritter (R-Pa.), "I don't think we will see a great rush" to pass cable legislation.

Sidestepping the question of what the House itself might do, Mike Oxley (R-Ohio) said it was doubtful cable legislation would become law. "I would be very surprised if a regulatory scheme were passed by both houses and signed by the President," he said. "The administration has made it very clear that it would oppose any scheme that would come from the Hill," he said. "That signal was very strong in the last session and will be stronger still this session. Anyone who would bet on a reregulation bill is being totally unrealis-

tic."

Senate Communications Subcommittee member Slade Gordon (R-Wash.) agreed with his Republican colleagues in the House. Anybody who predicts passage of legislation in the field of telecommunications is "clearly whistling against history," he said. "I don't think we will be distracted from discussing [cable and other telecommunications] issues...but I would not be willing to give any of them a better than 50/50 chance of legislation being passed and signed."

Tom McMillen (D-Md.), a newcomer on the House Telecommunications Subcommittee, did not rule out legislation on cable and other communications matters, but said reform of finance laws was a far greater priority. On a scale of one to 10, he said, "financial restructuring" scores a nine or a 10, while telecommunications gets a three or a four.

Because of the administration's firm stance against cable reregulation, the issue may be breaking along partisan lines, at least in the House. Ritter warned against cable reregulation proponents trying to "politicize" the issue. "If there is an attempt to politicize cable reregulation—to make the Democrats the friends of consumers and Republicans the enemies—you will probably have a lot more heat than light and it won't go anywhere at all," he said.

While House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) feels he has the votes to pass a cable bill, Markey intends to work with the Republicans and avoid a partisan battle.

TOM ROGERS LOOKS AHEAD, DOESN'T SEE SKY CABLE

SkyCable is definitely no longer at the top of NBC's agenda. "We have substantially cooled off our enthusiasm for DBS," said Tom Rogers, president, NBC Cable & Business Television, speaking before an audience at an International Radio & Television Society seminar panel in New York last week. "The success of a high-powered DBS service is largely a function of access to existing programming services," Rogers said. "We think it is unlikely to be addressed in Congress." And NBC holds out little or no hope that the cable marketplace will be willing to offer the programming services of its own accord, he said.

Although Rogers seemed to sound the death knell of 108-channel SkyCable, other representatives on the panel, moderated by BROADCASTING Editor Don West, readily talked of a television environment with as many as 200 channels.

How to program those channels will prove to be a challenge, according to Frank Biondi, president and chief executive officer, Viacom International. "With 200 channels, the question is not what will be the next 30 or 40 channels,



CBS President Emeritus Dr. Frank Stanton with Dr. Joe Foote, associate professor and chairman of the radio-TV department at Southern Illinois University, Carbondale, Ill., named Frank Stanton Fellow for his 'distinguished contribution to broadcast education' at an IRTS seminar.

but 'How will they sustain themselves?' " he said. Rogers answered the question by saying that television will become increasingly a pay or subscription service, less dependent on advertising as a source of revenue.

But both Biondi and Ed Bleier, Warner Bros.'s president of domestic pay TV, animation and network fea-

tures, cautioned that viewers do not have bottomless wallets. It is still unclear, said Bleier, just how many dollars the American public is willing to dole out to pay for television.

Many of the channels will not be programmed as networks, but will show movies, said Herb Granath, president, Capacities/ABC Video Enterprises. For example, multiple feeds of the same movie would be available, with start times every 15 minutes.

For those companies proposing to start new channels or new ventures, strategic alliances will be economically necessary, the panelists agreed. Not only will partnerships be created to help pick up the tab to create a product, but: "We must get greater use out of each piece of product" to make it economically viable, said Granath.

As the entertainment industry and its partnerships continue to globalize, U.S. companies must be prepared to keep up with the demand for quality product. "We still have a remarkable advantage over the rest of the world," said Granath. But he warned that program production "is not brain surgery. Others will catch up." -SDM

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SPECIAL REPORT



STATION TRADING 1990: PICKING UP THE PIECES

Total dollar volume of station sales fell to \$1.98 billion, off 39% from 1989; station prices continued to fall for all but FM's, which showed modest 2% gain

A year ago, brokers were bracing for a tighter, leaner market, and they got it.

With prices in 1990 continuing the slide begun in 1989, it was, as broker Bob Mahlman Jr., Mahlman Co., put it, another year of "massive devaluation of

[broadcast] properties."

The total dollar volume of station sales was off 39%, falling from \$3.24 billion in 1989 to \$1.98 billion last year, according to BROADCASTING. But, more important, the average price of most classes of stations also fell: AM's, down

52%; AM-FM combos, down 21% and TV's 34%. Only FM's showed a gain, and it was slight, at 2%.

Prices during the late 1980's, said Norman Fischer, president of Norman Fischer & Associates, "escalated beyond reason, [but they have] come down

with a bang."

"The market is shaking out," said Todd Hepburn, of the Ted Hepburn Co. "It's back to reality."

And "reality," by most estimates, is not pretty. Even the most optimistic observers think that the earliest the market will begin to show signs of life is the third quarter. The less optimistic say the next upward swing will not occur until early 1992.

The market has gone sour, said Frank Kalil, president of Kalil and Co., because of "the availability, not the cost, of capital." And that is due, in part, he said, to the inability of either broadcasters or lenders to predict advertising revenues.

"There were some cataclysmic events that severely jolted the market," said Richard Blackburn, president of Blackburn & Co., citing tktkt. As a result, prices plummeted, and 1990 rumbled with the resulting explosion of foreclosures, bank workouts and stations in technical default. In fact many stations bought two, three or four years ago were

sold in 1990 for less than they were bought for. In many cases, said Mahlman, "sellers tried to work a deal that hurt the least."

That the total number of deals increased in 1990 may have been just another sign of the poor market. Many sales were distress and receiver sales, especially in smaller markets. Ray Rosenblum, a Pittsburgh-based regional broker, said that he has done more deals this year than in years past. "I'm getting more requests for appraisals from owners who have to satisfy bankers. Even banks are calling in and checking my appraisals." This year, Rosenblum said, he has sold several stations that are off the air and fears that there may be an increase in the auctioning of properties.

One would think that with values declining, potential buyers would be anxious to capitalize. However, the "perception gap" between buyers and sellers has kept the market sluggish, and even those who are openly shopping for properties have chosen to play the waiting game. Another factor: while the senior

lending credit crunch has been well documented, the contraction of subordinated lenders and venture capital firms also impacted heavily on the market. Buyers have to come up with more equity to make deals happen, and sellers have to lower demands or be prepared to take back paper.

Although brokers have been forecasting the decline for the last two years, their foresight did not prevent two major firms—Americom and Chapman Associates—from closing, and several other firms from scaling back operations and moving offices out of cities and to the suburbs.

Compounding problems is the fact that many stations were refinanced for the second time in 1990. There is little chance that those stations will be given a third try. But more importantly, there does not seem to be any money for those stations that need to refinance their debt for the first time (which was a common practice). They "kind of plugged the holes," said TV broker Howard Stark.

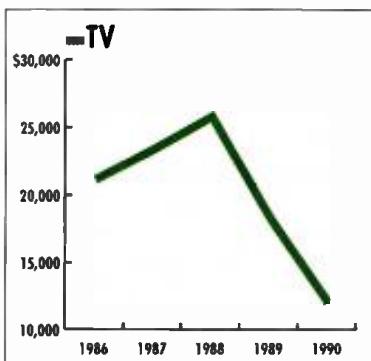
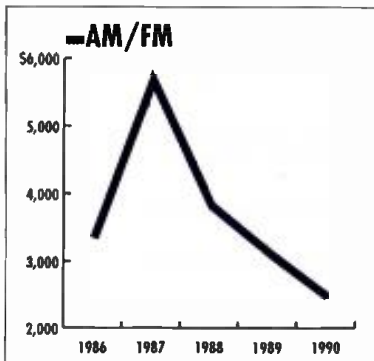
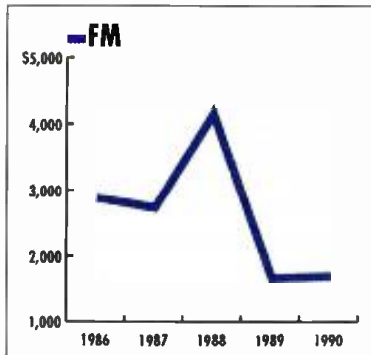
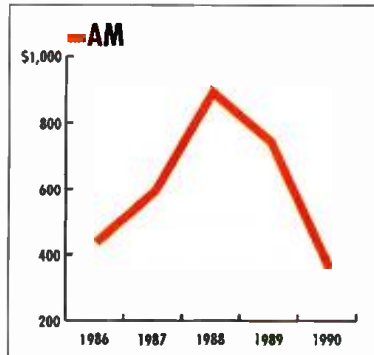
If there is a positive side to the current environment, many say, it is that "turn-around" deals that helped create artificially high prices during the boom died in 1990. A turn-around deal was essentially an investor buying a station almost entirely on principal-deferred debt (typically interest only is paid for the first two, three or four years of the loan's life) during a high inflation, high growth period. The investor cut costs (often by massive reductions in staff), then sold the station before the principal was due. If the station's value rose by 10%-20% a year, which it most likely did during the boom, and the investor was able to maintain or increase short-term revenues while decreasing costs, the investor could have made a fortune. Although turn-arounds were good for the investor (if he got out before the end of 1989), they usually left the station in a weakened position.

In the coming year, brokers are expecting a slight increase in the number of transactions, although there probably will not be a corresponding increase in prices. The big "if" in this is the banks. With some redefinition of HLT's and bank reserve limits, there could be more money for senior financing.

"The crux of the matter," said Don Bussell of Questcom Radio Brokerage, "is will the government ease up on the HLT guidelines and allow banks to become more active in our industry once again."

But if the banking crisis worsens, and the economy slips into a deeper recession as a result of it, the market's prob-

BROADCASTING'S WANING AVERAGES



The charts represent the average prices (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and TV stations over the past five years, according to sales data collected by BROADCASTING. Stations sold as part of group deals are not included in averages due to unavailability of individual prices.



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WOUR-FM/WUTQ-AM, Utica, NY \$13,500,000

KQFX-FM, Austin, TX
WTRG-FM, Raleigh, NC \$13,300,000

KODE-TV, Joplin, MO \$10,750,000
Mid-Atlantic Broadcasting/Refinancing \$ 9,500,000
KLSI-FM, Kansas City, MO \$ 8,250,000
WYLL-FM, Chicago, IL \$ 8,000,000
WLVK-FM, Charlotte, NC \$ 8,000,000
WLMX-AM & FM, Chattanooga, TN \$ 7,000,000
WLVI-FM, Hartford, CT \$ 6,400,000
WCKN-FM/WAIM-AM, Greenville/Spartanburg, SC \$ 6,000,000

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lems could continue. Few expect ad revenue growth in the coming year, citing the economic recession and the war as primary factors. But Mahlman cautions that "buyers are making a mistake if they are waiting for prices to drop any further."

And some believe, with an easing in banking regulations, banks may be able to lend as much as half or one multiple more to help create some cushion. Instead of having a strict policy not to lend above, say, four times cash flow, a lender may be willing to lend 4 1/2 or five times cash flow. It may help them protect their deals. Bankers, the brokers believe, are re-educating themselves to the peculiarities of broadcast properties.

If there is to be any easing of banking regulations, it will not happen until Summer 1991 at the earliest. Some cable operators, according to one regional banker, have been lobbying to get the definition of HLT's loosened. Examiners are possibly going to be under instructions to ease up on interpretations of HLTs, he said. They may make more loans, but the loans will be considerably more conservative than in the past, he said, adding: "Get used to the new reality."

The banks, still hurting from real estate loans that are not performing, have not been particularly hurt by broadcasting. Said one banker: "It was not broadcasting, but if you have a whole bunch of nonperforming loans you have to constrict yourself, and communications often times is not considered a bread and butter industry."

Although the banks may loosen a little, not all brokers are counting on that to signal a turnaround. The recent drop in interest rates will take some of the pressure off people with a floating-rate debt, but radio broker Gary Stevens does not think that will be enough. What Stevens is starting to see more of are workout situations where someone with a strong balance sheet can assume some debt and take over a property. And although seller paper is being used more often, Stevens said, deals that include pre-negotiated seller paper are few and far between. "You see it at deadline when the buyer is short a million," he said. As for the year ahead Stevens expects a continued, protracted period of inactivity. "I can get listings all day long, but I can't sell so I won't take them," he said.

However, a more optimistic Dean Meiszer, president of R.C. Crisler Co., said the 1% drop in interest rates will have an immediate impact on stations, especially those highly leveraged. For

STATION AVERAGES 1989-90

Type	1990	1989	% chg
AM	363	745	(52%)
FM	1,705	1,672	2%
AM-FM	2,476	3,132	(21%)
TV	12,016	18,326	(34%)

Chart represents average price of sales (in thousands of dollars) approved by FCC, by not necessarily closed. Transfers involving little or no consideration excluded in calculating averages. Also excluded were stations in group deals due to unavailability of individual prices.

many stations, he said, the drop will help offset reductions in network compensation and advertising revenues. He said any drop in costs will help stations "to meet their projections."

Randy Jeffery of Media Venture Partners has also seen the banks "get in touch with the climate under which buyers are willing to buy today."

Perhaps in response to the credit crunch and changes in their own regulation, commercial credit companies like AT&T Commerce Finance and Chrysler Capital Corp. have set up media departments. Jeffery is also looking for a pos-

sible infusion of foreign money into the marketplace.

Bill Steding of Star Media agrees that alternative financing is key. "Now, almost no new senior debt financing is available through U.S. commercial banks. You've got to go to commercial finance companies, foreign banks, and the sellers themselves," with the goal of creating as close to a cashless transaction as possible. If you can create that circumstance, where just paper (in the form of debt) changes hands, said Steding, your chances of closing a deal will increase 200%.

But Fischer, like many, believes "the slow spell will continue until the lending environment loosens up." He said he "sees no sign of it" happening in 1991.

Kalil said before the war broke out, he expected the market to begin improving by the third quarter. But now he is not so sure, he said. "Ending of the war will have a great deal to do with our recovery," he said. Nevertheless, he is "bullish on the future."

Weathering 1991 seems to be the key. Most brokers believe 1992, with the revenue boosts from the elections and the Summer Olympics in Barcelona, will bring back at least a semblance of the 1980 boom years. —P.S.F.

CABLE: WHERE THE ACTION WASN'T IN 1990

Daniels leads in deals that closed this year, which were largely holdovers from 1989

Cable system dealmaking was notable for its absence in 1990, with the financial crisis in the lending markets bringing trading to a virtual halt.

The deals getting done in 1990 were largely completions of those that began in 1989. BROADCASTING identified only four cable deals with 10,000 or more subscribers originated in 1990, with the largest being a refinancing involving Colony and Palmer [160,000 subscribers].

In straight system deals that originated in 1990, Cencom purchased Insight systems near St. Louis serving 72,000 subscribers; Continental purchased two Massachusetts systems from Colonial Cable that served 20,000 subscribers and Tele-Communications Inc. bought several Pennsylvania systems serving 16,800 subscribers from Susquehanna

Broadcasting.)

Because so few deals were being done, the per-subscriber price for cable systems was all over the map, ranging from \$1,500 to \$3,000 per subscriber. A better figure to determine the value of the market, say brokers, is the multiple of cash flow. It is now pegged at between nine and 11, which is lower than the go-go days of the late 1980's, but holding up better than those figures on the broadcast side, cable brokers say.

The market is slowly returning, with brokers saying there are enough deals in the pipeline to make 1991 a respectable year, given the new environment in which each is operating.

Brokers are cautiously optimistic about 1991 because they see players readjusting to the new economic climate. Several reported that sellers have become more "realistic" on appraisals of

37 YEARS OF STATION TRANSACTIONS

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY	GROUPS*	TV ONLY	TOTAL
1954	\$10,224,047 (187)	\$26,213,323 (18)	\$23,906,760 (27)	\$60,344,130
1955	27,333,104 (242)	22,351,602 (11)	23,394,660 (29)	73,079,366
1956	32,563,378 (316)	65,212,055 (24)	17,830,395 (21)	115,605,828
1957	48,207,470 (357)	47,490,884 (28)	28,489,206 (38)	124,187,660
1958	49,868,123 (407)	60,872,618 (17)	16,796,285 (23)	127,537,026
1959	65,544,653 (436)	42,724,727 (15)	15,227,201 (21)	123,496,581
1960	51,763,285 (345)	24,648,400 (10)	22,930,225 (21)	99,341,910
1961	55,532,516 (282)	42,103,708 (13)	31,167,943(24)	128,804,167
1962	59,912,520 (306)	18,822,745 (8)	23,007,638 (16)	101,742,903
1963	43,457,584 (305)	25,045,726 (3)	36,799,768 (16)	105,303,078
1964	52,296,480 (430)	67,185,762 (20)	86,274,494 (36)	205,756,736
1965	55,933,300 (389)	49,756,993 (15)	29,433,473 (32)	135,123,766
1966	76,633,762 (367)	28,510,500 (11)	30,574,054 (31)	135,718,316
1967	59,670,053 (316)	32,086,297 (9)	80,316,223 (30)	172,072,573
1968	71,310,709 (316)	47,556,634 (9)	33,588,069 (20)	152,455,412
1969	108,866,538 (343)	35,037,000 (5)	87,794,032 (32)	231,697,570
1970	86,292,899 (268)	1,038,465 (3)	87,454,078 (19)	174,785,442
1971	125,501,514 (270)	750,000 (2)	267,296,410 (27)	393,547,924
1972	114,424,673 (239)	0 (0)	156,905,864 (37)	271,330,537
1973	160,933,557 (352)	2,812,444 (4)	66,635,144 (25)	230,381,145
1974	168,998,012 (369)	19,800,000 (5)	118,983,462 (24)	307,781,474
1975	131,065,860 (363)	0 (0)	128,420,101 (22)	259,485,961
1976	180,663,820 (413)	1,800,000 (3)	108,459,657 (32)	290,923,477
1977	161,236,169 (344)	0 (0)	128,635,435 (25)	289,871,604
1978	331,557,239 (586)	30,450,000 (5)	289,721,159 (51)	651,728,398
1979	335,597,000 (546)	463,500,000 (52)	317,581,000 (47)	1,116,648,000
1980	339,634,000 (424)	27,000,000 (3)	534,150,000 (35)	876,084,000
1981	447,838,06 (625)	78,400,000 (6)	227,950,000 (24)	754,188,067
1982	470,722,833 (597)	0 (0)	527,675,411 (30)	998,398,244
1983	621,077,876 (669)	332,000,000 (10)	1,902,701,830 (61)	2,854,895,356
1984	977,024,266 (782)	234,500,000 (2)	1,252,023,787 (82)	2,118,056,053
1985	1,414,816,073 (1,558)	962,450,000 (218)	3,290,995,000 (99)	5,668,261,073
1986	1,490,131,426 (959)	1,993,021,955 (192)	2,709,516,490 (128)	6,192,669,871
1987	1,236,355,748 (775)	4,610,965,000 (132)	1,661,832,724 (59)	7,509,154,473
1988	1,841,630,156 (845)	1,326,250,000 (106)	1,779,958,042 (70)	4,947,838,198
1989	1,148,524,765 (663)	533,599,078 (40)	1,541,055,033 (84)	3,235,436,376
1990	868,636,700 (1045)	411,037,150 (60)	696,952,350 (75)	1,976,626,100
TOTAL	\$13,521,780,175	\$11,664,993,066	\$18,382,433,153	\$43,569,206,394

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number

of stations traded. Now AM-FM combinations are counted as two stations.

*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.

their properties.

What happened—or didn't happen—in 1990, is tied directly to the problems in the financial markets, said John Waller, chairman of Waller Capital. The economy and reregulation concerns affected those markets, but the highly leveraged transaction (HLT) situation was by far the major factor shutting off loan money.

Nonetheless, Waller is sanguine about 1991. "Last year at this time [the financial situation] was unraveling week to week," he said. It took three to four months to bottom out and "now we've had nine months of adjustment," he said.

"There is a glimmer of activity," Waller said, as old line buyers such as Tele-Communications Inc. return. "Sellers are more realistic," he said, as both sides have readjusted to a new way of doing business. Although the debt market hasn't returned, said Waller, equity has.

"I don't foresee the economy and bank [situation] changing any time soon," said Waller, who sees little hope in gaining a cash-flow definition for HLT's, although there may be a change in the qualitative value of loans by regulators. The financial markets may not return to their late 1980's vigor until the mid 90's, said Waller.

Still, Waller said he sees a lot of opportunity in the cable business, with upsides in penetration and revenue per subscriber. Among new trends Waller has seen are systems changing hands and the debt staying in place. He's also seen a number of deals where the buyer has initiated the sale, retaining brokers to find them a property to buy.

As for system prices, Waller said they vary widely, but the best evaluation continues to be 10 to 11 times cash flow.

Waller is presently brokering the Staten Island deal, along with a number of systems totaling 150,000 subscribers.

*"I think the big guys
are going to return
[to the market] but
they are going to be
selective."*

-Phil Hogue

Like other brokers, Waller has branched out. The company is handling the sale of Microband, the wireless cable operation, and is raising money for a UK cable operation and for the Sci Fi Channel.

CEA President Don Russell points out that HLT's weren't as big a problem as were the changes the HLT classification caused for banks. Because of the HLT requirements, good loans that were being repaid were automatically reclassified as substandard, he said, forcing banks to increase their reserves. Increasing their reserves led to lower profits and took the liquidity out of the market.

Russell believes that by 1992-93, bank lending will loosen up, although it will not be as aggressive as the 1988-89 period. He also thinks that although the subordinated debt market will return, it will not reflect the vigor of 1988-89.

Russell said per-subscriber prices may return to previous levels, but not at the same multiple. He said nine to 11 times cash flow is still a good yardstick, but "I don't see it breaking out on one side or the other."

As for 1991, Russell said "some of the sellers are a little more realistic in their appraisals." He also said CEA is seeing an increase in the number of limited partner liquidations.

CEA is brokering the United Artists

Oakland, Mich., system, outside Detroit. It serves 85,000 subscribers, and UA, as general partner, is considered a potential bidder for the limited partners' share. CEA also is repping Encom's 45,000 subscriber system near Detroit.

CEA is brokering another UA general limited partnership near Los Angeles, serving 35,000 subscribers, as well as neighboring systems that would add 20,000 subscribers to that count. CEA also is repping the sale of Telesat's 50,000-plus subscriber system in Florida.

Phil Hogue, chairman of Daniels & Associates, said 1991 has started reasonably well for the company, as its diversification is paying off. Five deals closed in January, he said, although only two involved cable. Overall Daniels has more than 100 potential deals in the pipeline, as much as it has ever had, said Hogue, although not all of them will be completed. Slightly less than half are pure cable system deals, he said, with the others either cable or mobile communications financing or miscellaneous deals. "If you have some diversity, you can still have a pretty good year," Hogue said, even without a blockbuster deal, which had been the norm in the late 1980's.

Hogue said buyers are also more realistic, as they realize their return on investment will not be as high as in past years. A deal based on 12 times next year's cash flow could have been done in the past with senior and subordinated debt covering 75% of the price and equity the other 25%, said Hogue. Now that the subordinated debt market is gone, that same deal might only go for 11 times cash flow, and the buyer will have to put up 35% to 40% in equity, forcing them to lower their return on investment expectations.

But Hogue, like others, is optimistic about 1991. "I think the big guys are going to return" to the market in 1991, said Hogue, "but they are going to be selective."

Daniels said it closed 24 deals worth \$1.35 billion in 1990, as well as six cable financings worth \$382 million. Last year, CEA did 27 deals worth \$503 million, with \$445 million of it in straight cable transactions. Waller closed 10 deals worth \$497 million.

In addition, the brokers have ventured into other areas, principally in cable financing, but also in broadcast television financing, cable programming repping, UK cable systems fund raising and wireless cable. CEA is, for instance, financing television stations as well as cable systems, and has \$150 million worth of broadcast TV financing in the works.—MS

W. John Grandy

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THE MILLION DOLLAR (AND UP) DEALS OF 1990

BROADCASTING's weekly tracking of station trading turned up the following deals of at least \$1 million approved by the FCC in 1990. The list includes some stations that were approved but, for one reason or another, may not have closed.

GROUPS

Price: \$120 million
WATL(TV) Atlanta; WXIN-TV Indianapolis and WTOP(AM)-WASH(FM) Washington
Seller: Outlet Communications
Buyer: Chase Broadcasting of Washington

Price: \$100.5 million
KJ01-FM Los Angeles, KHOW(AM)-KSYF-FM Denver
Seller: Command Communications Corp.
Buyer: Viacom Broadcasting

Price: \$68.5 million
KSMG-FM Seguin, KTRN(AM)-KLOL(FM) Houston, both Texas
Seller: Rusk Corp.
Buyer: Jacor Communications Inc.

Price: \$56 million
WTWO(TV) Terre Haute, Ind.; WRBL(TV) Columbus, Ga., and KQTV(TV) St. Joseph, Mo.
Seller: Columbus Broadcasting Co.
Buyer: TCS Television Partners

Price: \$37 million
WCGV-TV Milwaukee, Wis., WTOO(TV) Birmingham, Ala.
Seller: HR Broadcasting Corp. of Milwaukee Inc.
Buyer: Abry Television Ltd.

Price: \$30.45 million
KVEO(TV) Brownsville, KPEJ-TV Odessa and KWKT-TV Waco, all Texas
Seller: SWMM Brownsville Corp.
Buyer: Associated Broadcasters Inc.

Price: \$29.75 million
WNJI-FM Cleveland and WYHY-FM Nashville
Seller: Jacor Communications Inc.
Buyer: LBI of Cleveland Inc.

Price: \$14.5 million
WTTB(AM)-WGYL(FM) Vero Beach, Fla.; WQRC-FM Barnstable, Mass.
Seller: Treasure Coast Broadcasting Co.
Buyer: Sea Coast Broadcasting Co.

Price: \$14.215 million
WLIB(TV) Bloomington, Ind.; WBFF-TV Baltimore; WTTE-TV Columbus, Ohio, and WPTT-TV Pittsburgh
Seller: Julian S. and Carolyn C. Smith
Buyer: David D. Smith

Price: \$11.635 million
WEJZ-FM Jacksonville, Fla., WBEZ-FM Tulsa, Okla.
Seller: Win Communications Inc.
Buyer: Renda Broadcasting Corp.

Price: \$10.7 million
WABY(AM)-WKLI(FM) Albany, N.Y., WUTQ(AM)-WOUR(FM) Utica, N.Y.
Seller: Premier Broadcast Group Inc.
Buyer: Paul N. Bendat

Price: \$8.85 million
WSOK(AM)-WAEV(FM) Savannah, Ga.; KMAN-FM Monroe, La., and WKXI(AM)-WTYX(FM) Jackson, Miss.
Seller: Bay Communications Inc.
Buyer: Opus Media Group Inc.

Price: \$7.55 million
KSAS(TV) Wichita and KAAS(TV) Salina, both Kansas
Seller: Channel 24 Ltd.
Buyer: Clear Channel Communications Inc.

Price: \$5,612,499
WTSJ(AM) Cincinnati; WCCD(AM) Parma, Ohio; WFEL(AM) Towson, Md.; KKIM(AM) Albuquerque, N.M., and KFEL(AM) Pueblo, Colo.
Seller: American Sunrise Communications
Buyer: Guardian Communications Inc.

Price: \$5.274 million
KZTR(AM) Santa Paula and KZTR(FM) Camarillo, both California, and KZHT-FM Provo, Utah
Seller: Golden Bear Broadcasting Inc.
Buyer: Golden Bear Broadcasting of Ventura Inc.

Price: \$3.79 million
WIOA(FM), WIOB(FM) and WIOC(FM), all San Juan, P.R.
Seller: Glorycap Investment Fund Inc.
Buyer: Alfred R. De Arellano III

Price: \$3.65 million
WIGO(AM) Atlanta and WEBB(AM) Baltimore
Seller: Brunson Broadcasting Co. of Maryland
Buyer: Allied Media of Maryland Inc.

Price: \$1.3 million
KGCI(AM) Marshalltown and KGCI(FM) Grundy Center, both Iowa, and KZJB-TV Newton, Iowa
Seller: MTN Broadcasting Inc.
Buyer: FM Iowa Inc.



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Radio/TV



Jim Boyle
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TVs

ALABAMA

WCAJ(TV) Birmingham

Seller: Celtic Media Inc.
Buyer: Krypton Broadcasting Corp.
Price: \$3.6 million

WZDX(TV) Huntsville

Seller: Community Service Broadcasting, debtor in possession.
Buyer: Huntsville Television Acquisition Corp.
Price: \$6.1 million

WMCB(TV) Montgomery

Seller: Word of God Fellowship Inc.
Buyer: Sonlight Broadcasting System Inc.
Price: \$1.1 million

CALIFORNIA

KSMS-TV Monterey

Seller: Schuyler Broadcasting Corp.
Buyer: KSMS-TV Acquisition Ltd.
Price: \$2.6 million

KSLD(TV) Riverside

Seller: Sunland Broadcasting Co.
Buyer: Fouce Amusement Enterprises Inc.
Price: \$3.575 million

KUSI-TV San Diego

Seller: University Television Inc.
Buyer: San Diego's Fifty One Inc.
Price: \$17 million

KICU-TV San Jose

Seller: Ralph C. Wilson Industries Inc.
Buyer: KICU Inc.
Price: \$34 million

KFTY-TV Santa Rosa

Seller: Sonoma Broadcasting Inc.
Buyer: KFTY Broadcasting Inc.
Price: \$2.25 million



FLORIDA

WNFT(TV) Jacksonville

Seller: North Florida 47 Inc.
Buyer: Krypton Broadcasting Corp.
Price: \$3.3 million

WMBB(TV) Panama City

Seller: Buford TV Inc. of Panama
Buyer: The Spartan Radiocasting Co.
Price: \$10.4 million

LOUISIANA

WWL-TV New Orleans

Seller: Loyola University
Buyer: Rampart Operating Partnership
Price: \$102.85 million

MASSACHUSETTS

WFXT-TV Boston

Seller: Fox Television Stations Inc.
Buyer: Boston Celtics Communications Inc.
Price: \$10 million

MISSOURI

KBSI(TV) Cape Girardeau

Seller: Cape Girardeau Family TV Inc.
Buyer: Engles Communications Inc.
Price: \$3 million

KODE(TV) Joplin

Seller: Gilmore Broadcasting Corp.
Buyer: Roger A. Neuhoff
Seller: \$10.75 million

KZKC-TV Kansas City

Seller: KZKC Television Inc.
Buyer: Kansas City TV 62 Ltd.
Price: \$10.525 million

NEVADA

KBLR-TV Paradise

Seller: Glenn A. Rose
Buyer: T.G.N. Productions Inc.
Price: \$1.9 million

NEW YORK

WCCD(TV) Amsterdam

Seller: Amsterdam Broadcasting Inc.
Buyer: Capital District Broadcast Partners
Price: \$1.5 million

WOKR(TV) Rochester

Seller: WOKR Partners
Buyer: Falmouth Broadcasting Corp. and Falmouth Communication Inc.
Price: \$57.5 million

WSYT-TV Syracuse

Seller: Thomas J. Flatley
Buyer: Encore Communications Inc. of Syracuse
Price: \$7 million

OHIO

WKYC-TV Cleveland

National Broadcasting Co.
Buyer: Multimedia Inc.
Price: \$65 million

WUAB(TV) Lorain

Seller: Gaylord Broadcasting Co. of Ohio
Buyer: Cannell Communications Ltd.
Price: \$60 million

OKLAHOMA

KGMC-TV Oklahoma City

Seller: Oklahoma City Broadcasting Co., successor
Buyer: Maddox Broadcasting Corp. and Pappas Telecasting of Oklahoma
Price: \$7.2 million

KOKN-TV Oklahoma City

Seller: Busse Broadcasting Corp.
Buyer: KOKH Acquisition Corp.
Price: \$7 million

KOKI-TV Tulsa

Seller: Tulsa 23 Ltd.
Buyer: Clear Channel Television Inc.
Price: \$6.075 million

PENNSYLVANIA

WPMT-TV York

Seller: WYLP License Inc.
Buyer: Channel 43 Licensee Inc.
Price: \$13.475 million

TENNESSEE

WHBQ-TV Memphis

Seller: South Jersey Radio Inc.
Buyer: Adams TV of Wilkes-Barre Inc.
Price: \$39 million

TEXAS

KLNG-TV Longview, TX

Seller: Jason R. Searcy
Buyer: Kamin Broadcasting Co.
Price: \$2.525 million

KVDA(TV) San Antonio

Seller: David A. Davila
Buyer: Telemundo Group Inc.
Price: \$1.275 million

KAVU-TV Victoria

Seller: PMV Inc.
Buyer: W. Russell Withers Jr.
Price: \$1,076,241

VIRGINIA

WJPR(TV) Lynchburg

Seller: Lynchburg-Roanoke Television Partners Ltd.
Buyer: Roanoke-Lynchburg TV Acquisition Corp.
Price: \$2.95 million

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WVFT(TV) Roanoke

Seller: Family Group Ltd. V
Buyer: Roanoke-Lynchburg TV Acquisition Corp.
Price: \$1.15 million

WISCONSIN**WEAU(TV) Eau Claire**

Seller: Busse Broadcasting Corp.
Buyer: Benedek Broadcasting of Wisconsin Inc.
Price: \$31 million

**AM-FM's****ALABAMA****WBLX(AM) Fairhope and WBLX(FM) Mobile**

Seller: Trio Broadcasters Inc.
Buyer: April Broadcasting Inc.
Price: \$5.25 million

ARIZONA**KHOZ-AM-FM Harrison**

Seller: Harrison Broadcasting Corp.
Buyer: New Century Broadcasting Co.
Price: \$2 million

KTIM-AM-FM Wickenburg

Seller: Kenyon Communications Inc.
Buyer: Interstate Broadcasting Systems of Arizona Inc.
Price: \$1 million

ARKANSAS**KZOU-AM-FM Little Rock**

Seller: Encore Communications Associates Ltd.
Buyer: GHB of Little Rock Inc.
Price: \$1.65 million

CALIFORNIA**KKAM(AM) Fresno and KBOS-FM Tulare**

Seller: Radio Fresno Inc.
Buyer: Jayveeco Inc.
Price: \$5 million

KTME(AM)-KRQK(FM) Lompoc

Seller: Crystal Broadcasting Inc.
Buyer: Nova Broadcasting-Santa Maria
Price: \$1.472 million

KTOM-AM-FM Salinas

Seller: Community Salinas Broadcasting Corp.
Buyer: California Broadcasting Co.
Price: \$6.25 million

KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead

Seller: Riverdino Broadcasting Corp.
Buyer: Pennino Broadcasting Corp.
Price: \$4 million

KSJX(AM)-KSJO(FM) San Jose

Seller: Narragansett Broadcasting Co. of California
Buyer: KSJO-KSJX Broadcasting Co.

Price: \$6.5 million

KKCB(AM)-KSLY(FM) San Luis Obispo

Seller: San Luis Obispo Broadcasting
Buyer: MHHF Media Inc.
Price: \$1.6 million

KOFY(AM) San Mateo and KOFY-FM San Francisco

Seller: Pacific FM Inc.
Buyer: Viacom Broadcasting Inc.
Price: \$19,467,144

KIST(AM) Santa Barbara and KMGQ(FM) Goleta

Seller: Radio Santa Barbara Inc.
Buyer: Magic Broadcasting Corp.
Price: \$6.75 million

COLORADO**KVOR(AM)-KSPZ(FM) Colorado Springs**

Seller: PCC of Colorado
Buyer: C.T. Robinson
Price: \$3.25 million

KCSJ(AM)-KGRQ(FM) Pueblo

Seller: Rainbow Communications of Pueblo Inc.
Buyer: Sunbrook Broadcasting Inc.
Price: \$1.1 million

CONNECTICUT**WNLC(AM)-WTYD(FM) New London**

Seller: Drubner Broadcasting

Buyer: Andross Communications

Price: \$5.2 million

DELAWARE**WDOV(AM)-WDSB(FM) Dover**

Seller: Dover Broadcasting Inc.
Buyer: Benchmark Communications
Price: \$4 million

FLORIDA**WQIK-AM-FM Jacksonville**

Seller: Jacor Broadcasting of Florida Inc.
Buyer: Capstar Communications Inc.
Price: \$13.5 million

WKIZ(AM)-WEOW(FM) Key West

Seller: Florida Keys Broadcasting Corp.
Buyer: Fotosonic of Florida Inc.
Price: \$2.05 million

WQBA-AM-FM Miami

Seller: Radio De Miami Inc.
Buyer: Spanish Radio Network
Price: \$25.75 million

WYYN(AM)-WTNT(FM) Tallahassee

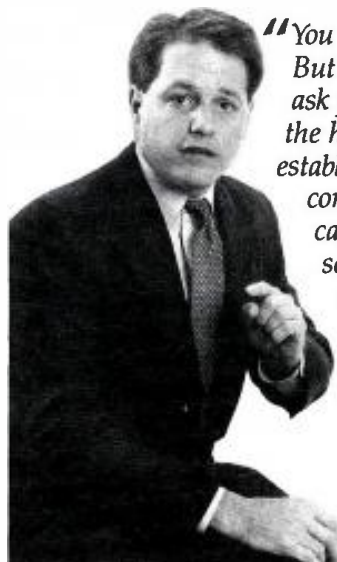
Seller: Palmer Communications Inc.
Buyer: Arso Radio Corp.
Price: \$2.8 million

GEORGIA**WALG(AM)-WKAK(FM) Albany**

Seller: Platinum Broadcast Ltd.

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R. Dean Meiszer, President and Managing Director of Crisler Capital Company, investment bankers specializing in mergers and acquisitions by communications organizations, answers many more questions like this in our brochure. Write or call for your copy.

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Buyer: Radio One - WKAK Inc.
Price: \$1,255,200

HAWAII

KSSK-AM Honolulu and KSSK-FM Waipahu

Seller: Cecil Heftel
Buyer: Bedford Broadcasting Co.
Price: \$5.75 million

KNUI-AM-FM Kahului

Seller: Elkins Broadcasting Corp.
Buyer: CD Broadcasting Corp.
Price: \$1.6 million

ILLINOIS

WCGO(AM) Chicago Heights and WTAS(FM) Crete

Seller: South Cook Broadcasting Inc.
Buyer: Kelly Holtzclaw
Price: \$1.2 million

WDAN(AM)-WDNL(FM) Danville

Seller: Majac Inc.
Buyer: Neuhoft Broadcasting Corp.
Price: \$2.35 million

INDIANA

WCTW(AM)-WMDH(FM) New Castle

Seller: Mohr-Engledow Broadcasting of North Carolina Inc.
Buyer: WTL Indiana Inc.
Price: \$2.6 million

IOWA

KGLO(AM)-KNIQ(FM) Mason City

Seller: Lewis W. Van Nostrand
Buyer: James Ingstad Broadcasting of Iowa Inc.

Price: \$1.65 million

KMNS(AM)-KSEZ(FM) Sioux City

Seller: Sage Broadcasting Corp.
Buyer: Legend Communications
Price: \$3.25 million

KENTUCKY

WFLA(AM)-WXLN(FM) Louisville

Seller: Edward Wetter
Buyer: Jim Kincer
Price: \$2.1 million

WJSP(AM)-WBLN(FM) Murray

Seller: Jackson Purchase Broadcasting Co Inc.
Buyer: STARLITE Communications Inc..
Price: \$2,771,484

LOUISIANA

KVKI-AM-FM Shreveport

Seller: Encore Communications Associates
Buyer: Progressive United Corp.
Price: \$1.5 million

MAINE

WABK-AM-FM Gardiner

Seller: Kennebec-Tyron Communications Corp.
Buyer: The Great Kennebec Wireless Talking Machine Co.
Price: \$1,052,500

MARYLAND

WWIN(AM) Baltimore and WWIN(FM) Glen Burnie

Seller: Ragan Henry
Buyer: Almic Broadcasting Inc.
Price: \$6.375 million

WYRE(AM) Annapolis and WBEY(FM) Grasonville

Seller: Anna-Del Broadcasting Co. Inc.
Buyer: Vision Broadcasting Co. Ltd.
Price: \$1.15 million

MASSACHUSETTS

WBSM(AM) New Bedford WFMN(FM) Fairhaven

Seller: Sage Broadcasting Corp. of New Bedford
Buyer: Dover Broadcasting Inc.
Price: \$4 million

WOCB-AM-FM West Yarmouth

Seller: Patch-Dunn Association of Cape Cod
Buyer: U.S. Media Group Inc.
Price: \$2,732,133

MICHIGAN

WMKT(AM)-WKHQ(FM) Charlevoix

Seller: Lakeshore Communications
Buyer: A.J. Walker Communications Inc.
Price: \$2.95 million

KMI(AM) Kalamazoo and WKFR(FM) Battle Creek

Seller: Hicks Broadcasting Corp.
Buyer: Waldron Broadcasting Co.
Price: \$11 million

WKJR(AM)-WQWQ(FM) Muskegon Heights

Seller: Furniture City Broadcasting Corp.
Buyer: Pathfinder Communications Corp.
Price: \$1.27 million

MINNESOTA

KATE(AM)-KCPI(FM) Albert Lea

Seller: Communications Properties Inc.
Buyer: Broadcast Properties Inc.
Price: \$3 million

KDLM(AM)-KKDL(FM) Detroit Lakes

Seller: Grignon Radio Inc.
Buyer: Leighton Enterprises Inc.
Price: \$1.41 million

MISSISSIPPI

WYMI(AM)-WQID(FM) Biloxi

Seller: Family Group Broadcasting Operating Ltd.
Buyer: Telesouth Communications Inc.
Price: \$2.1 million

WSLI-AM-FM Jackson

Seller: WYN-WSLI Inc.
Buyer: Spur Jackson Ltd.
Price: \$3.375 million

MONTANA

KYLT(AM)-KZQO(FM) Missoula

Seller: Peterson Broadcasting Inc.
Buyer: Smith Broadcasting Inc.
Price: \$1.1 million

NEBRASKA

KHAT-AM-FM Lincoln

Seller: Marathon Communications Inc.
Buyer: Tate Communications Inc.
Price: \$1.325 million

NEVADA

KOH(AM)-KSXY(FM) Reno

Seller: Modern Broadcasting Corp.
Buyer: Lobster Communications Corp.
Price: \$2 million

NEW HAMPSHIRE

WKOS-AM-FM Rochester

Seller: Salmanson Communications Inc.
Buyer: Bear Broadcasting Co.
Price: \$1.8 million

NEW JERSEY

WJIC(AM) Salem and WNNN(FM) Canton

Seller: P.J.F. Broadcasters Inc.
Buyer: Ambrose Byside Communications Inc.
Price: \$1.25 million

WMTR(AM) Morristown and WDHA-FM Dover

Seller: Drexel Hill Associates Inc.
Buyer: Signal Communications of NJ Ltd.
Price: \$12 million

NEW MEXICO

KKOB-AM-FM Albuquerque

Seller: Southwest Radio Corporation
Buyer: U.S. Entertainment Corp.
Price: \$16 million

KCKN(AM)-KBCQ(FM) Roswell

Seller: Ardman Broadcasting Corp
Buyer: Amlar Broadcasting Ltd.
Price: \$5.75 million



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NEW YORK

WECK(AM) Cheektowaga and WJYE(FM) Buffalo

Seller: Williams Broadcasting Corp.
Buyer: EBE Communications Ltd.
Price: \$12 million

WBAB-AM-FM Freeport

Seller: Noble Broadcast Group Inc.
Buyer: BAB Broadcasting Corp.
Price: \$26,203,064

WBZA(AM) Glens Falls and WAYI(FM) Hudson Falls

Seller: Northway Broadcasting Inc.
Buyer: Alpine Media Inc.
Price: \$2,870,000

WXRA(AM)-WEZG-FM North Syracuse

Seller: Lorenz Broadcasting Corp.
Buyer: Syracuse Broadcasting Corp.
Price: \$1 million

WFAS-AM-FM White Plains

Seller: CRB of Westchester Inc.
Buyer: High View Broadcasting of Westchester Inc.
Price: \$12.5 million

NORTH CAROLINA

WMBL(AM)-WRHT(FM) Morehead City

Seller: Curtis Radio Group Inc.
Buyer: Macripine Cable Inc.
Price: \$1.525 million

OHIO

WLEC(AM)-WCPZ(FM) Sandusky

Seller: Signal One Communications Inc.
Buyer: Erie Broadcasting Corp.
Price: \$1.5 million

OKLAHOMA

KVOO-AM-FM Tulsa

Seller: First Stuart Corp
Buyer: Tulsa Great Empire Broadcasting Inc.
Price: \$1.6 million

PENNSYLVANIA

WFBG-AM-FM Altoona

Seller: Empire Radio Partners Ltd.
Buyer: Logan Broadcasting Inc.
Price: \$2.1 million

WBGP(AM)-WWKS(FM) Beaver Falls

Seller: MT Communications Inc.
Buyer: The Baltimore Radio Show Inc.
Price: \$2,910,000

WCDL(AM)-WSGD(FM) Carbondale

Seller: Sage Broadcasting Corp. of Sioux City
Buyer: S&P Broadcasting Ltd. III
Price: \$2 million

WJNL-AM-FM Johnstown

Seller: The United Federal Credit Union
Buyer: Pennsylvania Broadcasting Associates II
Price: \$1.35 million

WRSC(AM) State College and WQWK(FM) University Park

Seller: Trnz Broadcasting Co.
Buyer: Mcvay Broadcasting of State College
Price: \$6 million

SOUTH CAROLINA

WOIC(AM)-WNOK(FM) Columbia

Seller: Audubon Broadcasting Co.
Buyer: Voyager Communications
Price: \$7.46 million

WVOC(AM)-WCEZ(FM) Columbia

Seller: Banking Services Corp.
Buyer: Clayton Radio Inc.
Price: \$2.55 million

WKCN(AM) Dorchester Terrace-Brentwood and WDXZ(FM) Mount Pleasant

Seller: Caravelle Broadcast Group
Buyer: Suncoast Communications Inc.
Price: \$1.6 million

WSNW(AM)-WBFM(FM) Seneca

Seller: Blue Ridge Broadcasting Inc.
Buyer: Anniston Radio Inc.
Price: \$2 million

SOUTH DAKOTA

KKFM(AM)-KKRC(FM) Sioux Falls

Seller: Vaughn Broadcasting Group
Buyer: XMT Group Inc.
Price: \$1.5 million

KSOO(AM)-KPAT(FM) Sioux Falls

Seller: KSOO Radio Inc.
Buyer: T&J Broadcasting Inc.
Price: \$2.4 million

TEXAS

KSTA-AM-FM Coleman

Seller: Daytona Group of Texas Inc.
Buyer: Sunbelt Radio Group Inc.
Price: \$1.1 million

KHEY-AM-FM El Paso

Seller: KHEY Inc.
Buyer: US Radio
Price: \$8.425 million

KEBE(AM)-KOOI(FM) Jacksonville

Seller: Waller Broadcasting Inc.
Buyer: Broad Based Communications Inc.
Price: \$3.25 million

KVOZ(AM)-KOYE(FM) Laredo

Seller: Border Broadcasters Inc.
Buyer: Broad Based Communications Inc.
Price: \$2.96 million

KFON(AM) Rollingwood and KKMJ(FM) Austin

Seller: Keymarket of Austin Inc.
Buyer: The Tremont Group Ltd.
Price: \$7 million

KDAE(AM) Sinton and KLTG(FM) Corpus Christi

Seller: Stereo Broadcasting Corporation
Buyer: Broad Based Communications Inc.
Price: \$1,880,850

KRGE(AM) Weslaco and KRIX(FM) Brownsville

Seller: Daytona Group of Texas Inc.
Buyer: Sunbelt Radio Group Inc.
Price: \$1.1 million

AT&T Commercial Finance Had Money Available In 1990

KICU, Inc. • \$18.0 MM

Ingstad Broadcasting, Inc. • \$2.4 MM

Albany Broadcasting Company, Inc. • \$4.8 MM

Galaxy Broadcasting Limited Partnership • \$1.85 MM

Columbia Empire Broadcasting Corporation • \$6.9 MM

New Century Broadcasting Company/N.P.I. Partners • \$2.3 MM

WBA Corporation, WBA Partnership and Linda D. and William N. Cate • \$1.1 MM

Pittsburgh Partners, L.P. & Nashville Partners, L.P. • \$6.16 MM

Pilot Communications of Syracuse, Inc. • \$1.75 MM

Wintersrun Communications, Inc. • \$2.5 MM

Tate Communications, Inc. • \$1.7 MM

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UTAH

KMGR(AM) Murray and KMGR(FM) Orem
Seller: KMGR Inc.
Buyer: B&B Broadcasting Ltd.
Price: \$3.5 million

VERMONT

WKVT-AM-FM Brattleboro
Seller: Brattleboro Broadcasters Inc.
Buyer: Brattleboro Broadcasting Ltd.
Price: \$1.2 million

VIRGINIA

WGH(AM)-WGH-FM Newport News
Seller: Susquehanna Radio Corp.
Buyer: Paco-Jon Broadcasting Corp.
Price: \$6.5 million

WVAB(AM) Virginia Beach and WKSX-FM Cape Charles
Seller: Holmes P. Harden
Buyer: Willis Broadcasting Corp.,
Price: \$1,800,101

West Virginia

WVSR-AM-FM Charleston
Seller: Ardman Broadcasting Corp.
Buyer: Amlar Broadcasting Ltd.
Price: \$5.75 million

WTCR(AM) Kenova and WTCR(FM) Huntington
Seller: CRB of Kentucky Inc.
Buyer: Alpine Media Inc.
Price: \$7.65 million

WISCONSIN

WBZN-AM-FM Racine
Seller: Adams Radio of Milwaukee
Buyer: Three Chiefs Company Inc.
Price: \$3.5 million

WYOMING

WLFM(AM)-WLXR(FM) La Crosse
Seller: Vaughn Broadcasting Group
Buyer: Broadcast Properties of Lacrosse Inc.
Price: \$2.7 million

ALABAMA

KUUY(AM)-KKAZ(FM) Cheyenne
Seller: KWW Inc.
Buyer: Windsor Communications Inc.
Price: \$1 million

FMs

ARIZONA

WNJJ(FM) Birmingham
Seller: Capitol-Birmingham Inc.
Buyer: Ameron Broadcasting Inc.
Price: \$16.5 million



ARKANSAS

KGRX-FM Globe
Seller: Daytona Group of Arizona Inc.
Buyer: Allison Broadcasting Co.
Price: \$2 million

KQYT-FM Green Valley
Seller: Southwestern Wireless Communications
Buyer: Nova Communications LP
Price: \$2 million

CALIFORNIA

KMJX(FM) Conway
Seller: Coastal Communications Ltd.
Buyer: Magic Broadcasting of Little Rock Inc.
Price: \$3.3 million

KEZQ-FM Jacksonville
Seller: KEZQ LP
Buyer: Galaxy Broadcasting Ltd.
Price: \$3.25 million

COLORADO

KRAB-FM Green Acres
Seller: Donna Hutchinson
Buyer: Atmosphere Broadcasting Ltd.
Price: \$1.23 million

KFMF-FM Chico
Seller: Fuller-Jeffrey Broadcasting Corp.
Buyer: Nova Broadcasting
Price: \$1.9 million

KRZR-FM Hanford
Seller: KMGX Corp.
Buyer: Fred C. Sands
Price: \$1.62 million

KFRG(FM) San Bernardino
Seller: Keymarket of California Inc.
Buyer: The Tremont Group Ltd.
Price: \$5 million

KIQY(FM) San Diego
Seller: Command Communications Inc.
Buyer: L.B.I. of San Diego Inc.
Price: \$20 million

KXXX-FM San Francisco
Seller: Emmis Broadcasting Corp.
Buyer: Bedford Broadcasting
Price: \$18.5 million

KLRS(FM) Santa Cruz
Seller: Fuller-Jeffrey Broadcasting Corp.
Buyer: Viacom Inc.
Price: \$5.75 million

KXPT-FM Santa Paula
Seller: Radio Ventura Inc.
Buyer: Edward A. Krampf
Price: \$2 million

CONNECTICUT

WLVN-FM Hartford
Seller: Sage Hispanic Broadcasting Corp. of Connecticut
Buyer: Multi Market Communications Inc.
Price: \$6.4 million

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FLORIDA

WKRL-FM Clearwater

Seller: Gulf Coast Radio Inc.

Buyer: Great American Television and Radio Co.

Price: \$20 million

WKGR(FM) Ft. Pierce

Seller: Gulfstream Broadcasting Company Inc.

Buyer: The Tremont Group Ltd.

Price: \$11.6 million

WNLO-FM Havana

Seller: Ed Winton

Buyer: Nitrameel Inc.

Price: \$2.2 million

WPFM(FM) Panama City

Seller: Culpepper Communications Inc.

Buyer: Broad Based Communications Inc.

Price: \$3.5 million

WPAP-FM Panama City

Seller: Norman S. Drubner

Buyer: Southern Broadcasting Co.

Price: \$1.9 million

WSOS-FM St. Augustine

Seller: Rowland First City Radio Inc.

Buyer: WSOS-FM Inc.

Price: \$1.62 million

GEORGIA

WBTR-FM Carrollton

Seller: Carroll County Media Inc.

Buyer: Reliance Broadcasting Inc.

Price: \$1.115 million

WQEZ(FM) Ft. Valley

Seller: Fox Valley Broadcasting Corp.

Buyer: Taylor Broadcasting of Macon Inc.

Price: \$3 million

WLKC(FM) St. Mary's

Seller: Casey Broadcasting Company Inc.

Buyer: Rowland First City Radio Inc.

Price: \$1.85 million

ILLINOIS

WYLL-FM Des Plaines

Seller: New Age Broadcasting Inc.

Buyer: Greater Chicago Radio Inc.

Price: \$9.25 million

INDIANA

WWKI-FM Kokomo

Seller: Shepard Communications of Grand Rapids

Buyer: Waldron Partners Ltd.

Price: \$6.16 million

KDMG (FM) Pella

Seller: GBA Inc.

Buyer: Valley Broadcasting Inc.

Price: \$2.75 million

KENTUCKY

WBVR(FM) Russellville

Seller: Target Communications of Kentucky Inc.

Buyer: The Tremont Group Ltd.

Price: \$6 million

LOUISIANA

KFXZ(FM) Maurice

Seller: FoxCo. Acquisition Corp.

Seller: Citywide Broadcasting of LaFayette Inc.

Price: \$1.3 million

KYEA(FM) West Monroe

Seller: Phoenix Broadcasting Co.

Buyer: Broad Based Communications Inc.

Price: \$3 million

MARYLAND

WXTR(FM) Waldorf

Seller: Communications Management National

Buyer: Radio Ventures Inc.

Price: \$33 million

MASSACHUSETTS

WQRC-FM Barnstable

Seller: Cape Cod Broadcasting Co.

Buyer: Michael F. Starr, Gregory D. Bone and Jay Arnold Schorr

Price: \$14.5 million

WFHN(FM) Fairhaven

Seller: Sage Broadcasting Corp. of Fairhaven

Buyer: Dover Broadcasting Inc.

Price: \$4 million

WCIB(FM) Falmouth

Seller: Justice Broadcasting Ltd.

Buyer: Ardman Broadcasting Corp. of Cape Cod

Price: \$2.5 million

MICHIGAN

WKQZ-FM Midland

Seller: Josi Broadcasting Corp.

Buyer: Windward Communications Inc.

Price: \$2.011 million

MISSISSIPPI

WCPC(FM) Houston

Seller: WCPC Broadcasting Co.

Buyer: New South Communications Inc.

Price: \$1.5 million

MISSOURI

KLIS(FM) Kansas City

Seller: Great Plains Radio Inc.

Buyer: Apollo Radio Ltd.

Price: \$8.5 million

KSTZ(FM) Ste. Genevieve

Seller: Channel One Communications Inc.

Buyer: River City Television Partners Ltd.

Price: \$3.5 million

NEBRASKA

KZKX(FM) Seward

Seller: Musicradio of Nebraska Inc.

Buyer: KZKX Inc.

Price: \$1.97 million

NEVADA

KLKT(FM) Indine Village, NV

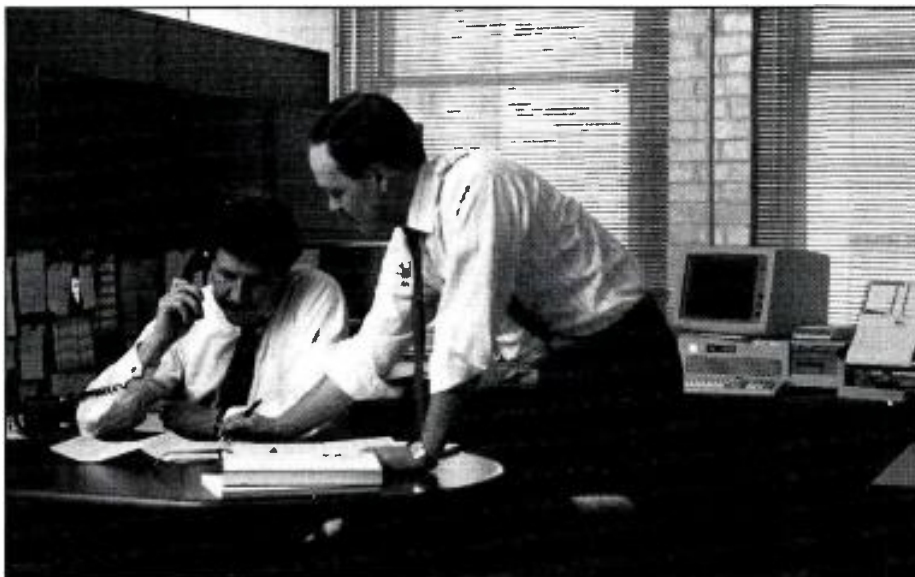
Seller: North Lake Tahoe Broadcasting

Buyer: New World Enterprises Inc.

Price: \$1.33 million

KJUL(FM) North Las Vegas

Seller: Carrigan Communications



We know where the money is; We know who is ready to buy; We know who is ready to sell; And we know how to get them together.



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Buyer: Waldron Partners
Price: \$4.2 million (49% share)

NEW MEXICO

KBOM(FM) Los Alamos
Seller: KBOM Ltd.
Buyer: TelCo. Entertainment Inc.
Price: \$1 million

KOLT(FM) Santa Fe
Seller: Mesa Grande Broadcasting Co. Inc.
Buyer: Clairmor Broadcasting Inc.
Price: \$1 million

NEW YORK

WWHB(FM) Hampton Bays
Seller: South Fork Broadcasting Corp.
Buyer: South Fork Acquisition Corp.
Price: \$1.8 million

WAQX-FM Manlius
Seller: Atlantic Ventures of New York
Buyer: Pilot Communications of Syracuse Inc.
Price: \$3.875 million

NORTH CAROLINA

WTRG-FM Rocky Mount
Seller: Capitol Broadcasting Corp.
Buyer: Joyner Communications Inc.
Price: \$5.999 million

OHIO

WGAR(FM) Cleveland
Seller: Nationwide Communication Inc.

Buyer: Douglas Broadcasting Corp.
Price: \$2 million

WBVE(FM) Hamilton
Seller: Reams Broadcasting Corp.
Buyer: Entertainment Communications Inc. (Entercom)
Price: \$5.85 million

WOSE(FM) Port Clinton
Seller: WRWR Inc.
Buyer: Venice and Donald L. Michel
Price: \$2.4 million

PUERTO RICO

WOYE(FM) Mayaguez
Seller: Pepino Broadcasters
Buyer: Prime Time Corp.
Price: \$2.66 million

RHODE ISLAND

WWWX-FM Woonsocket
Seller: Ocean State Broadcasting Ltd.
Buyer: Ten Mile Communications Inc.
Price: \$2.4 million

SOUTH CAROLINA

WEZL(FM) Charleston
Seller: Price Broadcasting Co.
Buyer: Apollo Radio of Charleston Inc.
Price: \$8.1 million

WLJY(FM) Hilton Head
Seller: Island Communications Inc.
Buyer: WIJY Inc.
Price: \$2.063 million

WKSO-FM Orangeburg
Seller: Wilkes-Posey Broadcasting Inc.
Buyer: Willis Broadcasting Corp.
Price: \$1.075 million

WMGL-FM Ravenel
Seller: Coastal Broadcasting Inc.
Buyer: Millcom Inc. (assumption of liabilities)
Buyer: \$2.425 million

TENNESSEE

WMSR-FM Manchester
Seller: American General Media-Nashville
Buyer: Dickerson Associates
Price: \$2.5 million

WKNF-FM Oak Ridge
Seller: Key Broadcasting Co.
Buyer: O.K. Broadcast Trust Inc.
Price: \$1,362,500

WMYU-FM Sevierville
Seller: Jacor Broadcasting of Knoxville Inc.
Buyer: The Dalton Group Inc.
Price: \$11.6 million

TEXAS

KHFI(FM) Austin
Seller: Encore Communications Association Ltd.
Buyer: Spur Austin Ltd.
Price: \$4.646 million

KKWM(FM) Dallas
Seller: Anchor Media Ltd.
Buyer: WSB Inc.
Price: \$15.1 million

KRTX(FM) Galveston
Seller: Irvin Davis
Buyer: Sonoma Media Corp.
Price: \$1.6 million

KHFI(FM) Georgetown
Seller: Red River Radio Inc.
Buyer: KHFI Venture Ltd.
Price: \$3.85 million

KQFX-FM Georgetown
Seller: Capitol Broadcasting Corp.
Buyer: Gold Broadcasting Inc.
Price: \$3.199 million

KNRJ-FM Houston
Seller: Emmis FM Broadcasting Corp.
Buyer: Nationwide Communications Inc.
Price: \$30 million

KRRG-FM Laredo
Seller: Laredo Broadcasting Co. Inc.
Buyer: Sunbelt Radio Group Inc.
Price: \$1.15 million

KLUR(FM) Wichita Falls
Seller: KLUR Broadcasting Co.
Buyer: Broad Based Communications Inc.
Price: \$4.85 million

UTAH

KAT-FM Ogden
Seller: Brown Broadcasting Co.
Buyer: Apollo Radio Ltd.
Price: \$12 million

VERMONT

WXXX-FM South Burlington
Seller: Atlantic Ventures of Vermont Ltd.
Buyer: James Broadcasting Co Inc.
Price: \$3.95 million

A DEAL IS NOT A DEAL IF IT DOES NOT CLOSE.

We should know.

In 1990 our principals *closed*

\$92,944,750

in broadcast transactions.

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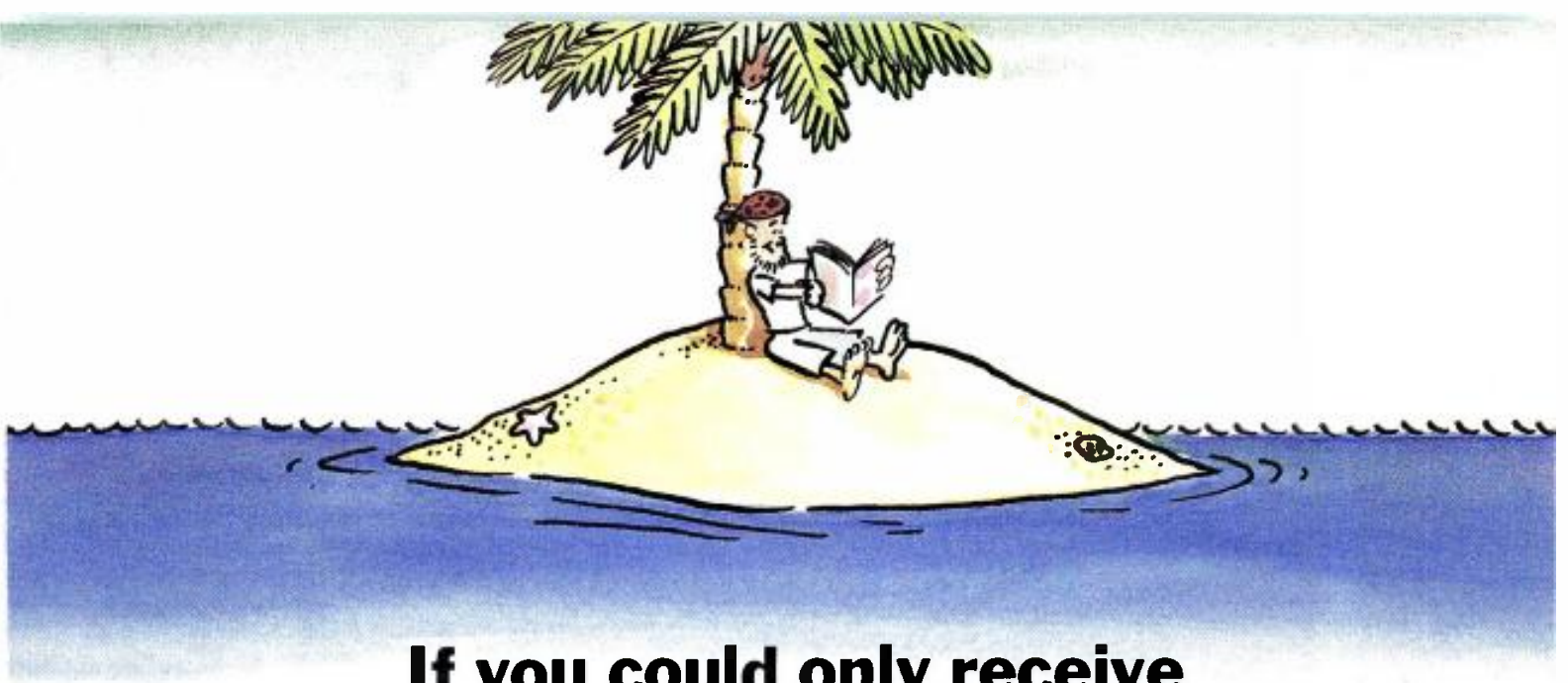
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If you could only receive one trade publication, which one would it be?

	Mgmt	Oper	Eng	Prod
BROADCASTING	33%	24%	10%	20%
B/E	9	6	35	7
Channels	0	0	0	0
Electronic Media	5	0	1	6
Millimeter	4	12	0	6
Radio Only	1	0	0	2
Radio World	3	3	7	0
Radio & Records	2	9	0	0
Television Broadcast	1	0	0	4
TV Technology	2	3	5	0
Variety	1	0	1	2

Name the one publication you are most likely to pick up and read first?

	Mgmt	Oper	Eng	Prod
BROADCASTING	31%	27%	11%	17%
B/E	8	6	32	7
Channels	0	0	0	0
Electronic Media	5	0	1	4
Millimeter	5	9	0	6
Radio Only	1	0	0	2
Radio World	3	3	8	0
Radio & Records	3	9	0	0
Television Broadcast	3	6	4	4
TV Technology	1	3	5	0
Variety	1	0	1	2

Timeliness and accuracy?

	Mgmt	Oper	Eng	Prod
BROADCASTING	37%	32%	25%	17%
B/E	15	15	40	7
Channels	4	0	1	2
Electronic Media	12	8	6	11
Millimeter	8	9	4	6
Radio Only	3	0	0	0
Radio World	4	9	10	0
Radio & Records	4	9	2	0
Television Broadcast	4	6	4	11
TV Technology	4	9	14	4
Variety	2	0	1	4

Once again. First again.

Broadcasting

Source: Broadcasting Industry Survey, NAB Atlanta, 1990. Conducted by The Marketing Workshop, Inc. for R.E. Clark Advertising, Inc. Results reprinted with permission.

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- A 245 minute half-inch cassette
- Cassette interchange robust enough for editing and cart machine use
- Edit point guard band for stable, accurate edits
- Enhanced error correction
- Variable speed digital audio
- A small appetite for rack space and archive real estate
- Lower tape consumption
- Viewable video at shuttle speeds up to 100X
- Potential for worldwide acceptance

Panasonic Half-Inch Digital Recording Systems bring you all this and one more thing worth waiting for—affordability.



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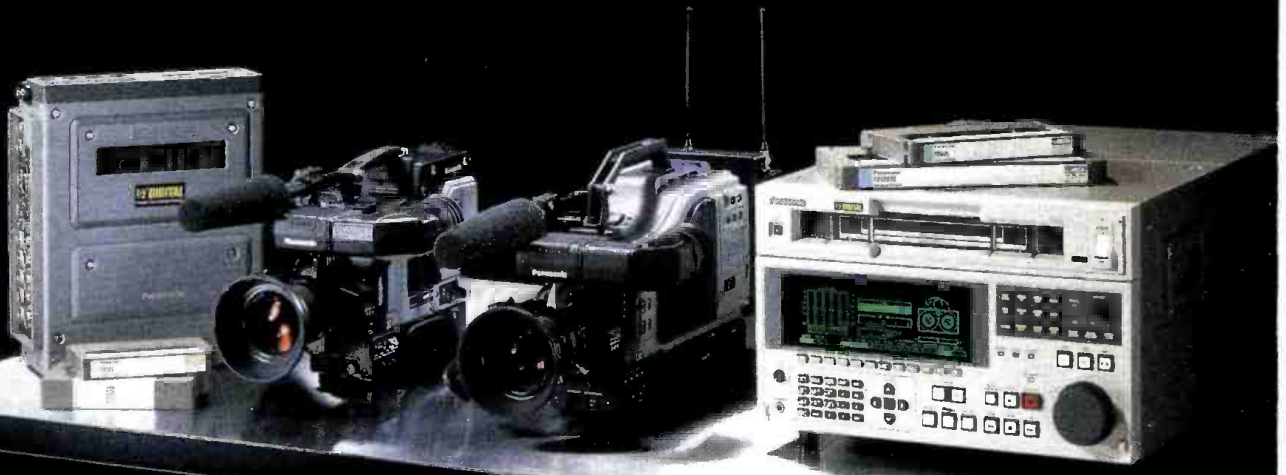
One Panasonic Way, Secaucus, NJ 07094
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ALL GOOD THINGS COME TO THOSE WHO WAITED.

That's why users worldwide are selecting Panasonic's Half-Inch Digital Video Recording System today. They just want the good things, like:

- Shoot-to-edit on the same cassette
- A camera/recorder
- A 245 minute half-inch cassette
- Robust cassette interchange for editing and cart machine use
- Edit point guard band and enhanced error correction
- Lower tape consumption
- Variable speed digital audio and viewable video at shuttle speeds up to 100X
- Small physical size for ease and economy
- Worldwide acceptance
- Unlimited future development (Component Digital and High Definition on the same 1/2-inch technology platform)

Panasonic Half-Inch Digital Recording Systems bring you all this and one more thing that was worth waiting for—affordability.



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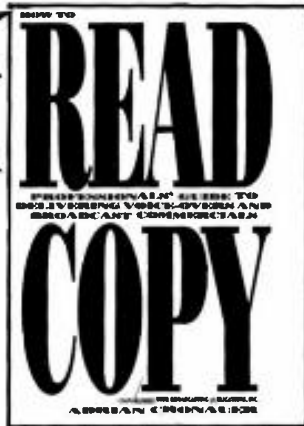
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- 245 minute half-inch cassette
- Robust cassette interchange
- Edit point guard band
- Enhanced error correction
- Variable speed digital audio
- Lower tape consumption

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The truth about agents and casting directors
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How to audition
Tips on starting out, and what to do when
you get a real job

Based on a broadcasting course Cronauer taught for five years at the New School for Social Research in Manhattan, this book and audio tape companion is essential for aspiring broadcasters and actors alike. It teaches something that is primarily an acting skill: how to take another person's words and convey them as though they were your own.

"Adrian has written a comprehensive guide. In fact, everything you've ever wanted to know about how to read copy is contained in this book."

Ed McMahon

"Stimulating for the novice, and I'd like to recommend some parts to several highly paid pros."

Peter Allen

Voice of the Texaco Metropolitan Opera Broadcasts

Adrian Cronauer is one of the most famous broadcasters around today, thanks in part to Robin Williams' award-winning portrayal of him in the movie *Good Morning Vietnam*. Cronauer now has written a book for both professional announcers and aspiring broadcasters: *How to Read Copy: Professionals' Guide to Delivering Voice-Overs and Broadcast Commercials*. This book, Cronauer states, "points out in great detail the most important aspect of DJ work (and almost all kinds of broadcasting): how to do a good job reading copy and sounding natural on the air."

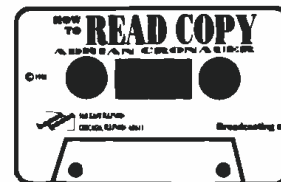
Cronauer focuses on:

Working with recording studios
Using your voice to its best advantage
Words to stress and not to stress
What common mistakes mark an amateur from a professional

He offers dozens of tips to help an announcer in his or her career:

Marketing yourself

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A cassette tape, included free with each purchase of **How to Read Copy**, provides you with actual examples of voice-overs. Each selection on the tape complements the information in the text. Specific procedures, techniques and principles are demonstrated.

Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years in New York City with station WQXR and as a freelancer.

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VIRGINIA

WRDJ-FM Bridgewater

Seller: WRDJ-FM Inc.
Buyer: Clark Broadcasting Co.
Price: \$1.25 million

WSVS-FM Crowe

Seller: KAT Broadcasting Corp.
Buyer: Willis Broadcasting Corporation
Price: \$5.5 million

WVGO(FM) Richmond

Seller: Daytona Group of Virginia
Buyer: Richmond Radio Inc.
Price: \$5.5 million

WAFX-FM Suffolk

Seller: KHH Broadcasting Co.
Buyer: DDS Communications Ltd.
Price: \$10 million

WASHINGTON

KNUA-FM Bremerton

Seller: Pacific and Southern Co.
Buyer: Brown Broadcasting Co.
Price: \$10 million

WEST VIRGINIA

WBES(FM) Dunbar

Seller: Mills Broadcasting Inc.
Buyer: Thomas Communications Corp.
Price: \$1.1 million

AM's

ALABAMA

WERC(AM) Birmingham

Seller: Sungroup Inc.
Buyer: Ameron Broadcasting Inc.
Price: \$4.2 million

CALIFORNIA

KPMC(AM) Bakersfield

Seller: Dan B. Speare
Buyer: Buckley Broadcasting Corp.
Price: \$1 million

KKHJ(AM) Los Angeles

Seller: Beasley Broadcast Group
Buyer: Liberman Broadcast Co.
Price: \$23 million

KDAY(AM) Santa Monica

Seller: Heritage Media Inc.
Buyer: Redi Media
Price: \$7.2 million

KTHO-AM South Lake Tahoe

Seller: Emerald Broadcasting Co.
Buyer: Emerald Communications Corp.
Price: \$1,682,666

FLORIDA

WOIR(AM) Homestead

Seller: Continental Broadcasting Corp.
Buyer: Omni-Lingual Broadcasting Corp.
Price: \$1.15 million

WSUN(AM) St. Petersburg

Seller: CBS Broadcast Group Inc.
Buyer: WWRM Inc.
Price: \$4.1 million

LOUISIANA

WXON(AM) Baton Rouge

Seller: Winnfield Life Broadcasting Corp.
Buyer: Citywide Broadcasting Corp.
Price: \$1 million

MASSACHUSETTS

WBIV(AM) Natick

Seller: Boston SRN Inc.
Buyer: International Communications Group
Price: \$1.3 million

NEVADA

KLAV(AM) Las Vegas

Seller: Wagenvoort Advertising Group Inc.
Buyer: Holder Broadcast Services of Nevada
Price: \$1.3 million

PENNSYLVANIA

WEAZ-AM Philadelphia

Seller: WEAZ-FM Radio Inc.
Buyer: Salem Media
Price: \$6.5 million

VIRGINIA

WANT(AM) Richmond

Seller: Freeman Communications Inc.
Buyer: Opticom Inc.
Price: \$1 million



Continental Cablevision

\$2.4 Billion
Revolving/Term Credit and
Term Credit Facilities

Agent

The First National Bank of Boston

Syndicating Agents and Lead Managers

The Bank of New York
Chemical Bank
Mellon Bank, N.A.

Canadian Imperial Bank of Commerce
The Toronto Dominion Bank
Citibank, N.A.

Lead Managers

NCNB Texas National Bank
Continental Bank, N.A.

The First National Bank of Chicago

Funds Also Provided by

The Fuji Bank, Limited
The Bank of California, N.A.
Morgan Guaranty Trust Company
The Bank of Nova Scotia
The Royal Bank of Canada
Crestar Bank
Bank of Hawaii
The Connecticut National Bank
Provident National Bank
American Security Bank, N.A.
Barclays Bank PLC
Credit Lyonnais, Cayman Islands Branch
Sumitomo Bank LTD—Chicago Branch
Fidelity Bank
Union Bank
Fuyo General Lease (USA), Inc.
Protective Life Insurance Company

Wells Fargo Bank, N.A.
Industrial Bank of Japan
National Westminster Bank USA
Eaton Vance Prime Rate Reserves
Sun Life Insurance Company of America
Bank of America NT & SA
Security Pacific National Bank
The Mitsubishi Trust and Banking Corporation
The First National Bank of Maryland
Banque Nationale de Paris
CIC—Union Europeenne International et Cie
First Bank National Association
Banque Paribas
Swiss Bank Corporation, New York Branch
Bank of Ireland
Kleinwort Benson



BANK OF BOSTON

October, 1990

PROGRAMING

MORNING SHOWS: NETWORK'S WAKE-UP CALL TO ARMS

War prompts jettisoning of normal sweeps fare



GMA's Charles Gibson during Thanksgiving Gulf visit

The network morning shows, which by last week were devoting at least half of their broadcasts to Persian Gulf-related stories, have scrapped their traditional approaches to the February sweeps. War coverage has so far proven a ratings winner for the shows, although its power to score high numbers over the next few weeks remains a question mark as the ratings continue to slide from their Jan. 17 peak.

Unlike previous February sweeps periods, ABC's *Good Morning, America* this month will not feature any on-location production. *CBS This Morning* has canceled its preprogramed series on health, finance and other topics. Likewise, NBC's *Today* has dropped the sweeps series that would traditionally be scattered throughout the month.

"We, for all intents and purposes, are not doing any special programing during the sweeps," said Jack Reilly, *GMA* executive producer. He added that the show also does not expect to produce any special *GMA* programing for use during the May sweeps.

"There's not a lot of room for sweeps series and not a lot of personnel to shoot them," said *Today* executive producer Tom Capra. Many of his staffers are among the 105 NBC News employees currently in the Middle East, he said.

"We didn't plan a lot of stuff [for the February sweeps]," said Erik Sorenson, executive producer, *CBS This Morning*. "Until we find out what the results of a major ground confrontation will be, we have to be vigilant about covering the war."

At their ratings peak during the gulf crisis, broadcasts for the week ending Jan. 18 showed *GMA* with a 6.6/23 (up

HOMeward BOUND

Arsenio Hall is developing an animated project for prime time. *Cleveland City Limits*, to be executive produced by Hall and Greg Antonacci, is being produced by Arsenio Hall Communications in association with Paramount Television. The half-hour comedy has a presentation commitment from ABC, and scripts are being written now. Hall, who was born and raised in Cleveland, is executive producer of his two late night projects, *The Arsenio Hall Show* and *The Party Machine with Nia Peeples*, which are also produced by his company and Paramount.



CBS's Harry Smith and Paula Zahn



'Today' class picture

from 4.4/20 during the same period in 1990); *Today* with 4.8/17 (up from 3.9/18), and *CBS This Morning* with 3.6/15 (up from 2.5/12).

Ratings for the network morning shows began to decline in the week ending Jan. 25, although the numbers were still up over the same period last year. During the week ending Jan. 25, *GMA* scored a 5.1/20 (up from 4.3/20); *Today* showed a 4.2/17 (up from 4.0/19) and *CBS This Morning* had a 3.3/13 (up from 2.6/12). For the week ending Feb. 1, *GMA* had a 4.9/20 (up from 4.5/21); *Today* scored a 3.9/16 (up from 3.8/17), and *CBS This Morning* had a 3.0/12 (up from 2.6/12).

Because they air eight hours ahead of the war zone, the shows have held an ideal slot for reporting key developments in the region. The programs began the crisis with nonstop coverage and extended programing. But by early last

week, as events simmered down, Persian Gulf coverage had been reduced to approximately half of the broadcasts.

"The viewer interest has abated somewhat, but I think that's because there has been nothing new disclosed," said *GMA's* Reilly. "When something dramatically new happens, the fires will be stirred again." Added *Today's* Capra: "We're dictated by events more than anything else."

Reilly said *GMA* has "little by little"

been reintroducing such features as medical stories and celebrity interviews, although he was quick to add the show will limit itself to just one celebrity per show for an indefinite period.

The war remains a pervasive influence even as the programs revert to their prewar formats, said Sorenson. Last week, he said, a fashion report on *CBS This Morning* focused on the latest use of camouflage by designers. "Even when you do something nonwar, editori-

ally, the war is beginning to intrude," he said.

CBS This Morning last week sent co-anchor Harry Smith to the region for what Sorenson said could turn out to be a few weeks. *Good Morning, America* and the *Today* show have considered sending their own morning personalities to the region in the near future, although executives at both programs noted the logistical difficulties in doing so.

SECOND CHANCE FOR 'NORTHERN EXPOSURE'

Creators of 'St. Elsewhere' look for better time slot for critically praised show in its return to CBS in spring

Take a young, Jewish, New York medical school graduate weaned on bagels and big-city culture and put him in a small village in the wilderness of Alaska for four years, then surround him with an off-beat band of back-woods characters, and you have the premise for *Northern Exposure*, set to return to CBS later this spring.

As difficult as it is in today's network arena for a new show to succeed, *Northern Exposure* has taken an even tougher route than normal to make it to its second go-around on CBS. First, the quirky one-hour drama with a comedic bent debuted on CBS during the summer. Then, the show was scheduled during its eight-episode run on Thursday nights, the most difficult night of the week and at 10 p.m. against NBC's *L.A. Law*. However, the show drew a small but loyal following and attracted the attention of critics, who credited the producers and CBS for providing viewers with fresh programming during the rerun season and for producing a series that did not fit traditional guidelines of network programming. As a result, CBS gave the producers an additional order for eight episodes, with its return slated for mid-March or early April.

Created and produced by Joshua Brand and John Falsey, the creative force behind *St. Elsewhere* and *A Year in the Life*, the show has been loosely labeled an hour drama, but could be just as easily considered an hour comedy. The show revolves around the experiences of Dr. Joel Fleischman, played by Rob Morrow, who agrees to spend four years practicing in Alaska as part of a bargain to have his medical school education paid for. Rather than a large city, the young doctor winds up in the remote village of Cicely, where he quickly real-



Northern Exposure's John Falsey and Joshua Brand

izes that all vestiges of the culture and civilization he was accustomed to have been left behind on the East Coast.

"It has all the markings of a wonderful show, and the pickup will tell," said Phil Rosenthal, television critic, *Los Angeles Daily News*, who suggested the series hasn't realized its full potential. "What I like is that it dares to be different...the characters aren't typical characters. I think everyone is hoping it's the next coming of *St. Elsewhere*," said Rosenthal.

Brand said the idea for the show was inspired by a friend of his, who accepted a post in upstate rural New York under a similar arrangement. Also he says, "as a graduate of City College in New York City. I was always seeing programs available to students who would receive medical training if they would agree to

inner-city or rural posts," he said.

Ironically, the series, which represents a change in the style of programs with which CBS executives want the network to be identified, exists because of a commitment given to the two producers by former CBS Entertainment President Kim LeMasters. The idea was presented to the network's current Entertainment president, Jeff Sagansky, who asked if the pair would be willing to produce the project for the summer. "I think the expectation on the network's part was that it wouldn't continue [beyond summer]. I don't think they thought it would catch on, so I think it kind of surprised them," Brand said.

Because the show was produced for the summer, the budget was considerably lower than what is allotted for one-hour prime time shows. "We were get-

ting about one-third less than what regular hour-long fall series were receiving, maybe one-half of what the budget is for *The Flash*," said Brand. When the producers got the current order for eight more episodes, the show's budget "went up significantly, putting us on par with other first year shows." The increase in license fees has freed the producers from a six-day work week to a five-day week and has allowed them to take eight days to produce an episode.

If there was some skepticism on the network's part before the show premiered, its brief run and reception has intensified their commitment. "This is probably the most difficult show for me to talk about because I have less objectivity about it than probably any other show," said Peter Tortorici, senior vice president, program planning, CBS Entertainment, who admits he became a quick fan. "The level of writing and execution is fantastic" said Tortorici. The network is considering slotting the show at 10 p.m. on Monday night at the end of CBS's lone night of comedies. The producers are hoping for the time period following *Murphy Brown* and *Designing Women* that will become vacant when *The Trials of Rosie O'Neill* has finished its run.

The series has also caught the attention of the Museum of Broadcasting, which is including the show in its upcoming 8th Annual Television Festival in Los Angeles. Ron Simon, curator of television for the museum, said each year the museum tries to structure each festival with both contemporary and traditional series. "We look for new programs that haven't been discovered by either an audience or by many critics. We thought *Northern Exposure* was a new show trying to do something different. They've really showed the characters developing with each episode," he said.

In addition to *Northern Exposure*, Brand and Falsey are in the beginning of a two-year exclusive production contract signed with Lorimar Television last year. Brand said the first project from the new alignment would be ready to air next fall or midseason. He said one project which may be the first to air is a traditional drama for NBC. For the time being, though, his attention is focused on *Northern Exposure*. As for having the show on CBS, which might be construed as a liability because of its third-place standing, he said there is a definite upside. "The third-place guy has to try harder. We're with a network that seems to want to take chances. And besides," he said, "when we did *St. Elsewhere*, NBC was in third place." -SC

SYNDICATION MARKETPLACE

Twentieth (Fox) Television has sold half-hour weekly *Not Just the News* to 29 stations, representing 40% of U.S., since end of last month's INTV and NATPE programing conventions. Program, which is to be produced by Fox O&O WTTG-TV Washington, and will be hosted by Steve Doocy (formerly of Group W-NBC Productions' *House Party*), is being marketed as one of growing number of educational-prosocial kids programs that will help stations meet new license renewal requirements under Children's Act of 1990. Twentieth spokeswoman said an original half-hour will be produced each week, and promotional plans call for "lesson plans" to be distributed to schools in each station market for each corresponding episode featuring current affairs and informational segments. Twentieth is offering *Not Just the News* on undisclosed cash basis.

Viacom Enterprises has reported that its June 1991 late night strip, *Johnny B...On the Loose*, has been sold in 40% of U.S., with Chris Craft, United Television, Act III Communications and Viacom Broadcasting group stations signed to clear program. Set to be taped at WMAQ-TV Chicago's recently completed NBC Tower, Viacom will offer *Johnny B.* on 3½-minute local, 3½-minute national barter splits. Brandmeier, who is radio disk jockey on WLUP-FM(AM) Chicago, originally taped hour pilot for NBC Productions, but network production wing and Pierce/Silverman Company approached Viacom about handling distribution of program.

TPE (Television Program Enterprises) is currently making *The International Auto Show* available to stations for broadcast through March 10. Program is culled from coverage of North American International Auto Show in Detroit by Cox Enterprises' WKBD-TV Detroit. So far, Dwayne Kell, WKBD-TV's general manager, says TPE has sold hour-long special to 177 stations, representing 92% national coverage. Robin Leach (host of TPE's *Lifestyles of the Rich and Famous*) and singer Anita Baker serve as hosts. TPE is offering special to stations on seven-minute local, six-minute national barter splits.

Saban Entertainment and **Bohbot Entertainment** have reached agreement where-by Bohbot will handle station sales of *Saban Entertainment's Adventures of the Little Mermaid*, planned fall 1991 half-hour weekly animated series. Targeted for Saturday and Sunday mornings, Saban has picked up classic undersea tale after copyright was not renewed and it became public domain. Spokesman for Saban said barter split has not yet been determined. In related company news, Saban and Bohbot have announced that two-year production commitment has been given to current half-hour kids series, *Video Power*, through 1992-93 season. Saban, Bohbot and Acclaim Entertainment will produce total of 65 half-hour episodes with Bohbot looking to complete two-year station renewals for video game magazine.

Goodman Entertainment Group has licensed Canadian distribution rights for its ad hoc *Movie Greats Network* and 1991-92 syndicated half-hour series *Wide World of Kids* and *The Bottom Line with Adam Curry* to Telegenic Programs.

Sachs-Finley Advertising will go forward with new weekly animation program, *Toxic Crusader*, probably with a July or August 1991 start date, according to Shelly Hirsch, president, Sachs-Finley. Hirsch said that stations in more than 60% of the country have signed for the new series. The show was tested as a five-part mini-series two weeks ago, and Hirsch said the company was pleased with the results. In 18 of 24 metered markets where the program ran in its entirety, Hirsch said, it grew in share from its Monday Jan. 21 debut to the Friday Jan. 25 conclusion. The weekly series will have an initial 13-episode commitment. It is produced by Murakami Wolf Swenson, producers of *Teenage Mutant Ninja Turtles*.

OPRAH EXTENDS REIGN WITH KING WORLD

King World Productions and Harpo Inc. have extended their agreement under which Oprah Winfrey will continue to host and produce top-rated talk hour. *The Oprah Winfrey Show*, through 1993-94 and 1994-95 broadcast seasons. Last season, the hour talk show generated \$136 million in national advertising and cash license revenues, according to Dennis McAlpine, a senior media analyst with New York-based Barclay de Zoete Wedd securities, who added that Winfrey's Harpo Inc. had a 2/3 (66%) share of those revenues (or \$89.8 million).

King World and Harpo spokeswomen declined to reveal terms of the contract

extension Winfrey worked out with King World. McAlpine declined to speculate if Harpo was able to negotiate a larger cut for 1993-95, but said Harpo has larger overhead costs with the 1989 acquisition of new studios in downtown Chicago, production staff and other operations. He estimated Harpo had to assume up to \$100,000 per episode in deficit costs associated with ABC's cancellation of Harpo's *The Women of Brewster Place* last season.

Winfrey's company currently is in the third year of a five-year deal (through 1992-93) signed with King World (BROADCASTING, August 8, 1988). McAlpine said that most stations' up-

coming two-year renewals on *Oprah* will be due at the end of the 1992-93 season, adding that he would be "surprised" if KWP would be able to pass more than a 5% increase in license fees to "cash-strapped" stations. In the most recent (November 1990) sweeps, *Oprah* averaged a 10.9 (NTI) rating, and has won 17 consecutive sweeps among syndicated talk shows since its debut in fall 1986. However, even if the ratings for *Oprah* gained or fell slightly over the next three seasons, the continuing weakness of the scatter and fourth quarter upfront advertising markets may limit annual revenue gains to the \$10 million-20 million range.

RATINGS ROUNDUP

Week 20

NTI Network Prime Time Report for week of Jan. 28- Feb. 3

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

1 ▲ 23.1/35 C Movie: Sarah, Plain & Tall	31 13.6/20 A Analysis-9:55 PM	59 ▲ 9.0/14 A Gabriel's Fire
2 ▲ 21.8/33 N Cheers	31 ▼ 13.6/25 N Carol & Company	59 9.0/17 N Law And Order
3 20.4/31 A American Music Awards	31 ▼ 13.6/21 A Doogie Howser, M.D.	61 8.7/14 A Life Goes On
4 19.3/32 C 60 Minutes	34 ▲ 13.3/20 A Married People	62 ▼ 8.5/15 A Young Riders
5 18.3/28 N A Different World	35 13.2/22 C Knots Landing	63 8.4/15 C Movie: Throw Mama/Train
6 ▲ 17.7/30 N Golden Girls	36 ▲ 12.5/18 F Married...With Children	63 8.4/13 C Good Sports
7 17.6/26 A Amer. Funniest Videos	37 12.4/20 C Trials Of Rosie O'Neill	65 ▼ 8.2/14 N Dark Shadows
8 ▼ 17.5/30 N Empty Nest	38 ▼ 12.3/18 C Major Dad	66 ▲ 7.9/12 F Get A Life
9 17.4/29 A Family Matters	39 12.2/21 A Going Places	66 ▼ 7.9/14 A thirtysomething
10 ▼ 17.0/29 A Full House	39 ▲ 12.2/19 N Movie: Night Stalker	68 7.8/12 C Flash
11 ▼ 16.9/25 N Cosby Show	41 ▼ 12.0/23 N Dear John	69 7.5/13 N Midnight Caller
11 ▲ 16.9/25 C Murder, She Wrote	42 11.7/18 A Movie: Morning Star, Pt. I	69 ▼ 7.5/11 C Top Cops
13 16.2/23 C Designing Women	43 ▲ 11.6/20 N Hunter	71 ▲ 7.3/11 F Beverly Hills, 90210
14 16.1/24 A Amer. Funniest People	44 ▼ 11.3/17 C Evening Shade	71 7.3/11 N Exposé
15 ▼ 15.7/24 N Unsolved Mysteries	45 10.9/18 C Dallas	73 ▲ 7.1/13 C Uncle Buck
16 ▲ 15.6/24 F The Simpsons	45 10.9/18 A Primetime Live	74 ▲ 6.9/12 F Cops
17 ▼ 15.4/22 C Murphy Brown	47 ▲ 10.8/16 A Father Dowling	74 ▲ 6.9/10 F Good Grief
18 ■ 15.1/22 A Davis Rules	48 ▼ 10.7/16 N Seinfeld	76 ▼ 6.8/12 F Cops 2
19 15.0/24 N Wings	49 ▼ 10.6/19 N Fanelli Boys	77 6.7/11 N Main Event
20 ▲ 14.9/23 A Who's the Boss?	50 10.5/19 C George Burns 95th B'day	77 ▲ 6.7/12 F Totally Hidden Video
21 ▼ 14.7/22 C Rescue: 911	51 ▲ 10.4/19 N Amen	79 ▼ 6.2/11 C Lenny
21 ▼ 14.7/23 A Wonder Years	52 ▲ 10.2/18 A Equal Justice	79 ▲ 6.2/10 F Parker Lewis
23 ▲ 14.5/22 N Night Court	52 ▲ 10.2/15 F In Living Color	81 ■ 6.0/10 N Sunday Best
23 ▲ 14.5/24 A Perfect Strangers	54 9.8/15 C State Of The Union-Recap	82 ▲ 5.7/10 F True Colors
25 ▲ 14.2/24 N L.A. Law	55 ▼ 9.5/15 C 48 Hours	83 5.6/11 A Twin Peaks
26 13.9/21 A Growing Pains	55 9.5/15 C Movie Awards	84 ▼ 5.5/9 F America's Most Wanted
26 ▼ 13.9/21 N Marlock	57 ▼ 9.2/16 C Guns Of Paradise	85 5.4/8 N Real Life/J. Pauley
28 ▲ 13.8/25 A 20/20	58 ▲ 9.1/14 F Babes	85 ▼ 5.4/9 A Under Cover
29 ▲ 13.7/21 N Movie: In Broad Daylight		87 ▼ 4.1/6 F Comic Strip Live
29 13.7/20 N Unsolved Mysteries-Mon.		88 ▲ 3.1/5 F Against The Law

RADIO

ABC RADIO REORGANIZES, PROMOTES KEY STAFF

Network president realigns internal departments to ease expansion of long-form programming and news coverage, intensify sales and marketing efforts

Capital Cities/ABC last week reorganized several top operating divisions and promoted seven key network executives at the ABC Radio Networks. Robert Callahan, president of the networks, said the move was made to accelerate "program development and sales and marketing, areas where coordination and planning are increasingly important." He also indicated that he intends to "turn up the volume" on ABC's radio news coverage.

The reorganization creates six specific departments within the network structure, including programming and affiliate marketing, sales and marketing, news, engineering and operations, research and development, and financial planning and management information systems (MIS). Radio executives now heading these operations are:

- Derek Berghuis, promoted from vice president, group director, adult networks to senior vice president, programming and affiliate marketing.
- Louis Severine, senior vice president, director of sales, will work closely with affiliate marketing in the coordination of program development and sales.
- Robert Benson, vice president of ABC News, who will oversee the expansion of the division.
- P. Kent Coughlin, vice president, engineering and operations, promoted to senior vice president, engineering and operations.
- William McClenaghan, vice presi-

dent, research, promoted to senior vice president, research and development.

- Bart Catalane, promoted to senior vice president, finance and MIS, from vice president, finance.

Additionally, Darryl Brown, former vice president, group director of ABC's three youth networks (Contemporary, FM and Rock), has been appointed to group vice president, affiliate marketing, with expanded responsibilities for all six programming networks, including the three adult networks (Direction, Entertainment and Information).

As head of programming and affiliate marketing, Berghuis now will oversee four network departments, including affiliate marketing, headed by Brown; programming, headed by Corinne Baldassano (vice president); talk programming, headed by Maurice Tunick (vice president) and advertising and publicity, headed by Lesley Halpern (director).

The reorganization involved "much more than just promoting some folks that are very sharp and hardworking," Callahan told BROADCASTING last week. He said his intent was to delegate responsibilities to other executives so he could spend more time in the development of quality programming and sales and marketing strategies. Before the reorganization, the four departments now reporting to Berghuis each reported to the president. "By condensing four departmental reports into one, we can get the job done more easily," Callahan said.

He added that, over the last six months since he was appointed president (BROADCASTING, July 30, 1990), he has examined the operational effectiveness with which each department at ABC interacted. "In order to feel comfortable expanding the networks, I wanted to line up a team with which I felt very comfortable," he said. "We do very well in the radio network arena, about a 42% share," he said. "But to get beyond that, we really have to look at quality programming, expanding our news coverage—which is already second to none—as well as going after other media. That's the real key behind this reorganization," said the Radio Networks president.

Two major areas of expansion include "increasing the quantity and quality of the networks' long-form programming" and pursuing advertisers that heretofore have ignored radio. "I'm proud of ABC's share, but we need to look beyond what we have and—more important—what radio doesn't have. We need to go after new product categories and new brands, and we need to look at how cable went to \$2 billion from nothing. We need to target advertisers who are heavily into other media but not radio," said Callahan.

This restructuring will not have any effect on ABC's seven programming networks, including the Satellite Music Network, or its five marketing networks (ABC Prime, Platinum, Galaxy, Genesis and Excel). "Everyone is still digesting what we did last year," Callahan said. —REB



Derek Berghuis



Louis Severine



Robert Benson



P. Kent Coughlin



William McClenaghan



Bart Catalane

MARKETING GROUPS JOIN TO SELL RADIO

Positioning radio against other media, not against itself, is key to new local ad money

In today's climate of increasing fragmentation and niche marketing, radio is poised to reap great financial benefits—if local stations “come together and approach a prospect together.”

Such is the philosophy of Warren Potash, president and CEO of the Radio Advertising Bureau, who criticized radio's singular approach to local sales as self-defeating. Speaking at the RAB's Managing Sales Conference in Nashville, Potash said mass media and mass marketing are a concept of the past, and radio's ability to target specific demographic groups now affords advertisers many marketing opportunities not available in other media. To this end, he said, “Radio should stop selling against radio and start selling against other media.”

In theory, most radio account executives and sales managers concur with this philosophy, but in practice, many continue to sell against the other stations in town, a practice that only damages the image of the radio industry, said Gordon Mason, president of the Southern California Broadcasters Association. He said many advertisers are turned off by salespeople “who come in, say, ‘I'm number one. I'm more efficient. I have the best cumulative advantage, so don't buy those other guys.’”

Mason said advertisers initially are interested in the effectiveness of radio, not the advantages of a particular station. Only after an advertiser is sold on the medium should a station present its sales pitch—though still not at the expense of other stations, he said.

One way to educate these potential clients and help boost radio's share of local ad revenue is to develop a local radio marketing organization, Mason said. A cooperative effort of all (or most) area stations can eliminate much of the divisiveness that advertisers and other media have come to expect of radio, and by targeting heavy users of other media, these groups can steal big money from newspaper, TV and cable. Mason credits his organization with helping to make Los Angeles “the world's richest radio market,” with local sales growth more than double the industry-wide average in 1990 (8% vs. 3.5%; see chart at right).

A combined strategy of newsletters, sales presentations, creative awards, research data banks, fact files and business development seminars have helped fuel the growth of Los Angeles radio, Mason

said. “We help stations sell radio,” he said. “The more we sell radio, the stronger we all get because radio gets stronger with every sale we make.”

A similar coalition in New York—the New York Market Radio Advertising Group—is widely credited with finding new business and shifting ad dollars to radio. NYMRAD President Richard McCauley said the organization has shifted its focus toward developing leads for local radio stations.

Over the last five years NYMRAD is credited with generating more than \$18 million new money for New York radio, McCauley said. “Business directly brought by our marketing has averaged 13.5% of all market increases, and in 1990 18.5% was delivered di-

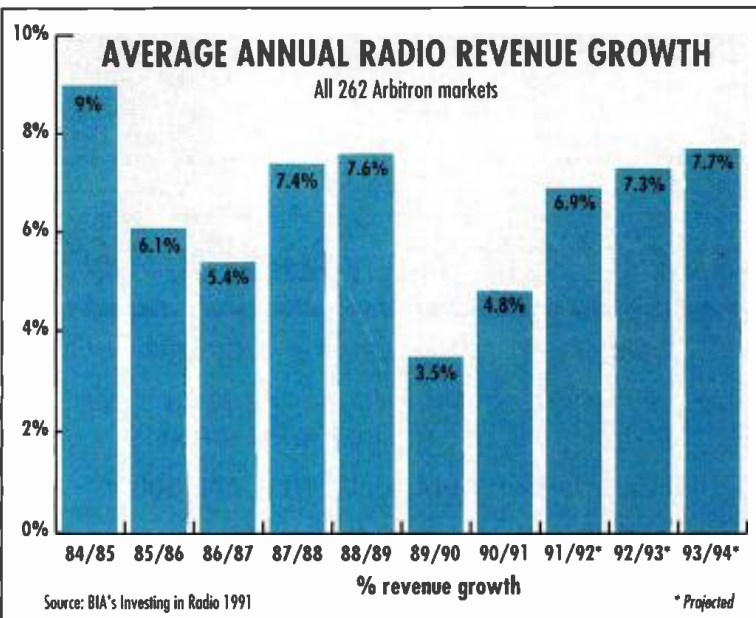
rectly by NYMRAD,” he said.

NYMRAD-commissioned research indicated many nonradio advertisers lack knowledge of radio and have a “newspaper comfort zone.” McCauley said radio has to get used to positive selling. While newspaper is radio's prime target for new business, “some of these advertisers have been using newspapers all of their lives. If your approach to newspaper is excessively negative, it will be like calling their kid ugly. Radio can get in its knocks, but the pitch should be ‘pro-radio,’” he said.

Lest it be assumed that local radio groups work only in large markets, Dan Crotty, general manager of KGST(AM) Fresno, points out the success of the Fresno Area Radio Group in battling the domination of the local newspaper, the

RADIO REVENUES EXPECTED TO REBOUND IN '91-'92

Radio revenue bottomed out during 1990 and should begin to pick up slightly this year, according to Investing In Radio 1991, published by Broadcast Investment Analysts of Washington. The guide, which profiles all 262 Arbitron-rated markets, estimates and projects revenue on a rolling average, and anticipates a 4.8% revenue increase for 1990-91, vs. 3.5% growth for 1989-90. BIA said the growth rate for the industry in 1990 was higher than 3.5% in larger markets, and estimates that revenue in the top 10 markets average 5.4%, with 8% growth in Los Angeles. Projected 6.9% growth for 1991-92 is largely dependent on image, according to BIA President Thomas Buono. “It's not so much the economics as it is the external factors that affect how the industry is perceived. Economically, the radio industry is still pretty healthy,” he said.



Fresno Bee. "The *Bee* does \$80 million a year, while all the radio stations combined do \$20 million," he said. To draw attention to radio's benefits and illustrate declining newspaper circulation and increased rates, FRAG printed a 12-page mock *Bee* and circulated it to all advertisers who had used the newspaper in the fourth quarter 1989.

FRAG also produced a series of radio spots that ran about four weeks, drawing attention to the inefficiencies of newspapers. Combined with local advertiser presentations, the organization realized measurable success in a short period. "Fresno is a 3%-4% growth market, but Miller Kaplan Arase showed us a 16% monthly increase directly after the campaign began" Crotty said. "All this growth might not be attributable to our radio campaign, but it amounts to \$2 million last year, and that's what's important."

-REB

EASTMAN BUYS KADETSKY RADIO

Last week Katz Radio Group (KRG) acquired the assets of Boston-based regional rep firm Kadetsky Broadcast Properties. Carl Butrum, president of Eastman Radio, a division of KRG, said the assets of Kadetsky will be used to form the Boston sales office for Eastman, which was purchased by KRG for approximately \$11 million (BROADCASTING, Aug. 20, 1990). The value of the Kadetsky transaction was not disclosed.

The independent rep firm and Eastman have had a business partnership since 1977, said Butrum. Kadetsky represented stations in the New England area for Eastman, and had the stated goal of "keeping Eastman from opening a Boston sales office," said Butrum. "After the acquisition of Eastman Radio by KRG, it was natural for us to want to maintain our partnership with a person who had done such a wonderful job for us," he said. Kadetsky brings 12 new markets (all in the New England area) to Eastman.



Carl Butrum

NEWS-FORMATTED RADIO INCREASE TOTAL SHARE

War increases opportunity for securing new listeners across many dayparts

The onset of war in the Persian Gulf gave news-formatted radio a boon of listeners during the month of January, according to a special analysis conducted by Birch Scarborough Research. The study showed that during the period of Jan. 1-24, the overall share of news-formatted stations in the top 10 markets increased by an average of 66%, compared to their measured share Sept. 1 to Dec. 31, 1990. Overall share of news and news/talk/information stations increased by nearly 40% for the same time.

Radio executives view this opportunity as a chance to translate increased share into increased billings. Radio executives expect listening levels to settle

down once the initial month of war is over, but they hope to reap some benefit from first time samplers of news-radio, and the recycling of established listeners into new dayparts. Add to that the traditional strength of radio during periods of economic duress and the near-term outlook for stations begins to improve.

The outlook at Group W's all-news station is optimistic, said Carey Davis, general sales manager, WINS(AM) New York. "The initial reaction that we have is from direct response advertisers who are noticing that their phones are ringing a lot more," he said. Proof that radio is immediate and vital is one of the benefits derived from the war, Davis said.

"It is like getting an advertising cam-

paign at no charge," said Tom Reeve, WBBM(AM) Chicago. The increases in time spent listening to the all-news format can only benefit the stations in the long run, he added. He expects listening levels to stabilize as the war continues. But the key to long-term benefits, he believes, is for the station to stick to its format. "Stay with the elements that you will stay with in the future," he said, "and new listeners will come back for features they like." The CBS-owned outlet continues to carry its sports programming, weather and traffic reports, and local elements. Long term, said Reeve, those are the features that will hook new listeners permanently and translate into more billings.

"Overall we are very optimistic at the radio station—and we were before the war," said Davis, "because of the recession. At the time of the recession during the Reagan administration, we grew by 24%; last year, our business went up 17%, and for January we are up 8%."

If the market remains active, Davis thinks the industry will continue to see positive trends for all-news stations. The strength of cable against television is also a factor that will benefit radio, Davis said. "With cable share strengthening, it reduces the amount of viewing to network television," he said. Advertisers, faced with less reach for more money, often decide to spend their money in radio, said Davis.

-LC

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RIDING GAIN

NAB TO INTRODUCE RADIO SPORTS MARKETING CONFERENCE AT SPRING CONVENTION

The National Association of Broadcasters has developed a full day "Sports and Event Marketing Conference" for radio broadcasters. The program, scheduled to run Tuesday, April 16, in Las Vegas during the NAB's 1991 spring convention, is the brainchild of Lynn Christian, the association's senior vice president for radio.

"We feel that sports and event marketing is an area that broadcasters are getting more involved in, and it is not a subject that we cover very much at our conventions," said Christian. The program, a first for the NAB, will help the association determine whether the area should be explored more fully. "What we are going to do is sort of put our feet in the water," he said. "We thought there was a real need to do something."

The conference will not be repeated at the NAB's Radio Convention in San Francisco, said Christian. If the sports program is successful, it will be repeated at the NAB's spring convention in 1992, or possibly spun-off as a separate conference, he said.

Christian said the purpose of the program is to provide station executives with ideas they can use immediately in different size markets. "I really believe that a station manager can get enough salable ideas from this event to pay for the trip to Las Vegas," Christian said, adding: "I know that sometimes panel sessions can be long on theory, but we have emphasized the practical for this conference. It is more like a workshop atmosphere."

Mark McCormack will deliver the keynote address at the radio leadership luncheon on Tuesday. He is the founder of International Management Group, a network of 14 companies that manage and market sports personalities, including Joe Montana, Arnold Palmer, Chris Evert and John Madden.

Sessions scheduled so far range from negotiating sports rights to building successful sponsorship packages. Tom Barton, director of Bud Sports, a division of

Anheuser-Busch, St. Louis, will discuss working with sponsors, protecting an event's concept, assigning responsibilities within the station and preventing nonsponsors from taking advantage of an event. Barton's session will be titled *Managing and Marketing Radio Sports*.

Jim Andrews, editorial director for the International Events Group, will discuss the fundamentals of event marketing and corporate sponsorship during *Creatively Marketing a Special Event*. Al Schreiber, executive vice president, events marketing, Burson-Marsteller, will talk about his personal success stories, including such projects as the 83-day Olympic torch relay in 1984 and Coca-Cola's "Hands Across America" campaign.

The program will feature panelists from radio stations as well. *Local Sports for Profit* includes speakers Rusty Shaffer, general manager, KBOL(AM) Boulder, Colo.; Bill Sanders, president, KICD(AM) Spencer, Iowa; David Shepherd, president, KWIX(AM)-KRES(FM) Moberly, Mo.

Also participating in the conference will be James Sheehan, president, WDLR(AM) Delaware, Ohio, speaking on *Events That Worked*.

READY FOR HARD TIMES

Marshall Loeb, managing editor of *Fortune* magazine, will host a multi-part broadcast, *How to Survive In Tough Times* on the CBS Radio Network Feb. 23, 24. Listeners can get tips on how to manage and save money during the recession.

NPR COVERS THE ENVIRONMENT

April 5 marks the debut of National Public Radio's environmental newsmagazine, *Living on Earth*. The half-hour weekly show hosted by NPR's *World of Opera* host Steven Curwood will have a weekly segment dedicated to a particular theme on the environment with features, interviews and commentaries. *Living on Earth* is underwritten by W. Alton Jones Foundation with additional support from the Public Welfare Foundation and the Geraldine R. Dodge Foundation.

COVERAGE UPDATE

UPI Radio expanded its broadcast reports from the Persian Gulf and has made those reports—as part of *UPI Frontline*—available to clients seeking only Gulf news. UPI expanded its one-minute headline report every hour at the half past to two minutes, and now has four minutes of news every hour on the hour. On the broadcast side, UPI has added WSSX-FM Charleston, S.C., as a client. Although the wire service is losing money every month, the additional cost of war coverage has been offset by shifting personnel from other bureaus and by the Pentagon absorbing some of the costs of feeding and housing the military pool. The cost of a week's worth of *Frontline* for broadcasters is \$44 to \$126, depending on market size. Budget considerations have forced UPI to return to its normal schedule of 24-hour newscasts on the hour, and 14 hours of headlines on the half hour.

INTERNATIONAL RADIO TASK FORCE

The Department of State has named Leonard R. Raish, a partner at Fletcher, Heald & Hieldreth, and Dale N. Hatfield, president of Hatfield Associates Inc., as co-chairmen of a task force to study issues relating to allocation and improvement of the international radio-frequency spectrum, and to simplify international broadcast regulations. The task force was established as part of, and will advise, the U.S. Organization for the International Radio Consultative Committee (CCIR) in response to the International Telecommunications Union's (ITU) recently created Voluntary Group of Experts (VGE). The VGE is to make recommendations to the ITU's Administrative Council before the World Administrative Conference (WARC) in 1992. To date, the task force is still looking for volunteers from broadcasters. The task force's first meeting will be held Feb. 27 at the Department of State.

CABLE

SPORTS NEWS MAY BE IN SPORTSCHANNEL FUTURE

Low cost and differentiation from other sports programming are attractive elements of sports news

SportsChannel America is considering getting into the sports news business. "We're exploring it seriously," said Jeff Ruhe, president, SportsChannel America. "We're looking at a variety of [sports news] alternatives, and we'll recommend different courses of action if certain things happen or don't happen.... We're capable of doing something relatively quickly if we decide to go ahead with sports news," he said.

Whether, and to what extent, SCA works out a deal with the National Hockey League is likely to be the catalyst that will shape how the network programs sports news. Ruhe declined to give specifics of how a sports news service would be set up, except to say that even if SCA retains a hockey package, sports news remains on SCA's agenda, and that it needs to be programmed substantially to create a presence and not confuse the viewer. Ruhe said he does not consider Prime Network's newly announced plans for a four- to six-hour sports news wheel a full-fledged sports news service.

The low cost and differentiation from other sports programming are attractive elements of sports news, said Ruhe. "To gain distribution, I've got to give the service away at a low cost, and so count on advertising revenue to sustain the business," he said. "But the problem right now is that the sports ad market is falling through the floor."

SCA's sales pitch to operators has been that it is low-cost sports programming, and it cannot afford to pay so much for the NHL package that it is forced to substantially raise license fees. Hockey, never a money maker for its cable rights holder, is not thought of as a sport for which operators would pay more. Although some believe SCA would be nothing without hockey, it appears the network is looking into sports news as an alternative to event programming.

One scenario is that SCA would turn into a total sports news service that would be picked up by regionals when-

ever they chose. Where there is a standalone SCA channel (lately, the network has focused on creating standalones), that service would either be a full-time sports news network, or the standalone service might try to go into the regional business, such as the newly created SCA in St. Louis. Even if SCA retained at least part of the NHL, it could syndicate hockey games to its 10 owned-and-operated regional services and possibly even the Prime Network regionals. If SCA loses hockey, it could still become a sports news service to feed the regionals, which program locally an average of 30% of the day.

Whatever route it chooses, Ruhe thinks SCA will have an easier time than the now-defunct Sports News Network, since SNN had no direct access to programming. Through the local franchises, SCA has access to 21 local pro teams, and is even stronger when it ties in with NBC Sports, said Ruhe. "We're in a much stronger position than SNN."

Cablevision, in fact, had been one of the potential buyers of SNN and had wanted to use the service as a wrap-around service for SCA, according to one source. At the time, SNN's parent, Mizlou Communications, wanted to keep the channel independent and under its control. By the time Landmark came

around, Mizlou was out of cash and ready to sell.

According to sources, NBC's interest in sports news scared Landmark, even though it was Prime that, the following week, announced its sports news plans. According to a source, Landmark, which backed out of its deal to buy SNN, had a meeting with NBC officials prior to its decision to walk away from the SNN deal.

NBC's interest might extend beyond sports news on SCA. One possibility is programming sports news on nights and weekends if NBC succeeds in its bid for FNN. (Since the current wisdom is that NBC would combine CNBC and FNN into one channel, it is possible that NBC will go ahead with current plans for a magazine-formatted CNBC.) One observer also said the fledgling NBC News Channel may be interested in the production of a sports news service.

Since NBC is co-owner of SCA, sports news plans would likely exist together, or at least in harmony. But SCA's own plans could drastically change if it merges with Prime Network. Reports have surfaced that talks again have started on the local level in Los Angeles and San Francisco ("Closed Circuit," Jan. 28).

A thaw is also beginning in Florida, the third market where Prime and SportsChannel regional services are head to head. Two TCI-controlled Storer systems (sanctioned by TCI in Denver) have signed to carry SportsChannel Florida, and it looks as if more TCI and Storer affiliates are on the way (BROADCASTING, Feb. 4).

Even if a merger is not imminent, observers in the cable sports community believe it will happen eventually. Home Team Sports aligned itself with Prime late last year, said one source, because the network does not "want to be left out in the cold" when there is a merger. "Logic says the regional sports business eventually has to get together," said the source.



Ruhe

-SDM

FAMILY CHANNEL TO START UK SERVICE

It is also looking into launching other overseas channels

The Family Channel, following a highly successful UK cable test last December, plans to launch a UK service and is exploring other overseas channels, including a Europe-targeted version of its U.S. cable TV network.

Ron Harris, vice president of new business ventures for Family Channel parent International Family Entertainment, said the company is in the process of preparing a business plan for the UK launch, with a 1991 startup a real possibility. The company is open to, and has already been approached by, potential U.S. and European partners, he said.

According to Harris, there is a very good chance the channel would lease transponders on Luxembourg's Astra satellite, which already carries English-language channels, including British Sky Broadcasting, MTV Europe and other sports and entertainment services.

Astra, which is scheduled to add a second 16-channel satellite this spring, not only reaches the UK's 600,000 broadband cable homes and 1.5 million direct-to-home satellite dish owners, but also can be viewed by some 19 million cable and satellite homes throughout Western Europe.

Although Harris said The Family Channel would initially focus on the UK market, it could later add multi-language tracks to reach other European audiences and expand to more than one network. Harris provided no details on the latter option.

An Astra-based Family Channel would possibly be scrambled to protect program rights holders in various territories. Harris also said the companies currently view the potential service as a basic cable channel, but added that tiering would be considered later.

Harris touted as encouraging the results of a week-long Family Channel test conducted on London's East Side Cable system, which reaches 10,000 TV households, with additional audience response measured on Aberdeen, Scotland's cable operation.

Based on quarter-hour results between 6 p.m. and midnight, when the service's programming aired, The Family Channel outperformed 19 other cable and satellite networks, as well as broadcast service BBC-2. According to the company, The Family Channel beat 12 other channels 96% or more of the time, including

CNN, Screensport and Super Channel; beat five more 75% or more of the time, including The Discovery Channel and Sky News, and beat MTV Europe 71% of the time, Eurosport 66% of the time and BBC-2 52% of the time.

Harris attributed the success of the test to the "desire for family-action type of programing," and said the channel was also helped by program stripping, which is uncommon on British TV. He

denied heavying up the schedule for the week's test and said, if anything, the service will probably improve its program mix for launch.

The programing combined some of the service's U.S. shows, such as Westerns (*Bonanza*) and comedies, with British and Canadian programing acquired from distributors for the test. A British announcer was used for promotions, Harris said.

-AAG

COWBOY LAUNCH UNCERTAIN

With no equity investors in sight, channel may look to become programing block on another network

The Cowboy Channel has found out that the cable business is no easy ride. The channel, which has been looking for equity investors to fund a third quarter launch, hasn't been helped by spokesman Willie Nelson's \$16.7 million debt to the Internal Revenue Service. Although the channel and Nelson have parted company, it is uncertain how much the singer's involvement has hurt the channel, since he was lending little, if any, financial support to the venture.

The service had not made too many inroads even before Nelson's problems

Family Channel disintegrated quickly after the National Cable Television Association convention last spring, and the Cowboy channel has had little luck finding more suitors.

Cowboy has kept a low profile since last year's NCTA convention; it hasn't asked many MSO's for carriage. It had no booth at the Western Show last November. President Mack Long said the company preferred to spend its money wooing operators in other ways. But it is difficult to find a cable operator who has had discussions with Cowboy since the first half of last year. The channel's primary subscriber acquisition came last summer with the National Cable Co-op's 1.8 million subscribers. The organization's president, Michael Panbzik, said the Co-op is still committed to the agreement if the channel launches.

Finding financing has been the Cowboy Channel's main concern. According to Chip James, vice president, Daniels & Associates, the financial marketplace has made raising capital for the channel impossible. He said efforts to come up with financing were on hold during December and January, as the channel re-evaluated its options. "We're still figuring out how to proceed," said James.

He added that the channel has essentially given up hope of getting equity—including MSO equity—in terms of a strict cash investment. "We've given up the idea of a free standing, independent channel," said James. The Cowboy Channel will look into getting a joint venture partner, similar to what it looked for with The Family Channel to provide



became public. Now, it remains to be seen if the Cowboy Channel will ever launch. If it does, it may be as several hours of programing on another network.

Daniels & Associates was hired to find equity investors for the channel last May, and not too much has happened since. Partnership discussions with The

services or, more likely, to piggyback on another network by buying transponder time from a part time channel or by programing for another channel.

Operators, reticent to put on new services no matter what, don't seem to hold out much hope for the Cowboy Channel. A deal with The Family Channel "was Cowboy's only hope for survival," said Phil Laxar, vice president, programing and pay per view, KBLCOM, who hasn't talked with the Cowboy Channel for almost a year.

In terms of filling a niche, "The Nashville Network and Country Music Television have it pretty well covered," he said.

There doesn't seem to be a long list of who is interested in working with the service. One source close to the situation said the Cowboy Channel would likely contact The Family Channel again, although the latter's position is uncertain and it is doubtful it would be interested, said the source.

It is conceivable Long might also try

to sell the concept to The Nashville Network or Country Music Television, but what the channel has to offer is unclear. Country singer Willie Nelson had appeal and would have brought along other country music celebrities with him.

The network never had any specific programing, other than rough ideas for shows hosted by country talent. Long said the network is talking with other country music celebrities about involvement in the channel. **-SDM**

OPERATORS AWAIT PUNCHLINE FROM COMEDY TV

Cable systems await word on particulars of new channel born of merger between HA! and The Comedy Channel

The noise with which the comedy wars were fought has turned to quiet as cable operators wait to hear from the new Comedy TV being born from HA! and The Comedy Channel.

Operators are everything from "surprised" to "frustrated" that they haven't been contacted by the new service, which is targeting its launch for April.

"We haven't heard a word," said Dave Andersen, vice president, public affairs/cable, Cox Cable. Cox, the only top 10 MSO unaligned with either comedy channel to make an MSO-wide deal with one of the networks, had launched HA! in only two systems and put the rest of the roll-out on hold after the merger was announced. But Cox had planned to piggyback HA! on VH-1, picking HA! over The Comedy Channel because the latter had no full-time channel capacity. "We don't know what we'll do now, and we haven't heard from them. It's a little frustrating," said Andersen.

Not everyone is put off by the lack of contact. "[Following the merger] I thought there'd be a brief follow-up," said Mike Egan, vice president, programing, Cablevision Industries, which carries HA!, "but I'm sure they'll be to me within plenty of time."

KBLCOM, which also carries HA!, hasn't talked to Comedy TV yet, but hopes to make the transition from one service to the other seamless, provided the terms are right. "We expect no worse a rate than what we had for HA!," said Phil Laxar, vice president, programing and pay per view. And Laxar wants consideration for having signed on to carry one of the two services. "Those that sat on the fence

should pay a higher rate," he said.

Most likely, they will. Operators who had made the decision to carry either HA! or The Comedy Channel will get special consideration, according to Mark Rosenthal, executive vice president, affiliate sales and marketing, MTV Network, who also oversees the same functions for Comedy TV. Rosenthal said a rate card for the network had been set, but declined to give any specific rates. He claimed the network had been in touch with "lots of operators and plans to talk to lots more."

Continental, which sat out the comedy wars, said it will likely stay off the comedy circuit for the remainder of the year, according to Rob Stengel, senior

vice president, programing, who also expressed surprise at not having been contacted by Comedy TV. Because the merger was not done until the 1991 budget was completed "it is unlikely that they will get any distribution from us this year," he said, expressing the opinion that other top MSO's might be of the same mind as Continental.

But Rosenthal expressed confidence that Comedy TV would be able to round up new subscribers, although he declined to speculate on how many new households the network would gain. Signing on new affiliates "is a challenge for us, but I don't believe that 1991 budgets [already planned] will pose a significant problem," he said. **-SDM**

KCBL SNAGS 'GERALDO,' DISNEY

Eureka system programing independent-like channel with King World fare; adds Tribune shows to lineup

Although Eureka, Calif., is the 184th-ranked ADI market (with 52,000 TV households), local and national broadcast executives have been eyeing it carefully since Cox Cable of Humboldt County's Oct. 29, 1989 launch of KCBL, a new locally originated channel devoting its 18-hour schedule to King World Productions' traditional syndicated programing. Just last week, Cox Cable's Humboldt system acquired Tribune Entertainment's hour talk show, *Geraldo*, and Buena Vista Television's *The Disney Afternoon*.

Dorothy Lovfald, vice president and general manager of Cox Cable Hum-

boldt Inc., said the station's nine daily repetitions of King World's *The Oprah Winfrey Show* had viewers jokingly referring to KCBL as "The Oprah Channel," but now *Geraldo* has been inserted for cablecast four times daily (6 a.m., 9 a.m., 1 p.m. and 9 p.m. PT), limiting *Oprah* to five runs. Replacing the previous lineup of *Inside Edition*, *Instant Recall* and *Oprah is The Disney Afternoon* at 3-5 p.m. Opening (7-8 p.m.) and closing (10-11 p.m.) hours of top-rated syndicated game shows *Wheel of Fortune* and *Jeopardy!*, will be wrapped around *Oprah* and *Geraldo* plays.

According to Lovfald, no station in

the Eureka market or distant signal stations from San Francisco on the cable system carried *Geraldo*. *The Disney Afternoon*, on the other hand, had been carried by KTVU(TV) San Francisco, said Lovfald, until the Fox affiliate dropped the two-hour animated block from its schedule. Officials at KTVU(TV), which is also owned by Cox Enterprises, (parent company to Cox Cable Humboldt Inc.), did not return calls.

David Sifford, executive vice president, sales and marketing for Tribune Entertainment, declined to disclose the cash licensing fee *Geraldo* brought from Cox Cable Humboldt (which serves 30,318 subscribers), saying only that the fee is "competitive" with what broadcasters in the market would have offered. Sources in the Eureka market said KIEM-TV and KVIQ(TV), the local NBC and CBS affiliates, respectively, were

not actively pursuing *Geraldo*. The same sources said KVIQ-TV wanted to take just half of the two-hour *Disney* block, but that Buena Vista balked at such a deal. Buena Vista officials were unavailable for comment.

According to Sifford, KCBL has a two-year cash license deal for *Geraldo*, presumably giving Cox sales reps the opportunity to sell the full 14 minutes of available advertising time. However, Cox's Lovfald declined to comment on whether the cable system had picked up *Disney Afternoon* on its traditional bartered basis or on a cash license basis. If KCBL acquired the four-program children's block on a barter basis, it will have three minutes of local spot time to sell for each half-hour program.

As a sideline syndication observer, Michael Lambert, president of Twentieth (Fox) Television, said broadcasters

have little to worry about in terms of increased competition for acquiring off-network sitcoms, since cable operators haven't been able to put up the same dollars that domestic syndication has. But he added that cable systems could, in the foreseeable future, become more aggressive bidders for first-run talk and game shows. Lambert suggested it is likely that "regional consortiums" within top-50 markets could spring up to create independent-like cable channels.

"Syndicators are trying to use leverage on broadcasters if they go into a marketplace looking to get the fairest market price for their program," Lambert said. "Certainly having cable channels like KCBL or WGRC [ATC's local cable channel in Rochester, N.Y.] works to our advantage, but overall it is much more healthy for broadcasting to foster increased competition." —MF

CABLECASTINGS

PHILLIES ON PPV?

Looking to join a very small group of baseball teams, the Philadelphia Phillies are thinking about airing a game on pay per view for about \$10. It is not just any game, however. It is the Phillies' home opener, which traditionally is not televised at all—and traditionally does not sell out.

But it looks as though that will be the only Phillies game that makes it to PPV. According to Don Heller, general manager for Prism, which holds the Phillies' cable exclusive and PPV rights, if any more games were to be shown on PPV, they would have to be taken off Prism or co-owned SportsChannel Philadelphia, and he will not allow that. Prism has rights to 40 games, SC airs 30 games, and a local broadcaster airs 85-90 games. And since Prism owns the PPV rights for at least the next seven years, the Phillies cannot do a PPV game without Prism.

It is the Phillies, in fact, who expressed interest in airing the game on PPV, not Prism, according to Heller. Dave Martinson, executive vice president of the Phillies, would only say that the team has had the opportunity to do a PPV game for years and is still investigating whether it will go ahead with the PPV game.

TELECORP BOUGHT BY CABLE PLAYERS

Cox Communications, two former Scientific-Atlanta executives and a venture capital firm have teamed up to purchase Telecorp Systems, which manufactures a telephone audio response unit used by cable systems.

Cox and Noro-Moseley Partners are investors, along with J. Lawrence Bradner, former division president of the Broadband Communications business division at S-A, and Steve Nussrallah, former vice president and general manager of the subscriber systems business unit at S-A, in Pinnacle Investment Associates, which closed on the Telecorp purchase last week. Terms were not disclosed.

NEWS UPDATES

The long running talks between Westinghouse Broadcasting and Tele-Communications Inc. in Pittsburgh has finally born some fruit. The two sides said last week that an agreement had been reached whereby TCI's regional sports service KBL will carry news updates from Group W's KDKA-TV Pittsburgh. In turn, KBL will use KDKA-TV studios to produce a weeknight live sports program.

SportsBeat will be carried at 7 p.m. on KBL and will debut Tuesday, March 5. On Monday nights the program will be an hour long, with area sports journalists discussing the week's events. The rest of the week *SportsBeat* will be a half hour.

TCI and Group W have held extensive talks on creating a local cable news operation in Pittsburgh.

C-SPAN INCREASES ITS PROFILE

A C-SPAN survey of 1,053 cable homes finds awareness of the network at an all-time high. The survey found that 52% of the general public had watched the network in the past year, a sharp increase from a post 1988 election survey that found only 18% of respondents saying they watch C-SPAN.

In the survey, 85% of C-SPAN viewers said cable "is a good value for their money," versus 73% of non-C-SPAN viewers saying cable was a good value.

C-SPAN said 85%, or 34.7 million adults, watched part of the Jan. 11-12 congressional debate on the Persian Gulf; 60% watched the debate on the budget crisis and 59% watched the Senate Ethics Committee investigation of the Keating five.

WASHINGTON

PRESIDENT'S BUDGET PROPOSES FEE FOR USE OF FCC

Commission estimates that up to \$71 million could be raised

Broadcasters can breathe a temporary sigh of relief. President Bush's proposed \$1.45 trillion fiscal 1992 budget does not include a spectrum tax, as industry leaders feared. Nevertheless, in its endless search for new revenue, the administration is proposing a new annual "user fee" for users of FCC services.

The FCC estimates it can raise from \$65 million to \$71 million from those fees. It would be in addition to the \$41 million the agency expects to collect this year from the filing and processing fees it already charges.

Said a spokeswoman for the National Association of Broadcasters: "We've seen the proposal regarding FCC fees and, like many others, we have a number of questions about what it is and how it would be implemented." While NAB is sensitive to the government's fiscal concerns, she said the association could not support any measure that places "undue burdens on broadcasters."

FCC Managing Director Marilyn McDermott said the agency has not determined how much to charge. "We haven't gotten that far," she said. She said the Office of Management and Budget gave the FCC a \$65 million target to meet and that the agency has met it.

According to the FCC, the new fees are designed to recover costs associated with the agency's policy and rulemaking, enforcement, public service and international activities. "The commission proposes to leave intact its current application processing fee collection system, although it may be desirable to adjust individual fees associated with this system in future years," said an FCC document on the proposal.

The new fee would be billed to roughly three million licensees and other users of commission services, said the document. The agency plans to implement the new charge by Oct. 1, 1991, or "as soon as possible thereafter." The FCC would keep up to \$65 million with the rest going to the Treasury Department.

The President's budget also calls for the reallocation of 30 mhz of government spectrum for private use. It recommends auctions for nonbroadcast spectrum. Once

the new spectrum is assigned, the FCC, beginning in 1994, would auction the old spectrum. OMB estimates revenue from spectrum auctions would yield \$800 million in 1994, \$1.2 billion in 1995 and \$500 million in 1996.

It is believed the administration wants to incorporate this proposal into legislation already pending in the House and Senate that calls for the reallocation of 200 mhz of government spectrum. Those bills, however, do not permit auctions. Indeed, key Hill policymakers have stated their aversion to the idea on the grounds it would undermine the public interest principle embodied in the Communications Act. Those positions were not expected to change.

As for the budget in general, there was good news for the FCC: a 15%

increase from its FY '91 budget. The White House is recommending \$133.4 million and 1,828 full-time employees as compared to \$115.8 million and 1,778 full-time employees.

The additional funds would cover major rulemakings, high-definition television, common carrier complaints, tariff reviews and audits as well as authorization of cellular, land mobile, MMDS, domestic and international earth satellites and AM and FM radio services. Moreover, the money would be used to help the commission consolidate its headquarters into one building. It would go toward international travel in preparation for WARC '92 and for repairs to commission monitoring sites and its Laurel, Md., lab.

The White House also proposed an increase for the National Telecommunications and Information Administration. It would receive \$18.7 million under the budget, \$3.4 million more than Congress provided last year. As was the case throughout the Reagan years, the Bush Administration is proposing to eliminate NTIA's Public Telecommunications Facilities Program, which provides funds for planning and construction of non-commercial radio and television stations in unserved areas.

Funds for the Corporation for Public Broadcasting are appropriated two years in advance; the budget recommends \$260 million. CPB received \$253.3 million for FY '91 in addition to \$65.3 million for a new satellite. CPB recognizes this is a time for "great belt tightening, but believes that an investment in education and modern technology to deliver it is a cost-effective way to stretch scarce dollars," said CPB President Donald Ledwig.

The U.S. Information Agency would receive \$1.1 billion, up slightly from the \$1 billion Congress approved last year. The proposed USIA budget includes \$692,275 million in salaries and expenses of which \$196.9 million would cover Voice of America operations. Radio construction for VOA transmitters is \$98.1 million. The administration is also proposing \$38.9 million for Radio Marti and TV Marti.



ON THE HILL

Eddie Fritts (right), president of the National Association of Broadcasters, and Jim May (center), NAB executive vice president for government relations, briefed House Commerce Committee Chairman John Dingell (D-Mich.) on the results of NAB's board meeting and presented him with a poster celebrating Free TV.

FCC APPLICATION REFORMS GET GOOD REVIEWS

Under Mass Media bureau chief, FCC has implemented series of reforms that have improved turnaround of transfer applications by dividing work load among commission offices

The hurry up and wait days for those filing broadcast sales applications at the FCC's FM branch may be coming to an end.

Under the direction of Mass Media Bureau Chief Roy Stewart, the bureau has, over the past year, accelerated the processing of transfer applications, making life easier for buyers, sellers, brokers and bankers.

(By law, changes in control of a broadcast station must be reviewed and approved by the FCC.)

Eighteen months ago when Stewart, a longtime FCC attorney, was named head of the bureau, broadcasters and their Washington communications attorneys were complaining about the sluggishness of the FCC processing lines.

Determined to do something about the complaints, Stewart implemented a series of reforms, most notably the shifting of the processing of FM sales applications from the FM branch of the audio services division to branches of the video services division. The move also freed the FM branch to concentrate on the backlog of new FM applications.

The FCC also eliminated its fee office, which had become a bureaucratic bottleneck. The office received all applications and detached the filing fee before forwarding them to the appropriate offices for processing.

In place of the fee office, the agency mandated that all applications be filed initially at a so-called lockbox bank in Pittsburgh for collection of the fee. Despite logistical problems and initial skepticism among communications attorneys, the Pittsburgh fee collection system seems to be an improvement over the former in-house one.

Overall, the FCC is getting high marks, said Sally Katzen, president of the Federal Communications Bar Association. "The commission is acting under terrible [financial] constraints, [but] progress has been made.... I have not heard substantial grumbling from the [FCBA] members."

"There is a sense that things have improved considerably," said communications attorney Roy Russo. But, he added, applications that are not complete or that require special attention may get bogged down. The FCC's targeted "60-90 day timetable goes out the

window," he added.

Even those who were at first skeptical about the Pittsburgh connection acknowledge that it is an improvement. The fee collection step has been reduced from three weeks or more to "about a week," said attorney Larry Roberts. But, he added, the best-case scenario would be to "preserve the accelerated pace for public notice [while] making it possible to file the actual documents in Washington."

A large part of the responsibility for implementing Stewart's transfer processing reforms belongs to Barbara Kreisman, chief of the bureau's video services division. The TV and LPTV branches of her division are handling FM transfer applications as well as applications for AM-FM combos with AM stations whose call letters begin W. (The FM branch of the audio services division had handled these before, while the AM branch continues to handle those combinations that begin with K.)

The various branches within Mass Media see themselves as "one bureau...one team," said Kreisman. Of the increased load on video services, she said: "We're keeping up, [but we] have not seen a noticeable decline in applica-

tions."

But the extra workload is affecting the principal duties of the video services branches. "Obviously, things are slipping some," she said. It has helped that the FCC has not received any new LPTV applications since December 1989, she said.

Alan Glasser, TV branch attorney, said his branch's handling of radio transfers "is not causing any great problems." There is no "great distinction between FM and TV applications...[so it] does not require any extra knowledge" to handle the former, he said.

The processing of TV applications have become more troublesome, Glasser said. Applications often come with waiver requests and they seem to be attracting an increasing number of objections, he said, adding that the encouraging development is that the market has not been as busy as before. "That's helped keep the pressure off a little," he said.

The shift of FM transfer application to video services was supposed to be a temporary measure. But Glasser pointed to a maxim of Washington bureaucracy: "There's nothing more permanent than a temporary assignment." **-PJS**

CABLE GETS TIME TO REGROUP

House Telecommunications Subcommittee member Matthew Rinaldo (R-N.J.) told a gathering of local cable programmers in Washington last week that it was unlikely cable reregulation legislation would pass in this Congress.

Rinaldo said the Senate's reregulatory stance and the administration's deregulatory position haven't changed, which will "make it very difficult to enact any cable legislation in this Congress."

In addition, he said, "the political landscape changed very fast." The cable industry now strongly opposes any bill, Rinaldo said, and broadcasters are rethinking the future and "probably won't ask Congress for must carry anymore," setting their sights instead on retransmission consent. And the FCC's effective competition rulemaking "will take the steam out of consumer complaints.... All these things make it quite unlikely that Congress will get very far with reregulatory legislation in this Congress."

But Rinaldo warned: "you should be prepared to take some flak in the next two years" from cable's foes. He said there will be attempts to incorporate cable into a consumer protection bill that Democrats will want to put on the President's desk on the eve of the 1992 election.

Rinaldo said his relations with local cable operators are good, and he pointed to Suburban Cablevision in his district, which has won more local ACE's (27) than any other system. "I have very few problems in my district," he said, "and that situation hasn't changed this year."

INTERNATIONAL

NBC PITCHES TEEN PROGRAMING BLOCK OVERSEAS

'Saved by the Bell' and 'Guys Next Door' are being sold abroad by NBC International, which is introducing 'Guys' internationally for first time at Monte Carlo TV market

NBC's international sales arm, in search of new ways to place NBC-produced programs overseas, is pitching foreign broadcasters a new teenage-targeted program block comprising two Saturday morning half-hour hits, *Saved by the Bell* and *Guys Next Door*.

The two shows, respectively number one and three among U.S. teenagers, are being sold abroad by NBC International, which is introducing *Guys* internationally for the first time at the annual Monte Carlo TV market beginning Sunday, Feb. 10.

Saved by the Bell has been available internationally since fall 1989 and has been sold (but not aired) in France to Antenne 2, in Italy to RAI, in Australia to the Seven Network and in New Zealand to TV3.

According to Gary Wald, vice president and managing director of interna-

tional marketing for NBC International, such niche programing offerings are an important complement to the network's catalog of higher-profile, mainstream product, which includes top-rated miniseries and hour dramas such as NBC's *Shannon's Deal*.

Programs targetted to segmented audiences, such as the hard-to-reach, but much-sought-after, teenage demographic, are often less costly for producers to make and buyers to purchase, but can gain better ratings among targetted viewers, he said.

Wald, an ad agency veteran who also worked in international marketing and distribution for Sunbow Productions and LBS before joining NBC in January 1990, also said he believes advertising markets in France, Canada, Australia and possibly Spain and Italy are sophisticated enough to support such specialized programing with targetted ad buys.

"Not enough programs focus on teens," said Wald. "[Broadcasters] are not effective in reaching them." In many countries, programers who do well drawing children with animated shows, do less well chasing teenage audiences with local productions or inexpensive music video shows with local hosts. "We're saying we have a different form of entertainment effective in reaching teens. It's not just videos and not just animation."

Saved by the Bell, now in its second season and set for a third season at the network, airs Saturday at 11 a.m., and according to the network, won its time slot over network competitors by margins of 117% and 66%.

The show, which focuses on six teenagers in California, began as *Good Morning Miss Bliss*, an NBC special in the summer of 1987, which was later produced as a series by NBC Productions with actress Hayley Mills for the Disney Channel in 1988. The NBC-Disney deal was unusual in that it represented the first time a broadcast network had produced series programing for an exclusive cable run before its network airing.

NBC was expected to regain exclusive rights to the program from Disney after two years, but the arrangement came to an end when Disney did not renew the sitcom beyond its initial 13-episode commitment. NBC, however, moved the show—minus actress Mills—to Saturdays with the new title and a new focus on the the students. Thirty-three episodes have been produced by Peter Engel Productions in association with NBC Productions.

Guys Next Door, which follows *Saved by the Bell* on Saturday at 11:30 a.m. on the NBC schedule, focuses on five youths who create a pirate TV station. The program, which combines music and comedy segments, includes original music videos of the show's five principals, several of whom have toured with pop stars Michael Jackson, Madonna and Tiffany.

-AAG

DISTANT SIGNALS

World International Network, run by former MGM executive Larry Gershan, has signed a joint production and development deal for TV movies and mini-series with Dove Communications.

Dove is associated with Dove Audio, producer-distributor of pre-recorded audiotape programs. Under the agreement Dove will produce the programs and control book publishing and audiotape rights, while WIN will have exclusive worldwide TV and video rights. Dove has a book division in association with Warner Books.

The first project between the two is the four-hour *Sidney Sheldon's Memories of Midnight*, which begins production in Europe next May and will air on Tribune broadcast stations next November. Projects in development include two-hour movie *The Lost Angel*, based on the Mary Higgins Clark Novel.

Viacom has signed Those Guys International, makers of the CBS comedy *Wish You Were Here*, to an exclusive development and production deal with a focus on appeal to international, as well as domestic, audiences. Those Guys' principals, Bob Altman and Steve Bawol, said they expect to develop programs that can be produced overseas with budgets comparable to current European license fees and meeting European Community quotas.

The company, which produced *Wish You Were Here* in association with Viacom, shot the sitcom on location in France, Hungary, Spain and Morocco in conjunction with France's Atlantique, Hungary's Novofilm and Spain's Ovideo. Altman was also a producer of the 1988 program *The Street*, a short-lived, experimental cop drama from Bob Pittman's Quantum Media.

BUSINESS

LAST-QUARTER FINANCIAL RESULTS: OUT WITH A DUD

ABC-TV network earnings drop; station groups saved by political advertising

The largest broadcasting operation, Capital Cities/ABC, last week reported numbers suggesting a roughly 10% increase in 1990's operating profit, to \$920 million, after eliminating special accounting that benefitted last year's financial results. Despite a weak scatter market that began last September, the ABC television network, said one analyst, reported a slight "underlying" fourth quarter revenue increase, while actually showing a decline in revenue because it did not have the World Series, as it did in 1989.

Overall, the broadcasting segment's fourth-quarter revenue was up 3%, to \$1.27 billion, while operating costs, including higher NFL rights fees, increased a total of 9%. Thus, fourth quarter operating income for the segment fell 14%, to \$267.5 million, with "significant" earnings decreases for the quarter reported by the television network.

The television stations and radio division were said to be up slightly in the fourth quarter, with larger operating profit gains reported by ESPN. The situation was reversed for the full year with ESPN baseball programming losses hurting operating profit.

Broadcasting revenue was up 10% in 1990 to \$4.3 billion, with the ABC-TV network increasing 8% for the year, to about \$2.6 billion. The TV stations and radio had modest revenue gains, while ESPN reported a revenue increase of over 20%, said one analyst, in part due to baseball and increased subscriber fees attributed to new NFL contracts.

BERLUSCONI STUDIES PUBLIC OFFERING

Italian media mogul Silvio Berlusconi has reportedly asked New York investment bank and long-time financial adviser Goldman Sachs to study his Fininvest empire, apparently with an eye to taking part of the conglomerate public in New York and Milan.

Berlusconi executive Fedele Confalonieri, president of the subsidiary Fininvest Comunicazione, indicated in an interview with Italian newspaper *Il Corriere della Sera* that Berlusconi, until now sole owner of a collection of media, real estate and retail firms, is considering going public on the New York and Milan exchanges with 40% of his TV and cinema production and distribution division, Silvio Berlusconi Communications (SBC).

SBC, which has been valued at an estimated 400 billion Italian lire, or approximately \$364 million, includes Penta, a new production and distribution company jointly owned with highly successful Italian movie producers Mario and Vittorio Cecchi Gori, who are also partnered with Berlusconi in a new Italian pay-TV service planned for launch later this year.

The Goldman Sachs study is expected to be complete in the next few months, according to Fininvest representatives, although should SBC go public, it would probably take about a year for the transition to be completed. Goldman Sachs declined comment.

The company said that for the year, the TV network had a "significant" cash flow improvement, while profit improvements for the TV stations and radio were "moderate."

As for this year, the company said: "The current economic climate continues to adversely affect advertising demand for both the broadcasting and publishing operations. In addition, the Persian Gulf conflict will have a significant negative impact on the company's results for the first quarter of 1991 and may affect operating results for an indeterminate period thereafter. The conflict has substantially increased newsgathering costs and pre-emptions of television commercial time, and has created further uncertainty in the advertising marketplace."

For some group owners, political advertising was responsible for revenue increases. At A.H. Belo, broadcasting revenue was up 7.1%, to \$53.7 million, "largely from political advertising" at the company's stations, especially those in California and Texas.

Scripps Howard said fourth-quarter political advertising was up \$4.8 million, an amount greater than the \$4.1 million increase, to \$66.8 million, reported by the broadcasting division. Local television revenue was off \$1.1 million, to \$29 million. For the year, revenue was up 5.8%, to \$236 million.

Operating income, helped by a 13% decline in depreciation and amortization charges, grew 14% in the fourth quarter, to \$24 million, 18% for the full year, to \$70.2 million.

McGraw-Hill said a "surge in political advertising," helped its Broadcasting Group report a 10.3% revenue increase in the fourth quarter, to \$29.2 million, and a 21.4% income gain, to \$11.8 million. Numbers for the full year were \$104 million, up 6.9%, and \$33.5 million, up 4.7%, respectively.

Similarly, Lee Enterprises said broadcasting revenue in 1990, on a pro forma basis, was up 10%, "...reflecting the political campaigns of this year." Not all political advertising grew; Park Communications said TV political dollars were down \$900,000.

Soft revenue at Times Mirror, "...reflecting lackluster local advertising sales," led to a fourth-quarter decrease of 1%, to \$28.5 million, and a full-year 1.7% increase, to \$104.5 million. With higher programming costs, profit fell 15.8% for the quarter, to \$10.6 million, and 18.6% for the full year, to \$33.3 million. Multimedia said broadcasting cash flow for the year decreased.

United Television said revenue increased 8%, to \$33.7 million, leading to

Continues on page 71

In the last two years, MVP's Brian E. Cobb closed more TV stations than any other broker.



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CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$422,000 □ 6
FM's □ \$740,000 □ 2
AM-FM's □ \$4,225,000 □ 4
TV's □ \$7,000,000 □ 1
Total □ \$12,387,000 □ 13

Year to Date:

AM's □ \$4,197,000 □ 21
FM's □ \$31,063,362 □ 28
AM-FM's □ \$30,610,978 □ 23
TV's □ \$73,085,000 □ 8
Total □ \$138,956,340 □ 80

For 1990 total see Jan. 7, 1991 BROADCASTING.

WPTT-TV Pittsburgh □ Sold by Commercial Radio Institute Inc. to WPTT Inc. for \$7 million. Price includes \$6 million cash at closing and \$1 million, 15-year convertible subordinate debenture (due in 2014) at 8.5%. Seller is subsidiary of Sinclair Broadcast Group Inc., headed by David D., J. Duncan, Robert E. and Frederick Smith; brothers, who have interests in Chesapeake Television Inc., licensee of WBFF(TV) Baltimore; WTTE Channel 28 Inc., licensee of WTTE(TV) Columbus, Ohio; Channel 63 Inc., licensee of WIIB(TV) Bloomington, Ind.; Bay Television Inc., licensee of WTTA(TV) St. Petersburg, Fla.; and Omaha Telecasters Inc., permittee of KOFF(TV) Omaha. Buyer is headed by Edwin L. Edwards Sr. (100%) and Willette Edwards. Edwin Edwards is station manager and community affairs director of WPTT. WPTT is independent on ch. 22 with 5,000 kw visual and 500 kw aural with antenna 921 feet above average terrain.

WTJS(AM)-WTVN-FM Jackson, Tenn. □ Sold by Currey Broadcasting Corp. to The American Network Group for \$4 million. Price includes \$3.9 million cash at closing and \$100,000 escrow deposit. Seller is subsidiary of Osborn Communications Corp., headed by Frank Osborn, who, through various licensees, owns six AM's, nine FM's and four TV's. Buyer is headed by John J. Casey (33.7%). The American

Network Group Inc., general partner of assignee, is parent of WPTN-WGSQ Inc., licensee of WPTN(AM)-WGSQ(FM) Cookeville, Tenn. WTJS has big-band format on 1390 khz with 5 kw day and 1 kw night. WTVN-FM has progressive country format on 104.1 mhz with 100 kw and antenna 655 feet above average terrain.

KSNM(FM) Los Banos (Merced), Calif. □ Sold by Sunshine Valley Broadcasting Inc. to Excelor Communications Inc. for \$700,000. Price includes \$150,000 cash at closing and \$550,000, 10-year promissory note at 10%. Seller is headed by Lin Neumann and has no other broadcast interests. Buyer is owned by Jim and Roberta Wilkinson (50%), husband and wife, and Kristen McMurray (50%), and has no other broadcast interests. KSNM has adult contemporary format on 104.7 mhz with 50 kw and antenna 470 feet above average terrain. Broker: William A. Exline Inc.

WPJM(AM) Greer, S.C. □ Sold by Robert F. Bell to Antelope Broadcasting Inc. for \$275,000. Price includes \$96,500 cash at closing, \$23,500 escrow deposit, \$115,000, 20-year promissory note at 10% and \$40,000, five-year noncompete covenant. Seller owns 100% of stock of both RFB Radio of Raleigh, licensee of WCLY(AM) Raleigh, N.C., and RFB Radio Inc., licensee of WXV(AM) Montgomery, Ala. Buyer is headed by Thomas Hurvis and Augustus E. Staley. Bell and Hurvis are 20% owners of Full Force Inc., licensee of WLLV(AM) Louisville, Ky. WPJM has an oldies format on 800 khz with 1 kw day and 438 w night.

KVIV(AM) El Paso, Tex. □ Sold by Bruce Crow to Sun Valley Communications Inc. for \$250,000. Price includes \$10,000 cash at closing, \$15,000 one-year promissory note at 10%, a \$25,000, 25-month promissory note at 10% and \$200,000, 10-year promissory note at 10%. Seller is receiver for Dunn Broadcasting Co., headed by John Dunn, and has no other broadcast interests. Buyer is headed by Michael Venditti (50%), KDW Trust (50%) and Michael Don Werlinger. Venditti has 50% interest in application for new AM at Hamby, Tex. Fred Lundgren, trustee for KDW Trust, is president of Parity Radio Corp. of Texas, applicant for new FM at Tahoka, Tex. kviv is fulltimer with Spanish format on 1340 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 77.

GROUP OWNERSHIP ON THE RISE

Thirty-six new TV groups emerged in '88-'89; group ownership of UHF grows

TV GROUPS RANKED BY NET WEEKLY CIRCULATION

(Including FCC TV Household Coverage Percentage)

Group Owner	# of TV Stations	percent of NWC	percent of households	Group Owner	# of TV Stations	percent of NWC	percent of households
Tribune	6	25.2%	18.71%	TVX	6	6%	4.82%
CC/ABC	8	22%	24.40%	A.H. Belo	5	5.2%	5.68%
GE/NBC	9	19.2%	22.18%	Post-Newsweek	4	4.9%	4.77%
CBS	5	17.5%	20.82%	LIN Broadcasting	7	4.7%	4.29%
Fox	7	16.6%	17.31%	Gaylard	4	4.3%	3.71
Gillett +	11	11.4%	11.7%	Great American	5	4.3%	4.73%
Westinghouse	5	9.9%	9.93%	H&C Communications	6	4.3%	4.69%
Gannett	10	9.6%	10.09%	Pulitzer	8	4.1%	4.34%
Cox	7	8.9%	8.39%	Meredith	7	3.8%	3.80%
Chris Craft	7	8.4%	10.73%	Renaissance +	5	3.8%	3.31%
Scripps-Howard +	9	7.9%	7.66%	Times-Mirror	4	3.7%	4.06%
Hearst	6	7%	6.78%	Albritton	5	3.2%	3.49%
				Viacom	5	3.2%	3.06%

Source: NAB Study of Group and Cross-Media Ownership of TV Stations: 1990 by Dr. Herbert Howard

+ Denotes group owners in process of selling or buying properties

#In 1990, General Electric took control of Pegasus Broadcasting which owns KSCH-TV Stockton, Calif.; WJBF(TV) Augusta and WAPA-TV San Juan, Puerto Rico, which is not a metered market. The NWC and percent of household totals for Stockton and Augusta are included for G.E. Numbers are not available for for San Juan.

Group ownership of television stations has continued to grow over the last two years. According to a National Association of Broadcasters study, of the 699 TV stations (307 VHF and 392 UHF) within the top 100 markets, 535, or 76.5%, were group owned as of Jan. 1, 1990, compared to 497 stations out of 647 on Jan. 1, 1988.

Also during that period, 36 new TV group owners appeared, bringing the total number of group operators in 1990 to 207, compared to 188 in 1988.

The documentation of the increase in group owners is one component of the NAB study on group and cross-media ownership of TV stations in 1990 which also focuses on the growth of UHF group owners, the decline of newspaper-television local market ownership and the diversity within group owners. The study also ranks groups by their net weekly circulation—the average number of unduplicated TV households that viewed a station for at least five minutes at least once a week.

While Capital Cities/ABC's eight TV stations reach 24.40% of the country's television households—the most of any group owner—it is second to Tribune Broadcast Group in net weekly circulation (NWC). In that category, Tribune—owner of two cable superstations—has a

continues on page 71.

THE BRAIKER FAMILY TRUST
has acquired

KOLT-FM

Albuquerque/Santa Fe, New Mexico

From MESA GRANDE
BROADCASTING COMPANY

\$1,000,000.00

The undersigned acted as broker in this transaction
and assisted in the negotiations.



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FOCUS ON FINANCE

Media stocks continued to benefit from overall market activity, which led to gains in indices of roughly 4% for larger capitalization stocks, to 7%, for smaller stocks. Although most group owner/publishing stocks' broadcasting division earnings were weak (see story, page 67), market apparently did not see this as long-term concern. Among those stocks reporting double-digit percentage gains for week were A.H. Belo, up 12.9%; Chris-Craft, up 10.6%; Lee Enterprises, up 11%; Media General, up 13.1%. News Corp., which announced completion of debt restructuring ef-

fort, was also up by 12.2%. Pinelands finished slightly down for week. Ten percent holding in WWOR-TV parent company was recently sold by record company executive, David Geffen. Capital Cities/ABC was up 6.5%, after managing to post small earnings gain for year, although earnings declined for fourth quarter. A number of MSO stocks managed substantial percentage gains for week ending last Wednesday, including Cablevision Systems, up 31.3%; Falcon Cable, up 33.3%, and Jones Intercable, up 32.1%. Some equipment manufacturers also benefitted, including Scientific-Atlanta, up 21%.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Feb 6	Closing Wed Jan 30	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	49	1/2 48	5/8	7/8	01.79	12	1,450
N (CCI) Cap. Cities/ABC	472	443		29	06.54	16	8,180
N (CBS) CBS Inc.	165	3/8 159	1/4	6 1/8	03.84	13	3,915
A (CCU) Clear Channel	11	1/4 10	3/4	1/2	04.65	-125	64
O (JCOR) Jacor Commun.	2	3/8 2	3/8		00.00	-1	23
O (OSBN) Osborn Commun.	5	3/4 6		1/4	-04.16	-8	40
O (OCOMA) Outlet Comm.	9	9	1/2	- 1/2	-05.26	11	58
N (PL) Pinelands	17	5/8 17	3/4	- 1/8	-00.70		297
A (IPR) Price Commun.		7/8	3/8	1/2	1.33		7
O (SAGB) Sage Bess.	1	1			00.00	-1	3
O (SCRIP) Scripps Howard	44	46	1/2	- 2 1/2	-05.37	16	454
O (SUNNC) SunGroup Inc.		3/4	3/4		00.00	-1	5
O (TLMN) Telenuxo	5	3/8 5		3/8	07.50	-2	122
O (TVXGC) TVX Group	9	7/16 9	3/8	1/16	00.66		68
O (UTV) United Television	28	1/2 29	1/2	- 1	-03.38	3	309

PROGRAMMING

O (ATV) ACTV Inc.	2	1/2 2	1/4	1/4	11.11		2
O (ALLT) All American TV	2	3/4 2	5/8	1/8	04.76		5
N (CRC) Carolco Pictures	8	1/2 7	7/8	5/8	07.93	13	257
O (DCPI) Dick Clark Prod.	3	3			00.00	18	24
N (DIS) Disney	118	1/2 108	1/8	10 3/8	09.59	20	15,758
O (FNNIC) FNN	1	7/8 2	3/8	- 1/2	-21.05	5	34
A (FE) Fries Entertain.		5/8	5/8		00.00		3
A (HHH) Heritage Ent.		5/8	9/16	1/16	11.11	-1	5
N (HSN) Home Shop. Net.	5	4	1/8	7/8	21.21	14	451
O (IBTV) IBS	1	1/2 1	1/2		00.00	18	4
N (KWP) King World	28	3/4 27	1/2	1 1/4	04.54	13	1,092
O (KREN) Kings Road Ent.		1/8		- 1/32	-20.00		0
N (MCI) Matsushita	130	126		4	03.17	17	270,430
A (NNH) Nelson Holdings	1	5/8 1	3/4	- 1/8	-07.14	-1	7
O (NNET) Nostalgia Net.		5/8	9/16	1/16	11.11		3
N (OPC) Orion Pictures	11	3/8 11	1/8	1/4	02.24	28	255
N (PCI) Paramount Comm.	43	1/8 41	3/4	1 3/8	03.29	29	5,084
N (PLA) Playboy Ent.	5	4	1/2	1/2	11.11	26	93
O (QNTXQ) Quintex Ent.		1/8	1/8		00.00		26
O (QVCN) QVC Network	6	5/8 6	1/4	3/8	06.00	-17	114
O (RVCC) Reeves Commun.	6	3/4 6	3/4		00.00	-16	85
O (RPICA) Republic Pic.'A'	8	1/2 8	1/4	1/4	03.03	47	36
A (SP) Spelling Ent.	4	1/8 4	1/8		00.00	27	136
O (JUKE) Video Jukebox	4	1/2 4	1/4	1/4	05.88	-34	42
O (WONE) Westwood One	1	11/16 2		5/16	-15.62	-1	24

	Closing Wed Feb 6	Closing Wed Jan 30	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	32	7/8 29	1/8	3 3/4	12.87	25	614
A (AK) Ackerly Comm.	3	2	3/4	1/4	09.09	-3	46
N (AFL) American Family	24	1/2 21	3/8	3 1/8	14.61	18	1,994
O (ACCMA) Assoc. Comm.	29	28		1	03.57	74	541
N (CCN) Chris-Craft	28	3/4 26		2 3/4	10.57	2	732
O (DUCO) Durham Corp.	26	26	1/2	- 1/2	-01.88	13	219
N (GCI) Gannett Co.	42	1/8 40	1/4	1 7/8	04.65	17	6,656
N (GE) General Electric	66	1/2 62		4 1/2	07.25	14	59,093
O (GACC) Great American	2	2			00.00		70
A (HTG) Heritage Media	3	7/8 3	1/2	3/8	10.71	-6	175
N (JP) Jefferson-Pilot	40	37	7/8	2 1/8	05.61	9	1,429
N (LEE) Lee Enterprises	29	1/8 26	1/4	2 7/8	10.95	16	679
N (LC) Liberty	45	1/2 43	3/8	2 1/8	04.89	10	356
O (LNB) LIN	70	65		5	07.69	-19	3,596
N (MHP) McGraw-Hill	56	1/4 55	3/4	1/2	00.89	119	2,738
A (MEGA) Media General	22	5/8 20		2 5/8	13.12	27	572
N (MIDP) Meredith Corp.	25	1/8 25	1/8		00.00	-20	452
O (MMEDC) Multimedia	70	62	1/2	7 1/2	12.00	18	792
A (NYTA) New York Times	23	3/8 22	7/8	1/2	02.18	51	1,780
N (NWS) News Corp. Ltd.	10	3/8 9	1/4	1 1/8	12.16	6	2,785
O (PARC) Park Commun.	14	3/4 14	3/4		00.00	16	305
O (PLTZ) Pulitzer Pub.	20	1/2 20		1/2	02.50	8	214
O (STAUF) Stauffer Comm.	118	118			00.00	-48	144
N (TMC) Times Mirror	31	30	1/2	1/2	01.63	19	3,984
N (TRB) Tribune Co.	44	43		1	02.32	16	2,898
A (TBSA) Turner Bessig.'A'	16	15	3/8	5/8	04.06	-106	2,386
N (WPO) Washington Post	226	209		17	08.13	15	2,719
N (WX) Westinghouse	28	3/8 27	3/4	5/8	02.25	8	8,259

CABLE

A (ATN) Acton Corp.	5	4	7/8	1/8	02.56	-4	7
O (ATCMA) ATC	38	1/2 7	1/4	31 1/4	*****	37	4,198
A (CVC) Cablevision Sys.'A'	21	16		5	31.25	-1	466
A (CTY) Century Comm.	7	1/4 6	7/8	3/8	05.45	7	473
O (CMCSA) Comcast	15	3/4 15	1/8	5/8	04.13	-10	1,778
A (FAL) Falcon Cable	9	1/2 7	1/8	2 3/8	33.33	-7	60
O (JOIN) Jones Intercable	9	1/4 7		2 1/4	32.14	-6	115
N (KRI) Knight-Ridder	50	5/8 49	3/8	1 1/4	02.53	15	2,539
T (RCIA) Rogers.'A'	9	3/4 9	3/4		14.70	-17	349
O (TCAT) TCA Cable TV	15	1/2 15	1/2		00.00	67	375
O (TCOMA) TCI	16	1/4 15	5/8	5/8	04.00	-23	5,784
N (TWX) Time Warner	100	1/4 92	1/2	7 3/4	08.37	-6	5,761
O (UAECA) United Art.'A'	13	3/8 13		3/8	02.88	-19	1,878
A (VIA) Viacom	25	3/4 25	1/4	1/2	01.98	-85	2,748

STOCK INDEX (CONT.)

Closing Wed Feb 6 Closing Wed Jan 30 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

EQUIPMENT & MANUFACTURING

Symbol	Company	Closing Wed Feb 6	Closing Wed Jan 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	87 1/2	84 1/8	3 3/8	04.01	14	19,422
N	(ARV) Arvin Industries	20	19 7/8	1/8	00.62	18	375
O	(CCBL) C-Cor Electronics	5	3 5/8	1 3/8	37.93	5	21
O	(CTEX) C-Tec Corp.	16	15 1/2	1/2	03.22	-30	263
N	(CHY) Chyron	3/4	13/32	1/32	84.61	2	8
A	(COH) Cohu	10 3/4	11 1/4	- 1/2	- 04.44	8	21
N	(EK) Eastman Kodak	44 1/8	42 1/8	2	04.74	45	14,315
N	(HRS) Harris Corp.	25 3/4	22 5/8	3 1/8	13.81	8	1,032
N	(IV) Mark IV Indus.	9 5/8	9 3/8	1/4	02.66	2	130
O	(MATT) Matthews Equip.	2	1 7/8	1/8	06.66	100	11
O	(MCDY) Microdyne	3 7/8	4 1/8	- 1/4	- 06.06	55	16
O	(MCOM) Midwest Comm.	1	1		00.00	2	3
N	(MOT) Motorola	56 3/4	53	3 3/4	07.07	14	7,464
A	(PPI) Pico Products	5/8	9/16	1/16	11.11		2
N	(SFA) Sci-Atlanta	15 7/8	13 1/8	2 3/4	20.95	8	356
N	(SNE) Sony Corp.	51 3/8	48 1/2	2 7/8	05.92	27	17,052
N	(TEK) Tektronix	20 7/8	19 1/2	1 3/8	07.05	-7	606
N	(VAR) Varian Assoc.	39 1/8	38 1/4	7/8	02.28	-186	748
O	(WGNR) Wegener	5/8	3/4	- 1/8	- 16.66	-3	4
N	(ZE) Zenith	7	7		00.00	-2	187

Closing Wed Feb 6 Closing Wed Jan 30 Net Change Percent Change P/E Ratio Market Capitalization (000,000)

SERVICE

Symbol	Company	Closing Wed Feb 6	Closing Wed Jan 30	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	3 5/8	4 1/8	- 1/2	- 12.12	12	35
O	(BSIM) Burnup & Sims	8 3/4	8 7/8	- 1/8	- 01.40	97	110
A	(CLR) Color Systems	3 5/8	3 3/4	- 1/8	- 03.33	-4	33
N	(CQ) Comsat	26 1/8	24 3/4	1 3/8	05.55	8	488
N	(CDA) Control Data	12 5/8	11	1 5/8	14.77	-3	536
N	(DNB) Dun & Bradstreet	47 3/4	46 1/2	1 1/4	02.68	17	8,713
N	(FCB) Foote Cone & B.	22 3/8	20 3/4	1 5/8	07.83	11	241
O	(GREY) Grey Adv.	130	123	7	05.69	11	146
O	(IDBX) IDB Commun.	9	8 1/4	3/4	09.09	100	57
N	(IPG) Interpublic Group	39	38 3/4	1/4	00.64	17	1,333
N	(OMC) Omnicom	25	23 3/8	1 5/8	06.95	12	655
O	(RTRSY) Reuters	48 7/8	46 1/4	2 5/8	05.67	23	21,069
N	(SAA) Saatchi & Saatchi	1 3/8	1 3/8		00.00	-1	217
O	(TLMT) Telemation	1/4	1/4		00.00		1
O	(TMCI) TM Commun.	1/4	1/4		00.00	-1	5
A	(UNV) Unitel Video	7 1/2	7 1/2		00.00	-12	11
O	(WPPGY) WPP Group	2 5/8	3 -7/16	- 13/16	- 23.63		107

Standard & Poor's 400 358.07 -403.14 45.07 -11.8%

Continued from page 69.

NWC reach of 25.2%, compared to 22% for Capital Cities/ABC (see chart). NBC, at 19.2% ranks third in NWC while CBS's acquisition of WCIX-TV Miami moved the group owner from fifth to fourth at 17.5%. After selling its Boston property, Fox fell from fourth to fifth at 16.6%. Gillett Holdings Inc. reaches 11.4%.

NBC and CBS reach 22.18% and 20.82% of the nation's households. The study says nine groups reach between 5% and 10% of the nation's TV households. Twenty groups reach between 2.5% and 5%; 54 reach between 1% and 2.5% and 118 groups reach less than 1% of the nation's TV households.

The report says a "significant degree of diversity exists within group ownership." There are more than 100 groups that own the 535 group-owned properties. In all markets, there are about 207 groups that own or have some interest in 843 stations. That, the study says, is an average of 4.1 stations per group. That number has been flat for two years.

Group owners have shown more interest in UHF stations over the last six years. While the percentage of group operators owning VHF properties in the top 100 markets in 1990 was 89.6%, compared to 89.9% in 1988, the number of group-owned UHF stations in the top

100 markets went from 65.7% in 1988 to 66.3% in 1990. The growth is even more noticeable over the last six years. In 1984, 134 UHF stations were controlled by group owners. That number has almost doubled, to 260 in 1990. The total number of UHF stations in the top 100 markets during the six-year period went from 223 to 392—a 75% increase.

On the crossownership front, the study reports there has been an increase in the "overall co-ownership of newspaper and TV properties....Despite this increase in common ownership, a marked decline has taken place in local cross-media ownership of TV and daily newspapers." Ownership of both TV and daily newspapers in the top 100 markets declined from 27 in 1988 to 25 in 1990. In 1975, 60 TV stations were owned with local newspapers. The total number of newspaper-affiliated group owners in 1990 was 41, down five from 1988.

Besides newspaper-television cross-ownership, the study reports that as of 1990, four of the 25 largest group owners also own cable systems and 11 publish daily newspapers. Also, 15 of the top 25 group owners have a hand in program production outside of their own operations through network ownership (NBC, ABC, CBS) syndication and/or motion picture companies (Tribune, Fox, TVX). —JF

Continued from page 67.

an 81% jump in operating income, to \$2.3 million. Comparable numbers for the full year were \$119 million, up 11%, and \$6.7 million, up 90%.

At Tribune, fourth-quarter broadcasting and entertainment revenue declined 6% to \$137 million. Television revenue was up 4%, while radio was down 11%, and entertainment dropped 57%. As a result, operating profit also declined for the quarter, 13%, to \$14 million. Full-year results saw an 11% gain in operating profit, to \$108 million, on a 7% gain in revenue, to \$624 million. The company attributed full-year improvement to "...improved results in television, which more than offset a modest downturn in radio and a decline in entertainment profit." Results also benefitted from the fact that Tribune took a \$10 million programming write-down in the prior-year's second quarter.

Noticeable accounting factors were "principally" responsible for helping Media General's broadcasting division report a 101% jump in operating profit for the quarter, to \$10.1 million; a 50% gain for the full year, to \$24.6 million. The company said \$5.3 million of the division's operating profit came from a reversal of previously estimated losses relating to the company's discontinuance of its broadcast services unit. —GF

JOURNALISM

PENTAGON'S AMBASSADOR TO THE PRESS

Chief spokesman Pete Williams talks media's language; former TV news director gets high marks from Fifth Estate journalists

In the continual tug of war between the press and the Pentagon there is one man in the middle. He is Louis A. (Pete) Williams, assistant secretary of defense for public affairs, and the Pentagon's chief spokesman.

A former news director from KTWO-TV Casper, Wyo., Williams must serve two masters: the military and the media, and so far he seems to be handling both with considerable ease.

"He understands what we do for a living.... He understands our obligations," said NBC News Pentagon correspondent Fred Francis. He rates Williams at the "top of the list." He said the Casper native goes right to the source and gets an answer: "You don't have to wait hours for a response." Moreover, Francis admires Williams' honesty.

"He admits mistakes," said Francis. "He admits he screwed up Panama," a reference to Williams's handling of the press during the invasion of Panama. Reporters were barred from covering the initial invasion and were frustrated with the way the new guidelines drafted to govern media access to military operations were applied in Panama.

Since then, Williams has worked hard to smooth the way for coverage of the Persian Gulf war. While the press is still unhappy with the Pentagon's so-called censorship rules, there are those who feel that the Fifth Estate is better off with Williams.

"We're lucky to have Pete.... It would be worse if not for Pete Williams," said David Bartlett, president of the Radio-Television News Directors Association. "He understands the realities of electronic journalism," said Bartlett, who admits that he does not see eye to eye with Williams on the Pentagon's rules.

Bartlett knows Williams from his days as a news director at the Wyoming television station. Williams is also a former RTNDA board member. The 38-year-old spent 10 years at KTWO-TV. He left in 1986 to become then-Republican Congressman Dick Cheney's press sec-



Williams

retary. When Cheney was named Secretary of Defense, Williams joined him at the Pentagon.

Brian Olson, news director of KGWN-TV Cheyenne, describes Williams as someone with a "great intellect and wit." According to Olson, Williams had a "passion" for balanced reporting and a reputation as a "purist." He received the Society of Professional Journalists' First Amendment Award.

Olson said Williams' self-effacing style has earned him the respect of Casper residents. Indeed, Olson said Williams has been mentioned as a possible

Senate candidate; it is generally believed that Republican Senator Malcolm Wallop may not run for a fourth term in 1994.

In an interview with CNN's Larry King, Pete Williams said he "loved" being a reporter. But he also enjoys what he does now. Asked why he took the Pentagon post, the Pentagon spokesman said he viewed it as a "great challenge and as an enormous opportunity to learn."

One viewer queried Williams about whether he thought CNN reporter Peter Arnett was being used as a propaganda machine for Saddam Hussein. Said Williams: "There's historical value to having a reporter there because after it's all over he can report freely on what he's seen. I do think when this is all over there are some very serious questions we're going to have to ask each other. We're going to have to look again at our policy. I try very hard not to be the government press critic. I raise it as a troubling issue, but I don't have an answer on whether it should be done or not."

I understand why CNN has Peter Arnett there. I just hope that news organizations that use his reports edit them carefully because they have to realize what it is. All that he is allowed to put out is propaganda."

Williams said he is sympathetic to what the press is "going through." He told King that he understands they have to ask "hard questions, that's their job," he said.

During the interview with King, Williams said that as the military's chief spokesman, he has to have credibility with the press and public. We have to be able to stand behind what we say. You have to be very careful not to mislead people in your briefing because that could come back to haunt you."

Thus far, credibility does not appear to be a problem. Said David Martin, Pentagon correspondent for CBS News. "He's got access to the people who count and his information is accurate."

-KIM

APPEAL FOR HELP

A letter appealing for assistance in finding four missing CBS News journalists (BROADCASTING, Feb. 4) has been sent by more than 40 of the nation's top journalists to U.S. or United Nations ambassadors from Iraq, Tunisia, Saudi Arabia, Yemen, Jordan and Iran, as well as to the UN Secretary General and the UN press officer.

TECHNOLOGY

BROADCASTERS READYING FOR ALL-DIGITAL FUTURE

Engineers at SMPTE TV Conference in Detroit go over plans for first all-digital, serial-interface edit suites; developments in HDTV sound, cameras and displays announced

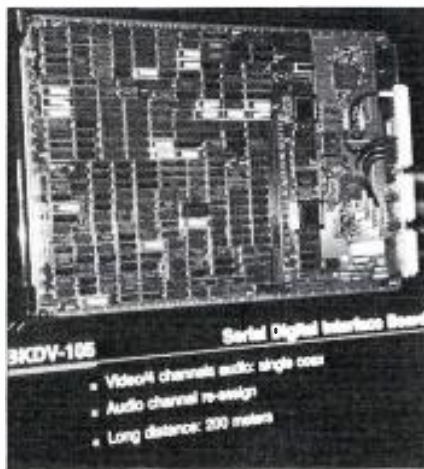
All-digital video production is rapidly becoming a reality. A few broadcasters have already begun to build all-digital studios based on the proposed Society of Motion Picture and Television Engineers (SMPTE) serial digital interface, and before the turn of the century all-digital studios are expected to be common. The transition to digital was the central topic for the 359 attendees of SMPTE's 25th Annual Television Conference, Feb. 1-2 in Detroit.

The TV conference may also have been notable for opening a new era for SMPTE. Part of the conference was co-sponsored by the Audio Engineering Society (AES), SMPTE's counterpart in the standardization of broadcast and recorded sound. Half the technical papers in one of the SMPTE sessions were provided by participants of the ninth Annual AES International Conference, held concurrently in Detroit. Closer and more frequent joint projects could be in the future for the two societies.

Most of the AES-sponsored papers dealt with a topic SMPTE has studied for several years: high-definition television. Audio engineers are working to decide how many digital audio channels should be matched with HDTV pictures and are working out the bugs in high-definition surround-sound production.

Engineers working to advance the state of the art in HDTV pictures had exciting news. Japan Broadcasting Corp. (NHK) announced a new high-definition camera capable of producing pictures with 100 times the sensitivity of any current CCD or tube NTSC camera. Tektronix Inc., Beaverton, Ore., gave details on its plasma-addressed liquid crystal (PALC) display technology, which could one day be the space-saving flat-panel screen consumers will use to watch HDTV.

"It can be predicted with full confidence that NTSC will soon be fully digital in the studio," said Jukka Hamalainen, assistant general manager,



Sony serial board at SMPTE fall conference

Matsushita Applied Research Lab, Burlington, N.J. "The all-digital television facility will be with us before the turn of the century," said Patrick Whittingham,

vice president, broadcast and systems division, Sony Corp. of Canada.

Digital production is currently limited to small islands of digital equipment in otherwise analog suites. Finished commercials and programs generally have gone through several digital-to-analog and analog-to-digital conversions at various points in the editing chain. Transmission of a signal between the few digital systems in the suite is through cumbersome parallel interface. "The cables are bulky, the connectors are large and notoriously unreliable, transmission distance is limited and the cost of constructing the cable is always high," said Kevin J. Prince, president, Alpha Image Inc., Stamford, Conn.

Manufacturers have been working to develop a serial interface to transmit component or composite digital signals over coaxial cables. Such an interface would allow producers to route digital signals through an edit suite with nearly

SMPTE STREAMLINES ITS STANDARD PROCEDURES

SMPTE's board of governors met just before the start of the TV conference in Detroit to streamline the society's standards development procedure. SMPTE estimates it took just over two years between the proposal of a new standard and its final approval under the old rules. "Under the new rules we believe the minimum requirement will be something under one year," said Stanley Baron of NBC, SMPTE's engineering vice president.

Equipment manufacturers and users have complained in recent years that SMPTE standards are in danger of becoming irrelevant because of the length of time it takes to document and approve them. "We have improved the process by eliminating a level of bureaucracy," Frank J. Haney, director, television facilities, Capital Cities/ABC and SMPTE's editorial vice president, said after the board of governors meeting.

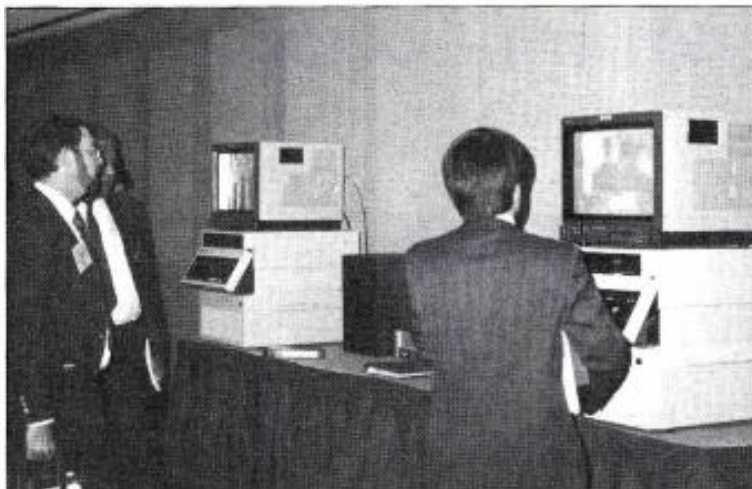
Administrative approval of a standard had required passage by SMPTE's "standards committee" and the "executive committee for standard approval." The executive committee is to be folded into the standards committee under the new rules, a step expected to save eight to 10 weeks alone.

At the technical level, the old rules required consensus on a standard by specialized working parties on each technology and the working parties' parent technical committee. Working groups may now pass a document with a simple majority with consensus from the technical committee. The board of governors also clarified the rules for introducing a proposed standard and approved working party interaction by fax and computer between meetings, a step expected to cut the number of working party meetings by two-thirds.

the same ease and flexibility as analog signals are routed today. SMPTE is considering a proposed standard for serial digital interface.

"In the design of the new digital rout-

er, Sony chose to develop a new VSLI [very large-scale integrated circuit] that provides a 16 source by 16 destination matrix, 256 crosspoints in all, capable of transmitting data at 350 megabits per



SMPTE GIVES LESSON ON DIGITAL VIDEO RECORDING

SMPTTE got a larger-than-expected attendance of 177 at an all-day tutorial seminar on digital video recording, held a day before the Detroit conference's opening (Jan. 31). It was the second in the series of pre-TV conference tutorials which began before the 1990 TV conference in Orlando, Fla.

Following the seminar, there were demonstrations of the three 525-line digital videotape formats: D-1 (three-quarter-inch, component color) by Sony Corp.; D-2 (three-quarter-inch, composite color) by Ampex Corp. (pictured above), and DX (half-inch, composite) by Panasonic Broadcast Systems.

"The standardization process has made a big mess," complained Marcos Obadia, vice president, engineering, Lime Lite Video, Plantation, Fla. Lime Lite was among the first production houses in the country to buy Sony D-1 decks. But when equipment in the D-2 format was released, clients began requesting that their commercials be edited with it because they believed a newer format would automatically be better. In fact, Obadia said that component editing is higher quality and that D-1 VTR's have led to the new "image compositing" form of editing. The technique, which involves linkage of six D-1 decks, is used to create sophisticated graphics that can be quickly and flexibility changed by the client desiring last-minute changes.

Users have been generally satisfied with the quality of analog component field editing with the half-inch MII and Betacam SP formats, said Yoshio Oba of the Japan Broadcasting Corp. (NHK), Tokyo. But NHK developed the composite DX format, which is supported worldwide by Matsushita, because of an increasing need for multi-generational applications in the field, he said.

D-2 stands apart from the other digital formats because of the stunt modes, which have become essential tools in broadcasting: slow motion, fast motion, freeze frame and others. Error correction more powerful than D-1's was built into D-2 because errors occur significantly more frequently in those modes. "The D-2 format was a balance between electrical, mechanical and economic factors," said Ampex's Fraser Morrison.

Francois Michaud of the Canadian Broadcasting Corp., praised Sony's HDD-1000, the first high-definition digital videotape recorder. The one-inch, reel-to-reel format records at a data rate 5.5 times greater than D-1 in an eight-bit digital stream and eight channels of audio that can be edited independently. There is "virtually no loss of performance...a beautiful new format for HDTV production," Michaud said.

-RMS

second," Whittingham said. An arrangement of four of these VSLI cards, creating a 64x64 router, is being planned for installation at the planned all-digital facility the Canadian Broadcasting Corp. (CBC) is building at its Toronto English-language broadcast center. "CBC was one of the first and strongest proponents of the composite digital signal format. It has long been their vision that their totally new center be implemented to the extent possible as a fully digital plant," Whittingham said. The CBC project is expected to extend to 1995 or 1996.

Another early set of serial suites is planned for WPIX(TV) New York. A "multimillion dollar purchase" of Sony D-2 equipment for the suites was announced last week, a few days after the TV conference closed. Among the items WPIX is buying for the project are Sony's DVS-8000 digital production switcher, BVE-9000 editor and four DVR-18 D-2 videotape recorders.

NBC, in preparation for its coverage of the summer Olympics next year, is also building serial digital suites and plans installations of serial interfaces at its 30 Rockefeller Plaza headquarters. While planning the digital facilities, "our management asked us: 'What's wrong with the current pictures? We can do typically 55-60 dB to over 200 affiliates, so why change?'" said Frank Davenport, principal staff engineer, NBC. In the final analysis, the network found cost-saving features in all-digital implementation.

One of the money-saving aspects will be in monitoring. The networks employ "professional couch potatoes" to watch edited video for errors, said Robin Wilson, NBC director, technical planning. A computerized monitoring system could be set up in an all-digital suite, saving money and manpower. It would be mainly a software enhancement without the need for additional equipment. Automated monitoring "is not going to add much to the cost of the equipment at all, but it could provide some significant benefits with very little effort," Wilson said. Such a system is being developed by Tektronix. Demonstrations are being planned for the National Association of Broadcasters' convention in Las Vegas, in April, said Tektronix's Bob Elkind.

"As television systems evolve, any routing or distribution system installed today will need to address the routing problems of the future. HDTV is only around the corner," Prince said. Sony's Whittingham said routers built in the proposed SMPTE serial interface should be expandable into future video formats.

Engineers are also working to adapt

digital audio technology for HDTV. Most of the AES-sponsored papers at SMPTE dealt with the need to produce sound to match the high quality of HDTV pictures. In film production, "the sound field is subconsciously being set up to match the visual material on the film," said Ioan Allen, vice president, Dolby Laboratories Inc. "The promise I believe HDTV brings is the bigger picture to watch the sound." The high-definition picture will allow viewers to see detail never seen on home screens before. "If you can do that with the picture, you've got to do even better with the sound," said the BBC's David J. Meares.

The task of maintaining compatibility between the HDTV surround sound systems of the future and current stereo TV systems has proven to be more difficult than expected. Meares described a surround-sound test for an HDTV program shot by the BBC at London's Royal Albert Hall. Technicians set up "a curtain of [five] omnidirectional microphones in front of the orchestra" and a number of other mikes in the audience. It worked well in surround sound, but in stereo,

the audience could be heard over the music. "It was a bit of a sobering point. Real ambiance doesn't always provide the information you want," Meares said.

One of the problems of first-generation HDTV picture recording was the low sensitivity of the cameras, which needed very bright lighting. NHK responded to the problem in 1987 with a camera using a high-avalanche rushing photoconductor (HARP) tube camera, 10 times more sensitive than any NTSC camera available then. Hitachi Denshi later incorporated the HARP tube into one of its conventional TV cameras.

NHK has now built a prototype Super-HARP camera with a tube 10 times more sensitive than the original HARP. "This new camera is expected to create new types of TV programs and to bring about changes in studio lighting," said Junichi Yamazaki of NHK's Science and Technical Research Laboratories, Tokyo.

The Super-HARP will allow for video production in dark theaters, art galleries and other places where lights

cannot be used. Tighter close-up shots at sporting events at higher shutter speeds will also be possible, Yamazaki said.

Video display "is the last link in the [production] chain...and they are the weak link," said Tom Buzak, principle scientist and manager of the advanced display technology group, Tektronix. The standard cathode ray tube will be too heavy and bulky to be a practical display for HDTV and current liquid crystal and other flat-panel display technologies cannot be built in large sizes for HDTV and often do not produce high-quality color to match CRT's.

The Tektronix PALC flat-panel display uses ionized gas to address electrodes embedded in the display glass. The gas reacts with the electrodes as a kind of electrical switch controlling the pixels on the screen.

"Line rates about those of HDTV requirements have been demonstrated," Buzak said. Also, he said there is no inherent barrier to production of large PALC screens. But PALC technology is only a few years old and will require several more years to perfect, Buzak said. -RMS

SMPTE RETURNS TO ITS ROOTS: 25 YEARS LATER

The Society of Motion Picture and Television Engineers returned its annual TV conference to Detroit this year to commemorate the meeting's establishment 25 years ago by SMPTE's Detroit chapter. Several veteran TV engineers at the conference were astonished by TV's technical achievements since then. But they were gloomy over the prospects for similar breakthroughs during the next several years.

"It is interesting to think back to the technical setting for the first conference. The television systems that we discussed here in Detroit in 1967 were far different from those of today. Then, color programs were a scarce commodity. Color videotape recording had been satisfactory for only a few years," said Frederick M. Remley, staff video technology specialist, University of Michigan, Ann Arbor, who was among the main organizers of the first TV conference. Speaking at the conference's "Get-Together Luncheon," Remley recalled that in 1967 there were no helical videotape recorders, computer-based systems, computer-controlled switching or digital systems of any kind. Most TV cameras were black and white and used orthicon pickup tubes. "Post production was a



Frederick Remley

television term not yet invented," he said.

Today, "HDTV is staring us in the face just as digital video did for years," said Charles Anderson, former Ampex Corp. scientist and SMPTE president, 1981-82. "Progress is often experienced in terms of money, time and talent," Anderson said, but he doubted whether companies in today's business climate, which demands instant return on invest-

ment, would spend the necessary resources to make HDTV a reality. "I hope I'm dead wrong.... It's very depressing," he said.

Consultant Irv Rosner, a speaker at the first SMPTE TV conference, agreed that heavy broadcaster spending on HDTV before the year 2000 "does not appear likely." He also said he is worried about the level of engineering talent entering the TV industry. A majority of chief engineers at stations today come from management, not engineering backgrounds, he said. "I don't think [engineers] have an incentive to get into broadcasting," he said. One problem has been the elimination of TV engineering internship programs at the networks, Rosner said.

"Technology [at the networks] is in remission. It is a smaller percentage of the cost of what we do on a day-to-day basis," said Charles Jablonski, chief engineer, network distribution for NBC's coverage of the 1992 summer Olympics in Barcelona. Business realities have changed the network's view toward new technologies. NBC's audience when it became the number one network in the mid-1980's was smaller than its number three ranked audience of 1981, he said. -RMS

SATELLITE

WORLDNET GOES TO LATIN AMERICA, EASTERN EUROPE

Additional programming and downlinks open long-term commercial prospects

The federal government's global television network, Worldnet, plans to expand its services this month and next, introducing a new Spanish-language feed of the *MacNeil-Lehrer NewsHour* to Latin America—where end-users include “budding cable systems” in Santiago, Chile; Bogota, Columbia, and San Jose, Costa Rica—and perhaps adding an hour to its daily two-hour feed to the Soviet Union and Eastern Europe.

At the same time, Worldnet will coordinate an international satellite teleconference interconnecting interested parties in advance of this year's National Association of Broadcasters annual convention, and it has begun to arrange a similar teleconference for NATPE International next year.

The expanded services, said Stephen Murphy, director of the United States Information Agency's Television and Film Service, represents a proliferation of trails being blazed for commercial programmers and broadcasters in the United States, as Worldnet installs first-time satellite receiving equipment and reaches program affiliation agreements with native telecasters in developing nations.

Limited resources—Worldnet's \$30.9 million 1991 budget represents about 3% of the United States Information Agency's \$1 billion funding and less than 10% of the total broadcasting budget there—Murphy said, have shaped a Worldnet strategy predicated on facilitating public and private ventures into regions not yet able to offer hard currency.

At the same time, he said, the gradual expansion of Worldnet's infrastructure owes much to a handful of companies in the U.S. and other developed nations which have provided hardware and software for free.

Companies including Andrews Corp. have donated dishes (at up to \$25,000 each) to broadcasters in Hungary, Poland and elsewhere, many of them newly privatized and headed toward participating in the world TV marketplace, he said. At least a dozen earth stations are

in various stages of installation in the region. Telemundo has agreed to donate up to five dishes to that region, and privately owned downlinks number in the hundreds of thousands there. Overall, the number of dishes installed to receive Worldnet has increased from one in 1983 to 216 as of last week.

On the software side, Eastern Europe now receives programming, including ABC-TV and World Television Network news, syndicated sports news (*George Michael Sports Machine*), business programs from the U.S. Chamber of Commerce, sports from ESPN and news and public affairs programs from noncommercial television, Black Entertainment Television and Nickelodeon, as well as original programs produced by World-

net. Walt Disney Co., he said, has pursued arrangements with major advertisers to package a weekly Disney program for European users, the list of which is now 12 pages long, according to Murphy.

The goals, Murphy said, are “facilitating American [TV] placement wherever we can [and] asking the private sector to provide the programming gas” to run a satellite network that can reach virtually every part of the globe—hence the interest in NAB and NATPE. Once native users are able to afford exclusive rights themselves, he said, the strategy calls for Worldnet to graciously step aside and “reoccupy our narrowcasting role as the all-public-affairs service.”

—PDL

FOOTPRINTS

ABC goes K-2. ABC Radio Networks last week reached a three-year agreement obtaining satellite transmission services aboard GE Americom's 45-watt Ku-band Satcom K-2 bird. The capacity will allow ABC Radio to operate an all-digital system to be used for events and news coverage, as well as intra-company communications.

Vote of confidence. Netlink, the Tele-Communications Inc.-controlled national distributor of cable programming to the home dish market, will no longer authorize new VideoCipher II decoders and has offered its satellite uplink in Morrison, Colo., as a beta test site for a “cooperative test” with General Instrument of the upgraded VC-II-Plus CipherCard system. With GI's commitment to cover the costs of upgrading consumers from VC-II to VC-II-Plus with “replaceable security” capabilities, said Fickle, netlink is “more enthusiastic the VideoCipher migration will work.” (Netlink also said it has reached an agreement with Walt Disney Co. to sell The Disney Channel to the home dish market.)

Cub contract. Keystone Communications renewed its agreement with the Chicago Cubs Baseball Television Network to provide transmission services of 20 regular season games to stations in Illinois, Iowa, Indiana and Florida. Keystone also said it added a fifth uplink in Washington to handle TV and radio coverage of the war in the Middle East.

Zoning test. Five members of the House Telecommunications Subcommittee last month asked the FCC to “adjudicate a model zoning case” with the goal of encouraging local authorities to cease discriminating against home satellite antenna owners. A letter to FCC Chairman Alfred Sikes making the request bears the signatures of Jim Cooper (D-Tenn.), Ralph Hall (D-Tex.), Jim Slattery (D-Kan.), Michael Synar (D-Okla.) and Billy Tauzin (D-La.).

FOR THE RECORD

As compiled by BROADCASTING from Jan. 31 through 6 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

- **WACD(AM) Alexander City, AL (BAL901221EB; 1590 khz; 1 kw-D)**—Seeks assignment of license from Alexander City Broadcasting Co. Inc. to Central Alabama Community College as donation. Seller is headed by J. P. White and has no other broadcast interests. Buyer is headed by college president, James Cornell, and has no other broadcast interests. Filed Dec. 21.
- **WIXC(AM) Hazel Green, AL (BAL901213EG; 1140 khz; 15 kw-D)**—Seeks assignment of license from Lincoln County Broadcasters Inc. to Low Country Corp. Inc. for \$10,000. Seller is headed by William L. and Elaine J. Malone, husband and wife, and son Joseph Malone, and has no other broadcast interests. Buyer is headed by Charles Gleghorn, Hue Counts and Don Wyatt, and has no other broadcast interests. Filed Dec. 13.
- **KZIQ-AM-FM Ridgecrest, CA (AM: BAL910116EA; 1360 khz; 1 kw-U; FM: BAL910116EB; 92.7 mhz; 3 kw; ant. -134 ft.)**—Seeks assignment of license from Bel Air Broadcasting Corp to Blessing Broadcasting Co. for \$682,500. Seller is headed by Robert E., Thomas E. and James D. Ingstad, brothers, and Randy Holland, who have interests, through various licensees, of 24 AM's and 24 FM's. Buyer is headed by Patrick F. Michaels and Paula N. Michaels, and have no other broadcast interests. Filed Jan. 16.
- **KSQI(FM) Greeley, CO (BALH910114HM; 96.1 mhz; 100 kw; ant. 660 ft.)**—Seeks assignment of license from Radio Ingstad Colorado Inc. to Duchossois Communications Co. of Arizona Inc. for \$525,000. Seller is headed by Tom, James and Robert Ingstad, brothers, and Randy Holland (see KZIQ-AM-FM Ridgecrest, CA, above). Buyer is headed by Richard L. Duchossois (100%) and Rolland C. Johnson, and owns 100% of stock of licensees of WHFS-FM Annapolis, MD; KQPT(FM) Sacramento, CA; KDSDM-TV Des Moines, IA (sale currently pending, see "For the Record" December 10, 1990); KJYK(AM)-KKLD(FM) Tucson, AZ, and FM translator K249BE Green Valley, AZ. Filed Jan. 14.
- **WQBQ(AM) Leesburg, FL (BTC910117EB; 1410 khz; 5 kw-D, 90 w-N)**—Seeks transfer of control of 100% of shares from WQBQ Radio Corp. to H&N Holdings Inc. Licensee is headed by Hugh G. and Nilda M. McComas, husband and wife, who are 100% stockholders of H&N Holdings Inc. and have no other broadcast interests. Filed Jan. 17.
- **WROQ(AM)-WZZG-FM Charlotte, NC (AM: BTC910108GX; 610 khz; 5 kw-D, 1 kw-N; BTCH910108GY; 95.1 mhz; 100 kw; ant. 1,542 ft.)**—Seeks transfer of control from Tenore Broadcasting Co. to Stephen Adams for \$1 and assumption of debt. Seller is headed by Kenneth A. Brown and Jon B. Sinton, and has interests in ABS Richmond Partners Ltd., licensee of WKHK(FM) Colonial Heights, VA, and ABS Toledo Partners Ltd., licensee of WRQN(FM) Bowling Green, OH. Buyer has no other broadcast interests. Filed Jan. 8.
- **KZBB-FM Poteau, OK (BALH910116HO; 97.9 mhz; 100 kw; ant. 2,000 ft.)**—Seeks assignment of license from Arrow Communications Inc. to Tate Communications Inc. for \$1.5 million. Seller is headed by Paul Rothfuss, who owns WRLX(AM)-WFFX(FM) Tuscaloosa, AL; KMJC-FM Clinton, IA; WHDL(AM)-WPIG(FM) Olean and WFRG-AM-FM Rome, both New York, and WZOQ(FM) Wapakoneta, OH. Buyer is headed by Harvey J. Tate (45.3%) and George Hochman (14.4%). Tate Communications Inc. is licensee of KVJY(AM) Pharr, TX; KTEX(FM) Brownsville, TX; KMCK-FM Siloam Springs, AR, and KHAT(AM)-KMXA-FM Lincoln, NE. Tate and Hochman are each 45% shareholders in Big Sioux Broadcasting Inc., permittee of KIKN-FM Salem, SD. Filed Jan. 16.
- **WPTT-TV Pittsburgh, PA (BALCT910117KF; ch. 22; 5,000 kw-V; 500 kw-A; ant. 921 ft.)**—Seeks assignment of license from Commercial Radio Institute Inc. to WPTT Inc. for \$7 million. Seller is headed by David D., J. Duncan, Robert E. and Frederick Smith, brothers, who have interests, through various licensees, in WBFF(TV) Baltimore; WTTE(TV) Columbus, OH; WIIB(TV) Bloomington, IN; WTTA(TV) St. Petersburg, FL; and KOFF(TV) Omaha. Buyer is headed by Edwin L. Edwards Sr. (100%) and Willette Edwards. Edwin Edwards is station manager and community affairs director of WPTT. Filed Jan. 17.
- **WPJM(AM) Greer, SC (BAL910111ED; 800 khz; 1 kw-D, 438 w-N)**—Seeks assignment of license from Robert F. Bell to Antelope Broadcasting Inc. for \$275,000. Antelope Broadcasting is headed by Thomas Hurvis and Augustus E. Staley. Bell owns 100% of stock of RFB Radio of Raleigh, licensee of WCLY(AM) Raleigh, NC, and RFB Radio Inc., licensee of WXVI(AM) Montgomery, AL. Bell and Hurvis are 20% owners of Full Force Inc., licensee of WLLV(AM) Louisville, KY. Filed Jan. 11.
- **WYOR(AM) Brentwood, TN (BAL910118EA; 560 khz; 500 w-D)**—Seeks assignment of license from Adoni Communications Inc. to Media Resource Group Inc. for \$57,000. Seller is headed by Ade Oni and has no other broadcast interests. Buyer is headed by A. K. Upadyaya (70%) and Elisa O. Upadyaya (30%), and is licensee of WAJN(AM) Ashland City, TN. Filed Jan. 18.
- **WTJS(AM)-WTNV-FM Jackson, TN (AM: BAL910116HJ; 1390 khz; 5 kw-D, 1 kw-N; BALH910116HK; 104.1 mhz; 100 kw; ant. 655 ft.)**—Seeks assignment of license from Currey Broadcasting Corp to The American Network Group for \$4 million. Seller is subsidiary corporation of Osborn Communications, headed by Frank Osborn, who, through various licensees, owns 6 AM's, 9 FM's and 4 TV's. Buyer is headed by John J. Casey (33.7%). The American Network Group Inc., general partner of assignee, is parent of WPTN—WGSQ Inc., licensee of WPTN(AM)-WGSQ(FM) Cookeville, TN. Filed Jan. 16.
- **WFSM(FM) Tazewell, TN (BTCH910111HN; 94.1 mhz; 1.3 kw; ant. 492 ft.)**—Seeks transfer of control from Marian E. McCollough to Yoakum Oil Co. & Denny Peters for \$40,000. Licensee is headed by Stair Co. Inc. (51%), Jim Stair, Bill Waddell, Yoakum Oil Co. (25%), Robert E. Barger, Samuel F. McCollough (12%) and Denny L. Peters (12%). Stair and Waddell have 51% and 49% interest, respectively, in Stair Co., licensee of WLAF(AM) LaFollette, TN. Jim Stair has interest in WYSH(AM) Clinton, TN. Sam F. and Marian McCollough are husband and wife. Filed Jan. 11.
- **KCIT(TV) Amarillo, TX (BALCT910118KF; ch. 14; 1,280 kw-V; 128 kw-A; ant. 1,521 ft.)**—Seeks assignment of license from Ralph C. Wilson Industries to KCIT Acquisition Co. for \$2.4 million. Seller is headed by Ralph C. Wilson Jr., David N. Olsen, Jeffrey C. Littman and P. Jane Wright, and is licensee of WEVV(TV) Evansville, IN, and 75% shareholder of KICU-TV San Jose, CA. Buyer is headed by F. Latham Lyne Jr., (50%) Martha Steed Lyne (25%) Peter D. Acosta (20%) and Charles R. Hart (5%). Lyne, D'Acosta and Hart have interests in BSP Broadcasting Inc., licensee of KJTL(TV) Wichita Falls, TX, and is licensee or permittee of translator/low power TV's K47DK Grandfield, K61EZ and K53DS Lawton, all Oklahoma, and K35BO and K48DJ both Wichita Falls, TX. License applications are pending for K35BO and K53DS. Filed Jan. 18.
- **KTFS-AM-FM Texarkana, TX and Ashdown, AR (AM: BAL910117EA; 1400 khz; 1 kw; FM: BAL910117EB; 103.9 mhz; 3 kw; ant. 210 ft.)**—Seeks assignment of license from KTFS Radio Inc. and KMLA Radio to Beat of His Heart Broadcasting Inc. for \$225,000. Station is currently off the air and expects to be broadcasting after ownership transfer. Seller is headed by John David Crow (80%), David C. Crow (20%) and Andrew L. Hartzel. John Crow and David Crow have interests in KMLA Radio Co. Buyer is headed by George Lavender (90%) and Jay T. Calhoun (10%) and has no other broadcast interests. Filed Jan. 17.
- **WAMM(AM) Woodstock, VA (BAL910123EA; 1230 khz; 1 kw-U)**—Seeks assignment of license from Wamm of Shenandoah County to Dean O'Connell Inc. for \$80,000. Seller is headed by William B. Holtzman and Franklin K. Funkhouser and has no other broadcast interests. Buyer is headed by Robert L. Dean, (80%) and Kenneth W. Dean (20%). Robert Dean is president and 50.1% stockholder of WRDJ Inc., licensee of WRDJ-FM Bridgewater, VA, and president and 51% stockholder of WHBG Inc., licensee of WHBG(AM) Harrisonburg, VA. Kenneth Dean is 49.9% and 29.5% stockholder, respectively, of WRDJ and WHBG. Filed Jan. 23.
- **WCCN-AM-FM Neillville, WI (AM: BTC910123EB; 1370 khz; 5 kw-D; FM: BTCH910123EC; 107.5 mhz; 100 kw; ant. 195 ft.)**—Seeks transfer of control from Central Wisconsin Broadcasting Inc. to J. Kevin and Margaret L. Grap, husband and wife, through 51% stock transfer by means of inter vivos gift. Licensee is headed by Wayne F. Grap, son of J. Kevin Grap, and has no other broadcast interests. Transferees have 49% interest in licensee. Filed Jan. 23.

Actions

- **KPBA(AM) Pine Bluff, AR (BAL901114EC; 1270 khz; 5 kw)**—Granted app. of assignment of license from Metropolitan Media Group Inc. to Family Time Ministries Inc. for \$40,000. Seller is headed by Carl E. and Carlene Jones, husband and wife, and has no other broadcast interests. Buyer is headed by Amir M. Khan and has no other broadcast interests. Action Jan. 24.
- **WLBE(AM) Leesburg, FL (BTC901130EB; 790 khz; 5 kw-D, 1 kw-N)**—Granted app. of transfer of control from WLBE 790 Inc. to Ben Griffin for assumption of all legal debts of corporation. Seller is headed by Donald Kane, Iris E. Lindstedt and Charles

R. Carrell. Lindstedt and Carrell have interests in Hawaii Radio Inc., licensee of KPUA(AM)-KXWW-FM Hilo, HI, and North Shore Radio Inc., permittee of KXDS(AM) and application for new FM (BPH900418ML) both at Princeville, HI. Buyer is headed by Ben Griffin, Winnifred H. Griffin and Zera Nash, and has no other broadcast interests. Action Jan. 28.

■ **WBKI(AM) Bremen, GA** (BAL901213EE: 1440 khz; 2.5 kw-D)—Granted app. of assignment of license from Roger D. Kimball to Claude H. McGaha for \$10,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 28.

■ **KRXX(AM) Gooding, ID** (BAL900419EA: 1480 khz; 1 kw-D, 250 w-N)—Granted app. of assignment of license from Glauco Merrill to Greater Philadelphia Broadcasting of Idaho Inc. for \$100,290. Seller has no other broadcast interests. Buyer is headed by Robert G. Aisenstein (44%), James H. Nettleton (12%) and David Horowitz (44%), and has no other broadcast interests. Action Jan. 28.

■ **WINM(TV) Angola, IN** (BALC901109KG: ch. 63; 5000 kw-V; 500 kw-A; ant. 499 ft.)—Granted app. of assignment of license from Tri-State Broadcasting Corp. to Tri-State Christian TV for \$400,000. Seller is headed by Paul E. Paino, and Paul C. and Phillip C. Paino, his sons, and has no other broadcast interests. Buyer is headed by Garth W. and Christina Coonce, husband and wife, and Julie A. Nolan and Victoria M. Clark, their daughters, and is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI, and WNYB-TV Buffalo, NY. Action Jan. 24.

■ **WMRS(FM) Monticello, IN** (BALH901123GJ: 107.7 mhz; 2.5 kw; ant. 131 ft.)—Granted app. of assignment of license from Kevin Robert Page to Gerald N. Quinn as repayment for debt owed to assignee. Page has no other broadcast interests. Buyer owns 49% of voting stock of Attica Community Radio Corp., permittee of WBQR(FM) Attica, IN. Action Jan. 15.

■ **WKDZ(AM)-WBZD(FM) Cadiz, KY** (AM: BAL901116GP: 1110 khz; 1 kw-D; FM: BALH901116GQ: 106.3 mhz; 3 kw; ant. 317 ft.)—Granted app. of assignment of license from WKDZ Inc. to Ham Broadcasting Co. Inc. for \$200,000. Seller is headed by Gary and Michelle Kidd, husband and wife, who also have interests in WMOK(AM)-WREZ(FM) Metropolis, IL. Buyer is headed by Richard Albright (33.3%), L. W. Harris (33.3%) and James Maddox (33.3%). Albright also has interests in WJZM Inc., licensee of WJZM(AM) Clarksville, TX, and WTWL(FM) Mckinno, TN. Action Jan. 22.

■ **WCVG(AM) Covington, KY** (BAL900823EB: 1320 khz; 500 w-D, 69 w-N)—Dismissed app. of assignment of license from Richard L. Plessinger Sr. to Miken Broadcasting Co. for \$750,000. Seller has no other broadcast interests. Buyer is headed by Kenneth R. Hall (45%), Micheal S. Freeman (45%) and William F. Maltbie III (10%), and has no other broadcast interests. Action Jan. 29.

■ **WIRV(AM) Irvine, KY** (BTC901211EB: 1550 khz; 1 kw-D)—Granted app. of transfer of control from Kentucky River Broadcasting Co. Inc. to Kelly T. Wallingford for \$55,000. Seller is headed by Marshall E. Sidebottom and Kelly T. Wallingford and has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 28.

■ **WPAD(AM)-WDDJ(FM) Paducah, KY** (AM: BAL901207HH: 1560 khz; 10 kw-D, 5 kw-N; FM: BALH901207HI: 96.9 mhz; 100 kw; ant. 340 ft.)—Granted assignment of license from Radio Paducah Inc. to Purchase Broadcasting Inc. for \$1.8 million. Seller is headed by William H. Beremen, J. T. Carnel, Edward B. Fritts, Kenneth Shively, Patricia Shively, Eugene Edwards and Ann Edwards. Beremen is 51% owner, president and director of Radio New Mexico Inc., licensee of KUSF(AM)-KNYN(FM) Santa Fe, NM. Buyer is headed by R. Lee Hagan (60%) and Gene W. Edwards (40%). Edwards has 2.1% interest in assignor. Action Jan. 24.

■ **WMQQ(FM) Springfield, KY** (BTCH901207HG: 102.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of transfer of control within Washington-Marion Sound Corp. Transaction is share-for-share exchange between partners of existing nonvoting stock held by Henry G.

Lackey for newly issued voting stock. Corporation is headed by H. Edward O'Daniel Jr. (25%) and Margaret D. O'Daniel (25%), husband and wife, and Henry G. Lackey (50%). Lackey is licensee of WSON(AM) Henderson, KY. Action Jan. 24.

■ **WEEB(AM) Southern Pines, NC** (BAL900924EE: 990 khz; 10 kw-D)—Granted app. of assignment of license from Richardson Broadcasting Group to Sandhills Radio Inc. for \$315,000. Seller is headed by Lawrence E. Richardson. Buyer is owned by Gardner H. Altman and has interests in WRCS(AM) and WQDK(FM) Ahoskie, NC. Action Jan. 22.

■ **WKQD-FM Tullahoma, TN** (BALH900807GU: 93.3 mhz; 100 kw; ant. 995 ft.)—Granted app. of assignment of license from Fortune Media Communications Inc. to Camellia Broadcasters Inc. for \$3.6 million. Seller is headed by Larry W. Latham, Charles Reidhead and G. Douglas Young, and has no other broadcast interests. Buyer is headed by Virginia Griffith (33%), R. Parker Griffith (33%) and Thomas H. Griffith (33%). R. Parker Griffith owns 100% of Gant Broadcasting Inc., licensee of WTAK(AM) Huntsville, AL. Action Jan. 22.

■ **KNAF(AM) Fredericksburg, TX** (BTC901206EA: 910 khz; 1 kw-D, 174 w-N)—Granted app. of transfer of control from Fritz Broadcasting Co. to Jayson & Janice Fritz for \$320,000 in stock purchase agreement. Sellers are Norbert, Alene and Sharon Fritz. Buyer is headed by Jayson and Janice Fritz. Fritz's also have interests in Gillespie Broadcasting Company, headed by Norbert Fritz (60%), Alene Fritz (20%), Jayson Fritz, Sharon Fritz (20%) and Janice Fritz, and is licensee of KFAN(FM) Fredericksburg, TX. Action Jan. 23.

■ **KOAX(FM) Mason, TX** (BAPH901030GL: 97.9 mhz; 50 kw; ant. 492 ft.)—Granted app. of assignment of license from Hill Country Communications to Laser Communications Inc. for \$20 to transfer CP. Seller is headed by Roy E. Henderson, and is licensee of KFRD-AM-FM Rosenberg, TX, and permittee of new FM at Caldwell, TX. Henderson also has interests in Spanish Aural Services Co., permittee of KJIB(FM) South Padre Island, TX; Far Eastern Telecasters, licensee of KJAS(FM) Jasper, TX, and New Ulm Broadcasting, licensee of KACO(AM) Bellville, TX. Buyer is headed by Fred Hannel, and has no other broadcast interests. Filed Oct. 30. Action Jan. 14.

■ **KITM(FM) Mission, TX** (BALH901210IG: 105.5 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from KITM Inc. to RGV Broadcasting Inc. for \$505,000. Seller is headed by Lino Canales and has no other broadcast interests. Buyer is headed by RGV Media Ministries Inc. (100%), Kevin D. Pagan, Leo Marroquin and Mark Kach, and has no other broadcast interests. Action Jan. 24.

NEW STATIONS

Applications

■ **White Hall, AR** (BPH901231MB)—Bayou Broadcasting Inc. seeks 104.5 mhz; 3 kw; ant. 328 ft. Address: 1309 Bailey Dr., Pine Bluff, AR 71601. Principal is headed by Eva M. McGee and Kenneth L. Ramsey and has no other broadcast interests. Filed Dec. 31, 1990.

■ **Grand Junction, CO** (BPH901219MH)—Ogden Broadcasting of South Carolina Inc. seeks 104.3 mhz; 100 kw; ant. 1,404 ft. Address: 1500 Main St., Wheeling, WV 26003. Principal is headed by G. Ogden Nutting, Robert S. Koon, Robert M. Nutting, William C. Nutting and William O. Nutting, and is licensee of AND WGSN(AM)-WNMB(FM) North Myrtle Beach, SC. Ogden Newspapers Inc., through its wholly owned subsidiaries, also owns WTON-AM-FM Staunton, VA and two LPTVs (K22AE & K28AE) in Minnesota. Filed Dec. 19, 1990.

■ **Grand Junction, CO** (BPH901219MC)—Marjorie A. Price seeks 104.3 mhz; 100 kw; ant. 1,030 ft. Address: P.O. Box 1100, Clifton, CO 81520. Principal has no other broadcast interests. Filed Dec. 19, 1990.

■ **Tennille, GA** (BPH901227MB)—Lee M. Pierce Sr. seeks 99.9 mhz; 6 kw; ant. 328 ft. Address: P.O. Box

731 Sandersville, GA 31082. Principal has no other broadcast interests. Filed Dec. 27, 1990.

■ **Ocean City, MD** (BPH901226MB)—J.H. Communications seeks 106.9 mhz; 3 kw; ant. 328 ft. Address: 517 Croatan Rd., Virginia Beach, Va 23451. Principal is headed by Joseph A. Booth and Robert H. Cauthen Jr., and is licensee of WXRI-FM Windsor, VA. Filed Dec. 26, 1990.

■ **Ocean City, MD** (BPH901224MH)—CDD Broadcasting Co. seeks 106.9 mhz; 3 kw; ant. 118 ft. Address: 6107 Elmendorf Dr., Suitland, MD 20746. Principal is headed by Francis J. Disalvo, William E. Cresswell Jr. and Douglas B. Delawder, and has no other broadcast interests. Filed Dec. 24, 1990.

■ **Ocean City, MD** (BPH901224ME)—Wind'n Sea FM Ltd. seeks 106.9 mhz; 5.01 kw; ant. 118 ft. Address: 6556 Ocean Pines, Berlin, MD 21811. Principal is headed by Margaret Isley and Craig L. Siebert and has no other broadcast interests. Filed Dec. 24, 1990.

■ **Ocean City, MD** (BPH901226MC)—Jeffery Scott seeks 106.9 mhz; 3 kw; ant. 328 ft. Address: 12 The Narrows, Fenwick Island, DE 19975. Principal has no other broadcast interests. Filed Dec. 26, 1990.

■ **Ashley, MI** (BPH901231MA)—Gregory W. Siefker and Carol J. Siefker seek 92.5 mhz; 6 kw; ant. 328 ft. Address: 2620 N. Baldwin Rd., Ithaca, MI 48847. Gregory Siefker is director and 75% shareholder of Siefker Broadcasting Corp., licensee of WMLM(AM) St. Louis, MI. Filed Dec. 31, 1990.

■ **Gorham, NH** (BPH901220MF)—Thomas M. Pancoast seeks 107.1 mhz; 6 kw; ant. 282 ft. Address: 52 School St., Littleton, NH 03561. Principal has no other broadcast interests. Filed Dec. 20, 1990.

■ **Gorham, NH** (BPH901220MM)—Gail B. Wholly seeks 107.1 mhz; 1.67 kw; ant. 633 ft. Address: 2016 Pieris Court, Vienna, VA 22182. Principal has no other broadcast interests. Filed Dec. 20, 1990.

■ **Brockport, NY** (BPH901219MI)—David L. Wolfe seeks 105.5 mhz; 3 kw; ant. 328 ft. Address: 7280 Sandyside Drive, Hamlin, NY 14464. Principal has no other broadcast interests. Filed Dec. 19, 1990.

■ **Brockport, NY** (BPH901218MI)—LRB Broadcasting seeks 105.5 mhz; 3 kw; ant. 328 ft. Address: 7 Irving St., Baldwin, NY 11510. Principal is headed by Robert J. Barrera, Linda Roennau Barrera and Lorenzo J. Barrera, and has no other broadcast interests. Filed Dec. 18, 1990.

■ **Brockport, NY** (BPH901220MG)—Zenitram Communications Inc. seeks 105.5 mhz; 3 kw; ant. 328 ft. Address: 88 Ave. D, Rochester, NY 14621. Principal has no other broadcast interests. Filed Dec. 20, 1990.

■ **Brockport, NY** (BPH901220MK)—Philip Y. Hahn seeks 105.5 mhz; 3.6 kw; ant. 253 ft. Address: 769 East Main St., Purcellville, VA 22132. Principal is headed by Philip Y. Hahn, 50% general partner of Hahn & Hahn, permittee of WLPY(AM) Purcellville, VA, which is not yet built. Filed Dec. 20, 1990.

■ **Port Jervis, NY** (BPED90104MA)—Sound of Life Inc. seeks 88.9 mhz; .5 kw; ant. 590 ft. Address: 73 Lake Rd., Kingston, NY 12401. Principal is headed by Bruce A. Winchell, Dennis Newcomer, Paul Tuttle, Ronald Camp, Drew Bohs, Jeanmarie Elsner, Samuel Mason and Charles Rider, and is licensee of WFGB-FM, Kingston, NY. Filed Jan. 4.

■ **Lincoln City, OR** (BPH901220MJ)—Nathaniel J. Montague seeks 95.1 mhz; 23 kw; ant. 708 ft. Address: 432 S. Curson St., Apt. 11K, Los Angeles, CA 90036. Principal holds 100% of stock of Nathan Broadcasting Corp., which in turn holds 50% of stock of Clamshell Communications Corp., permittee of KWQH-FM San Luis Obispo, CA. Filed Dec. 2, 1990.

■ **Lincoln City, OR** (BPH901219MG)—Jack L. Schult seeks 95.1 mhz; 3 kw; ant. 630 ft. Address: 3685 Rocky Creek Ave., Depoe Bay, OR 97341. Principal has no other broadcast interests. Filed Dec. 19, 1990.

■ **Clemson, SC** (BPH901218MH)—Golden Corners Broadcasting Inc. seeks 104.9 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 1560, Clemson, SC 29633. Principal is headed by George W. and Faye S. Clement, husband and wife, who are sole stockholders of Golden Corners Broadcasting Inc., licensee of WCCP(AM)

Clemson, SC. Filed Dec. 18, 1990.

■ **St. George, UT (BPH901231MC)**—EH Communications Inc. seeks 95.9 mhz; 93 kw; ant. 2,030 ft. Address: P.O. Box 1194 St. George, UT 84771. Principal has no other broadcast interests. Filed Dec. 31, 1990.

■ **McCleary, WA (BPH901224MG)**—Jaime Broadcasting seeks 96.9 mhz; 25 kw; ant. 328 ft. Address: 158 N. 203rd St., Seattl., WA 98133. Principal has no other broadcast interests. Filed Dec. 24, 1990.

Actions

■ **Holbrook, AZ (BPH890118MF)**—Granted app. of 92.1 mhz; 3 kw; ant. 328 ft. Address: 250 North Broadcasting Lane, Holbrook, AZ 86025. Principal is headed by Roy E. Friedman and Jay B. Williams and has no other broadcast interests. Action Jan. 28.

■ **Soledad, CA (BPH880602OC)**—Granted app. of Soledad Radio Ltd. for 105.3 mhz; .63 kw H&V; ant. 699 ft. Address: 329 Walnut Place, King City, CA 93930. Principal is headed by Linda M. Mauras and Ralin Broadcasting Corp., which is licensee of KLFM(FM) King City, CA. Action Jan. 24.

■ **Lecanto, FL (BPE890523MG)**—Granted app. of the Bishop of the Diocese of St. Petersburg for 88.3 mhz; 3.8 kw; ant. 259 ft. Address: 6363 9th Ave. North, St. Petersburg, FL 33743. Principal has no other broadcast interests. Action Jan. 18.

■ **Kahaluu, HI (BPH890504MG)**—Granted app. of Shaka Broadcasting Ltd. for 106.1 mhz; .035 kw; ant. 3,198 ft. Address: P.O. Box 1570, Kealahou, HI 96750. Principal has no other broadcast interests. Action Jan. 23.

■ **Webster, MA (BPH871113MC)**—Granted app. of Okun Broadcasting Corp. for 98.9 mhz; 3 kw H&V; ant. 328 ft. Address: Douglas Rd., Webster, MA 01570. Principal is headed by Alan S Okun, licensee of WGF(AM), Webster, MA. Action Jan. 23.

■ **Wilburton, OK (BPH891025MF)**—Granted app. of Blue Mountain Broadcasting for 103.7 mhz; 6 kw; ant. 272 ft. Box H, Poteau, OK 74953. Principal is headed by Jeffrey D. Southmayd, who is shareholder in Leverrier Broadcasting Co. Inc., licensee of WESI(FM) Strasburg, VA and WAPP(FM) Berryville, VA, and is also Shareholder in Austin Broadcast Service Inc., licensee of KFXI(FM) Marlow, OK. Peter W. Lechman is shareholder in Austin Broadcast Services Inc. and Peanut Whistle Broadcasting Co., and is permittee of WJNA(FM) Churchville, VA. Action Jan. 18.

■ **Ellensburg, WA (BPE8900116MQ)**—Granted app. of Washington State University for 90.7 mhz; 5 kw; ant. 2,552 ft. Address: KWSU Radio-TV Service, Murrow Center, Pullman, WA 99164. Principal is headed by Scott B. Lukins, Belinda K. Pearson, Richard R. Albrecht, R.M. Crow, Edwin J. McWilliams, Louis H. Pepper, Frances L. Scott, Kate B. Webster and William R. Wiley, and has no other broadcast interests. Action Jan. 18.

■ **Montgomery, WV (BPH891220MG)**—Granted app. of Upper Kanawha Valley Broadcasters Inc. for 93.3 mhz; 4 kw H&V; ant. 715 ft. Address: P.O. Box 750 Montgomery, WV, 25136. Principal is headed by Arthur Clark, George Waters, Ted Julian and Jeffery R. Batten and has no other broadcast interests. Action Jan. 25.

FACILITIES CHANGES

Applications

AM's

■ **Moulton, AL WHY(AM)** 1190 khz—Jan. 16 application for CP to correct coordinates to: 34 28 57N 87 18 23W and increase tower height.

■ **Williston, ND KQSR(AM)** 660 khz—Jan. 17 application for mod. of CP (BP811120AE) to augment nighttime DA pattern.

■ **Marshfield, WI WDLB(AM)** 1450 khz—Jan. 23 application for CP to change TL: .5 km SE of County Trunk E and Mann St., 3.7 km NNE of center of Marshfield, WI; 44 41 49N 90 09 20W.

FM's

■ **Stockton, CA KFMR(FM)** 100.1 mhz—Jan. 16 application for mod. of license (BLH791221AJ) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Savannah, GA WEAS-FM** 93.1 mhz—Jan. 18 application for CP to change ERP: 81.3 kw H&V, ant.: 981 ft.; change TL: approximately 7 km NW of I-95 on Hwy. 204, Chatham County, GA.

■ **Lahaina, HI KPOA(FM)** 93.5 mhz—Jan. 17 application for mod. of license (BLH841107LO) to increase ERP: .37 kw H&V (pursuant to docket #88-375).

■ **Clear Lake, IA KZEV(FM)** 103.1 mhz—Dec. 7, 1990 application for mod. of license (BLH7695) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Fairfield, ME** (no call letters) 93.3 mhz—Jan. 16 application for mod. of CP (BPH881011ME) to change freq: 93.5 mhz; change ERP: 13.5 kw H&V; ant.: 440 ft.; TL: RFD 3, Box 5860, Skowhegan, Somerset County, ME; change to class C3 (per docket #89-467).

■ **Grasonville, MD WBey(FM)** 103.1 mhz—Jan. 9

application for CP to change ERP: 6 kw H&V.

■ **Petoskey, MI WJML-FM** 98.9 mhz—Jan. 18 application for CP to change ERP: 52 kw H&V.

■ **Amsterdam, NY WKOL-FM** 97.7 mhz—Jan. 09 application for CP to change ERP: 2.1 kw H&V; antenna: 388 ft.; change TL: 1000 ft. N of Ridge Rd., E of intersection of Ridge Rd. and Midline Rd. Fulton County, NY.

■ **Durham, NC** (no call letters) 90.7 mhz—Jan. 24 Petition for Reconsideration filed.

■ **Wadesboro, NC WRPL(FM)** 93.5 mhz—Dec. 31, 1990 application for mod. of CP (BPH880505OT as mod.) to change ERP: 2 kw H&V; ant.: 1,151 ft.; TL: .2 km SE of Junction, NC to 18 County 1455 (per docket #89-370).

■ **Spencer, OK KROU(FM)** 105.7 mhz—Jan. 22 application for mod. of CP (BPE8860703MC) to change ERP: 6 kw H&V; change ant.: 328 ft.; TL: 2122 NE 86th St., Oklahoma City, OK.

■ **Stillwater, OK KKND(FM)** 105.5 mhz—Jan. 14 application for CP to change ERP: 4.9 kw H&V.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses † Penetration percentages are of TV household universe of 92.1 million ² Construction permit ³ Instructional TV fixed service ⁴ Studio-transmitter link Source: Nielsen and Broadcasting's own research.

■ **San Juan, PR** WIAC-FM 102.5 mhz—Jan. 11 application for CP to change antenna supporting-structure height.

■ **Lytle, TX** KXPZ(FM) 91.3 mhz—Jan. 8 application for mod. of CP (BPED870817MF new station) to change antenna.: 302 ft.; TL: 5.6 km on bearing 75.7 degrees (T) from Lytle, TX, reference coordinates 29 14 39N 98 44 27W.

■ **Fredericksburg, VA** (no call letters) 91.7 mhz—Jan. 14 Petition for partial reconsideration filed.

TV

■ **Louisville, AL** WGIQ(TV) ch 43—Jan. 17 application for CP to change ERP: 4,710 kw (vis); antenna. 968 ft.; change TL: .6 km W of Texasville, AL; antenna: Dielectric TFU-36JDAS(DAXB7); 31 43 05N 85 26 03W.

Actions

AM

■ **Westland, MI** WNZK(AM) 690 khz—Jan. 23 application (BMP901123AD) granted for mod. of CP (BP871116AF) to augment day & night DA antenna

radiation pattern.

FM's

■ **Phoenix City, AL** WGSY(FM) 100.1 mhz—Jan. 24 application (BMLH900403KA) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Fayetteville, AR** KKIX(FM) 103.9 mhz—Jan. 9 application (BMLH891229KE) dismissed for mod. of license to increase ERP: 2.55 kw H&V (pursuant to docket #88-375).

■ **Palm Springs, CA** KPSI-FM 100.9 mhz—Jan. 22 application (BMPH901002MB) granted for mod. of CP (BPH881012ID) to change TL: height, site location.

■ **Colorado Springs, CO** KEPC(FM) 90.5 mhz—Jan. 22 application (BPED890629MB) granted for CP to change ERP: .3 kw H; 1.2 kw V; ant.: 2,052 ft.; TL: at KXRM-TV tower on Cheyenne Mtn.. 29 Transmitter Lane, Colorado Springs, CO.

■ **Colorado Springs, CO** KTLF(FM) 89.7 mhz—Jan. 22 application (BPED890629MA) granted for CP to change ERP: 6.5 kw H&V; ant.: -289 ft.; TL: 5675 S Acadent Blvd.

■ **Fernandina Beach, FL** WNLE(FM) 91.7 mhz—Jan. 23 application (BPED890828MG) granted for CP to change ERP: 38 kw H&V.

■ **Folkston, GA** WOKF(FM) 92.3 mhz—Jan. 17 application (BPH900806ID) granted for CP to change ant.: 328 ft.; change TL: along US 1; approx. 5 km NW of Hillard, FL 30 43 45N 81 56 21W.

■ **Fort Valley, GA** WKXK(FM) 97.9 mhz—Jan. 28 application (BPH900723ID) granted for CP to change ERP: 2.1 kw H&V; change ant.: 548 ft.; TL: 5 km, 137 degrees from Powersville, GA.

■ **South Whitley, IN** WLZQ(FM) 101.1 mhz—Jan. 17 application (BMPH900716IB) granted for mod. of CP (BPH880107MQ) to change ERP: 6 kw; TL: 50 m W of 600 E Rd., 400 m S of 900 S Rd., Jackson Township, IN.

■ **Baldwin City, KS** KNBU(FM) 92.5 mhz—Jan. 17 application (BPED890616ML) granted for CP to change freq: 89.7 mhz; change ERP: .1 kw H&V; ant.: 118 ft.

■ **Girard, KS** KYPG(FM) 101.1 mhz—Jan. 18 application (BMLH900404KD) granted for mod. of license

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(BLH880912KD) to change freq: 99.1 mhz (per docket #89-96).

■ **Brusly, LA** KIEZ(FM) 96.3 mhz—Jan. 28 application (BMPH9008301A) granted for mod. of CP (BPH870701MR) to make changes antenna supporting structure height.

■ **Austin, MN** KAVT-FM 91.3 mhz—Jan. 28 application (BPED9008221D) granted for CP to change antenna supporting structure height and to change ERP: from .135 kw H to .135 kw H&V.

■ **Grant, NM** KDYC(FM) 97.9 mhz—Jan. 25 application (BMPH9008211B) granted for mod. of CP (BPH880616NF) to change freq: 100.9 mhz; ERP: .80 kw H&V; change to class A (per docket #89-34).

■ **Rochester, NY** WRUR-FM 88.5 mhz—Jan. 28 application (BPED871208MC) granted for CP to change ERP: 2 kw H&V; antenna: 232 ft.; change TL: Goler House, Medical Center Campus 43 07 20N 77 37 15W.

■ **Durham, NC** WFXC(FM) 107.1 mhz—Jan. 24 application (BPH9006011D) granted for CP to change ERP: 2.83 kw H&V; ant.: 489 ft.

■ **Brookings, OR** KURY-FM 95.3 mhz—Jan. 17 application (BPH9008141E) granted for CP to change ERP: 1.9 kw H&V; change ant.: 355 m H&V; TL: on Red Mound, 7.9 km from Brookings, OR, on bearing of N 348.6 degrees; class: C3 (per docket #89-180).

■ **Susquehanna, PA** WKGB-FM 92.5 mhz—Jan. 28 application (BMLH900402KB) granted for mod. of license to increase ERP: 3 kw H&V (pursuant to docket #88-375).

■ **Crossville, TN** (no call letters) 102.5 mhz—Jan. 23 application (BPH9010161C) granted for CP to change ant.: 292 ft.; change ERP: 6 kw H&V; TL: 8.65 km from Crossville Post Office on bearing N 20 degrees E true. TN 36 01 22N 85 00 07W.

■ **Dallas** KKWM(FM) 97.9 mhz—Jan. 23 application (BPH900928MA) granted for CP to change ant.: 1.679

ft.; change TL: Tindle St., Cedar Hill, TX.

■ **Tulia, TX** KDOA(FM) 104.9 mhz—Jan. 23 application (BMPH9007161D) granted for mod. of CP (BPH870313MN as reinstatement) to change ERP: 7.2 kw H&V; ant.: 187 ft.; TL: 1.5 mi SW of Swisher County Courthouse, Tulia, TX; change to class C3.

■ **Princeton, WV** WAEY-FM 95.9 mhz—Jan. 24 application (BMLH900305KC) granted for mod. of license (BMLH830106AA) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

TV's

■ **Tucson, AZ** KOLD-TV ch. 13—Jan. 25 application (BPCT900726KF) granted for CP to change ERP: 302 kw (vis); ant.: 622 m; TL: 11.5 mi WNW of Tucson, AZ in the Tucson Mountains. N 32 14 55.8 W 111 06 58.2; antenna: Dielectric TW-12A13, (BT).

■ **Augusta, GA**—WFXG(TV) ch. 54 Jan. 23 application (BMPCT900924KF) granted for mod. of CP (BPCT830705KI) to change ERP: 2,491 kw (vis); ant.: 1.164 ft.; TL: .72 km NE of US 278 & Pine Log Rd., Intersection, SC; ant.: Harris TVWS-30C (DA)(BT); 33 25 00N 81 50 06W.ia

■ **Baton Rouge, LA**—WPFT(TV) ch. 44—Jan. 25 application (BMPCT901210KE) granted for mod. of CP to change ERP: 3,871 kw (vis); TL: 3.1 km W of State Hwy 1 on Hwy. 1148 near Addis, LA in W Baton Rouge Parish; antenna: Andrew ATW30H4-HSC4-44S(DA)(BT) 30 19 35N 91 16 36W.

CALL LETTERS

Applications

Existing AM

WRMD(AM) WLFF ZGS Broadcasting of Tampa Inc.; St. Petersburg, FL

Existing FM

KSJN(FM) WLOL Minnesota Public Radio; Minneapolis, MN

Grants

New AM's

KSJI(AM) Jeffrey E. Eustis; San Martin, CA

KWVG(AM) Michael Venditti/Don Werlinger; Hamby, TX

WPNN(AM) Broadcast Communications Inc.; Gorham, ME

New FM's

KHRT-FM Faith Broadcasting Inc.; Minot, SD

KUAZ(FM) AZBDRegentsBenefitsUniversity of Arizona; Tucson, AZ

KVMK(FM) Tschirhart Broadcasting Inc.; Bloomington, TX

KWVA(FM) University of Oregon Foundation; Eugene, OR

KWVB(FM) Prime Time Radio; Potosi, MO

KWVD(FM) FKL Investments; Morro Bay, CA

KZSD-FM SDBD Directors ED Telecommunications; Martin, SD

WDLR(FM) McDowell Communications Associates; Old Ft., NC

WNJA(FM) Western NY Public Broadcasting Association; Jamestown, NY

WQKI-FM Radio Four Broadcasting Inc.; St. Matthews, SC

WWFO(FM) Michael Scott Copeland; Vinton, VA

WWFP(FM) Atkinson Broadcasting Inc.; Pearson, GA

WWFS(FM) Jesse Fleming; Kosciusko, MS

WWFT(FM) CSJ Investments Inc.; Key West, FL

WXHC(FM) John Eves; Homer, NY

WXUS(FM) Sky Way Broadcasting Ltd.; Ft. Rucker, AL

Existing AM's

KBCW(AM) KANO North Suburban Radio Company; Brooklyn Park, MN

KDOL(AM) KREL S & R Broadcasting Inc.; Henderson, NV

KFLG(AM) KRHS The Guyann Corporation; Bullhead City, AZ

KMLB(AM) KJLO New South Communications Inc.; Monroe, LA

KMXI(AM) KMJK Rogue Broadcasting Corporation; Vancouver, WA

KSWV(AM) KMIK La Voz Broadcasting Co. Inc.; Santa Fe, NM

WBBP(AM) WMQM Bountiful Blessings Inc.; Memphis, TN

WFKB(AM) WPRQ First Kingsport Broadcasting Inc.; Colonia Hgts., TN

WGKL(AM) WROQ Tenore Broadcasting Company; Charlotte, NC

WRAF(AM) WWXX Milton Broadcasting Company Inc., Alpharetta, GA

WSNI(AM) WPCR KISS Ltd.; Philadelphia

WVAC(AM) WLKR Firelands Broadcasting Inc.; Norwalk, OH

Existing FM's

KALK(FM) KYKM Parker-Hill Communications Inc.; Winfield, TX

KBRK-FM KGKG Dakota Broadcasting Inc.; Brookings, SD

KFLG-FM KFLG The Guyann Corporation; Bullhead City, AZ

KLLK-FM KZPB The Henry Radio Company; Fort Bragg, CA

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CLASSIFIED

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RADIO

HELP WANTED MANAGEMENT

Director of radio. Northwest Public Radio, a leading public radio organization and producer of NPR's *Bob & Bill*, seeks manager with strong programming and management skills. Excellent living environment; competitive salary and benefits; progressive licensee. Application review begins March 4; open until filled. For information packet contact Radio Search, NWPR, Washington State University, Pullman, WA 99164-2530, 509-335-6511. WSU is an EO/AA employer and educator. Protected group members are encouraged to apply.

GSM: Group operator, Top 75 Northeast markets looking for goal-oriented GSM to head AM/FM sales team. Must train, motivate, set and achieve goals, be a Hi energy leader strong in promotional, CO-OP vendor and development skills. Are you ready for this tall order? Excellent compensation package for right person. Step up to a big opportunity. Send resume and history. EOE. Reply Box B-2.

General sales manager: WJMH-FM, a fast growing Churban station in the Greensboro market, is seeking a GSM. Must have 2 years sales management experience. Send resume to: Roger Stockton, PO Box 19990, Greensboro, NC 27419. EOE.

No. VA Class A FM, well equipped, AC format, small market, with big growth potential, needs manager strong in sales. EEO employer. Reply Box B-1.

General manager, East Texas AM/FM. Mature, experienced manager/sales manager, with integrity and hands on successful sales leadership. Send resume, with references and salary history. EEO/MF. Box B-18.

GSM: Opportunity of a lifetime. Baltimore's Classic Rock, 100 GRX, is looking for a results-oriented leader with sales management experience who is a trainer, planner and doer. Be prepared to take a station that sounds great to a station that bills great. EOE. Send resume with references to: Gen. Mgr., WGRX, 540 East Belvedere Ave., Suite 204, Baltimore, MD 21212.

If you are a good small market manager who's looking for a new challenge. Here it is. A Class A FM with companion AM in Hope and Prescott, Arkansas. The two towns, located 15 miles apart combine for 15K city population, 30K total two county. This is an excellent opportunity for an aggressive individual. Send resume with references to Rob Hill, Newport Broadcasting Co., PO Box 989, Blytheville, AR 72316. EOE MF.

HELP WANTED SALES

Group broadcaster is seeking experienced account executive for successful coastal market operation. Excellent opportunity for sales professional desiring a career change or for a seasoned broadcast account executive. Management opportunity is there plus solid earning potential. Send resume, including compensation history, references, and billing track record to Box B-5. EOE.

Washington D.C. Metro combo, CHR WZYQ-FM and Country WQSI-AM, seeking experienced, energetic, motivated sales rep to handle established account list. First year potential \$40K plus. Company benefits include 100% paid hospitalization, vacation, TAPSCAN support, and creative production. Send resume to VP/GM Jack Alix, WZYQ/WQSI, PO Box 1129, Frederick, MD 21701. EOE.

HELP WANTED TECHNICAL

New England group engineer: 3FM/2AM stations in markets that offer everything from mountains to the ocean. Well equipped facilities in excellent medium markets. If you are strong in RF/AF, facilities build-outs and want to join a major group with a high engineering consciousness, let us hear from you. All replies will be held in confidence. SBE certification desirable. Reply Box A-55. Equal opportunity employer.

HELP WANTED NEWS

Respected small market AM/FM looking for aggressive anchor-reporter. Equal opportunity employer. Rush T&R to Paul Lester, POB 920, Port Jervis, NY 12771. No phone calls.

SITUATIONS WANTED MANAGEMENT

Interim management/sales promotion: 14 years sales, promotion, and proven management experience. Greg Biggs will make you money. Call 405-721-9877.

General manager, retired. Forty year broadcast veteran. Could be of value to you, from babysitting property to total hands-on operation. All areas considered. Prefer upper Midwest, Sunbelt, San Francisco Bay Area. Reply Box B-7.

20+ year pro will provide management, sales, staff recruitment, training, programming, promotions, small/medium markets on interim basis. Start-up and turnarounds welcome. Can provide maintenance. Reply to Box B-6.

Successful business man and broadcaster available to operate a station or group. I can staff it with the best people in broadcasting. Automation expert! Learn ways to make money in troubled times. Write: PO Box 575, Lanesboro, MA 01237.

\$10,000 guarantee! 20 years in radio with sales/management/programming seeks GM slot in med/small mkt. Results or money back! Mike 919-452-2498.

GM available, aggressive, competitive leader. Sales & training, value added selling, heavy promotion, programming, bottom line oriented. 25 years experience all markets. Call Bob 412-547-6703.

SITUATIONS WANTED SALES

Radio sales veteran: Five year average sales \$185,000 - 30,000 market. Seeks management or sales opportunity. Excellent references, credit and leadership qualities. All inquires answered. Reply Box B-8.

SITUATIONS WANTED ANNOUNCERS

You've heard adjectives like experienced, witty, seasoned, colorful, pro, bright, energetic, sharp, aggressive, exciting. I'm all that and a damned good FEMALE TALK SHOW HOST, too. 212-603-9064.

High honors B.A. graduate, model, doing air AC & CR, seeks air med. or trg. mkt. AC, CR or CHR. Special consideration to FLA. stations. T.R. & pix-Dave at 313-750-9957.

SITUATIONS WANTED TECHNICAL

Over 30 years experience in the broadcast industry, specializing in engineering, production, and the recording and editing of live music. General ticket. Award winner. Box B-19.

Chief engineer or field service. Former CE Boston, Houston, Miami, Ft. Lauderdale. FCC general, ASEE. Ham. No bad habits. 713-784-5936 anytime.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Seeking part time (2 mornings, 2 evenings, week-ends avail.) to assist/look after the interest-take the stress of publicist/broadcaster in Manhattan. Nick: 212-473-0177.

Operations mgr/PD/production mgr, Easy Listening or Soft Rock, British born broadcaster with great voice, live assist and full automation experience, all markets considered. Box B-20.

A/C PD in small market seeks new challenges. Eager for more responsibility. Jim 912-729-7644 after 6 pm Eastern.

Young and energetic recent college graduate, with some major market experience seeks air shifts and/or production. Willing to relocate. For tape/resume call Michael 215-825-2440.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Jerusalem live radio call-in available immediately. #1 market, experienced, American Broadcast Journalist in Israel, accepting reasonable offers for hosting/producing telephone call-in with studio guests. Call: Sheila Zucker 011-972-2-255216 or write PO Box 4485, Jerusalem, Israel.

TELEVISION

HELP WANTED MANAGEMENT

Southwest major market affiliate is looking for a general sales manager. The candidates will be judged on management & leadership skills and knowledge of marketing programs, research systems and traffic operations. A minimum of 5 years management experience is required. Please send your cover letter and resume to Box B-21. EOE.

KOKH-TV, Oklahoma's #1 Independent, has a sales management opportunity. The winning candidate will have national experience, be a people motivator, have good communication skills and have the aggressive spirit that accomplishes goals. Send resumes to James L. Harmeyer, President and General Manager at 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. Phone calls welcomed 405-843-2525.

National sales manager: WMC-TV immediately needs a bright, aggressive communicator with minimum of 2 to 3 years of hands-on NSM, or national rep. experience. PC/Marshall Marketing skills extremely helpful. Send resume to: Joe Cooper, Asst. GM/Sales, WMC-TV, 1960 Union Avenue, Memphis, TN 38104. No calls please. WMC-TV/Scripps Howard Broadcasting is an affirmative action/EEO.

WPSD News seeks assignment manager. Journalistic background and excellent people skills important. Experience and college degree preferred. Send resume and an essay on your qualifications and reasons for wanting the position to: Terry Reeves, WPSD News, PO Box 1197, Paducah, KY 42002-1197. M/F, EOE.

General manager: WHAS-TV, the ABC affiliate in Louisville, KY is seeking candidates for the position of President and General Manager. Candidates should have at least 10 years TV management experience. Degree required. If interested send your resume and a letter outlining your qualifications for the position to: Steve Roberts, WHAS-TV, PO Box 1100, Louisville, KY 40201. Equal opportunity employer.

Production manager needed by \$2 M Chicago area shop. You need to be great with clients and staff, be able to juggle conflicts, select and develop staff, have an eye for quality, and be able to relate to the bottom line. Must have extensive knowledge of television broadcast station operations and video production techniques. Please send a letter of introduction, resume and your salary requirements to: Box B-22. EOE.

HELP WANTED SALES

General sales manager: Medium market NBC station in Texas. Must have 1 to 2 years sales management experience. Send resume and references to Box A-63. EOE.

Local sales manager: KJCT TV (ABC) has an immediate opening. Ideal candidate will possess a minimum of five years TV sales experience. Strong organizational, communication and leadership skills a must. Looking for an idea person who is goal oriented. Send resume along with a sales philosophy to Jan Hammer, Station Manager, KJCT TV, PO Box 3788, Grand Junction, CO 81502. KJCT TV is an equal opportunity employer.

Aggressive self-starter needed for strong Indy in 31st market. Must have 3-5 years TV sales experience - (Agency, new biz and co-op). Call Sales Mgmt WJZY 704-398-0046

HELP WANTED TECHNICAL

US Information Agency, Office of Cuba Broadcasting, TV Marti has immediate openings in Washington, DC for several technical positions. Incumbents work on the US government's television broadcasts to Cuba. The deadline for the receipt of applications is February 15, 1991. Application should be on Form 171. The US Information Agency is an equal opportunity employer. Videotape Editors, \$25,000 to 37,000. Supervisory Videotape Editor, \$44,000. Lead Graphic Artist, \$37,000 to \$44,000, requires Spanish. Audio/Visual Broadcast Technicians, \$25,000 to 37,000. TV Maintenance Technicians, \$25,000 to 37,000. Camera Operators, \$25,000 to 37,000. Technical Director, \$44,000. Floor Manager, \$25,000 to 37,000.

Maintenance technician needed by expanding Hollywood production/post-production facility. Familiarity with cameras, switchers, effects devices, and recording formats a must. Systems troubleshooting experience desired. Mobile experience a plus. Compensation commensurate with experience. Send resume to B-9. EOE.

Television assistant chief engineer: Full-time, 12-month, professional position in the department of instructional television at the National Technical Institute for the Deaf, a college of RIT. Assist chief engineer in providing technical support for broadcast quality production, captioning, and special applications of audio/video equipment. Diagnose, repair, modify and maintain Ampex VPR-2B, Sony Beta-Cam, Grass Valley Switcher, CMX editor, and other audio/video systems. BS degree and four years experience or AAS degree and six years experience with broadcast quality TV production, recording, and editing systems. Exceptional interpersonal skills and ability to make quick decisions independently and effectively. Proven ability to relate positively to clients, staff, vendors and service representatives, students, and other hearing-impaired individuals. Knowledge of deafness and sign language skills desired. Use reference #60180254 when sending letter of application and resume by February 28 to Geri Curwin, Personnel Office, Rochester Institute of Technology, George Eastman Memorial Building, PO Box 9887, Rochester, NY 14623-0887. AAE/EOE.

HELP WANTED NEWS

Producer: Immediate opening for a show producer for evening newscast. Applicant must be an experienced television news producer in a medium to large market with familiarity in ENG and SNG field production techniques. Excellent writing skills are required. Strong interpersonal skills and organizational abilities essential. Tape and resume to: Jim Prather, Assistant News Director, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

5:00 anchor/reporter. Send non-returnable tape to KLAS, PO Box 15047, Las Vegas, NV 89114. EOE.

News director: Newsperson with central U.S. experience needed to launch non-traditional nightly newscast. Must be innovative. Equal opportunity employer. Send resume, no phone calls, to General Manager, WEVV-TV, 44 Main Street, Evansville, IN 47708-1450.

Director/switcher wanted for nation's most exciting news station...hands on exp. with Grass Valley 300, Ampex ADO, Chyron IV, & knowledge of CMX 3400 is desired. College degree pref. Send resume to Phil Hutchings, Prod. Mgr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

General assignment reporter: College degree required. Strong writing and reporting skills a must. Live experience helpful. Send resume and non-returnable tape to Ralph Bristol, News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. No phone calls. EOE/MF.

Primo people is seeking news anchors for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116. EOE.

Asst. director wanted to work in the #1 station in So. Fla. Prefer applicant with prior exp. in control room & live newscast production. Able to work flex. shifts, weekends, & holidays. Send resume to Phil Hutchings, Prod. Mgr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

Writer/producer for weekly environmental magazine show. Strong journalism, environmental research background needed. On-air work a plus. Send tape/resume to Henry Schuster, Network Earth, One CNN Center, Atlanta, GA 30348. EOE.

WFSB, Post Newsweek in Connecticut and Southern New England's number one station, is looking for the best. We want a terrific broadcast journalist who can create compelling newscasts using wit, ingenuity, and all the tools you'll ever need. If you produce by rote, or if your idea of history is what happened last week, forget about it. If however, you're challenged by breaking news and new ideas, and don't mind risking failure every now and then, send resume and tape to: Deb Johnson, Assistant News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Art director: Nationally syndicated news/feature magazine seeking imaginative graphic artist and designer for art director position. Must have minimum three years experience with Quantel. Send resume and reel to: Karyn Petrone, Lifetime Television, 34-12 36th St., Astoria, NY 11106. EOE.

Meteorologist for weekends/weekday mornings at severe weather zone station. Computer graphics, satellite database, Doppler radar, AMS seal preferred, must thrive on severe weather coverage. Send resume to News Director at Box B-23. EOE.

Weekend anchor/reporter: Top-rated CBS affiliate looking for dynamic weekend anchor who is a first rate communicator and writer. Producing skills a must. Candidate must be strong reporter who can break stories. Minorities are strongly encouraged to apply. Send tapes, resumes, and salary history to: Elliott Wisner, News Director, WTVR-TV, 3301 West Broad Street, Richmond VA 23230. No phone calls please. M/F/EOE.

Field producer needed for top rated NBC affiliate in Monterey/Salinas market. Must have at least one year solid experience in daily newsroom operation. Tapes, resume (no calls) to Adrienne Laurent, News Director, KSBW-TV, 238 John St., Salinas, CA 93901. EOE.

Segment producer/reporters: Nationally syndicated news/feature magazine seeking enterprising segment producers and/or reporters who know how to tell a story. Must have minimum three years broadcast experience. Send resume and reel to: Karyn Petrone, Lifetime Television, 34-12 36th St., Astoria, NY 11106. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Traffic position available: Aggressive Conn. television station seeks a highly organized detail oriented person with Columbine experience. Please send resume and cover letter to: Reply Box B-11. EOE.

Major Washington, DC production house seeks senior story editor to oversee development of stories for weekly magazine show. Candidates must have at least 3 years experience in story development for a network quality magazine series and the ability to manage a staff. Some producing experience a plus. Send resume to Box B-24. EOE.

Director of programing and operations. Manages programing, production and public affairs departments. Supervise live, daily hour-long morning program. Responsible for station studio and remote production, commercial production. Minimum five years experience in current television station production. Must demonstrate solid record of accomplishments as director and producer in local television programing and production. Require skill as a supervisor who can lead, train and motivate professional staff. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Program/Community affairs director: WSYX-TV (ABC) Columbus, Ohio currently has an opening for the above position. Candidates should have at least five years program director experience and be able to show a strong track record of success, along with research and program production abilities. Resumes should be sent to Tony Twibell, Vice President and General Manager, WSYX-TV, Job #01219101, PO Box 718, Columbus, OH 43216. (No phone calls please). Company is an EOE and encourages qualified minority and women applicants.

Major documentary series seeks supervising writer to oversee its post-production operations in New York. The ideal candidate has extensive documentary writing experience, preferably including natural history, and demonstrated experience in supervising writers and editors. Producing experience a plus. Send resume and writing samples to Box B-25. EOE.

Launching magazine for possible syndication. Seeking production manager/executive producer, program host, feature reporters, producer/director, videographers/editors, and production assistants. Rush nonreturnable tape to PO Box 22607, Tampa, FL 33622-2607. EOE.

Associate producer: Needed for weekly public affairs show. Position requires very strong videotape background, must have experience in cutting tape packages. Some booking and research skills desired. Ability to get along with others in a deadline driven environment a must. Forward resumes to: 1211 Connecticut Ave., NW, Suite 810 Washington, DC 20036; or Fax 202-296-2285. EOE.

Attention: Freelance production personnel in Florida, the Carolinas, Georgia, Virginia and Pennsylvania. Need personnel base for cameras, audio, tape, video, font and still store for sports programming productions. Send resume and references to: Unit Manager, c/o Southland Productions, 655-H Pressley Road, Charlotte, NC 28217. EOE.

Director of programming & marketing: Syracuse CBS affiliate seeks knowledgeable program director who also has production & promotion talents. Good salary & benefits, great company. Be a key player in a dynamic team. Send resume (no calls) to: WTVH, 980 James Street, Syracuse, NY 13203. EOE.

Escape to an island! World Services, a division of Johnson Controls, is the prime contractor for operation and maintenance of the U.S. Army Kwajalein Atoll located in the Pacific Marshall Islands. We are currently seeking applicants for the following positions: **PRODUCTION DIRECTOR:** Must be a graduate of a reputable broadcasting school with experience as a broadcaster capable of performing effectively on the air and operating all broadcasting equipment. Must have three years recent experience in the radio/television field as a supervisor with practical experience in radio, television and television production. Experience required in developing radio and TV programming objectives, policies and procedures to serve an audience the size of a military installation with a station the size of a small and diverse broadcasting facility. **TELEVISION PRODUCTION TECHNICIAN:** Must be a graduate of a reputable broadcasting school. Must have two years recent experience in the broadcasting field as a production technician. Also must be capable of assembling a TV program from start to finish. At Kwajalein we offer 2-year employment agreements with free housing, meals and 3 weeks paid vacation with air travel provided once a year. Overseas bonus and U.S. tax exemptions may apply. World Services offers competitive wages plus company medical, dental and life-insurance plans. Interested candidates are encouraged to send a resume with salary requirements to: Johnson Controls/World Services, Attn: Dept. 141, 401 Wynn Drive, Huntsville, AL 35805. EOE.

Commercial production director/producer: WHNS-TV FOX 21 has an opening for a director in the commercial production department. Candidate will possess good communication skills and be able to create commercials from initial concept to client approval. Writing, editing, EFP, lighting and directing skills are a must. Knowledge of computer editing and ADO digital effects helpful. Send resumes to WHNS-TV, Attn. Joe Healon, Production Manager, 21 Interstate Court, Greenville, SC 29615. EOE, M/F/H. 803-288-2100.

Producer/videographer: Work in beautiful Charleston, SC by the ocean. Experience in commercial and promotion EFP required. Must have proven lighting skills. Tape and resume to Charlie Thompson, WCSC-TV, 485 East Bay St., Charleston, SC 29403. EOE/M-F.

SITUATIONS WANTED MANAGEMENT

Television general manager. Seeking new challenge. Excellent track record, top references. If your operation needs improvement in profits and prestige, let's talk. Confidential to: Box A-46.

Broadcasting CFO/Controffer for last 8 years. Most recent 4 years as CFO with one of the worlds largest TV station and program production centers. Annual program production was 2,300+ hours (soap operas, game shows, etc.) with total revenues of \$60 million+. Available immediately 713-879-4040.

SITUATIONS WANTED TECHNICAL

Senior maintenance engineer, 20 years, D2, Betacart, Chyron, 1", TCR, BVW75SP, Ikegami, Calgary + Seoul Olympics, major market, post, studio + remotes. Resume 204-831-5249, Fax 204-474-1180.

14 year broadcast engineer: In all aspects of broadcasting including 6 years as a chief engineer, 6 years International SNG/ENG. Special event planning & coordinating. Looking to get out of DC. Resume, Box A-48.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

Breaking away! CBS News producer/writer with management experience. Twenty-five years in the broadcast trenches. Peabody and Emmy credits. Ready for new vistas and fresh air! Charles Kuralt (CBS) and Bill Moyers (PBS) among my advocates. Call Norman Morris, 201-239-8622.

Your Washington news team: Aggressive Washington, D.C. television reporter and photographer. Available separately or as a team. Customized packages with YOUR sig-out. Live shots. Call 301-656-4449.

10 years traffic/operations: Including special event planning and coordinating, SNG/ENG quality control, Internationally and domestic. 717-339-0210.

Ex-network producer fed up with freelancing. 25 yrs in news, public affairs: docs, mags, investigative, hard news, studio. Team player, hard worker, creative. Will travel, relocate. 914-478-1705.

Fourteen years as reporter/anchor/producer/AE/AND looking for management position. Award winning, team leader with solid, proven journalism/management/PR skills. Call Beth 504-833-1332.

Hollyweird, Bye, Bye! Comedy feature reporter/sports anchor turned Hollywood TV-show writer wants out of the smog and back into local news. Please, no power lunches, just power calls. Ted 213-281-7486.

I want to be your news director! 16 years experience in management and reporting. Please call 815-968-5911.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent graduate seeks entry level position where interest in television production can be utilized and developed. Willing to relocate. Box 51, Grifithville, AR 72060. 501-323-4446.

MISCELLANEOUS

WYSX-TV is looking for a qualified individual to handle all phases of credit and collections. Broadcast experience preferred. Please send resume to: WYSX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #02019101B. Company is an EOE and encourages qualified women and minority applicants.

CABLE

HELP WANTED SALES

Top 100 cable company MSO, seeks experienced and self motivated broadcasting sales executive to develop and manage company's barter/tradeout business in its operating systems in 5 states. Individual must have proven barter/tradeout skills and be willing to travel from company's home office. Salary plus commission and bonus and benefits available. Contact Greg Kriser, COO & Exec. VP, Helicon Corp., 630 Palisade Avenue, Englewood Cliffs, NJ 07632, 201-568-7720 Fax: 201-568-6228. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor full time position in radio-television to teach audio production and other broadcast courses and serve as faculty advisor of student-operated, FM radio station. M.A. required; Ph.D. preferred. New radio facilities. Salary \$23,000+ with additional summer teaching possible. Start September 1, 1991. Application review begins March 15, 1991. Send application letter, resume, transcripts and 3 reference letters to: Dr. Joe Oliver, Search Committee Chairman, Department of Communication, PO Box 13048, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001. An affirmative action/equal opportunity employer.

Teachers for Women's Studies with expertise in one of: Women & Film and/or Broadcast/Mass Communication; Women in Business, Finance and/or Management; Eco-feminism; Chicana/Latina Studies/Literature; Native American Studies; Asian/Asian American Studies; Feminist Theory. Position(s) depend on budget considerations underway. Tenure track and/or one-year joint appointments to begin Aug. 1, 1991. Prefer Ph.D. Application review begins Feb 28, 1991. Contact: Dr. Sondra O'Neale, Chair, Women's Studies, University of Wisconsin-La Crosse, La Crosse, WI 54601. People of diverse cultural and/or racial backgrounds encouraged to apply. AA/EOE.

Graduate assistants: Boise State University is seeking graduate assistants to pursue a master's degree, while working at the BSU Radio Network. BSU Radio is a public radio service consisting of three stations and five translators, and is affiliated with both NPR and APR. The network serves a major portion of Idaho - as well as adjacent sections of eastern Oregon and Northern Nevada. BSU Radio's assistantships are available in (1) News, (2) Engineering, (3) Management, (4) Operations, and (5) Statehouse Reporting. These are University wide assistantships; these graduate assistants can study in any graduate degree program. Boise State offers master's degree programs in fourteen areas, including Communication, Business, History, English, Exercise & Sports Studies, Education, Instructional Technology, and Interdisciplinary studies. Send resume to Dr. James V. Paluzzi, General Manager, BSU Radio Network, 1910 University Drive, Boise, ID 83725. EOE.

Faculty positions: Lyndon State College is a vigorously growing comprehensive institution with degrees through the master's level. Nestled in the mountains of Vermont's Northeast Kingdom, Lyndon enrolls 1150 undergraduates and 200 graduate and non-degree students, and employs 60 full-time and 50 adjunct faculty. Lyndon's faculty are especially attentive to an academically diverse student body, including a growing number of non-traditional students. The College's mission emphasizes personal attention to individuals. Faculty are active in campus governance and community service, while effective teaching is an important measure for continued employment. Successful candidates will also demonstrate ability to work harmoniously with colleagues in the department and share advising duties. Prior teaching experience is desirable unless noted. The position below is tenure-track, and unless otherwise stated, requires an appropriate doctoral degree for award of tenure; candidates who are at dissertation stage in active pursuit of a doctorate may be considered. Salary is commensurate with experience; generous benefit package is provided without employee contribution. Academic year opens August 27, 1991.

Communications Arts & Sciences: Television Broadcast Journalism. Teaching all aspects of television news production; reporting, writing, video editing, shooting. News director for region's only daily local news cablecast, staffed by advanced communication students. 225 undergraduates enrolled in pre-professional programs television, radio and visual design. The successful candidate will be involved in curricular development with five full-time telecommunications staff members. Video production facilities are 1/2" industrial VHS, 3/4", Betacam; two audio production labs include multi-track analog capabilities. Applicant must have minimum three years experience as reporter or news director/producer; master's degree required (in journalism preferred); other master's degrees acceptable with extensive appropriate experience. Send letter of application and vita (listing at least three references) to Chair, Faculty Search Committee, c/o Associate Dean Hruska, Lyndon State College, Lyndonville, VT 05851. Closing date: February 15, 1991. Lyndon, as an equal opportunity employer, invites applications from women and from minority and handicapped persons.

Journalism professional: The Central American Journalism Program, the largest international journalism training program in the country, seeks a journalism professional to join an exciting 12-month effort to strengthen journalism in Panama. The CAJP is part of the School of Journalism and Mass Communication at Florida International University. You would have the rank of visiting faculty within the university, be based in Panama City, Panama, and deal daily with journalists, editors, news directors and media owners in Panama as you organize seminars, round table discussions and other special training programs designed to strengthen the free press in Panama. You would report directly to the CAJP deputy executive director in San Jose, Costa Rica, in coordination with CAJP headquarters at the School of Journalism and Mass Communication. The CAJP is funded by a long-term grant from the U.S. Agency for International Development. The program publishes PULSO, A Spanish-language journalism review; conducts 22 seminars a year for Central American journalists, educators and media owners; publishes a directory of Central American journalists; sponsors a mid-career master's degree program in Spanish, and will open a journalism training center in Central America in 1991. This position requires someone who is comfortable dealing with print and broadcast journalists, journalism educators and media owners, has good administrative and organizational skills, patience and supports the ideals of the free press operating in the democracies of the modern world. Fluency in English and Spanish is required. The minimum salary for this 12-month position is \$35,000. The application deadline is Feb. 28, 1991. Send a letter describing your talents, and a complete resume, to: Charles H. Green, Executive Director, Central American Journalism Program, School of Journalism and Mass Communication, Florida International University, North Miami, FL 33181. Florida International University is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED NEWS

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

EMPLOYMENT SERVICES

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

One year job search only \$250.00. Information free. Bill Elliott, Radio & Television Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call (1) 805-962-8000 Ext. K-7833.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

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

Wanted to buy: Modern 10KW UHF air cooled transmitter. Fax information to Chester Smith, 209-523-0898.

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

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

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BTF 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BA5K, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

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.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

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

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

Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

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

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

For sale: UHF transmitter. 36KW mid range, minus klystron and exciter. \$60,000 cash. Call 209-523-0777.

Used Wheatstone console A-32 Ex 12 Channel or equivalent. ITC 3-D stereo cart deck with record amplifier. ITC stereo playback cart deck. Otari 50/50 reel-reel deck. Call Rod Chambers: 916-257-2121.

Two Betacam BVW-30 camcorders with BVW-20 portable playback deck and many accessories. Great condition. \$25,000 for package. Video Ventures Productions. 305-621-5266

Used television production equipment - buy or sell used broadcasting equipment through Media Concepts, Inc. Now celebrating 10 years of service to our clients. Call Media Concepts. 918-252-3600.

Save on videotape stock. We carry 3/4" & 1" evaluated broadcast quality videotape 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

IGM/EC complete automation system. instacart. rack, pwr. supply, manuals. islatron. includes computer! \$7,000. complete. Dave Klahr 609-692-8888.

Television transmitter, UHF. TTU60C. two exciters, filterplexer, diplexer, waveguide. etc Low band. 702-386-2844.

F. M. Translator: Versa Count Model V-316 1 watt. Like new \$300.00 or best offer. Call Charlie 219-233-1296.

1 kW UHF transmitter: Information transmission model ITS-230-CB tuned to channel 58. Three years old, excellent condition, only 9,000 hours on tube. \$22,500. we ship. Call Edmund Williams or Joseph Widoff at Advanced Television Test Center, Alexandria, VA 703-739-3850.

Unused cart machine equipment bonanza: BE 500 R/P mono cart machines. \$595 ea; BE Ten Spot mono cart machines. \$1695 ea. Call Larry. 412-349-5706.

RADIO

Situations Wanted Announcers

ATTENTION, NEWS/TALK AND FULL-SERVICE STATIONS!

Morning host at news/talk legend seeks better spot. Funny, topical personality does bits, phones, commentary, keeps drivetime rolling, makes everyone around him sound better. Also superb interviewer and talk show host for middays or evenings.

Reply Box B-15.

Situations Wanted Management

WHAT DO YOU WANT?

Another learn-as-he-earns GM who makes the mistakes of inexperience on your time and money so he'll be ready for someone else in a few years? THIS pro has long ago made his early mistakes, has learned and has succeeded. If your station is a training ground for beginner GM's and you like it that way, disregard the rest of this ad. However, whether you've got a turnaround situation or want to step up to the next success level, is you want a PROVEN pro, I'M what you want! Former PD, GSM, GM and owner...a sales, sound, goal and everlovin' bottom-line oriented GM who will not only WIN for you but STAY WITH YOU to enjoy it! I'm choosy because this is my last move. If you've read this far, let's talk!

601-255-9806

Help Wanted Sales

General Sales Manager wanted for dynamic Midwest AM/FM Combo currently billing 2M+ with outstanding potential. Attractive salary and benefits. Only self-motivated, creative leaders need apply. EOE, M/F. Reply to Box B-26.

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST PE & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
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FREE TO STATION VIA SPOT BARTER 7 day week service
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TELEVISION

Help Wanted News

PRODUCER KTLA MORNING NEWS

L.A.'s Number 1 independent will premiere Southern California's first live local two-hour morning newscast later this year.

KTLA is looking for a hands-on news professional who can help shape this exciting program into the best morning newscast on T.V.

The successful candidate will have--

Minimum 5 years experience producing live daily newscasts of at least 1 hour in length.

Complete knowledge of SNG, ENG, and graphics systems.

Experience in newsroom computer systems a must; experience in NewStar preferable.

Excellent news judgement with dynamic organizational and management skills.

Please forward your resume and tape of your best newscast to

Human Resources
KTLA Television
5800 Sunset Blvd.
Los Angeles, CA 90028

No phone calls, please.

A
Tribune
Broadcasting
Station



An
Equal
Opportunity
Employer

Help Wanted News Continued

Medical Reporter Segment Anchor

Our Emmy award winning, nationally syndicated television show is seeking an outstanding medical reporter who can also anchor our medical news segment. "Life Choices" is broadcast in top 60 markets including Los Angeles and Chicago. If you're a sensitive, creative and energetic feature reporter with excellent story telling skills, a sincere interest in health-related topics, a team player, and minimum of 3-years on-camera reporting experience, rush a tape and resume to:

Kathy Ward, Executive Producer,
Life Choices, PO Box 555, Columbus, OH 43216

**LIFE
CHOICES**

ERIE CHAPMAN

AMERICA'S WEEKLY HEALTH SHOW

EOE Employer

Situations Wanted Programing Promotion & Others

PROGRAMING WANTED FOR EAST COAST TOURIST CHANNEL

Cable TV in popular resort area has availabilities for paid programs.

CALL JOHN WILLCOX 1-800-825-7897

Miscellaneous

ATTENTION:

MMDS Lottery Winners and Unbuilt Station License Holders

*Are you facing a construction deadline?
Do you need a station constructed yesterday?*

We can provide complete (or partial) construction, tailored to your specs, including transmitters, transmission line and antennas, and have your station up and on line with FCC Proof of Performance--ALL WITHIN 30 DAYS!!

We wrote the book on MDS and have more station experience than anyone else in the industry. With over 18 years experience and over 100 stations built, we know how to do it quickly and do it right!

For further information contact:

Special Projects Department
The Microband Companies Incorporated
(201) 808-3700
(201) 227-2612 (FAX)

CABLE

Help Wanted Programing, Promotion & Others

P rogram Coordinators

Cable TV

A&E NETWORK, the leader in quality cable programming entertainment, has immediate opportunities for experienced Program Coordinators.

Documentary Program Coordinator

You will assist in documentary programming and production which will involve production supervision. To qualify, you must have at least two years of experience at a station, network or an independent company, preferably in news or reality programming, and a superior knowledge of TV program trends and techniques. Excellent organizational and interpersonal skills are essential.

Performing Arts Program Coordinator

You will assist in screening and evaluating film, drama and performing arts programming, as well as develop resources for new programs. To qualify, you must have a Bachelor's degree and 2-5 years of experience in programming and/or production. Familiarity with the film, dance, theater and music industries is essential.

We are offering a competitive salary and benefits package and an exciting work environment. If you are interested in pursuing one of these outstanding opportunities, send your resume including salary history and indicating position desired to: Marisa Famulare, Human Resources, A&E

Network, 235 East 45th Street,
New York, NY 10017. NO
PHONE CALLS PLEASE. Only
resumes with salary histories will
be considered. We are an equal
opportunity employer.



Help Wanted Sales

SALES REPRESENTATIVE/EXECUTIVE, U.K./EUROPE

Broadcasting Publications Inc. seeks highly motivated, detail-oriented individual to sell advertising space for BROADCASTING/ABROAD and BROADCASTING Magazine in London.

Working knowledge of international communications industry imperative. Advertising space sales experience a plus. Initiative, administrative skills and the ability to work unsupervised in developing new business are essential.

A competitive compensation package and a terrific growth opportunity with a major publishing company awaits the right person.

Please fax or mail resume and salary history in confidence to:

Randi Teitelbaum
Broadcasting Publications Inc.
630 Third Avenue
New York, N.Y. 10017 USA
Fax: 212-599-2837



EOE

**Help Wanted Programing
Promotion & Others Continued**

**DIRECTOR OF
PROGRAM OPERATIONS
Washington, DC Area**

Rapidly expanding nationwide cable television network seeks experienced, imaginative, energetic individual to supervise all phases of programing operations and on-air promotion. We are looking for a person with proven strength in all aspects of production who will coordinate the activities of our technical staff, traffic department, promotion and production. We will relocate the successful candidate. Mail or fax letter and resume with salary history to Mia:

Nostalgia Television Network
3575 Cahuenga Blvd., Suite 495
Los Angeles, California 90068
Fax: (213) 969-8971

ALLIED FIELDS

Help Wanted Technical

TECHNICIAN

Group W Satellite Communications is seeking a Technician responsible for routine operation of the Earth Station complex. You'll perform normal routine maintenance of equipment, monitor all uplink operations for technical quality, establish upline and downlink operating schedules and route incoming and outgoing traffic as needed.

Candidates must possess operating knowledge of Earth Station technical systems and related mechanical systems. Experience with microwave, radar and transmission systems is needed; specifically including receivers, exciters and high power amplifiers, and waveguide switching. Familiarity with air conditioning and power generation systems desirable. Operational experience with test equipment such as waveform monitors, vectorscopes, audio test equipment and spectrum analyzers required.

To apply, please send your resume to: Group W Satellite Communications, P.O. Box 10210, Stamford, CT 06904. Attn: Human Resources. An equal opportunity employer.

**GROUP
W
SATELLITE
COMMUNICATIONS**

Help Wanted Sales

**SOUTHERN CALIFORNIA
NATIONAL SALES
MANAGER**

We're looking for a skilled, high energy NSM with strong NY and LA agency connections to sell national, regional, paid, religious and 900-number time. Station or Rep background mandatory. RBC is a two-station Indy group based in Ventura County. Here's your chance to live in God's country—anywhere from Malibu to Santa Barbara, and sell nationwide.

Fax resume and salary history to RBC, NSM Search: (805) 485-6057

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 - No upfront membership fees
 - Continuously Updated
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El Paso, TX

For Complete Information, contact:

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AAT Communications Corp.
1854 Hylan Boulevard
Staten Island, New York 10305
718-979-6600 Fax: 718-351-7324

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AMARILLO

C-1 FM

Needs some equipment

\$450,000

404-355-6800

**YOU COULD BE A
\$UPER \$TATION**

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

For Sale Stations


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WDLE(FM)6kw. Federalsburg, MD
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 Both Licensed & Off Air
 Call Ray Rosenblum
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 We Purchase Accounts Receivable
 Western States only, \$50,000 min.
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STATION WDLE (FM)
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 STATION WSMD (AM)
 La Plata, MD

SALES ON RESPECTIVE PREMISES
 TUESDAY, FEB. 26, 1991
 AT THE FOLLOWING TIMES

AT 11:00 A.M.-WDLE
 112 S. MAIN ST. (Federalsburg)

Located in Caroline County
 (Maryland Eastern Shore), formerly
 WCTD-107.1 MH2 - Class A. Antenna
 Heights - 408', 4.84kW.

AT 3:00 P.M.-WSMD
 DUMP ROAD (La Plata, MD)

Located in Charles County (Maryland
 Western Shore) near Washington,
 DC 1KW. Daytime 250 watts critical
 hours, post sunset authority 35
 watts. Antenna Height-200'.

Financing is available by contacting
 Mr. Jon Lewson 212-850-5342. For
 complete details, contact
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- Market leader/Good signal
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Hudson, WI St Paul/Mpls
 Good Signal, Huge Potential
 Fast Growing Area
 \$325,000 Cash
Bill Starr (612) 455-8250

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 \$895K with \$250K down to
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 Stations cover Central Missouri.
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Fulltime AM/Class B-1 FM
 Excellent Financing
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FOR SALE

KQIZ-FM
\$1,900,000

1990 Cash Flow \$208,190

Amarillo, Texas leading station. Terms avail-
 able to qualified buyer. Interested parties
 written request for information should in-
 clude financial qualifications. Write to: Wis-
 kes/Abaris Communications, 650 Executive
 Dr., Willowbrook, Illinois 60521.

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**REALIZE YOUR DREAM
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OK FM CP - 25 kw - \$25,000
 UT FM CP - 100kw - \$35,000
 MT FM CP - 100kw - \$75,000

Contemporary Communications
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N. Carolina Coastal FM

1990 cash income \$259K
 \$60,000 down

S.E. University Town FM

\$120k cash flow
 Liberal seller terms

(407) 295-2572

For Sale Stations

Investors/Lenders sought up to \$600,000 for
 3-New FM CP's in solid California-Wisconsin
 markets. Stock sale or secured loan at high
 rate of return. For investors: a minimum of
 \$75,000 cash is required, accompanied by
 financial statement. No tire kickers or high
 rollers. Serious, confidential inquiries only.

For lenders, a comprehensive plan will follow
 upon lenders ability to provide financial capability.

Reply Box B-27.

FOX TV AFFILIATE

Located in Eastern Metro
 market, heavily cabled.
 Exclusivity protection.
 Studio real estate included.
 \$1.5 Million, cash preferred.
 Contact Richard L. Kozacko.



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 HORTON
 COMPANY**
 BROKERS AND CONSULTANTS
607.733.7138

350 W. CHURCH ST., BOX 948, ELMIRA, NY 14902

For Sale Stations Continued

FOR SALE

- South Central** 100KW FM with vast coverage of more than 23 small-medium cities. Excellent terms @ \$1M.
- Mid-Atlantic** FM covering profitable market of approx. 300K people in Florence, Marion, Darlington, Dillon, SC and more, best terms @ \$1.5M.
- Coastal NC** Class A currently being upgraded to 50K, to cover approx. 1M people in Washington, Newbern, Greenville, Kinston, and more, reasonable down payment & good terms @ \$1.6M.
- Northern NC** Class A 50KW covering Henderson NC, Emporia VA, Roanoke Rapids NC, Oxford NC, Petersburg VA, fully built @ \$1M.



L. E. Willis, President

WILLIS & COMPANY Media Brokers

Specializing in sales of owner-financed properties/tax certificate buyers
645 Church Street, Suite 400, Norfolk, VA 23510 (804) 624-6500

FOR SALE KIKX-FM \$2,500,000

Colorado Springs, Colorado. Leading CHR. Terms available to qualified buyer. Interested parties written request for information should include financial qualifications. Write to: Wiskes/Abaris Communications, 650 Executive Dr., Willowbrook, Illinois 60521.

WEST PALM BEACH, FL. AM

New 5kw power. New tower site. New studios. New CP improvements now fully operational. Ready for new owner and management. Priced right.

Bill Brazzil
Bill Brazzil Assoc.
305-662-7501

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Kozacko-Horton
813-966-3411

EARLY DEADLINE NOTICE

Due to the President's
Day Holiday, Deadline
for the February 25,
1991 issue is Friday,
February 15, 1991.

BROADCASTING'S CLASSIFIED RATES

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

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

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

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

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

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

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

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

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

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

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

FATES & FORTUNES

MEDIA

Lawrence J. Pollock, president, Capital Cities/ABC Owned Television Stations—East, New York, named president, Capital Cities/ABC Owned Television Stations.

Jim Rea, director, financial operations, Fox Inc., Los Angeles, named VP, systems and operations.

Ruth Ann Burns, senior VP and director of public affairs and corporate planning, WNET(TV) Newark, N.J. (New York), named senior VP and director, educational resources center.



Stolz

Appointments at The Hearst Corp.: **Philip M. Stolz**, VP and general manager, WDTN(TV) Dayton, Ohio, joins WBAL-TV Baltimore, as general manager, succeeding **David J. Barrett**, ("Fates & Fortunes," Jan. 14.)

Cheryl Craig-Parker, general sales manager, co-owned KMBC-TV Kansas City, Mo., succeeds Stolz. **Edward C. Kiernan**, investment broker, Americom Radio Brokers Inc., Washington, joins WBAL(AM)-WYYY(FM) Baltimore, as general manager.

Larry E. Romrell, executive VP, Western Tele-Communications Inc., joins Tele-Communications Inc., Denver, as senior VP.

David Lippoff, news director, WSB-TV Atlanta, adds duties as station manager.

Sarah W. Taylor, general sales manager, WTOP(AM)-WASH-FM Washington, named station manager, WASH-FM.

Alexander V. Netchvolodoff, former administrative assistant, Senator John Danforth (R-Mo.), joins Cox Enterprises, Atlanta, as VP, government affairs.

Appointments at United Artists Cable Corp.: **Joni Odum**, general manager, Daniels Cablevision, Carlsbad, Calif., and **Tom Schaeffer**, general manager, Southland Cablevision, Redlands, Calif., add duties as VP's and regional managers, Western division, and **William T. Hoagland**, division director,

marketing and programming, Southwest division, Los Angeles, named general manager, Oklahoma system, Tulsa.

Jim Freeman, general sales manager, KRLA(AM)-KLSX(FM) Los Angeles, named general manager.

Edward W. Rolle, broadcast controller, Pulitzer Broadcasting Co., St. Louis, named VP and broadcast controller.

Daniel Aaron, vice chairman, Comcast Corp., Philadelphia, retired. **Michael S. Tallent**, president, SCI Holdings and principal subsidiary, Storer Communications, joins Comcast Cable Communications, Philadelphia, as senior VP, accounting and administration.

SALES AND MARKETING

Cary S. Miller, account executive, Mizlou Communications Co. Sports News Network, joins Turner Broadcasting Sales Inc., New York, as account executive, syndication ad sales.

Joan Bergman, VP, management supervisor, Scali McCabe Sloves Inc., joins Deutsch Advertising, New York, as senior VP, director of new business development.

Elie Dekel, VP, director of partnership and operations, Fairbanks & Haas Inc., Ventura, Calif., joins Saban Entertainment, Burbank, Calif., as director of marketing services.

Donna Vogt, advertising and promotion manager, KSTP-TV Phoenix, joins KPNX-TV Mesa, Ariz. (Phoenix), as promotion and advertising director.

Senior VP's appointed at The Synchronal Group infomercial company, New York: **Gerald Baldwin**, VP, media director; **Peter A. Saltz**, VP, systems and operations, and **Jonathan J. Hylan**, VP, telemarketing, Powerlines.

Terri Bornstein, account executive, WFTY(TV) Washington, named local sales manager.

Gary Holland, producer, WRC-TV Washington, named manager, advertising and promotion. **Kindall Rende**, traffic coordinator, WRC-TV named promotion producer, advertising and promotion.

Kurt D. Krueger, national sales manager, KMOV(TV) St. Louis, joins Cable Advertising Network, there as sales manager.

Michael Jhuboolall, systems programmer,

Philipp Brothers, New York, joins Katz Media Data, there in same capacity.

Tony McManus, account executive, WNYT(TV) Albany, N.Y., named local sales manager, succeeding **Karl Davis**, director of sales.

New account executives appointed at Adlink/NCA, Los Angeles: **Jim Cronin**, national sales manager, Riklis Broadcasting; **Ann Fogelhut**, director of marketing, Metro Traffic Control, and **Theresa Spalding**, negotiator, national promotional tie-ins.

Mark A. Choate, VP, creative director, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP, group creative director.

Jay Markowitz, coordinator, CBS Unwired Network, division of CBS Radio Representatives, New York, named account executive.

Jim Agius, account executive, CBS Radio Network, Detroit, joins Group W Sports Marketing, there in same capacity.

Jamie Sloane, national sales manager, WYAI(FM) La Grange, Ga., and WYAY(FM) Gainesville, Ga. (Atlanta), joins WCKG(FM) Elmwood Park, Ill. (Chicago), in same capacity.

Gloria Rudd, from WHB(AM)-KUDL(FM) Kansas City, Mo., joins KZKC(TV) there, as account executive.

Paul Saltin, general sales manager, KOKH-TV Oklahoma City, joins WGME-TV Portland, Me., in same capacity.

Kim Stonebraker, media buyer, planner and account manager, Barranca-Offutt Inc., Frederick, Md., joins WHAG-TV Hagerstown, Md., as account executive.

Sandra Wells, from Lee Nissan, joins WVOT(AM) Wilson, N.C., as account executive.

PROGRAMING

Robert Greenfield, senior VP, business administration, Viacom Productions, Los Angeles, named senior VP, business administration and motion pictures for television.

Robert L. Turner, president and CEO, Orbis Communications Inc., joins Multimedia Entertainment Inc., Greenville, S.C., as president, succeeding **Peter Lund**, resigned October 1990.



Beuth

Philip R. Beuth, senior VP, early morning and late night entertainment programming, ABC Television Network Group, New York, named president, early morning and late night entertainment programming.

Jedd Palmer, director of business affairs, Tele-Communications Inc., Denver, named director of programming.

Jonathan Birkhahn, VP, legal and business affairs, King World Productions Inc., New York, named general counsel.

Michael du Monceau, senior VP, programming, The Discovery Channel, Europe, joins Adler Enterprises, McLean, Va., as VP, acquisitions and Adler Video Marketing.

Paul Noble, executive producer, programming department, WNYW(TV) New York, retired.

Jill M. Sorenson, from WYMS(FM) Milwaukee, joins KEDM(FM) Monroe, La., as program director and host.

NEWS AND PUBLIC AFFAIRS

Teri Everett, press representative, CBS *This Morning* and CBS *Morning News*, joins ABC News, New York, as manager of news information.

New appointments at National Public Radio, Washington: **Neal Conan**, acting news director, named Pentagon correspondent, succeeded by **John Dinges**, foreign editor; **Bruce Drake**, Washington bureau news editor, *New York Daily News*, named senior Washington editor.

Bob Ryan, meteorologist, WRC-TV Washington, adds duties as meteorologist, WMZQ-AM-FM Arlington, Va. (Washington).



Cheatwood

Joel Cheatwood, executive producer, Fox's *Personalities*, joins WSVN-TV Miami, as VP, news.

Appointments at Consumer News and Business Channel, Fort Lee, N.J.: **Cassandra Clayton** and **Boyd Matson**, news correspondents, named co-anchors, *The Real*

Story: **Rose Lorenti**, regional director, affiliate relations, Southeast, named director, affiliate services, and **Patricia Karpas**, director, affiliate marketing, named director, new market development.

Rolando Bonachea, director of Radio Marti, Voice of America, Washington, adds duties as acting deputy director, Office of Cuba Broadcasting.

Lisa Breeden, assistant news director and assignment editor, KOAT-TV Albuquerque, N.M., named news director, succeeding **Mary Lynn Roper**, named VP, news, parent company Pulitzer Broadcasting Co., St. Louis.

Roger Grimsby, anchor, KUSI-TV San Diego, resigned.

Richard Guastadisegni, field producer, Medill News Service, Washington, joins Group W Newsfeed, there as cameraman.

Bill Martin, meteorologist, LSA Associates Inc., San Francisco, joins KFTY(TV) Santa Rosa, Calif., as on-air weather personality.

Steve Johnson, news director, KXLY-TV Spokane, Wash., joins Conus Communications, Minneapolis-St. Paul, as managing editor, special projects and product development.

Paul Reece, chief, network news and sports, Southern European Broadcasting Network, joins The Ohio University Telecommunications Center, Athens, Ohio as instructor, Scripps School of Journalism and news director, WOUB-AM-FM-TV there.

TECHNOLOGY

Thomas R. Jokerst, assistant VP and director of engineering, Continental Cablevision, joins Cable Television Laboratories Inc., Boulder, Colo., as VP, office of science and technology.

Appointments at Tektronix, Beaverton, Ore.: **Dave Walters**, district sales manager, named governor, Southern region, Society of Motion Picture Television Executives (SMPTE); **David Fibush**, marketing and engineering manager, named Western region governor, and **John W. Vold**, executive VP, Bull HN, named VP, business development.

Christy Callner, associate producer, COMPRO Productions, Atlanta, joins Crawford Post Production, there as client service representative.

John H. Powers, manager of manufacturing technical and business operations, East Fishkill facility, IBM Corp., joins The Institute of Electrical and Electronics Engineers Inc., New York, as associate general manager for volunteer ser-

vices.

Thom Johnson, sales engineer, DYMA Engineering, Los Lunas, N.M., named VP and board member.

John Williams, senior VP, sales, The Post Group, Hollywood, joins Complete Post's sales and marketing department.

Steven Krampf, former senior VP, sales and marketing, WaveFrame, joins Digi-design, Menlo Park, Calif., as VP, marketing.

PROMOTION AND PR

Sheri Wohl, acting manager, media services, East Coast, NBC-TV, New York, named manager.

Andi Sporkin, VP, publicity, Fox Television Stations Inc., Los Angeles, named VP, publicity, Fox Broadcasting Co.

Jennifer Munro, acting promotion director, KUOW(FM) Seattle, named promotion director.

Jeff Pryor, independent publicist, Los Angeles, forms Pryor & Associates independent television public relations and consulting firm, Burbank, Calif., and serves as president.

Wes McKee, director, KFSN-TV Fresno, Calif., named creative services director.

Sheryce Hilkey, part time promotion assistant, WOWO-AM-FM Huntington, Ind. (Fort Wayne), named promotion director.

James Caporimo, senior VP, group director, Waring & LaRosa Inc., and **Jay Taub**, vice chairman, director of creative services, keye/donna/pearlstein, named senior VP's, co-creative directors and principals, Waring & LaRosa Inc., New York.

ALLIED FIELDS

William L. Stakelin, president and CEO, Apollo Radio Ltd., New York, nominated to Advertising Council board of directors.

Joe Davidman, owner and general manager, KEZW(AM)-KOSI(FM) Denver, elected president of The Denver Area Radio Broadcasters Association.

Ron Bardach, regional broadcast sales manager, United Press International, joins Radio-Television News Directors Association, Washington, as director of sales and marketing. **Janine Wilhelm**, recent graduate, Old Dominion University, Norfolk, Va., as administrative assistant, special to RTNDA membership department.



Woolley

Howard Woolley, director, government relations, National Association of Broadcasters, Washington, named VP, regulatory affairs.

Kathleen J. Collins, senior attorney-advisor, Office of International Communications,

Federal Communications Commission, Washington, named assistant director, Office of International Communications.

Colonel Richard L. Fuller, deputy commander for operations, Armed Forces Radio and Television Service-Broadcast Center, Sun Valley, Calif., assumes command, succeeding **Air Force Colonel Neal H. Emper Jr.**, retired.

DEATHS

Danny Thomas, 79, actor and comedian, died of heart attack in Los Angeles Feb. 6. Best remembered as **Danny Williams**, nightclub singer and comedian character **Thomas** starred from 1953 to 1964 in TV series *Make Room for Daddy*, later renamed *The Danny Thomas Show*; he moved from Toledo, Ohio to Chicago to become a radio actor in 1930's. His television credits include *Make Room for Granddaddy*, *The Practice*, *I'm a Big Girl Now* and, more recently, *One Big Family*. Four days prior to his death, **Thomas** made guest appearance on NBC's *Empty Nest*, which is co-produced by his son, **Tony**. In addition to his son, he is survived by

wife, **Rose Marie** and two daughters: **Theresa** and actress **Marlo Thomas**, who is married to talk show host **Phil Donahue** and starred in TV comedy series, *That Girl*.

Pete Axthelm, 47, TV sports commentator, died in Pittsburgh from complications caused by liver failure, Feb. 2. Since 1987, **Axthelm** worked for ESPN commenting on *NFL GameDay* and *NFL PrimeTime*. From 1980 through 1985 he worked at NBC Sports as commentator on NFL pre-game shows, horse racing and contributed to *Today* show. He is survived by his wife, **Andrea**, and daughter, **Megan**.

Carroll Carroll, 88, radio/TV writer and advertising executive, died Feb. 5 of congestive heart failure in West Hollywood, Calif. **Carroll** contributed to radio's 'Golden Age,' writing dialogues in 1930's through 1940's for **Rudy Vallee**, **Eddie Cantor**, **Burt Lahr** and **Al Jolson**. He created *Kraft Music Hall* (1936-1946) for **Bing Crosby** and served as head writer/consultant for programs produced by **J. Walter Thompson (JWT)** advertising agency. **Carroll** worked in New York for **JWT**'s radio department from 1932 through 1946 before accepting position as West Coast VP for **Ward Wheelock Co.** in Los Angeles. In 1953 he created CBS's *Bob Crosby Show* as well as programs and specials for NBC and 20th Century Fox TV. He returned to **JWT** in 1957 as editorial consultant and retired in 1968. He is survived by daughter, **Leda**; two sons, **Bruce** and **Adam**, and three grandchildren.

Harry S. Ackerman, 78, television producer, died of pulmonary failure Feb. 3 in Burbank, Calif. He joined **Columbia Pictures Television** (formerly **Screen Gems**) in 1958, and during his 19-year

tenure worked on such shows as *Dennis the Menace*, *The Donna Reed Show*, *Hazel* and *The Farmer's Daughter*. He was co-creator of *The Flying Nun* and *Bewitched*. **Ackerman** also worked on TV series *Gunsmoke*, *I Love Lucy*, *Leave It to Beaver* and *Our Miss Brooks*. He is survived by his wife, actress **Elinor Donahue**, co-star of Fox's *Get a Life*, who played oldest daughter on *Father Knows Best*; one daughter, and five sons.

James V. Healion, 61, former United Press International reporter, died of cancer Feb. 6 in Middletown, Conn. **Healion** joined UPI's Concord, N.H. bureau in 1961 and was named **New Haven, Conn.**, bureau manager in 1981. He is survived by his wife, **Dolores**, and two daughters, **Renee** and **Monique**.

Nancy Kulp, 69, actress, died of cancer in Palm Desert, Calif., Feb. 3. **Kulp** was best known for character "Jane Hathaway" on TV series *The Beverly Hillbillies* (1962-1971).

Joseph S. McBride Jr., 36, FCC attorney, died of cancer Jan. 30 in Fairfax, Va. **McBride** was attorney-adviser for **Common Carrier Bureau** and **Office of General Counsel**. Most recently, **McBride** was chief, **Frequency Allocations Branch**, **Office of Engineering and Technology**.

R.A. (Bob) JeuDevine, 66, retired broadcast engineer, died Jan. 19 in Manchester, N.H., of chronic lymphatic leukemia complicated by pneumonia. **JeuDevine** participated in installing new FM and TV stations in California, **New Mexico** and **New Hampshire**. He was systems design engineer for **MCA-Disco Vision** and helped develop "still-frame" capability of video laser disk. Surviving him are his wife, **Glenda**; two daughters, **Michelle** and **Stephani**; four sons, **Hal**, **Rob**, **Tim** and **Tom**, and eight grandchildren.

Wanda Ruth Lenk Walters, 46, wife of former National Association of Broadcasters board member **Baynard (Bud) Walters**, died Feb. 2 of respiratory illness in Nashville. In addition to her husband, she is survived by son, **Edward**, and two brothers, **Jack** and **Robert**.

John McIntire, 83, actor, died Jan. 30 in Kalispell, Mont. **McIntire** narrated radio news broadcast *March of Time*, and later played wagonmaster character on TV series *Wagon Train*. He is survived by his wife and daughter.

Dean Jagger, 87, actor, died of flu Feb. 5 in Santa Monica, Calif. **Jagger** appeared in TV series *Mr. Novak* from 1963-65. He is survived by his wife, **Etta**; daughter, **Diane**; two stepsons, **Tom** and **Lee Winger**; sister, **Marie**, and six grandchildren.

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FIFTH ESTATE

FRED WOLF: NINJA SYNDICATOR AND CEL-MADE MAN

Not quite 30 years ago, Fred Wolf, then an up-and-coming animator at Hanna-Barbera Productions, helped to make *The Flintstones* prime time icons and the exclamation "yabba dabba doo" a part of America's fledgling television lexicon. Today, as owner and co-founder of Murakami Wolf Swenson Inc., Wolf is a bit bemused that "cowabunga!" has emerged in similar fashion from his latest animated creation, *Teenage Mutant Ninja Turtles* (distributed by Group W Productions).

In acquiring the syndication and network TV rights to the comic book characters from Surge Licensing and co-creators Kevin Eastman and Peter Laird in 1987, Wolf shaped a viewer-friendly series that has turned into a runaway ratings hit in syndication and on Saturday mornings on CBS.

And with three seasons under its buckle, MWS's first-ever stripped series has proved a drawing card for a host of new syndicated projects being pitched to the independent production company.

In a major coup, MWS was recently chosen to do the animation for Claster Television-MGM/Pathé Communications' fall 1991 syndicated strip, *James Bond Jr.* Additionally, MWS is producing a five-episode *Toxic Crusaders* mini-series for Sachs-Finley Co., with an eventual mandate to produce 13 weekly episodes of the series—based on the "Toxic Avengers" theatrical—for July or August 1991 syndication.

Although Wolf is clearly becoming more directly involved in the day-to-day administrative functions of the production house, his heart and mind are more attuned to the creative process of animation. Wolf still makes his usual rounds, offering suggestions to his design staff on the drawing or inking of master animation cels. His desire to maintain fairly tight control over the master drawings for new characters or series is, says Wolf, out of the necessity to develop "blueprints" for his overseas "ink and paint" staffs in Japan and Ireland, the latter which his partner, Jim Murakami, supervises on site.

At an industry social event in 1962, Wolf, who was at Hanna-Barbera Productions, met and hit it off with Murakami. Three years later, the pair formed Murakami Wolf as a commercial pro-



duction house serving major advertising clients. In 1967, Chuck Swenson, a "hotshot young animator" joined the company, with his name added in 1968.

Wolf's breakaway from the studio system gave him the freedom to produce "The Box," an Academy Award-winning short-subject; Emmy Award-winning TV specials *Carlton Your Doorman* and *Free To Be You and Me*, and the feature film, "The Adventures of the Mouse and His Child." Those successes led Wolf, as a subcontractor for Walt Disney Co., to serve as supervising producer of *DuckTales* for the first 65 episodes of the inaugural *Disney Afternoon* strip in 1987.

Wolf traces his interest and talent for drawing characters to his days as a boy in Brooklyn, when he was captivated by the animated shorts that preceded matinee feature films.

He later "made a hobby out of drawing story boards out of characters printed on movie posters" he had collected. In his first weeks at New Town High School, a vocational school in Brooklyn, Wolf displayed an "early aptitude" for math, but chose to transfer to Jamaica High School to major in art. At 15, he also took on part-time summer work as a "cel cleaner" at Famous Studio, the

production house for *Popeye*.

After graduation from high school in 1951 and a two-year hitch in the Army, Wolf returned to New York to discover that the city had become a center for animated commercial advertising production. He worked as an assistant animator at Famous Studio and two other commercial production houses. During those early days of television, says Wolf, New York was dotted by two- or three-man independent production houses that could crank out animated commercials in less than three weeks for Madison Ave. A lot of it was "crude *nouveau* animation," says Wolf. "It became apparent that advertising was driving development in the animation industry."

Wolf, with eight years of "crank it out" New York production experience, headed West at the behest of friends who had lined up a job at Los Angeles-based Format Studios. The move gave him his

first taste of series production, creating some of the animation for *The Alvin Show* (CBS, 1961), a Saturday cartoon based on Alvin and the Chipmunks singing group. He moved over to Film Fair later that year, which led to his major break in the business.

Film Fair was contracted by Hanna-Barbera Productions to co-produce *Yogi's Birthday Special*. Apparently impressed with his animation skills, Bill Hanna and Joe Barbera then turned over a series of "grave assignments" to him. One of those contracts called for animating the opening theme

for *The Flintstones*, a tune familiar to baby boomers everywhere.

"There may be no great prestige for doing the main title of *The Flintstones*, since it was just considered part of our job," Wolf said. "But 30 years later, the real satisfaction is to see that the rest of the world is watching and singing that opening theme. I don't think I act like a kid; I am a kid." ■

Fred William Wolf

President, Murakami Wolf Swenson Inc., Burbank, Calif.; b. March 21, 1933, Brooklyn, N.Y.; AA, Advertising, Brooklyn Community College, 1958; Army, 1951-53; assistant animator, Famous Studio, New York, 1953-56; assistant animator, Shamus and Culhane, New York, 1956-58; animator, Humm, Fritz & Heiken, New York, 1958-61; animator, Format Studios, Los Angeles, 1961; animator, Film Fair, Los Angeles, 1961-62; animator, Hanna-Barbera Productions, Burbank, Calif., 1962-64; present position since April 1964; m. Maija Morgan, Jan. 2, 1971; children (from previous marriage)—Bill, 34; Elizabeth, 27.

IN BRIEF

Cost to NBC for renewal of *Cheers* for 10th season may run as high as \$120 million. Paramount Pictures Corp. has put figure on table for renewal of top-rated network show as part of overall package that may include future shows. Source close to negotiations said talks "are not even remotely adversarial. We've got a long-term relationship with NBC, and we certainly don't want to be in a position to harm it. However, the last thing we want to do is to produce the show at a break-even point or at a loss." Show costs studio \$2 million an episode to produce. At luncheon last week in New York, Warren Littlefield, president, NBC Entertainment, responded to negotiations saying, "because the series started with NBC and has been successful on NBC we want to keep it on NBC, but at some point you have to ask yourself at what price? And we're at that point now," he said. If NBC passes on show, Paramount will shop series around to other networks. Ted Harbert, ABC Entertainment, said thus far, ABC hasn't been contacted by Paramount. "There have been no discussions with ABC. But if the numbers are accurate, I don't think ABC would be in that business."

Scripps Howard announced Friday that it had **terminated \$155-million agreement to purchase Gillett Broadcasting's WMAR-TV Baltimore.**

Orion Pictures stock closed Friday at 11¼, after trading as high as 14¼. Stock fell after wire report that said contrary to published reports, **Sony Corp. has no plans to buy ailing film studio.** Sony did say may purchase additional distribution rights to Orion films.

After slowdown in production of original movies for Fox's Monday night *Fox Night at the Movies*, network announced last week **slate of seven made-for-television movies** and scheduled broadcasts of three theatricals for 10-week period beginning April 22. Made-for lineup includes remake of *Robin Hood* starring Jurgen Prochnow and Uma Thurman, and directed by John McTiernan ("Die-hard"). *The Haunted*, psychological thriller starring Sally Kirkland. *Omen IV: The Awakening* continues saga. *Hi Honey, I'm Dead* is romantic comedy about reincarnation. *Green Leaves, White Death* follows effect of cocaine from Peru to streets of Los Angeles. *Mischief* is psychological thriller remake of 1952 film "Don't Bother to Knock." Theatricals include "Die Hard," "Alien Nation" and "Wall Street."

Further confirmation that credit easing will be encouraged by administration (see BROADCASTING, Dec. 31, 1990) was provided in testimony last week by Treasury Secretary **Nicholas Brady** before Senate Budget Committee. Brady said **that within week new rules would be announced, including those affecting highly-**

leveraged transactions (HLT's) whose criteria characterize most media loans (see BROADCASTING, June 4, 1990). Sources within industry and elsewhere believe changes are most likely to appear in rules for delisting loans from HLT status.

WNOJ-TV New Orleans Vice President and General Manager Madelyn Mix Bonnot described as "unfortunate" broadcast of approximately three seconds of sexually explicit videotape during Jan. 31 early morning telecast of syndicated children's show, *Wake, Rattle and Roll.* More than 20 viewers who had seen broadcast called to complain, she said. "We are outraged and are conducting thorough investigation," said Bonnot, who said last week station was working closely with FCC, private investigators and station attorneys to determine source of explicit material. Investigation to date has determined that tape did not contain explicit material upon arrival at station from syndicator Worldvision.

John Ulett, morning personality who broadcast mock nuclear attack over KSNE(FM) Crestwood, Mo. (St. Louis), responded to FCC letter from Mass Media Chief Roy Stewart. Said Ulett: "I broadcast an illusory announcement which I did not think listeners would believe authentic, but which I did state that the United States was under nuclear attack... Though I was sincerely motivated by my concern about nuclear war and how lightly listeners seem to take it, I now understand that it was a very bad mistake." Statement was part of formal response by John R. Beck Jr., vice president and general manager of station, who said, "We deeply regret the incident in question and have tried our utmost both to mitigate its impact and to prevent a recurrence in the future."

FCC is requesting comments on petition to set standards on aircraft receivers used for navigation (rule making number 7610). John Furr, San Antonio, Tex., broadcast consultant, filed petition for commission mandate for electronic devices on avionic receivers to filter out electromagnetic interference from FM and TV towers. Standards are proposed as alternative to FAA proposals to place

OFF-FOX FANFARE

Columbia Pictures Television has unveiled its marketing plan for the fall 1991 off-Fox launch of *Married...with Children*. CPT's president of syndication, Barry Thurston, said three "marketing advisory councils" will be created to bring together CPT, Steve Sohmer Inc. (promotion and marketing firm headed by the former Columbia Pictures president) and station executives to develop promotional, sales and programing efforts in a "multi-million dollar" campaign for the roll-out.

A program advisory council will be headed by Thurston and CPT vice president, research, David Mumford, which will work with program directors and general managers on how best to schedule the show. Sohmer and Bob Cook, CPT's senior vice president, marketing, will head a promotional advisory council of 8-10 station promotion managers to develop local TV, radio and print campaigns. Ed Wilson, CPT's vice president, sales, and a representative of national barter sales rep, MTV Networks, will work with 10 general sales managers to create training materials for spot sales.

Thurston said CPT will fly in members of the three councils for a meeting at Columbia's studios no later than mid-March.

strict limitations on placement of new communications facilities in urban areas. FCC has traditionally refused to regulate receivers claiming its primary responsibility is regulation of airwaves. But commission is not prohibited by statute from setting receiver standards and sources within FCC say there is high probability avionic receivers will be exception to regular policy.

FCC is expected to relax rules governing use of 18 ghz of Operational Fixed Service (OFS) band to permit video distribution this week. OFS, along with CARS (cable television relay service), is used for transfer of signals between earth stations, headends and other hubs, but not delivery into homes. Ruling may impact private cable most by easing signal delivery between multiple unit dwellings. Previously, private and wireless cable were not eligible to use band, although both were recently allowed use of CARS.

FCC has ordered hearings to consider license renewal and competing applications for WPIX(TV) New York and WHSE-TV Newark, N.J. WPIX's license has been challenged by Challengers of New Jersey, headed by William McCreary; WHSE-TV's, by Arthur Liu. McCreary has 20% interest in Challengers and would be required to sever connections with WNYW(TV) New York, where he is VP, if granted license, to comply with multiple ownership rules. Liu is 100% owner of Multicultural Broadcasting Inc., applicant for new FM in Newark; grant would put Liu in possible violation of crossownership rules, requiring commission waiver.

FNN has asked for further extension of filing requirements to continue its common stock trading on NASDAQ. Release from FNN said "there is no assurance that the further extension will be granted." FNN still has not filed 10-Q report for quarter ending Sept. 30, 1990, with SEC. It has missed Feb. 5 SEC extension and in statement said it plans to file by Feb. 15. More trouble came to light this week when *Albany Times Union* reported that FNN owes employe withholding tax on \$4.1 million in salaries from 1987 and 1988. FNN denied it owes New York State any money.

Nielsen Media Research has expanded its local metered service to Charlotte, N.C. Charlotte is 26th market to be metered. Stations signing on are NBC affiliate WCNC-TV and independent WJZY-TV. Service will start in July.

Joel Cheatwood, executive producer of Twentieth Century Fox Television's syndicated half-hour reality-based strip, Personalities, has been granted request for early exit from contract following February sweeps rating period, and will be returning to WSVN(TV) Miami to assume vice president of news post at Fox affiliate. Michael Lambert, president of Twentieth Television's syndication division, acknowledged that *Personalities's* senior producer, Mark Toney, is one of several leading candidates for Cheatwood's position, but screening of other candidates is likely to continue. Prior to joining Twentieth in January 1990, Cheatwood served as VP of news at WSVN(TV), and said final decision to "return home" was made by his entire family's desire to return to southern Florida. However, source close to Twentieth said Cheatwood was "chomping at the bit" to move laterally into Fox Broadcasting Co.'s development of nightly network news broadcast, but apparently belt tightening measures at Fox have indefinitely postponed launch of national news operation.

NATPE International officials say record number of attendees were in New Orleans for annual convention last month: **8,915**, compared to 8,574 at 1990 convention in same city, increase of 4%. Foreign television executives represented major part of increase—16% jump over last year: 1,269, compared to 1,076 in 1990.

Nielsen Media Research reports pay cable penetration dropped to 28.6 % in November, down from 29% in July. It was second straight quarterly drop and lowest level for pay penetration since May 1988. VCR penetration continued to rise, hitting 70.2%.

SportsChannel Florida continues to make headway with TCI-controlled Storer cable systems in that state. Service, which is competitor to Sunshine Network, in which TCI holds interest, **will be launched Feb. 8 on Storer's 94,000 subscriber Broward county and North Dade county systems.** SC Florida had launched in two Storer systems in January, which marked first time ever carriage on TCI-managed system in Florida.

CSB Communications, which has interest in WMJW(FM) Magee, Miss. (Jackson), and WSM Inc., licensee of WSM-AM-FM Nashville, has **filed FCC petition seeking declaratory relief relating to shared radio station programming and sales agreements.** CSB is calling into question Capstar Communications' simulcasting of its WJDS(AM) Jackson, Miss., programming over Spur Jackson's WJDX(FM) Jackson, Miss., and handling of WJDX(FM)'s sales by Capstar's WJDS staff, according to petitioners. CSB believes such agreements violate FCC policies concerning duopoly, control of station, cross-interest, reversion of interest and sharing of "key personnel." Meanwhile, Capstar has entered into similar agreements with Shore Broadcasting Co., licensee of WMRX-FM Murfreesboro, Tenn., and American General Media, licensee of WWTN-FM Manchester, Tenn., petition says.

THORN EMI ADDS TO THAMES TV STAKE

UK music giant Thorn EMI, in a critical boost to London's Thames TV just prior to the auctioning of Britain's regional TV franchises, last week agreed to raise its stake in the commercial broadcaster to 55.6% with an approximately \$80 million buyout of Thames' other major shareholder, UK firm BET.

Thorn had been trying to sell its 27.8% stake in Thames for months, as had BET, but could not find an adequate offer, in part due to an industry-wide ad revenue slide and uncertainty over new regulations. By upping its stake in Thames, Thorn is banking that the broadcaster, valued by the offer at up to \$300 million, will either keep its broadcast franchise or return the investment with its other businesses, which include U.S. production company Reeves Entertainment, 22% of Britain's Independent TV News, 10% of Luxembourg satellite broadcaster Astra, an extensive program library and program production operations.

The Thorn offer, 250 pence (\$5) per share with 50 pence (\$1) deferred, must by British law be offered to all other shareholders, although Thames is recommending against any other share sales. The transaction should be finalized within several weeks. Thorn said it plans a 13 million share public offering, raising approximately \$160 million to cover the BET share acquisition, assuming \$40 million in Thames debt and covering any other share acquisitions.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

RESTRAINING THE GENIE

When the National Association of Broadcasters took a dive on the Children's Television Act of 1990 last year, this page thought it was a bad idea. It wasn't looking any better last week as the FCC prepared the process of putting teeth into the law. Although we understood the NAB's desire to appease the Hill, which is in a decidedly reregulatory mood of late, compromising what should be the industry's four-square opposition to content regulation was short-sighted and may well prove a short-term political miscalculation as well.

(Frankly, we believe the First Amendment is so valuable that broadcasters who bargain it away are bound to come out on the short end of the deal, no matter what is dangled before them.)

All this is preamble to the inevitable battle that has begun (BROADCASTING, Feb. 4) over how the FCC is to implement the act. The opportunity that NAB saw to minimize the damage once the law was passed, others see as a chance to secure some pretty specific content restrictions. While the NAB is hoping for great leeway in assessing, acquiring and scheduling programming meeting children's "educational and informational needs," some noisy citizen groups, led by Action for Children's Television, have quite a different agenda, including tough reporting and enforcement standards, random station audits, specific definitions of children's programming, ("non-fiction, age-specific") and the banning of all product-related programs (except, of course, shows like *Sesame Street*).

Regardless of how the FCC chooses to enforce the act, at this stage the industry is working on damage control, having already taken (make that "acquiesced to") the initial hit. Bans and restrictive definitions are onerous, but as we have seen with indecency, leeway in a rule may also be defined as enough rope to hang oneself when the decision is ultimately a judgment call by a regulator, with a license riding on the outcome.

That said, we hope broadcasters get what they want: surer footing in the hole they've dug for themselves. One can only wish they wanted more.

TELEVISION'S OWN WAR

It's going to get worse before it gets better for the broadcast and cable media covering the war in the Persian Gulf. Never before has a conflict been brought so close to home, and never has the audience been more ambivalent. On the one hand, as a Times Mirror survey demonstrates, the public can't get enough of the war coverage. On the other, it thinks the military should exert even greater control over the flow of information. The lawyers would call that an admission against interest.

One issue in particular keeps coming to the top in this discussion: the stationing of journalists behind enemy lines.

Until recently, that has meant just one man: CNN's Peter Arnett, whom Wyoming's Republican Senator Alan Simpson last week called a "sympathizer," among other scurrilous allegations. So much for a Pulitzer-prize winning career and years spent in danger and discomfort as a war correspondent.

Not only that, but two out of the five FCC commissioners put in an oar on war coverage last week. The chairman, Alfred Sikes, in a relatively mild aside during a speech on other subjects, felt it necessary to remark about "the relationship between the war, broadcasting and the public." He concluded that the grand new capabilities in covering war had somehow contributed to "the fog of battle." It wasn't clear where the chairman was going, but his eyebrow was definitely raised.

Commissioner James Quello, on the other hand, went the whole nine yards in a speech to Oklahoma broadcasters. He repeated old complaints about the media in Vietnam and then went on to trumpet the benefits of censorship and express concern over an "adversarial press attitude." Moreover, he said, "the public will no longer believe an adversarial press emphasizing the negative, trivializing our military efforts, questioning our reason for military involvement and headlining and repeating every casualty, accident or human error to prove their point and thus inadvertently giving comfort to the enemy."

Take that, ArnettBrokawJenningsRather. The FCC, which will tell you that it's not about to act as a national censor of television content, has begun to sound like a national censor of television content.

There will be more Alan Simpsons coming out of the woodwork as the war goes on. And more Sikes and Quellos second-guessing all that coverage the American people can't do without. Historically, it has been open season on messengers, and never have there been so many messengers to report the paucity of news that the Bush administration has allowed out of the Persian Gulf.

In Vietnam, it was our troops who fought the unpopular war and missed the victory. In the Persian Gulf, it is the media that can't win. Or at least, not in the short run. It may take history to accord them their proper due.





Drawn for BROADCASTING by Jack Schmidt

"This is the last time I want to come in here and find you watching CNN."

On the road to NAB, 1991.

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 - March 11 - Graphics & Effects.
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