

# Broadcasting Apr 15

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## TELEVISION / 64

*Networks square off on Saturday morning; syndication scorecard*

## RADIO / 72

*AOR fragmenting as it crosses generation gap; annual format survey*

## BUSINESS / 82

*How the pros forecast next year's ad revenues*

## WASHINGTON / 90

*Children's TV rules adopted imposing ad limits, renewal requirements*

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Vol. 120 No. 15 \$2.50  
**No-win decision on fin-syn**  
NAB PERSPECTIVE  
Sizing up the business on convention eve



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# THIS WEEK



Hollywood and networks condemned FCC's new fin-syn rules, vowing to petition for reconsideration and, if necessary, challenge rules in federal court (page 37)

## 35 / ALIVE AND KICKING

The hemoaning of broadcasting's future is to be expected, given current economic and financial conditions. But talk of the industry's demise is at the very least premature, as this survey of broadcasters' survivability details.

## 40 / FIN-SYN AFTERMATH

Last week, the FCC redefined the term network as part of its fin-syn ruling (page 37), and in the process made Fox Inc. very happy. The "big three" networks, however, clearly came away with a lot less than they asked for. By and large, network officials were still complaining that what the FCC gave in one breath, it took away in the next with footnotes and conditions.

Meanwhile, the studios and independent producers agree that the small and

medium independent production companies stand to take the biggest hit from the new rules if adopted in their present form (page 41). (Details of the rules appear on page 93.)

## 42 / DAB FRUSTRATIONS

The FCC is frustrated by the technical and political controversies surrounding digital audio broadcasting and the pressures to solve them rapidly, said FCC Commissioner Ervin Duggan at last week's Annenberg Washington Program. Spectrum allocation issue is the major source of worry.

## 43 / ROSY OUTLOOK

National Association of Broadcasters President Eddie Fritts thinks broadcasters are bouncing back from the financial squeeze brought on by the Persian Gulf war and the current economic slump. Said Fritts in a

preconvention interview with BROADCASTING: "While network shares have leveled off and we're in a soft advertising market, viewership is very strong right now." He also sees access to markets, control of broadcast signals and developing new technologies as fundamental Fifth Estate aims. (NAB's Las Vegas convention agenda begins on page 45; a list of exhibitors begins on 58.)

## 64 / SATURDAY MORNING COMPETITION

Music and sports celebrities are gaining favor as sources for TV network children's shows, according to the new Saturday morning schedules for the 1991-92 season. ABC and NBC are going after CBS's Saturday morning success, *Teenage Mutant Ninja Turtles*, with such pop celebrities as M.C. Hammer and "Home Alone" star Macaulay Culkin.

## 68 / PEGASUS PACKAGE

Columbia Pictures Television is offering a syndication package of 24 Tri-Star films, Pegasus III, which includes titles released between 1984 and 1990. The package includes "Glory," "Steel Magnolias" and "Look Who's Talking."

## 72 / THE AOR FORMAT

Album-oriented rock was horn out of the free-form, progressive radio that got its start in the late 1960's. However, today's AOR roster also includes groups appealing to the teen and 18-24 heavier metal audience, while out of economic necessity maintaining its 25-44 (and broader 25-54) core. Add to that the influence of library-driven classic rock stations specifically oriented toward the nostalgic AOR listener, and the format is heading toward a micro-fragmentation similar to the splintering of adult contemporary programming.



Macaulay Culkin: Saturday morning star? (page 64)

## 74 / MATTER OF TASTE?

The FCC should not be legislating taste and should leave decisions on what children can hear on the radio up to their parents. That's according to some of the panelists during a discussion on regulation and censorship last week at American University.

## 75 / FOLLOWING THE FORMATS

Program directors are continuing to target the aging baby boomers and formats geared to that audience—oldies, adult contemporary, country and classic rock—are growing at accelerated rates, according to BROADCASTING's latest figures.

## 78 / CABLE OUTLOOK

While cable operators talked of trying to jump start local avail and spot business at the Cabletelevision Advertising Bureau conference in New York, advertisers attending said they are already looking beyond cable.

## 79 / SHOWTIME'S PAY IDEA

Showtime has begun discussing with cable operators its own version of an add-on pay service that adds another element for operators to consider in bolstering the pay category.

## 80 / PRELUDE TO FINAL DECISION

U.S. District Court Judge Harold Greene has scheduled two days of oral arguments in what appears to be the final public phase of his modified final judgment review of the information services ban



'Look Who's Talking' is part of Pegasus III package (page 68)

placed on the regional Bell operating companies.

## 82 / AD FORECASTS

Over the past decades, a handful of industry experts have tested methods that give them an edge in figuring out what budgets will be, even before the orders are placed. Probably the predominant method used to forecast national television and radio revenue rests on a fundamental assumption: that national advertisers change their spending roughly in proportion to changes in the GNP.

## 84 / CHARTERING NEW GROUND

Charter Co., which markets petroleum products to utility companies and commercial users, will be the majority owner of Spelling Entertainment Inc. (SEI) Charter Co. is headed by Carl Lindner, who is also CEO of group owner Great American Communications Co. Aaron Spelling's decision to sell his 31.6% interest in SEI, coupled with Lindner's decision to sell GACC's stake in the entertainment company to Charter Co., leaves questions about the future of SEI as a publicly traded company, the future of GACC-owned Hanna-Barbara Productions and GACC's broadcast properties.

## 90 / FCC ENDORSEMENT

The FCC unanimously adopted rules implementing the Children's Television Act, imposing commercial time limits, requiring "educational and informational" programming targeted to children 16 years old and under, defining program-length commercials and making compliance to the new rules part of license renewal process.

## 92 / FISCAL REQUEST

Although the five FCC commissioners were before the House Telecommunications subcommittee seeking authorization for FCC's fiscal years 1992 and 1993 budgets, most of their time was spent answering fin-syn questions. Nevertheless, Chairman Sikes did manage to request \$133.5 million for 1992 and \$163.5 million for 1993.

## 96 / TWO CHANNELS FOR 30 YEARS

Thirty years ago the FCC authorized FM stereo broadcasting—a key element in the band's eventual enormous success. Zenith's Carl Eilers, the principal developer of the FM stereo system, and Harold Kassens, who wrote the FCC report and order authorizing the new service, discuss the events leading to and following the commission's April, 1961, action.

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# CLOSED CIRCUIT

## MINNEAPOLIS

### In CBS's eye

Speculation increased last Friday that CBS had made offer for its television affiliate in Minneapolis, WCCO-TV, thought to be worth in excess of \$200 million. CBS executives have confirmed company has continued talks with Midwest Communications, station's owner, but neither party would comment on any latebreaking developments. At least one competing station there, KSTP-TV, had crew waiting late Friday in case announcement was made, which some expected to take place following what was said to be Midwest board meeting. It was not known whether rumored CBS offer would be just for TV station or would include Midwest's co-located WCCO(AM)-WLTE(FM), or even whether it would be stock deal for whole company.

## WASHINGTON

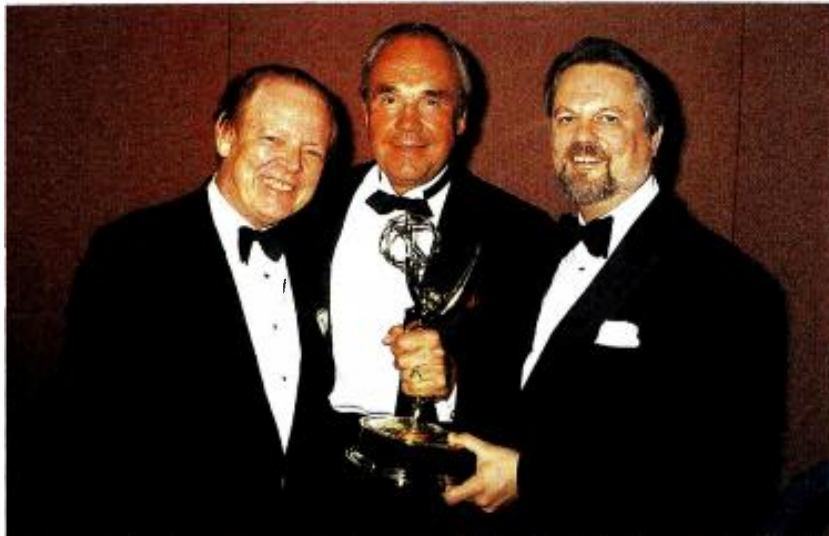
### Tax trouble

Some small market broadcasters who sold broadcast properties to minorities are having trouble figuring out what to do with minority tax certificate. Word has it that IRS is reluctant to rule on when tax certificate use prior to reinvestment of gain is proper. Problem arises when station is sold by individual and he or she invests in newly formed company (using deferred gain as equity) to buy more valuable broadcast properties. IRS expects gain to be reported same year, although tax certificate policy allows for two years to reinvest. Although dollar amounts are "only" in hundreds of thousands, individual broadcaster could find out later that deferred gain was put into "wrong" type of property, and have to pay fines, back taxes and interest.

## NEW YORK

### Paper tiger?

CBS's first-quarter financial report is example of how public's impression of network can be shaped by how numbers are presented. Company said that



### EMMY FOR ENBERG

ABC took home the most honors at the 12th Annual Sports Emmy Awards in New York, winning 12 nods from the National Academy of Television Arts and Sciences. Six Emmys went to CBS Sports, including John Madden's eighth win as outstanding sports analyst. NBC's only Emmy went to sportscaster Dick Enberg for outstanding sports personality, host (pictured center, along with Michael Collyer, chairman, and John Cannon, president). Other Emmys went to ESPN (7), HBO (2) and syndicated shows (4).

television network in 1991 is expected to lose money ("Top of the Week," April 8). Few know, however, that such loss incorporates expected \$53 million baseball loss that CBS already decided to take advance recognition of in 1990 results. From corporate point of view, baseball telecasts should have little if any negative effect on current year's results. Another story behind numbers concerns company's statement that "CBS Sports' broadcast of the NCAA basketball tournament was profitable." Source at company said that statement did not necessarily include telecast of less popular NCAA events that CBS is required to televise as condition for obtaining rights to more popular basketball tournament.

### Ball bucks

Although ratings for ABC broadcasts of World League of American Football have declined since season started

one month ago, average ratings for first two games was 2.7 and sits well compared to 2.0 rating network was delivering last year with programing in same time period. Average unit price for 30-second spot is \$25,000. Games, according to ABC executive, are usually 80% sold one week prior to air time, and remaining 20% is sold in scatter. Also, no ratings guarantees are provided. Advertisers are said to be pleased with demographic delivery. Costs of producing games abroad are also eased by fact that network uses non-union workers for those broadcasts.

### Rolling to stop?

Rep sources have received reports from client stations that Worldvision and Hanna-Barbera have decided not to take kid's show *Wake, Rattle & Roll* to second season next fall. Show has not done well in ratings and company is losing money on program. *Wake,*



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IS STRONG ENOUGH TO  
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ITS OWN RERUNS...**

## LESSONS OF HISTORY

Looking at issues surrounding implementation of digital audio broadcasting from historical perspective may cast a different light on Commissioner Ervin Duggan's call for DAB advisory group (see page 42). Carl Eilers of Zenith and consultant Harold Kassens, both principal figures in setting of FM stereo standard 30 years ago (see page 96), worry that mechanisms no longer exist for consumer electronics industry to reach standards consensus on its own. "In FM, everybody had to be in and cooperate [within NSRC]. That was the only way it was going to get off the ground," Kassens said. Later industry groups, such as one that attempted to develop AM stereo standard, failed to garner broadcasters and system-proponent consensus. "One of the problems is that receiver manufacturers don't exist in this country anymore. They're all over in Japan or Korea. What you're trying to do is set up a U.S. standard with contributions from different countries and it just doesn't allow for a good interchange of ideas," Eilers said.

Electronics Industries Association, which represents domestic and foreign consumer electronics companies, may soon become more involved in DAB debate. Detailed position paper on issue is being written and should be released in June, said David Poisson, EIA deputy general counsel.

*Rattle* was sold to stations primarily based on two-year license term, and, sources say, Worldvision is offering stations *Jetsons* to fill time period next season. How that would affect upfront barter sales for *Wake, Rattle* is uncertain. Last Friday, however, Worldvision spokesman said no final decision had been made on show and declined further comment.

### Aim high

Museum of Television and Radio showed 'em how to do it in fund-raising terms last Thursday (April 11). Waldorf-Astoria dinner—with tables ranging from \$20,000 for benefactors to \$12,500 for patrons—grossed over \$1 million, with expenses calculated to come in around \$200,000. Formerly Museum of Broadcasting, its new building opens in New York in September.

### Bite back

Blair Entertainment has renewed its weekly *Dracula* series in 55 markets (representing 60% U.S. coverage), with firm order for 47 new episodes from producer RHI Entertainment set for next season, according to Blair spokeswoman. Although New York rep source says that half-hour weekly is averaging 2.1 season-to-date rating (NTI, ending March 24), Mike Weiser, senior vice president and general sales manager at Blair, said rate of renewals and "strong station feedback" contributed to decision to go forward with second season.

## LAS VEGAS

### Pushing 'Studs'

Michael Lambert, president of domestic syndication for Twentieth Television, whose company is one of syndicators who will have hospitality suite at Las Vegas Hilton at this week's NAB convention, said Twentieth will be making "limited" pitches on *Studs*, dating/relationship game show developed by Fox Television Stations for testing on KTTV(TV) Los Angeles (BROADCASTING, Feb. 18).

Citing *Studs*' average 11-12 share on KTTV(TV), Lambert said Fox O&O WTTG-TV Washington has added program to its 11:30 p.m. slot on weekdays and flagship WNYW-TV New York is expected to follow shortly.

## LOS ANGELES

### Agency buy

Word from programing sources is that NATPE International is close to deal selling its NATPE\*Net computer network to The Agency, Los Angeles-based broadcast promotional and marketing firm headed by Dennis Fitch. The Agency has provided promotion and press relations services to such syndicated companies as Tribune, King World and Viacom, and is said by one source to be interested in using NATPE\*Net as more effective and profitable promotional tool for syndicators. Since its introduction just over year ago, one ex-NATPE official estimated, NATPE has invested \$2 million-\$3 mil-

lion from its cash reserves, but he added that original intent has always been to spin off computer system "once it was fully up-and-running."

### Staff changes

Steven Bochco Productions's *L.A. Law* and *Doogie Howser, M.D.*, will undergo executive producer changes next season, according to Steven Bochco. David Kelley, executive producer of *L.A. Law* for past two seasons, will be replaced by Patricia Green, supervising producer. Kelley is pursuing independent project under production deal with CBS. Steven Bochco, executive producer of *Doogie Howser, M.D.* since show's debut last season, will relinquish title to current supervising producers Vic Rauseo and Linda Morris. Bochco will devote more time to *L.A. Law*, due to loss of Kelley and rash of cast changes this season, and also use additional time to work on developing next project for ABC.

### Summer run

David Sams, executive producer of CBS's recently canceled daytime strip, *Barbara DeAngelis Show*, said Kushner-Locke is in negotiations with major station group to clear defunct talk show for summer test run. If summer run is successful, Sams said national syndication launch would follow in January 1992. Sams said five of top 10 markets are included in 40% of country in which show never aired during its three-month run. Fifty-five episodes have already aired, with 70 total produced of talk show. Station groups in discussion with Kushner-Locke include Westinghouse, Cox, Hearst, Belo and Scripps-Howard.

## DENVER

### New lineups

Tele-Communications Inc. plans to notify subscribers soon of new channel lineups that will be more or less standard across company. MSO is reconfiguring lineups by June to include new Encore pay service and Fox white-area channel, in applicable markets. TCI also plans to group together expanded basic tier—TNT, ESPN, USA, AMC and regional sports services—on mid-band portion of systems to make it easier for systems to restrict access to those channels to subscribers not opting for expanded tier. List of recent TCI equity or affiliate deals include Courtroom Television Network, Comedy Television and Video Jukebox

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# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

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

**April 14-16**—25th annual convention of *Virginia Cable Television Association*. Williamsburg Lodge, Williamsburg, Va. Information: (804) 780-1776.

**April 15**—Deadline for entries in National ADDY Awards for creative excellence in advertising, sponsored by *American Advertising Federation*. Information: (202) 898-0089.

**April 15**—*Association for Maximum Service Television* 35th annual membership meeting, during NAB meeting (see listing below). Keynote speaker: James Kennedy, chairman and CEO, Cox Enterprises. Ballroom B, Las Vegas Hilton. Information: (202) 462-4351.

**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 16**—"Producing for Cable: ACE Award Winners Tell What It Takes," Hollywood luncheon sponsored by *National Academy of Cable Programming* and *Southern California Cable Association*. Regent Beverly Wilshire, Los Angeles. Information: Bridgit Blumberg, (202) 775-3611, or Carol Mechanic, (818) 505-7715.

**April 16-17**—"America's Decaying Cities: Neglect from Afar, Competition at Home," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

**April 17**—"High Performance Account Man-

agement," seminar sponsored by the *American Association of Advertising Agencies*. Ritz-Carlton, Washington. Information: (212) 682-2500.

**April 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Hoagland Jr., on "Do We Really Need More Television News?" Copacabana, New York. Information: (212) 768-7050.

■ **April 17**—"College Broadcasting Forum," sponsored by *National Association of College Broadcasters*, during NAB convention (see listing above). Las Vegas Convention Center, Las Vegas.

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

**April 18**—"The NBA on Television," sponsored by *International Radio and Television Society Sports Division*. Panelists include Don McGuire, executive producer for NBA on TNT; Tom Roy, coordinating producer for NBA on

## MAJOR MEETINGS

**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) 689-4220 or 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 7-11**—*American Advertising Federation* national advertising conference. Opryland, Nashville.

**June 8-11**—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. Information: (213) 465-3777.

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

**July 11-13**—*Satellite Broadcasting and Communications Association* trade show. Opryland, Nashville.

**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*. Moscone Convention Center, San Francisco.

**Sept. 24-29**—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

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

**Oct. 26-29**—*Society of Motion Picture and Television Engineers* 133rd technical conference

and equipment exhibit. Los Angeles. Future conference: Nov. 10-13, 1992, Metro Toronto Convention Center, Toronto.

**Oct. 27-30**—*Association of National Advertisers* 62nd annual convention. Biltmore, 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.

**Nov. 23-25**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas.

**Jan. 7-10**—*Association of Independent Television Stations* annual convention. San Francisco.

**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.

**Jan. 25-29, 1992**—49th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

**Feb. 7-8, 1992**—26th annual *Society of Motion Picture and Television Engineers* television conference. Westin St. Francis Hotel, San Francisco.

**Feb. 26-28, 1992**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**May 3-6, 1992**—*National Cable Television Association* annual convention, Dallas. Future convention: June 6-9, 1993, San Francisco.

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

**AND AT 4:00PM, ITS  
RERUNS DELIVERED A  
HIGHER SHARE IN THE  
TIME PERIOD THAN  
"INSIDE EDITION,"  
"FAMILY FEUD" &  
"COSBY" DID...**

NBC, and Don Sperling, executive producer, NBA Entertainment. Time Warner auditorium, New York. Information: Mary Jane Lardner, (212) 867-6650.

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

**April 18-19**—40th annual Broadcast Industry Conference sponsored by *San Francisco State University, Broadcast Communications Arts Department*. Knuth Hall. San Francisco State University, San Francisco. Information: (415) 338-7083.

**April 18-21**—11th annual Health Reporting Conference, sponsored by *American Medical Association's Division of Television, Radio and Film Services*. Hilton Hotel, Washington. Information: (312) 464-5484.

**April 19-20**—*Texas AP Broadcasters* annual convention. Capitol Marriott, Austin, Tex. Information: Diana Jensen, (214) 991-2100.

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

**April 19-21**—*Radio-Television News Directors Association* region six conference, in conjunction with *Iowa News Broadcasters Association*. Des Moines, Iowa. Information: Dale Woolery, (515) 280-1350.

**April 19-28**—Worldfest/Houston International Film and Video Festival. Festival theaters: Greenway Plaza, AMC Greenway III Theaters, Museum of Fine Arts and Rice Media Center. Festival Hotel: Wyndham Warwick, Houston. Information: (713) 965-9955.

**April 20**—*Radio-Television News Directors Association* region four conference in conjunction with *Texas AP*. Austin, Tex. Information: Stuart Kellogg, (817) 654-6333.

■ **April 20**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Falcon Inn, Suwanee, Ga. Information: (404) 522-8971.

## ALSO IN APRIL

**April 21-23**—*Broadcast Cable Financial Management 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 20**—Communications Career Day, sponsored by *American Women in Radio and Television, Washington chapter*. U.S. Chamber of Commerce's BizNet studios, Washington. Information: Kristine Barr, (202) 463-5700.

**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. Panel: Robert Alter, Cabletelevision Advertising Bureau; Tom Burckhill, Lifetime; Scott Sassa, Turner Entertain-

## ERRATA

Call letters for *Bonne Terre, Mo., station* sold by Owensville Communications to Zindy Broadcasting Inc. ("Changing Hands," April 8) were **KDBB(FM)**.

ment Networks; Tom Freston, MT Networks; Charles Dolan, Cablevision Systems, and Don Miltzner, Group W Satellite Communications. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 23**—Seminar featuring presentation of findings of 1991 U.S. Hispanic Market to Advertisers, Agencies and Media, by *Strategy Research Corp.* Marriott Marquis, New York. Information: (305) 649-5400.

**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 24**—"The Future of Investigative Journalism," drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Pamela Hill, vice president-executive producer, CNN Special Assignment. Copacabana, New York. Information: (212) 768-7050.

**April 24**—Speech by production manager Gene Consentino, sixth in series, "Getting Into the Business," sponsored by *Center for New Television*. 912 South Wabash, Chicago. Information: (312) 427-5446.

■ **April 24**—"Cameras in the Courtroom," panel sponsored by *Association of the Bar of the City of New York*. Meeting hall of the association, 42 West 44th Street, New York. Information: (212) 382-6600.

■ **April 24**—*Cable Television Administration and Marketing Society, Washington-Baltimore chapter*, cocktail reception featuring CNN correspondent John Holliman. Monocle Restaurant, Washington. Information: Rayne Pollack, (202) 626-4863.

**April 25-26**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

**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 26**—Seminar featuring presentation of findings of 1991 U.S. Hispanic Market to Advertisers, Agencies and Media, by *Strategy Research Corp.* Sheraton Universal, Los Angeles. Information: (305) 649-5400.

**April 27**—*Radio-Television News Directors Association* region eight conference in conjunction with *Michigan AP*. Livonia Marriott, Livonia, Mich. Information: Gary Hanson, (216) 788-2456.

**April 27**—*Radio-Television News Directors Association* region seven super-regional conference. Loyola University, Water Tower campus, Chicago. Information: Gene Slaymaker, (317) 923-1456.

**April 27**—"Talent-Track '91," second annual one-day workshop "designed to assist radio air talent in achieving their fullest potential as communicators," sponsored by *Upper Midwest Communications Conclave*. Concourse Hotel, Madison, Wis. Information: (612) 927-4487.

■ **April 27**—*Society of Professional Journalists* homecoming celebration, when organization moves headquarters back to Greencastle, Ind., after 62 years in Chicago. 16 South Jackson Street, Greencastle, Ind. Information: (317) 653-3333.

■ **April 27**—*Michigan Associated Press Broadcasters Association* annual meeting and awards banquet. Livonia Marriott, Livonia, Mich. Information: Geoff Haynes, (313) 259-0650.

**April 29**—"New Technologies: The Video Journalist of the Future," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

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

**April 29-30**—"Newsroom Technology: The Next Generation," technology seminar sponsored by *Gannett Center for Media Studies*. Gannett Foundation, Columbia University, New York. Information: (212) 280-8392.

**April 29-30**—*Kentucky and Indiana Cable Television Associations* joint spring meeting. Galt House Hotel, Louisville, Ky. Information: (502) 864-5352.

**April 30**—Seminar featuring presentation of findings of 1991 U.S. Hispanic Market to Advertisers, Agencies and Media, by *Strategy Research Corp.* Hyatt Downtown, Miami. Information: (305) 649-5400.

## MAY

**May 1**—*American Association of Advertising Agencies* seminar, "High-Performance Account Management." Hotel Nikko, Chicago. Information: (212) 682-2500.

**May 1**—"Pay-Per-View: About to Become Real," speech by Edward Bleier, president, pay TV, animation and network features, Warner Bros., to drop-in luncheon of *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

■ **May 1**—*New England Broadcasting Association* annual radio sales team training seminar. Marriott Longwharf Hotel, Boston. Information: (617) 426-3575.

**May 2**—"Celebrating 200 Years of the First Amendment," sponsored by *American Bar Association Forum on Communications Law and Federal Communications Bar Association*. Capital Hilton Hotel, Washington. Information: (202) 833-2684.

**May 3-5**—*Federal Communications Bar Association* annual seminar. King's Mill Resort and Convention Center, Williamsburg, Va. Information: (202) 833-2684.

**May 3-5**—"Energy, the Economy and the Middle East," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation and Dallas Morning News*. Dallas-Fort Worth Hilton Executive Conference Center, Grapevine, Tex. Information: (213) 851-7372.

■ **May 5-June 16**—"TV's Best Commercials: Soft Drinks," series at *Museum of Broadcast Communications*. 800 South Wells Street, Chicago. Information: (312) 987-1500.

**May 5-8**—*Association of National Advertisers* advertising financial management conference.



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11/90), NSI Overnights 2/91; Page 4: NSI Overnights 2/91

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**May 5-11**—31st annual Golden Rose of Montreux festival for light entertainment television programs, sponsored by *Swiss Broadcasting Corp.* and *City of Montreux, Switzerland*. Information: John Nathan, (212) 223-0044.

**May 6-9**—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

**May 7**—*USA Network* local ad sales workshop. Boston Marriott Copley, Boston. Information: Tracey Muhlfeld, (212) 408-9170.

**May 8**—Speech by film distributor Gretchen Ellsner-Sommer, seventh in series, "Getting Into the Business," sponsored by *Center for New Television*. 912 South Wabash, Chicago. Information: (312) 427-5446.

**May 8**—"Television's New Power Partnership: Advertisers and Regional Sports Networks," speech by John Severino, president and chief executive officer, Prime Ticket Network, to drop-in luncheon of *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

■ **May 8-14**—First International Advertising Conference and Exhibition, sponsored by *International Advertising Association's China Chapter*. Theme: "Successful Advertising in a Changing Age." National Library of China, Beijing. Information: (212) 557-1133.

**May 10**—*USA Network* local ad sales workshop. Greenbelt Marriott, Greenbelt, Md. Information: Tracey Muhlfeld, (212) 408-9170.

■ **May 11**—Employment assistance workshop, sponsored by *Institute of Electrical and Electronics Engineers, National Capital Area Council*. Sheraton Premiere, Tysons Corner, Vienna, Va. Information: (703) 321-7301.

**May 12-14**—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort, Indonesia. Information: (808) 941-3789.

**May 13**—George Foster Peabody luncheon, sponsored by *Broadcast Pioneers*. Plaza Hotel, New York. Information: (212) 586-2000.

■ **May 13-14**—Technical job fair, sponsored by *Institute of Electrical and Electronics Engineers, National Capital Area Council*. Embassy Suites Hotel, Tysons Corner, Vienna, Va. Information: (703) 321-7301.

**May 13-15**—Pay Per View '91 annual convention, sponsored by *Cable Television Administration and Marketing Society*. Marriott World Center, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

**May 14**—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour. Waldorf-Astoria, New York. Information: (212) 867-6650.

**May 14**—*American Women in Radio and Television, New York City chapter*, lunch, "People Finders." Marriott Hotel, New York. Information: (212) 572-9832.

**May 14**—*Action for Children's Television* 19th annual awards ceremony and luncheon. National Press Club, Washington. Information: (617) 876-6620.

**May 14-16**—*Cable Television Administration and Marketing Society* service management master course. San Antonio, Tex. Information: (703) 549-4200.

**May 15**—"Cable's Next Breakthrough: Court TV," speech by Steven Brill, president, American Lawyer Media, and chief executive officer, Courtroom Television Network, to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 768-7050.

**May 15**—"Interdiction/off premise addressability," seminar sponsored by *Society of Cable Television Engineers, Penn-Ohio meeting group*. Cranberry Motor Lodge, Warrendale, Pa. Information: (716) 664-7310.

**May 15-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

**May 15-19**—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

**May 15-19**—21st annual National Educational Film and Video Festival. Among sponsors: *National Captioning Institute, Clorox Co., City of Oakland and California Council for the Humanities*. Oakland Museum, Exploratorium's McBean Theater and Oakland Convention Center, Oakland, Calif. Information: (415) 465-6885.

**May 16**—*USA Network* local ad sales workshop. Hyatt Westshore at Tampa International, Tampa, Fla. Information: Tracey Muhlfeld, (212) 408-9170.

■ **May 16**—*Advertising Club of Metropolitan Washington* annual "Radio Day 1991—A Sound Investment." Washington Hilton & Towers, Washington. Information: (301) 656-2582.

**May 16-17**—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 737-3220.

**May 16-18**—*New Mexico Broadcasters Association* 40th annual convention. Hyatt Regency, Albuquerque, N.M. Information: Dee Schelling, (505) 299-6908.

**May 16-19**—*American Women in Radio and Television* 40th annual convention, featuring presentation of new awards, AWRT Star Awards, for commitment and sensitivity to the issues and concerns of women. Omni, Atlanta. Information: (202) 429-5102.

**May 18**—Presentation of 43rd annual Los Angeles area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

**May 18**—Presentation of National Headliner Awards, sponsored by *Press Club of Atlantic City*. Atlantic City, N.J. Information: (609) 272-7141.

**May 19-21**—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Seattle. Seattle Sheraton, Seattle. Information: Peter Newman, (206) 448-3672.

**May 19-21**—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash. Information: (206) 286-2056.

**May 19-25**—*National Association of Broadcasters* small group seminars on investment opportunities in Europe, London and Paris. Information: Charles Sherman, (202) 429-5361.

**May 20-21**—*Illinois Broadcasters Association* congressional visits. Washington. Information: (217) 753-2636.

**May 20-22**—Media Summit on significant global business opportunities for media owners, advertising executives, international corporate presidents, bankers, investment analysts and program managers, organized by *Johannesson & Associates S.A., Luxembourg*. Waldorf Astoria, New York. Information: (352) 458473.

■ **May 21**—*Women in Cable* Cable Day. Sheraton O'Hare, Chicago.

**May 21-22**—"Banks and S&L's: Requiem or Reform?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

**May 21-24**—*Cable Television Administration and Marketing Society* sales management master course. Boston. Information: (703) 549-4200.

**May 22**—*First Radio and Television News Directors Foundation* banquet, including presentation of RTNDA John F. Hogan Distinguished Service Awards to Senator Bob Packwood (R-Ore.) and Brian Lamb, C-SPAN chairman and chief executive officer. Mayflower Hotel, Washington. Information: (202) 659-6510.

**May 22**—Speech by television producer Joel Cohen, eighth in series, "Getting Into the Business," sponsored by *Center for New Television*. 912 South Wabash, Chicago. Information: (312) 427-5446.

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

**May 23**—*Federal Communications Bar Association* monthly luncheon. Speaker: Peggy Charren, Action for Children's Television. Washington Marriott, Washington. Information: (202) 833-2684.

**May 23**—*USA Network* local ad sales work-

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shop. Embassy Suites Hotel, East Syracuse, N.Y. Information: Tracey Muhlfeld, (212) 408-9170.

■ **May 23**—"Turning Up the Volume on International Radio," symposium sponsored by *Center for Strategic & International Studies International Communications Studies* program. Speakers: John Tusa, director, BBC World Service; Gene Pell, RFE/RL, and Richard Carlson, VOA. CSIS, 1800 K Street, N.W., Washington. Information: (202) 775-3263.

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

**May 30-31**—"Sound and Images," conference on music and sound in films on the visual arts, sponsored by *Program for Art on Film and the University of Southern California School of Cinema-Television*. UCLA, Los Angeles. Information: Peter Naumann, (212) 988-4876.

**May 31**—Deadline for Crystal Radio Awards, sponsored by *National Association of Broadcasters*, for contributions to community service in local programming, interaction with community, public service initiatives and local leadership. Information: William Peak, (202) 429-5422.

## JUNE

**June 1-4**—International Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-4900.

**June 2-5**—*Women in Cable* national cable management conference. Sheraton Denver Tech Center, Denver. Information: Shirley Moses, (904) 932-2800.

**June 2-6**—*Radio Advertising Bureau* graduate management program. Wharton School. Phila-

delphia. Information: (212) 254-4800.

**June 2-7**—"Teaching Fellowship," seminar for full-time college teachers of broadcast journalism, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

**June 2-8**—*Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

**June 2-14**—Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

**June 3**—Radio Advertising Forum, sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Waldorf-Astoria, New York. Information: (212) 697-5950.

**June 3-6**—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

**June 4**—*Society of Professional Journalists, Washington chapter*, annual Dateline Awards dinner. National Press Club, Washington. Information: Julie Asher, (202) 541-3266.

**June 4-11**—TV comedy writing workshop, sponsored by *Institute for Television and Film Writing*. College Park, Md. Information: (301) 405-6263.

**June 5**—Broadcasting/Cable Interface V, telecommunications policy seminar sponsored by *BROADCASTING* magazine and *Federal Communications Bar Association*. ANA Hotel, operated by Westin Hotels and Resorts, Washington. Information: Patricia Vance, (202) 659-2340.

**June 5**—*Illinois Broadcasters Association/Wisconsin Broadcasters Association* joint TV sales conference. Clocktower Inn, Rockford, Ill. Information: (217) 753-2636.

# OPEN MIKE

## IN DEFENSIVE OF TBS

EDITOR: In the April 1 issue, you printed a letter from one Joseph McCusker. Mr. McCusker did not like CNN's war coverage, so he wants the company to lose its FCC license for WTBS(TV) Atlanta.

Would Mr. McCusker have jumped at the chance to be a war correspondent based in Baghdad? Would he have wanted to catch all the flak aimed at Ted Turner as the price of keeping CNN neutral?

I know a little bit about challenging FCC licenses. Not only should Turner keep its license, broadcasters should name their children Ted and Peter.—*David Honig, attorney at law, Miami.*

EDITOR: I found the April 1 letter by Joseph McCusker quite interesting. Actually, I prefer to have the media serve

me (as a citizen) instead of serving the government. CNN did exactly that. It showed me all sides of the war. It is possible for our government to be wrong, but we wouldn't know it if all the media were acting as cheerleaders for our government. Further, since CNN is distributed internationally, it cannot present the news with a pro-U.S. bias. It must present the news fairly, which means presenting all sides. I believe fair news better serves our citizens than news that is biased in favor of our government. Since we control the government, how are we going to tell them what to do if we don't really know what's going on?

Mr. McCusker did raise a very interesting question, however. Why are radio and TV licenses issued only to U.S.

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Why should that matter to you? Because the D2™ composite digital format requires tighter tolerances than any other system in use today. Compared to Type C, D2 has a higher packing density, has a track pitch of just 39.1 micrometers (NTSC), and is segmented into six tracks per field rather than just one. This requires a tracking accuracy of only 6.4 micrometers over a range of -1X to +3X play speed.

That's why we designed an entirely new scanner for our D2 machines. And we managed to do it with an effective wrap angle of less than 180 degrees, so only one pair of heads is on the tape at any time. And we need only four head pairs for record/play versus sixteen heads for D1.

To precisely handle all three D2 cassette sizes, we designed a unique vertical elevator and reel drive system.

To handle the tape gently yet be able to accelerate it to 60X play speed in less than one second (versus two to three for any other machine), we designed frictionless, air-lubricated tape guides.

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All this was no accident, of course. This transport mechanism was over five years in development. And the production version in all our recorders is actually the sixth generation design.

You see, at Ampex, we recognize that when you buy a digital recorder, like our VPR-300, you're not just making a purchase, you're making an investment. An investment in your company's future. And our job is to give you the highest possible return on that investment.

We invented video recorder technology. We've been a part of this industry from the very beginning. And we're going to be a part of it long into the future. That's why we never stop working to make our products better. And to make your job easier.

## AMPEX

citizens? I assume this is buried in the Communications Act of 1934, and we could find the legislative intent by digging through the Congressional Record (maybe next week...). As we move towards the "print model" (especially with regard to First Amendment rights), does it make sense to require station licensees to be citizens? Are newspaper owners required to be citizens? Is this a form of protectionism? Are we afraid to hear what the rest of the world has to say?—*Harold Hallikainen, Hallikainen & Friends, San Luis Obispo, Calif.*

### **PART OF THE PROBLEM**

EDITOR: Your March 25 story, "Silent Viewers: Difficulties Measuring Children," about the problem with ratings on children's shows made me feel very old. There is nothing new in the fact that children can't (and won't) follow the same procedures in complying with viewer measurement techniques as adults. The problem is greater than that. Except for Saturday morning and some weekday fare, many programs for kids, including specials and dramas, have inconsistent schedules and virtually no advertising or promotion. It's hard to build

an audience in the dark. We are trying to help, but it will take more than symbols and rhymes to solve the problem.—*Karen W. Jaffe, executive director, KIDS-NET, Washington.*

### **HELP WANTED**

EDITOR: It was heartening to read your March 4 "Editorial" about the positive response to former broadcaster Ron Erikson's efforts to acquire radio and TV equipment to start cable stations at the underfunded Lakeridge High School in Oswego, Ore.

Despite the half million dollars of equipment donated by commercial stations and manufacturers to the school, you should remember that there are another 2,000 college and high school radio and TV stations in the U.S. Most are underequipped, and hundreds more schools that would like to start stations lack even the most basic equipment.

Your editorial asserts that "clearly the industry has a vested interest in encouraging motivated students to get early hands-on experience." We couldn't agree more. However, you also stated that "the Fifth Estate has shown both generosity and foresight." For this school, yes. However, there is a long way to go.

If anyone in the Fifth Estate is interested in helping more underfunded high schools and colleges start or improve their radio or TV facilities, please call the National Association of College Broadcasters at (401) 863-2225. As the nation's nonprofit trade association representing student-staffed cable and broadcast stations, we would be more than happy to show you how.—*Glenn Gutmacher, editor, College Broadcaster magazine, National Association of College Broadcasters, Providence, R.I.*

### **RADIO SALES STRATEGY**

EDITOR: As a program director, I have given considerable thought over the years to the friction between programming and sales that is so often a part of the radio picture. While I can see it is friction between the financial side of the picture and art, I got new insight into the situation when I read about a system designed primarily for television that categorizes consumers into the following five groups:

■ **Belongers**—The traditional values set: Mom, apple pie, station wagon, suburbs.

■ **Emulators**—the young adults who want their own identity separate from their parents (often Belongers).

■ **Emulator-Achievers**—commonly referred to as yuppies (baby boomers with materialistic and status-conscious concerns).

■ **Societally Conscious**—people who are more concerned with the environment, human and animal rights, health, etc. than they are with material concerns.

■ **And a group that doesn't figure much in the mix** because they have so little to spend that when they have money, they don't choose between brands, but purchase whatever is most economical.

What does all this television marketing information have to do with radio and the sales and programming departments? Say you program a basic, local, full-service adult contemporary station and your sales staff is focusing on selling the emulator-achievers in your community. You may be looking at a conflict. Your salespeople may have a hard time convincing a BMW dealership to buy airtime. Or, take a CHR station targeted to the emulators with a sales staff trying to sell to businesses that primarily are of interest to the belongers. Washing machines may not sell very well to the Whitesnake listener. An even wider dichotomy would be a station with a sales staff trying to sell businesses whose main customers are belongers, but whose station format fits and attracts the societally-conscious listener. And what about a sales staff that sells two stations with two entirely different formats, targeted to different audiences? What happens when the salesperson from that staff tries to sell the same clients for both stations without switching angles, or chooses one station as the guideline for the clients they will seek out.

But it seems more sensible to match a sales staff's vision to the current format in radio than to expect salespeople to bridge such a gap. After all, if a sales staff can't sell the format and the station loses money, either the sales staff or the format has to go. While it may be more likely that the format is changed to match what the sales staff can sell, both sales and programming get hurt by such a move—in revenues, in salaries, in jobs and in the perception of station stability.

I have heard radio salespeople say there were formats they just couldn't sell in a given area, or that they personally could not sell. While that may be an accurate picture of the situation, a keen eye to matching the sales staff and targeted clients with the current programming or the new format might alleviate much of the friction.—*Reneé Blake, Concord, N.H.*

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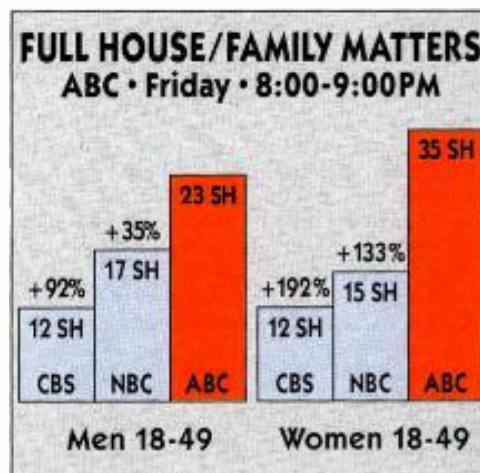
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# MONDAY MEMO

*A DAB commentary from Alan Box, EZ Communications, and chairman, NAB DAB Task Force*

**T**he radio industry is facing perhaps the most significant dilemma in its history. To obtain the technical benefits of digital audio broadcasting—interference-free, CD-quality audio with the potential for seamless coverage of our markets—we have to face the risks involved in revolutionizing the nature and structure of the radio industry.

The DAB plan adopted by the National Association of Broadcasters Radio Board in January sets forth an aggressive yet reasonable agenda for providing all existing AM and FM broadcasters access to DAB technology. This plan, however, is as much a defensive strategy as an enterprising, innovative strategy.

Unlike consumers' lack of experience with HDTV, radio listeners today are very familiar with digital sound. If you factor in the potential for satellite DAB services in the future to the current popularity of CD players, with the introduction of DAT recorders and digital cable audio services, a compelling case is made for bold industry action. Unless we act decisively today, we are ceding an opportunity to ensure that radio broadcasting will remain a strong, viable competitor in the audio marketplace of the 21st century.

The challenge for NAB's DAB Task Force is to implement a political and economic model that allows all radio broadcasters the option of increasing the quality of service to their listeners efficiently and effectively. After much discussion and debate, the Task Force has developed an aggressive plan that we are confident fully and fairly meets that challenge. A number of issues are still under discussion, but the plan is flexible and allows for continued development of points that remain controversial.

The NAB plan includes a number of policy objectives that must be met along the way to DAB implementation, and I'd like to highlight some major ones. First, we must determine where DAB can be broadcast and then obtain access to that spectrum. Based on available information, it looks like L-band, or 1500 mhz spectrum, appears most appropriate. Obviously, we must test the feasibility of L-band before proposing any specific station allocation and assignment scheme; but the industry is in a no-



lose situation to attempt to secure access to L-band at the upcoming World Administrative Radio Conference in 1992. If L-band is not available, we must identify alternative spectrum for DAB.

We must see that technical standards are established—to prevent something akin to the AM stereoization of DAB. NAB's Radio Board has initially endorsed Eureka 147, the best-developed technology to date, which will be fully demonstrated at NAB '91 in Las Vegas.

Obviously, NAB alone does not have the power to make this digital broadcast service happen. The government will ultimately decide the fate of DAB, and we have to advocate our case to the FCC and the NTIA and educate Congress on its importance to the future of all radio broadcasters.

To make an effective case to policymakers, we must work to develop significant industry consensus. The support we have received so far has been heartening, but gaining full consensus will be far from easy where factions disagree about one or more parts of NAB's plan.

Depending upon their situation, some broadcasters see DAB as an opportunity while others perceive the technology as a threat. Some doubt the availability of new spectrum for DAB, and believe we shouldn't even try; some do not want AM broadcasters to participate in DAB and oppose any opportunity for AM sta-

tions to compete with FM's. Whatever the concerns expressed by industry segments, this plan must attempt to minimize competitive dislocations if we are to achieve an industry consensus.

The plan emphasizes not only the need to accommodate all existing AM and FM service, but also the need to identify and minimize the costs associated with implementing DAB—both for broadcasters and receiver manufacturers.

The industry's DAB plan must also account for the long-term fate of AM and FM stations. Whether we should propose indefinite continued service or consider that at some future point AM and FM spectrum should be made available for radio services besides broadcasting is an issue on which we're taking a long view.

NAB will continue to oppose supplemental satellite delivery of DAB direct to listeners with mobile receivers. The potential for harm to local broadcasting must be acknowledged.

Regarding the new spectrum issue, some DAB system proponents claim an ability to provide

DAB "in-band" (in the spectrum now used for FM broadcasting.) Today, the Task Force has trouble with the premises behind these proposals so that, even if they prove to be technically viable, they are unattractive from a policy perspective. Specifically, we do not believe that AM broadcasters should be denied the opportunity to participate in DAB merely because they are AM broadcasters.

We are all too familiar with the technical troubles with the FM band (multipath, interference among stations, intermodulation, etc.) and we must avoid them in planning a broadcasting system for the next century. Very simply, we should do everything possible to obtain sufficient spectrum to homestead a new and vastly improved transmission system for future radio service. I strongly urge all broadcasters to write and support NAB's plan to implement DAB for all broadcasters. We need your help. Write to me, to NAB, to the FCC. It's *your* future.

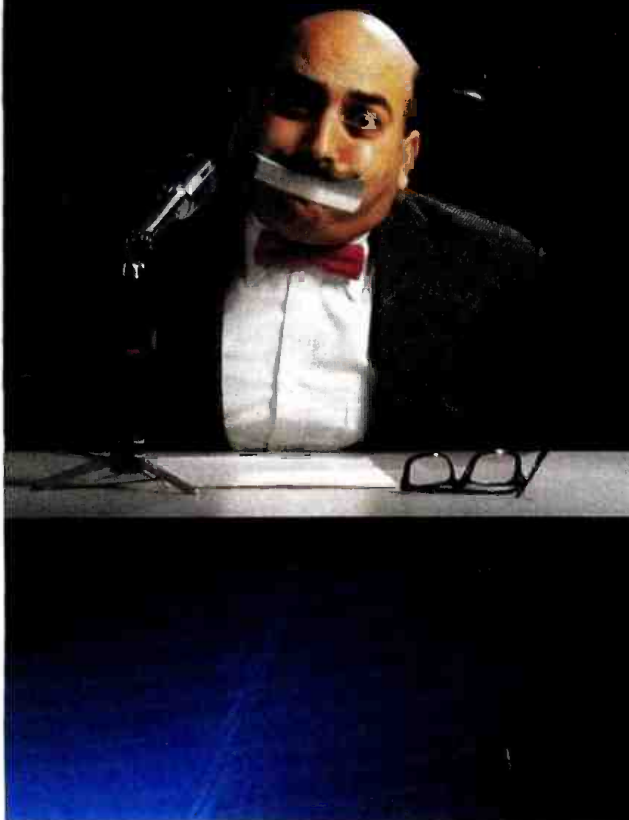
*"We must prevent something akin to the AM stereoization of DAB."*



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The FCC Notice of Proposed Rule Making is published in the Federal Register, General Docket #91-2, March 11, 1991. Copies may also be purchased (for a \$10 handling fee) by writing:

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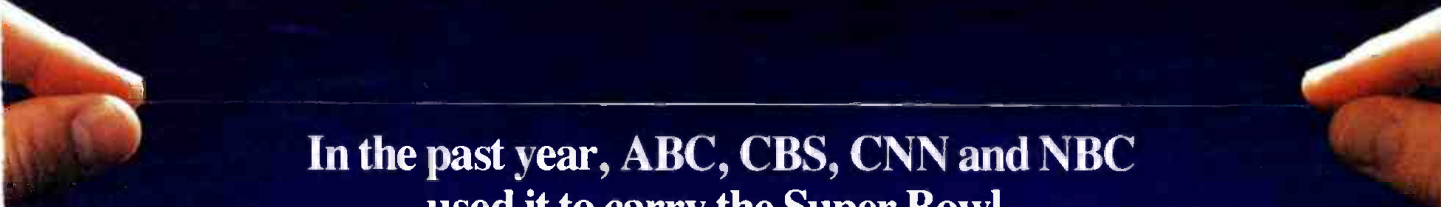
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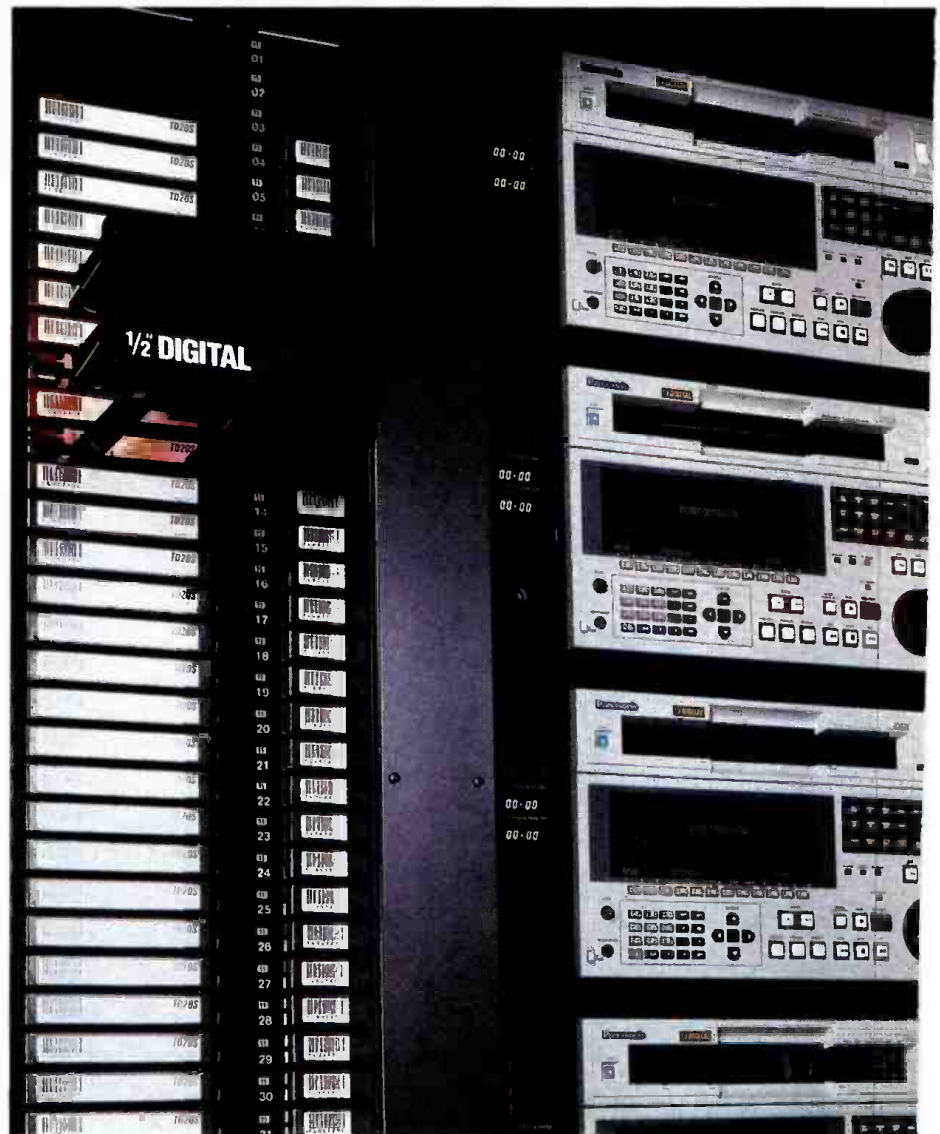


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# TOP OF THE WEEK

**It is the best of times, it is the worst of times in the broadcasting industry, as competition fragments programming possibilities and new media take the bloom from the old. A long hard look at the fiscal landscape shows broadcasting a hardier survivor than many had thought.**

**T**oday, when NAB Joint Board Chairman Lowry Mays talks to the President of the United States live via satellite at the National Association of Broadcasters convention in Las Vegas, he may be sporting a broader grin than that to which those who are acquainted with his positive, Texas-bred disposition are accustomed. The prior week, the stock of Clear Channel Communications, of which Mays is president, jumped more than 20% to a new high. The only news adjacent to the stock move was the group owner's announcement that it was buying two more radio stations and a TV station.

That investing in broadcast properties in 1991 could be taken positively seems suprisingly out of tune. Most of the current refrains are similar to the one sounded last week by FCC Chairman Alfred Sikes, who opined that the television networks were in a "slow-motion free fall." A similar note came one month earlier from the chairman of the Senate Commerce Committee's Telecommunications Subcommittee, Daniel Inouye (D-Hawaii), who issued the warning that "free TV is in trouble."

The handwringing over the future of broadcasting—and especially television—is not limited to Washington. This week's convention will be of lesser interest to many than last month's smaller cable gathering in New Orleans where technology promised new channels by the hundreds. A corporate finance specialist at one of the country's biggest investment banks said glibly after returning from the National Cable Television Association show: "TV stations are history."

Outside of their obvious drama, such statements do serve a useful purpose. They pose the question: Why aren't more TV stations already "history?" After all, the 1980's were the decade of cable's greatest growth

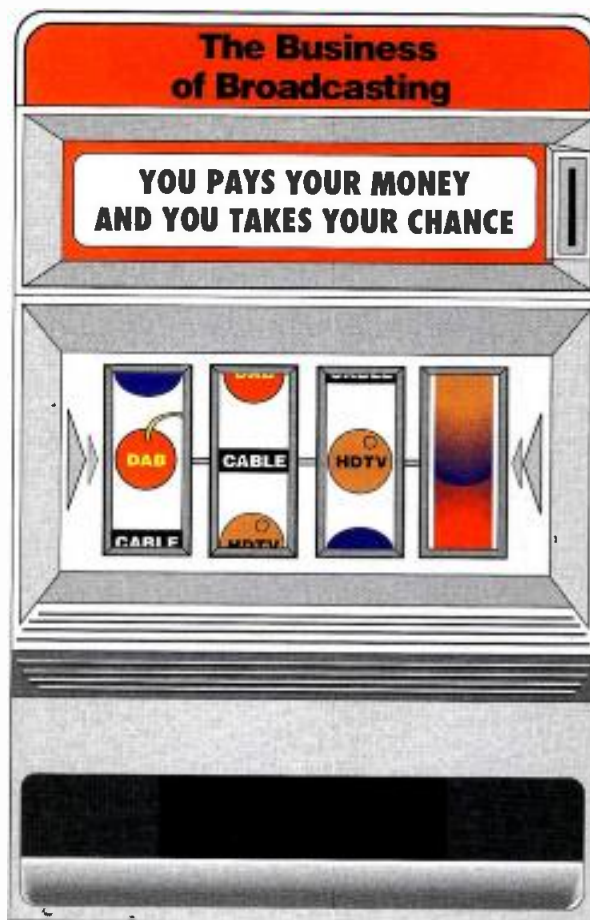
and may not be topped. Yet, during that same decade, the broadcast television household audience in the U.S. actually rose, according to A.C. Nielsen. And financial results of companies with both cable and TV station groups indicate that in 1990, a well-run affiliate station group still had a higher profit margin than the co-owned cable divisions—technically speaking, they had more free cash flow after capital expenditures, which for cable has yet to decline, despite promises to the contrary.

Broadcasting's survivability in the face of a profusion of alternative viewing choices can be put under a microscope in Bakersfield, Calif., a mid-sized market which, in 1980, already had a cable penetration rate of over 70%, according to

Nielsen, higher than the current national average. While the total audience share of that market's TV stations is down from 61% in 1980, according to Arbitron data provided by Katz, the share is still, 10 years later, over 50%. The 12-channel systems in Bakersfield in 1980 were expanded several years later to 35 channels and, in some cases, to 52.

TV station operators' own explanation of their survivability in Bakersfield and elsewhere is summed up by the term "localism," a concept that covers not only programming but promotion, sales and other aspects of operation. Localism is a concept espoused not only by veteran broadcasters, for whom the similar concept of "community service" weighs heavy during license renewal, but is also espoused by relatively new broadcasters such as Royce Yudkoff of ABRY Communications, who said that that company's WNUV-TV Baltimore spends 15%-20% of its budget on local promotion, in cash.

Localism itself is not without prob-





lems. In Bakersfield it can mean KERO-TV preempting the CBS schedule to air a live half-hour from a chamber of commerce dinner honoring beautification efforts. In other markets, it may mean bidding a high price to keep professional sports from completely migrating to cable. For most stations, it means putting the news budget through a constant profit-loss assessment of both the short-run and the long-run.

The survival of localism partly resides in the hands of Washington, and thus the handwringing is far from irrelevant. Not only do industry prognosticators ask themselves how regulation will affect broadcasters' growth rates, more and more are asking themselves if the government would permit the over-the-air television industry to fail entirely.

Looked at from a different vantage, many wonder whether broadcast signals will continue to be at cable's command. Regulation to deny that cable standby, including possible legislation on "retransmission rights," is being actively pursued in Congress.

Without a consistent answer to regulatory questions, it is understandable that assessments of the industry's business prospects will occasionally swing to melodramatic pessimism. Those depths will most likely be reached in synchronization with depressed economic activity, such as currently exists.

Readers are familiar with the current financial and operating problems of the industry and do not need a detailing of recent history. Suffice it to say that the 1980's slogan that broadcasting properties had "inherent asset value" is no longer fashion-

able. Stations in the Bakersfield market, for instance, as a group would probably not have shown pre-tax losses were it not for the debt and other costs involving three of the four stations that changed hands during the decade.

The poor operating—as opposed to financial—part of the cycle is partly due to the bad mood of consumers (read viewers), whom broadcasters are effectively pitching to their other customers, the advertisers.

How long advertisers are likely to remain in a depressed state is debatable. One reason for expecting better sales, suggests CBS/Broadcast Group senior vice president, David Poltrack, is to consider that the advertisers most untouched by the current recession include manufacturers of such nondiscretionary items as packaged goods. Unfortunately for those same manufacturers, TV and radio spending represents a high proportion of their costs. Poltrack says these price-sensitive advertisers are therefore more likely to bargain hard with broadcasters. But for those cyclically prone advertisers such as automobile makers for whom advertising is a smaller percentage of costs, a return to health would, for broadcasters, mean a return to less intense sales negotiations.

An assessment of the broadcasting industry seems to leave little doubt that neither the survival nor the demise of any particular broadcaster is a foregone conclusion. The same could be said of the industry as a whole, which is why broadcasters still innovate, persevere and lobby. For Clear Channel, the just-completed first quarter was its best ever. —GF

## WHITE HOUSE REBUTS FRITTS CRITICISM

President Bush and his administration are "very pro broadcaster," Janice Obuchowski, head of the National Telecommunications and Information Administration told BROADCASTING last week. Obuchowski said she disagreed with National Association of Broadcasters President Eddie Fritts's assertion that the administration is unsympathetic to his industry and that it lacks a coordinated communications policy (see page 43).

She said the administration is promoting "broadcasting into the next generation." NTIA has "worked hard" to make sure broadcasters have adequate spectrum for over-the-air HDTV and, she said, "we are committed to accommodate digital audio broadcasting."

Moreover, "we have been consistent in our philosophy...we are going to promote entry and access into communications for all entrants." The administration's opposition to cable reregulation is "parallel" to its opposition to strong regulation for broadcasters, she said. "It may not work to everybody's advantage to have competition, but the President is very adamant about not picking winners and losers," she said.



Obuchowski



Fritts

Also, the spectrum bill the administration supports should "go very far toward addressing broadcasters' concerns and should convince them we're trying to be fair-minded," said Obuchowski. The measure would re-allocate 200 mhz of government spectrum for private demands for spectrum for new technologies such as HDTV and DAB. However, it also calls for auctions, or what NTIA calls a "competitive bidding process." But Obuchowski said it will not affect existing licensees or future sales of broadcast properties.

As to the motive behind Fritts's criticism, Obuchowski said: "I have not spent a lot of time trying to second guess this strategy. NAB's constituency, like most communications trade associations, is becoming increasingly diverse. I think the job of a head of a trade association of any of these groups is getting more complicated. I suppose it is always easier to try to unify a very diverse membership against a common enemy." And she said she would rather see broadcasters spend less time worrying about "straw men" and focus on "real marketplace problems rather than incorrectly perceived government ones." —KIM

# FCC'S FIN-SYN SURPRISE: EVERYBODY KNOCKS IT

*Except Fox, which can expand to 15 hours; networks and Hollywood will ask commission to reconsider and go to court if necessary*

**P**rior to moving forward with its rulemaking on reforming the financial interest and syndication rules last June, the FCC commissioners encouraged the networks and Hollywood to settle on new rules in private negotiations, warning any reforms the agency comes up with on its own could disappoint all.

FCC admonition proved prophetic last Tuesday (April 9), when a sharply divided agency voted 3-2 (with FCC Commissioner James Quello concurring in part) to relax the rules and give the networks a shot at at least some of the billions of dollars generated each year by the sale of network reruns at home and abroad.

Within hours of the vote, both sides had condemned the new rules and vowed to petition the FCC for reconsideration and, if necessary, to challenge the rules in federal court.

The rules would force small and medium-sized producers "out of business," said Jerry Leider, co-chairman of the Coalition to Preserve the Financial Interest and Syndication Rule. "It will be virtually impossible for them to stay in business without the ability to retain those [foreign syndication] rights."

The networks, which had hoped for repeal or a phaseout of the rules, were equally distraught by what the FCC had wrought. Although the new rules appear to grant the network many new opportunities to reap syndication revenue, said Richard Cotton, executive vice president-general counsel, NBC, they actually give them very few. "The rules give with the right hand and take away with the left... The producers are crying crocodile tears." He added: "The core business of the studios is completely protected."

Fox appeared to be the only clear winner last week. If the new rules go into effect, it will be able to expand its prime time schedule to 15 hours a week and achieve its immediate goal of offering two hours of programming Monday through Saturday and three hours on Sunday (see story, page 40).

What even the most prescient of the commissioners may not have foreseen was that the fin-syn rules they would establish would prove so unsatisfactory to themselves and put them so clearly at odds.

FCC Chairman Alfred Sikes and



The FCC votes on fin-syn

Quello, who favored repeal of the 21-year-old fin-syn rules or something close to it and found themselves in last week's minority, criticized the new, albeit less onerous, set of restrictions adopted by the majority of Commissioners Andrew Barrett, Sherrie Marshall and Ervin Duggan.

Quello scoffed at the majority's insistence on calling the new rules deregulatory. "Calling this plan deregulation is like telling an inmate at the end of his jail term that he is free so long as he doesn't venture beyond the prison walls."

And even members of the majority expressed some disappointment with the final outcome. Marshall and Duggan said they feared they had gone too far in relaxing the rules in their efforts to solidify the majority and expand it to include Sikes and Quello. "I do not endorse today's substantial deregulation without some trepidation," said Marshall. The safeguard designed to prevent the networks from extracting interest and rights in programs for less than their full market value "may be a toothless watchdog."

Also clearly unhappy with the result and the process that produced it was House Energy and Commerce Chairman John Dingell (D-Mich.). Appearing at the FCC authorization hearing before the House Telecommunications Subcommittee the morning after the vote, Dingell made his antipathy toward the new rules clear, grilling Barrett and Duggan on the process the FCC used to develop them

and suggesting the rules place U.S.-owned networks at a disadvantage with foreign-owned competitors (see box, page 38).

Hollywood representatives cited Dingell's interest in fin-syn expressed last week in an April 4 letter inviting himself to the authorization hearing as decisive in the majority's last-minute decision to give the networks additional freedom, particularly permitting them into foreign syndication.

"I'm delighted they did that," Dingell said when asked about the decision to permit foreign syndication. "I would be more delighted had they done a better job," he added.

Assuming they go into effect on June 15 as the FCC action calls for—a big assumption considering their reception by the affected parties—the new rules would:

- Eliminate all restrictions on the networks' ability to acquire financial interest and syndicate programs for programming aired during non-prime time hours.

- Permit the networks to acquire financial interest and domestic and foreign syndication rights in outside-produced prime time programming subject to a two-step "anti-extraction" safeguard that requires the networks to wait 30 days after negotiating a basic licensing agreement before joining negotiations for backend rights.

- Permit the networks to syndicate outside-produced programs overseas themselves, but require them to syndicate such programs domestically through

“independent third-party distributors.”

■ Permit the networks to syndicate domestically and internationally programs produced in-house, but limit the amount of in-house programming to 40% of the prime time schedule. In-house is defined to include co-productions with foreign and domestic producers. Domestic co-production deals must be initiated by the producers and are subject to a 30-day “cooling off” period during which the producers can back out of the deals.

■ Permit networks to produce programs for first-run syndication, but require them to syndicate such programs through third parties.

■ Apply to all networks that deliver more than 15 hours of prime time programming to affiliates reaching 75% of the nation’s television homes.

(A complete text of the rules appears on page 93.)

The so-called anti-extraction safeguard on the acquisition of financial interest and syndication rights generated most of the complaints last week.

Hollywood contended it was inadequate, saying it would fail to achieve its purpose of preventing the networks from extracting interest and rights from the networks for less than their full market value. “The two-step safeguard...is well

intentioned, but unless the process is tied directly to the networks’ scheduling of the show, it leaves a loophole large enough to drive a truck through,” said Bob Daly, chairman of Warner Brothers.

Hollywood said the only effective safeguard was the one it and the National Telecommunications and Information Administration proposed: a two-step process in which negotiations for backend rights would be put off until the network has scheduled the program. Only then, the producers claimed, could a backend rights negotiation take place without the networks gaining undue leverage by threatening—implicitly or explicitly—not to air the program.

The networks, on the other hand, argued that the safeguard would effectively prevent them from acquiring interest or rights. They will not be able to compete with the major studios for the rights, said Cotton. “They get to bid while we are taken out of the game.”

The majority plan underwent significant and, from the networks’ perspective, positive changes the Friday before the vote (BROADCASTING, April 8). The biggest change—permitting the networks to syndicate outside-produced programs overseas—was precipitated by

Barrett.

To insure that it was included in the majority package, Barrett said he had to concede to a two-step anti-extraction measure, which he had earlier concluded was impractical. He had advocated an alternative safeguard—limiting the basic licensing contract to two years. But it was met with near-universal criticism.

Marshall was willing to give on foreign syndications, but she was insistent on a two-step anti-extraction safeguard. Although she had favored the Hollywood-NTIA two-step, she adopted the 30-day two-step as a compromise position.

Other 11th-hour revisions included permitting the networks to acquire domestic syndication rights, subject, of course, to the 30-day anti-extraction safeguard and allowing in-house co-production deals subject to the producer-initiation requirement and the 30-day “cooling off” period.

When news of the revisions hit the street in the trade press the weekend before the vote, Hollywood began campaigning to postpone action. The networks had successfully conducted such an effort prior to the originally scheduled vote (March 14), when it looked as though the FCC majority would adopt a much more restrictive set of rules.

On Monday, the Coalition for the Preservation of the Financial Interest and Syndication Rule formally requested a postponement for a public airing of the revised minority plan. That request was seconded by California Senator John Seymour (R) and a group of California congressmen. And just before the vote on Tuesday morning, Assistant Attorney General James Rill appealed for a further delay.

But the requests went unheeded. The FCC voted on Monday evening to reject the Coalition’s request and Sikes made it clear on Tuesday morning he had the votes to override anyone interested in honoring Rill’s. Only Duggan entertained the idea of trying to win a postponement.

The fin-syn issue caused a lot of infighting at the commission, raising questions about whether the FCC will be able to deal effectively with other pressing and controversial issues, including cable reregulation, the selection of a standard for high-definition television and the entry of telephone companies into the video business.

“There is a lot of blood on the floor, and I don’t know if they are going to be able to mop it all up,” said Andrew Schwartzman of the Media Access Project, which supported retention of the rules. “I hope so.”

—HJ

## DINGELL TAKES BARRETT, DUGGAN TO TASK

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) could have expressed his displeasure about the new fin-syn rules the commission adopted last week simply by stating it, but he chose instead to attack the process that produced the new rules and two of the three FCC commissioners who voted for them, Andrew Barrett and Ervin Duggan.

Appearing at the FCC’s House authorization hearing, Dingell first rebuked Barrett for his absenteeism the week before the vote, delaying the final agreement on the rules among the majority and forcing the FCC to vote last Tuesday on an “executive summary.”

Asked if he was “available for consultation” during the week, Barrett said he was for all but two days. Unconvinced, Dingell ordered Barrett to produce a list of all conversations he had with the other commissioners on



fin-syn between April 2 and April 9. He instructed the other commissioners to produce similar lists.

He then turned his sights on Duggan, accusing him of violating FCC rules by leaking details of the rules to the *New York Times* the Friday before the vote.

Duggan acknowledged talking to the *Times* reporter, but said their conversation

“never went to the substance of the document, never went to the details.” He later passed along the opinion of FCC General Counsel Bob Pettit that the rules only prohibit discussion on substance.

Turning back to Barrett, Dingell grilled him on the scope of the new rules, suggesting they unfairly restricted the networks, but not their foreign-owned studio competitors, and implied that the 40% prime time schedule cap on in-house programming was completely arbitrary.



# COMMISSIONERS' RATIONALES FOR FIN-SYN DECISION

**Alfred Sikes**

Each of us wants program diversity. Unfortunately, I see a quite different world from today's majority. I see rules which handicap local broadcasters—the sole source of free TV—at a time when stations are going dark and cable alone enjoys strong revenue growth. I see rules that unwittingly provide disincentives for the networks to produce news and public affairs programming. I see rules that place the federal government at the negotiating table when the rights for prime time entertainment series are negotiated. I see rules that handicap American institutions in their negotiations with huge, vertically integrated multinational corporations like Time Warner, Matsushita and Sony. I see a fourth broadcast network...artificially thwarted in the ostensible name of fostering diversity. And, finally, I see a system of rules built on a foundation of outdated perceptions and misplaced concerns whose inevitable result will be to restrict the networks' freedom of expression, as well as the diversity and quality of programming available on free, over-the-air television.

**James Quello**

Calling this plan deregulation is like telling an inmate at the end of his jail term that he is free so long as he doesn't venture beyond the the prison walls. In the case of fin-syn, the networks have done their time and deserve to be set free. Again, I repeat, I think the record overwhelmingly supports complete repeal. It's important to take into special consideration the testimony of disinterested people



Barrett



Sikes

who don't have a direct economic interest (the Justice Department, the Federal Trade Commission, Action for Children's Television, 14 unions, the *Wall Street Journal*, *New York Times*, BROADCASTING, *Business Week*). There is just a general feeling that the rules are unwarranted and a relic of the past.

**Andrew Barrett**

It was my goal to reach a decision [that would promote diversity of programming and broadcasting stations, development of new networks and global competitiveness and would] insure that whatever we did we did in a fair and impartial manner. I think we did act impartially. It is up to time; it is up to the public. It is up to those parties to determine whether we have made the right decision. My staff and I have put forth an honest effort and we never strayed from those goals.

**Sherrie Marshall**

The commission's action is deregulatory. What it is not is a blind response to the siren call of total deregulation. What it is is a major departure from the regulatory schemes of the last 20 years. This is calibrated deregulation—a balanced deregulatory approach designed to



Marshall

## MINORITY



Quello

insure that the American people continue to enjoy the great panoply of diverse and creative programming that is the hallmark of American television. Total repeal of the rules may not be of immediate consequence to American audiences. But they would see its effects. The diverse and antagonistic sources of programming that are the touchstone of our national identity would be gone. And the American people would know it.

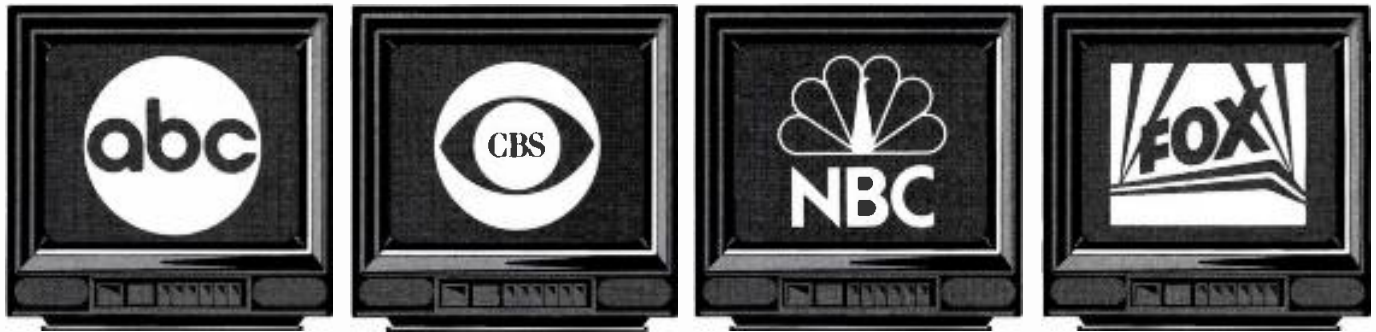
**Ervin Duggan**

If I have any reservations, it is that the safeguards built into [the rules] are not strong enough. Diversity does not come from giant titanic corporations. It comes from individual creators with beating human hearts, and for us to assume that an econometric model or antitrust law can do all that is needed to protect the diversity that comes from sometimes weak and sometimes vulnerable creators not only betrays the facts of the record and the facts of this proceeding, but also betrays the very public interest and diversity that this commission is sworn to uphold. I fear that in the brave new world we create...some of those individual creators will, in fact, be made more vulnerable, will go out of business, will be forced to work for either giant studios or giant networks. I regret and I repent of the damage that may be done to those lonely and vulnerable creators.



Duggan

## MAJORITY



## FIN-SYN AFTERMATH: FOX HAPPY, BIG THREE NOT

Last week, the FCC redefined the term network as part of its fin-syn ruling, and in the process made the cadre of executives running Fox Inc. and its affiliate companies the happiest group in the television business.

No one at Fox was in a bad mood last week. You could sense the smiles beaming at the other end of phone conversations with executives from the once and future network last week. In its ruling, the commission told the company it could have its cake and eat it too—it can be in the prime time programing business seven days a week and continue to reap hundreds of millions of dollars, unrestricted, from such businesses as off-network and first-run syndication, foreign distribution and program production.

All Fox Broadcasting Co. has to do is limit its prime time programing to no more than 15 hours. Network rules, then, do not apply to Fox.

Currently, license fees from domestic off-network and first-run programing generate around \$2 billion a year, while foreign syndication adds another \$1.5 billion to U.S.-based distributors.

The "big three" networks came away from last week's ruling with a few concessions from the so-called Barrett proposal as originally put forth several weeks earlier. But by and large, network officials last week were still complaining loudly that what the commission gave in one breath, it took away in the next with footnotes and conditions.

Clearly, the networks came away with a lot less than they asked for. They continue to be precluded from selling shows in the domestic first-run area. However, they also retained the right to produce programs for first-run, which could then be sold to a third-party syndicator for a producer's fee.

That in itself can be a very lucrative business for the producer who hits upon the right show. King World, for example, reported that it paid over \$200 mil-

lion in producer fees to Merv Griffin Productions (*Wheel of Fortune* and *Jeopardy!*) and Harpo Productions (*Oprah Winfrey Show*) in 1990.

At this point, NBC is the most aggressive of the three networks in producing for first-run. It will produce or co-produce three programs for syndication by next fall: *Memories: Then and Now*, *Johnny B...On the Loose* and *KTV*, a children's magazine show.

In its ruling, the commission opened the door for the networks to enter the off-network domestic syndication business. They will now be allowed to sell in syndication those programs produced in-house. But the commission put a cap that did not exist before on the amount of in-house programing a network may schedule in prime time—40%.

In addition, the networks won the right to seek a financial interest in, or domestic syndication rights to, prime time programs produced by outside producers.

However, last week the networks were questioning just how valuable those rights will be. The right to syndicate in-house shows is fine, executives said, but in practice, they added, the 40% cap will limit prime time production to about seven hours per network that could be aired at any one time.

Since only a few programs produced for prime time each season last long enough on the network to syndicate, network officials claim it would take many years to develop a viable off-network business from in-house productions. (The rule of thumb is a minimum of four seasons to take a show into off-network syndication.)

But outsiders note that most producers would kill to have seven hours of programing on the air in prime time, and that the average number of hours per prime time producer is closer to one. From that standpoint, the networks would appear to have a leg up on many producers looking for that *Cosby*-type

lightning in a bottle once the new rules go into effect.

In addition, the FCC granted the networks the right to acquire domestic syndication rights and financial interest in prime time shows by outside producers. However, those concessions were criticized as largely meaningless by network and nonnetwork executives alike.

The networks are also allowed to sell in-house programs into foreign syndication, and are now allowed to sell any programs in the international syndication market they can acquire the rights to. Sources familiar with the international marketplace suggest that currently the networks account for perhaps 10% of the \$1.5 billion that U.S. companies generate in foreign syndication sales.

Those sources also said the networks were unlikely to persuade many U.S. producers to give up foreign syndication rights. Those rights are growing in value and the major studios and major independents, accounting for perhaps 80%-90% of prime time programing, actively exploit those rights in today's international market.

As to the possibilities for network-studio mergers, it's really anyone's guess—and many opinions were being offered last week. But perhaps the most intriguing idea floating around was the thought that any of the big three could reduce their number of prime time hours to 15 and avoid the new rules altogether.

Some affiliates favor the idea. In theory, each network could drop one hour of prime time a night, programing across the board from 8 to 10 p.m. Local late news at 10 p.m. would be considerably more valuable than at 11 p.m. In addition, the prime-time access rule, as it now stands, would be moot. The quid pro quo for the networks would be elimination of network compensation and the ability for any number of strategic alliances, including mergers with studios or other producers without having to divest on-going enterprises.

—SM

# SYNDICATORS, PRODUCERS FEAR FIN-SYN FATE

*Independents, syndicators to be hurt by new rules; major studios may be unscathed*

**W**hile all parties involved rushed to register their complaints with the new ruling, independent producers and the studios agree that the small and medium independent production companies stand to take the biggest hit from the new rules if adopted in their present form. In the view of many observers, both the major studios and networks come away from the decision comparatively unscathed, while the independent production community is faced either with aligning with a studio or network to survive, or with extinction in the face of a marketplace that has become even more intolerant to those companies operating outside the process.

Of the efforts of the major studios and networks to protect their interests, Peter Keefe, director of production and creative development, Zodiac Entertainment, noted that the two looked like "a pair of riders showing up for a polo match saddled on Clydesdales."

In addition to independent producers, syndicators say they will be hurt as well, more immediately in the foreign syndication marketplace, and in the long-term on the domestic distribution side.

For producers not already aligned with a studio, the fear is that having to negotiate foreign and domestic syndication rights fees with the networks will ultimately diminish the number of those companies operating on their own, and also limit new companies entering the industry. One of the biggest hazards faced by indie producers under the new rule is the absence of safeguards tied to the made-for-television movie and mini-series business against network extraction of syndication rights fees. A provision in the rules forbids the networks from extracting syndication rights "as a condition of access" to the network schedule, through either the "ordering of the pilot and initial episodes; scheduling of the initial network run; ordering of additional episodes, or renewal (of the series in question or another of the same producer's productions)."

"The only safeguards in the rules [against extraction] are for series," said Jerry Leider, president, Jerry Leider Company, and co-chairman, Coalition to Preserve the Financial Interest and Syndication Rule, adding: "And as a result they'll have total control over the movie and mini-series business. The networks will either negotiate for the

rights by using their leverage to take the rights without proper payment or require the producer to produce in-house."

Consensus seems to suggest the most immediate impact networks will make on the syndication business will be in the surging overseas markets, while slower, less perceptible changes are feared in the traditional bread-and-butter domestic marketplace.

"If the networks play their cards right, they have the opportunity to foster business diversity with independent producers, lower their license fees and create ancillary revenue streams from the foreign and domestic markets," said Keefe. "What worries the studios is that the networks will cut into their roles as middlemen-financiers to long-form producers, which would eventually affect the studio's foreign syndication revenues. A clever independent producer can dance on the network and studio ledges for the best deal."

However, a top off-run and first-run syndication executive said the networks, given the opportunity, will try to "extract onerous" foreign and domestic syndication, particularly under the two-step negotiation plan put forward by the FCC. As the "gatekeepers" of prime time programming, the syndicator suggested that the networks would "slowly gravitate in-house development towards

longer-form programming for broadcast domestically, looking ultimately towards foreign sales potential."

"[Networks] in the Barrett compromise plan may be barred on paper from first-run domestic syndication, but in reality they're an immediate player in first-run because they can clear their in-house programs on their own top market O&O stations [which roughly represent 20% coverage off the top] and pay some third-party distributor a flat fee to handle remaining distribution," said the syndication executive.

Stephen Palley, executive vice president of King World Productions, credited FCC Commissioners Barrett, Marshall and Duggan for taking a "reasoned approach" towards keeping the networks out of first-run syndication. King World, a distributor of five top first-run strips, on face value, appears unaffected by the opportunities created for broadcast networks to exploit the off-network and foreign syndication markets.

"The networks can still do a reality-based show in-house and syndicate it through an outside party, but under the prime time access rule [PTAR] they can't clear those programs in access [6-8 p.m.], so we're not too worried at the moment," Palley said. "If [the networks] try to repeal or change PTAR, we'll step up to bat for a fight." —SC, MF



Immediately following the FCC's fin-syn ruling last week, Hollywood producers called in reporters in Los Angeles to condemn the new rules as a "tragedy for independent producers and the American viewing public." At Tuesday's meeting: Mel Blumenthal, senior executive vice president, MTM Enterprises Inc.; Stuart Glickman, president, Carsey-Werner Productions; Marian Rees, president, Marian Rees Productions; Robert Daly, chairman, Warner Bros.; Jerry Leider, president, Jerry Leider Co., and Leonard Hill, president, Leonard Hill Films. Leider and Daly are co-chairmen of the Coalition to Preserve the Financial Interest and Syndication Rule.



## DAB PRESSURES FRUSTRATE FCC

**T**hese are frustrating times for the FCC as it tries to set a policy of transition from today's AM and FM analog radio service to the future of digital audio broadcasting, FCC Commissioner Ervin S. Duggan said last Thursday (April 11) at an all-day Washington conference on DAB sponsored by the Annenberg Washington Program.

If the FCC could have any slogan to work by when considering DAB, Duggan said he would like it to be: "Let's do it right." He said the FCC's handling of the high-definition television standardization process has been successful because the commission and industry have had the time to consider the proposed systems slowly and allow the technology to advance from analog to digital. "I think we must acknowledge that the luxury of time that we had with HDTV, we do not have with digital audio broadcasting," Duggan said. "If I sound frustrated and apprehensive, it is not because I'm blind to the promise of DAB. It is because I want more time to do it right."

Duggan said he and the other commissioners are pressured to act by the need to set spectrum policy for the upcoming 1992 World Administrative Radio Conference (WARC), by the digital audio breakthroughs being developed by foreign interests (especially the European Eureka 147 project) and by the apparent consumer demand for digital audio service. He listed four major issues the commission must face sooner than it desires: spectrum allocation, delivery mechanism (terrestrial versus satellite), regulatory effects (the impact on current proceedings, such as AM improvement) and the effect the commission's eventual decision will have on current AM and FM services.

Those issues, especially the first two, were the dominant topics at an Annenberg conference in Washington last week, which included more than 20 speakers comprising government officials, entrepreneurs and engineers from the broadcasting and satellite industries.

The first decision the FCC must make is its spectrum recommendation for WARC 1992. In earlier pre-WARC documents, the commission proposed four potential bands in which to establish a DAB service. "All of the proposals are what I call problematic. Every one has an insurmountable difficulty, if you want to call them insurmountable," said FCC Chief Engineer Tom Stanley.

The most likely of the four proposals is the L band (frequencies near 1500 mhz).

The National Association of Broadcasters proposes 40-70 mhz of L-band spectrum be used in a gradual migration of current AM and FM's to the new digital band where they would broadcast with the Eureka 147 system (see "Monday Memo," page 26). Another DAB proponent, Satellite CD Radio, Washington, would like to use the L band to establish several national digital services.

"The L band already appears to be the principle fight ground," Stanley said. "In a sense, it may be viewed as the best bet...I think it's certainly the worst bet from the defense establishment's point of view." Aeronautical testing firms, many of them working on experimental aircraft for the Pentagon, are currently the chief users of L-band spectrum.

The solution, say some proponents, is DAB sharing spectrum in the FM band with current analog stations. An apparent convert to such "in-band" systems is entrepreneur Ron Strother, president of Strother Communications Inc., Hammond, La. Strother released studies last fall to demonstrate the feasibility of broadband DAB systems, like Eureka 147, for U.S. implementation. But the recent announcements of in-band systems now appear to be the best solution, he said.

"WARC kind of bothers me," Strother said. "I'm not comfortable with the fact that WARC is an economic guillotine over the broadcasters' necks." The U.S. will develop a terrestrial DAB to fit its own needs, regardless of the eventual WARC decision, Strother predicted.

"In our minds, the issue is spectrum. Where will we put this new service?" said Paul Donohue, vice president, engineering, Gannett Radio. Gannett is the principle backer of USA Digital Radio,

which is also endorsed and consulted by the radio divisions of CBS and Group W. USA Digital's "Acorn DAB" system appears to be the leader among a number of FM in-band proposals.

Planning on the Acorn design started last November, and work to develop the first Acorn prototype transmitter and receiver began in January. "In four months, they have literally done the impossible," Donohue said. A stationary demonstration of the prototype is being given this week at the NAB convention in Las Vegas. (NAB has also organized demonstrations of Eureka 147 there.) Mobile demonstrations are expected in September followed by field demonstrations (1992-93) and system implementation (1994-95).

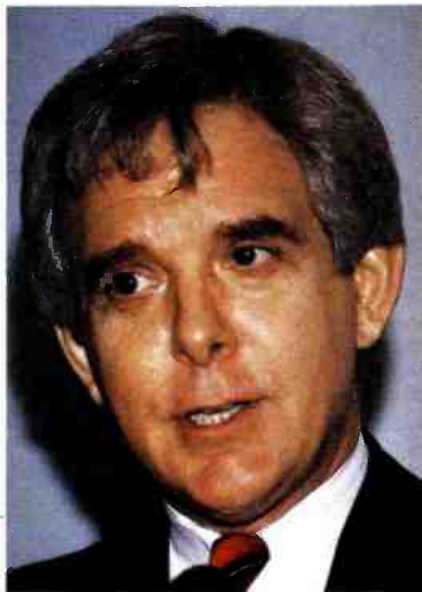
Egon Meier-Engelen, chairman of the Eureka 147 project, said he was impressed by USA Digital's rapid development of an Acorn prototype. But it will be hard to match that success in development of a mobile demonstration, he predicted. "I'm afraid stereo separation [on existing FM stations] will be impaired by the digital signal," Meier-Engelen said.

The USA Digital proposal has one major hole. It does not yet provide a sure means for AM stations to deliver DAB. The group is now studying application of the Acorn technologies to AM. "The AM solution is still a theoretical one which still has to go through many hurdles, but we believe it's a sound one," Donohue said.

Alan Box, president, EZ Communications, Fairfax, Va., and chairman of NAB's digital audio task force, accused some major radio groups of supporting in-band systems "because they believe doing so will exclude AM from participating in DAB. It is unrealistic to think AM will be or should be excluded."

The way to solve the wide differences of opinion on DAB may be through an industry committee, Duggan said. "I suggested last summer and I am still enamored of the idea of having an advisory committee, similar to the HDTV advisory committee, that will help us from the outside of the FCC explore some of these issues, especially the technical issues." (Duggan made the proposal last year when the commission initiated its first DAB inquiry.) "If we have learned anything from the HDTV proceeding, slow as that progress may seem on some fronts," Duggan said, "it is this: deliberate speed may be better than undue haste when we are looking at dramatic new technologies." —RMS

FCC Commissioner Ervin Duggan at Annenberg conference



# INTERFACE V

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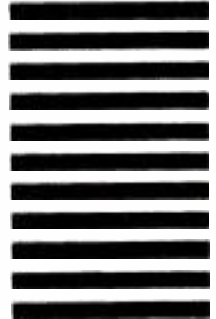
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# SPECIAL REPORT



## EDDIE FRITTS: TAKING THE LONG VIEW

**T**he Persian Gulf War and continuing economic slump may have put the Fifth Estate in a financial squeeze, but Eddie Fritts thinks broadcasters are bouncing back. Indeed, despite the long-term technological and legislative hurdles radio and TV operators face, the president of the National Association of Broadcasters is fairly sanguine about his industry's future.

"While network shares have leveled

off and we're in a soft advertising market," Fritts told BROADCASTING, "viewership is very strong right now." Free, over-the-air television, he said, will continue to be the "one medium to offer the masses what national advertisers really need to sell their products.... So we feel pretty confident in that area."

Moreover, Fritts is even more optimistic after talking with one West Coast group operator who indicated that all of

his stations are ahead of budget for the first quarter and "looking pretty good" for the second quarter. The Northeast, Fritts said, is "still in the doldrums." And he said other parts of the country are "spotty" in terms of a recovery. "But I presume we're on the uptick," he said.

In a preconvention interview, Fritts sat down with BROADCASTING editors to discuss some of the more pressing technological and political issues the associ-

ation is tackling.

"As we take the long view, there are certain elements that are fundamental [to broadcaster survival]: access to markets [must carry]; the ability to control the rights for retransmission; the ability to utilize new technologies, and, in the event of telco entry, their limitation to common carrier status.

"For the television universe those four principles are vital to the long term interest of the broadcast industry," he said. But is it possible to have both retransmission consent and must carry? Fritts thinks so.

"I think there is a way to do it," although he conceded that the concept is "complex." It would be difficult, he said, to say that broadcasters can demand carriage and be paid for their signals. But the so-called "option plan," he said, would give broadcasters a choice: either must carry protection or a retransmission scheme that would give stations the right to control the use of their signal. The option plan originates from the Television Operators Caucus.

But Fritts also emphasized that NAB was not endorsing the option proposal. Nor would he say whether the association has developed its own retransmission consent plan. "We've had numerous discussions" with the Senate Communications Subcommittee staff, he said, referring to the offer from the subcommittee's chairman, Daniel Inouye (D-Hawaii), to add a retransmission consent amendment to cable reregulation legislation.

The Association of Independent Television Stations has made must carry its chief legislative priority. While NAB considers retransmission consent essential, must carry is "still very fundamental," Fritts said.

"Congress strongly supports must carry. It's just a matter of hooking it to a mechanism that will pass both the House and Senate," he said. Fritts pointed out that the Senate cable bill, S.12, has "very strong must carry provisions."

Further, Fritts said: "We think our best hope to get must carry is through legislation. If the Congress enacts a must-carry regime with a record that will be built on behalf of that, we think it's constitutionally sustainable. However, if cable is going to oppose all forms of legislation, we'll have to go on our own."

But can a retransmission consent scheme become law without altering cable's compulsory copyright license, which enables cable operators to carry broadcaster signals without any copyright infringement?

"The compulsory license never comes into play," explained NAB's

chief lobbyist. "A broadcaster compiles and pays the rights for a variety of programming: sports, news, public affairs, syndicated, network, etc., which still attracts 80% of the audience. We're looking at this as a compilation fee. We're not proposing to eliminate the compulsory license or change the compulsory license because we think that would cause negotiations on every program on every station on every cable system in the country. It would be chaotic.

"We're not proposing to change that. What we are saying is that there should be a right of retransmission. Right now, a broadcaster who doesn't want his signal rebroadcast by another broadcaster has a right to withhold that signal. But he doesn't have the right to do that to a cable system that takes the signal and sells it as the backbone of his programming and makes huge monopoly profits."

*"There are certain elements that are fundamental: Access to markets; the ability to control the rights for retransmission; the ability to utilize new technologies, and, in the event of telco entry, their limitation to common carrier[s]."*

As for the issue of telco entry, the cable model should not be repeated with another "huge monopoly," Fritts said. If the phone companies are permitted to offer video services it should only be as common carriers. The phone companies are installing fiber at a "very rapid rate," he said, with the average home using those fiber lines only 20 minutes a day for telephone. The telcos are going to have tremendous capacity, he said, and "they're looking for a mechanism to utilize that capacity."

The telcos want to set up separate subsidiaries to be programmers and packagers of programs, said Fritts. "We're opposed to that because we don't think the FCC or state regulatory agencies can police cross-subsidization." Most Bell operating companies are debt free and would have "enormous advantages" in competing with broadcasters, he said.

"In the best of all worlds, cable should be regulated as a common carrier. Now, if you're not willing to give up equity in the programming, you can't get on cable systems," Fritts said.

The Bush administration, however, poses a more immediate problem for NAB. According to Fritts, it has no "coordinated" communications policy. Either that or it's very well orchestrated by subterranean thoughts, but I choose to think it's just a lack of coordination and that nobody is steering the ship."

He said a "troubling" pattern of proposals has emerged from the administration that is extremely detrimental to broadcasters. Among them: "last year's proposed spectrum tax; last year's proposed limits on deductibility of advertising; this year's new FCC fee schedule; opposition to cable reregulation legislation and specific, targeted opposition to its must carry provisions, and support for full telco entry into the television business without content restrictions."

Fritts conveyed the same concern in a letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) (BROADCASTING, April 8). He said the White House fails to "appreciate the role broadcasters play in the mass media marketplace." And he asked the Hill to address these "crucial issues."

NAB should encounter a sympathetic Congress. "They understand our industry," said Fritts. The association has worked hard to build up a "reservoir of good will and a really solid relationship with Capitol Hill." He said NAB's grassroots lobbying efforts have paid off.

Down the road, NAB sees digital audio broadcasting as a tremendous opportunity and will be working to keep the process of standardizing DAB simple by trying to build an industry consensus around the European-developed Eureka 147 technology. The development of high definition television, in his view, is also essential to the survival of over-the-air broadcasting.

To Fritts, video compression presents a good news/bad news scenario. "It relieves some pressure for must carry; and as HDTV comes on stream, it's going to require twice the spectrum base and channel capacity that's currently available. They [cable] should be able to accommodate HDTV." On the other hand, compression will open up a significant third revenue stream on pay-per-view and cause a further fragmentation of audience share, he said.

As a trade association, NAB hopes to expand its convention revenue by sponsoring an international radio conference in Montreux next year. "As the privatization of frequencies opens up in Europe there will be more American investment in Europe and more American participation around the world. We hope to be in a position to help our membership participate," Fritts said.

-RM

# CONVENTION PLANNER: NAB DAY BY DAY

All events are at the Las Vegas Convention Center unless otherwise noted.

## ENGINEERING SESSIONS

### Sunday, April 14

8 a.m.-5 p.m. Registration open—exchange desk only. Bally's, Las Vegas Hilton (LVH), Pavilion.

5 p.m.-8 p.m. Registration open—exchange desk only. Pavilion, LVH.

9 a.m.-10:15 a.m. Video test and measurement workshop. Room A4, LVH. *Moderator:* Al Petzke, WTVU-TV Rockford, Ill. *Presenter:* John Horn, Tektronix.

9 a.m.-12:05 p.m. Digital audio integration. Room A6. *Moderator:* Donald Lockett, National Public Radio.

9:05 a.m. *Significant technical contributions to radio broadcast technology* (Larry Cervon, Broadcast Electronics Inc.).

9:35 a.m. *A tutorial on recordable compact disk* (Laura Tyson, Denon America Inc.).

10 a.m. *Low cost digital sample-rate converters* (Sangil Park, Motorola Inc.).

10:25 a.m. *Spectrum efficient digital audio technology* (Kent Malinowski, Scientific-Atlanta).

10:50 a.m. *An integrated digital system for broadcast audio* (David Evers, Broadcast Electronics Inc.).

11:15 a.m. *All-digital CD quality studio transmitter link for 950 mhz band* (Howard Friedenber, Moseley Associates).

11:40 a.m. *Performance tradeoffs for satellite and terrestrial digital encoded audio circuits* (William Rollins, Introplex Inc.).

10:25 a.m.-noon Professional development—learning to say no. Room A4. *Moderator:* Bert Goldman, Shamrock Broadcasting/KMLE Phoenix; *presenter:* Judith E.A. Perkinson, The Calumet Group Inc.

1:30 p.m.-4:05 p.m. AM systems engineering and improvement. Room A6. *Moderator:* Milford Smith, Greater Media Inc.

1:35 p.m. *FCC AM regulations update* (William Hassinger, FCC).

2 p.m. *Modern methods in mediumwave directional antenna feeder system design* (Ronald Rackley, du Treil, Lundin & Rackley Inc.).

2:25 p.m. *Using isolation transformers to lease AM tower space* (Thomas King, Kintronic Laboratories).

2:50 p.m. *Implementation of anti-skywave antenna technology by extreme top loading of short antennas in directional array* (Timothy Cutforth, Vir James Consulting Radio Engineers).

3:15 p.m. *Preventive maintenance for AM radio towers* (Bob Sunduis, S.G. Communications).

3:40 p.m. *Noise free radio for AM broadcasting* (George Yazell, Noise Free Radio).

1:30 p.m.-4:55 p.m. Television engineering—signal distribution and transmission. Room A4. *Moderator:* John Tollefson, WJLA-TV Washington.

1:35 p.m. *Complying with Oct. 1 STL deadline* (Craig M. Skarpiok, Andrew Corp.).

2 p.m. *Looking 100 mhz ahead, need for bandwidth in routing switchers* (Erik Fabricius-Olsen, PESA Industries Inc.).

2:25 p.m. *Multistage distribution switching systems, close and beyond* (Marc Walker, Broadcast Television Systems).

2:50 p.m. *Unique adaptation of traditional television vector display* (Mark Everett, Videotek Inc.).

3:15 p.m. *Development of commercial echo cancelers for television* (Stephen Herman, Philips Laboratories).

3:40 p.m. *Remote monitors for broadcast transmitters* (Roy Chrisop, Harris Allied Broadcast Equipment).

4:05 p.m. *Average power ratings of coaxial transmission lines* (William DeCormier, Dielectric Communications).

4:30 p.m. *Stripline Technology—fundamentals and applications in high power transmitters* (P.C. Turner, LARCAN Communications Equipment; Steven Crowley, du Treil, Lundin & Rackley Inc.).

2 p.m.-2:45 p.m. Welcome briefing, international registrants. Ballrooms F&G, LVH.

### Monday, April 15

8 a.m.-5 p.m. Registration open. Pavilion, LVH.

8:30 a.m.-6 p.m. Outdoor/west hall exhibits open.

9 a.m.-6 p.m. Main hall exhibits open.

8:30 a.m.-6 p.m. HDTV World exhibits open. LVH.

9 a.m.-noon Television production and post production. Room A4. *Moderator:* Sim Kolliner, WSB-TV Atlanta.

9:05 a.m. *Large multi-channel wireless microphone systems* (Joseph Ciudelli, Sennheiser Electronic Corp.).

9:30 a.m. *Trends in electronic graphics equipment* (Steven Davis, WPRI-TV Narragansett Television, L.P.).

9:55 a.m. *Character animation—merging of technology and creativity* (Randy Trullinger, Ampex Recording Systems Corp.).

10:20 a.m. *Design considerations for today's still store systems* (Bob Pank, Quantel Ltd.).

10:45 a.m. *Emerging issues in still storage, distribution and management* (Michel Proux, Leitch Video of America Inc.).

11:10 a.m. *Second generation digital nonlinear editing in post production environment* (William Warner, Avid Technology Inc.).

11:35 a.m. *CBS digital videotape edit rooms in hybrid analog/digital environment* (Philip McCutcheon and Donna Falitschek, CBS Inc.).

9 a.m.-11:10 a.m. International technical updates and agendas. Room A5. *Moderator:* Charles Rush, NTIA.

9:05 a.m. *How CCIR's 1990-1994 agenda will affect U.S. broadcasters* (Waldo Roseman, FCC).

9:30 a.m. *DAB in CCIR—overview of international technical basis for digital audio broadcasting* (William Meintel, Dotel Corp.).

9:55 a.m. *Gearing up for spectrum war: WARC-92* (Julie Ronas, consultant).

10:20 a.m. *EBU approach to broadcast standards: present and future initiatives and U.S. impact* (George Waters, European Broadcasting Union).

10:45 a.m. *NHK initiatives in technology development and international implementation* (Masao Sugimoto, NHK).

9-11:10 a.m. Broadcast auxiliary and satellite systems. Room A6. *Moderator:* Carl Girod, Public Broadcasting Service.

9:05 a.m. *Object-oriented network automation system* (William Spurlin, *The Christian Science Monitor*).

9:30 a.m. *Advanced technologies bring improved performance to microwave ENG transmitters and receivers* (John Payne III, Nucomm Inc.).

9:55 a.m. *Review of scrambling technology for broadcast applications* (Stan Moate, Leitch Video International Inc.).

10:20 a.m. *Low cost video uplink for broadcasters* (Anthony Campbell, Andrew Corp.).

10:45 a.m. *Enhancements in voice communications for satellite news-gathering* (James Brink, GTE Spacenet Corp.).

11:15 a.m.-12:30 p.m. Emergency broadcast system improvement. Room A6. *Moderator:* Dennis Snyder, WJOY-WOKO Burlington, Vt. *Panelists:* Richard Smith, FCC; William Browning, FCC; Ted DeLozier, Federal Emergency Management Agency; Morris Blum, WANN Annapolis, Md.

12-2 p.m. All-Industry luncheon. Pavilion.

1:30-3 p.m. Audio/radio test and measurement workshop. Room A6. *Moderator:* Steve Davis, KAKC(AM)-KMOD-FM Tulsa, Okla. *Presenters:* Guy Berry, Potomac Instruments; Kent McGuire, Sound Technology.

1:30-4:55 p.m. Television automation. Room A4. *Moderator:* Ben Greenberg, Capital Cities/ABC.

1:35 p.m. *Computer technology applied to off-site remote transmitter operation* (Gary Schmidt, Broadcast Software Ltd.).

2 p.m. *Use of ethernet for broadcast facility control* (Robert Odell, Dynatech Utah Scientific).

2:25 p.m. *Design for real-time network automation at NHK* (Suresh Gursahaney, IBM Corp.).

2:50 p.m. *Advances in cart machine control systems* (Raymond Baldock, Odetics Broadcast).

3:15 p.m. *Smart carts: improving station efficiency without breaking the bank* (William Carpenter, Ampex Corp.).

3:40 p.m. *Critical look at camera robotics* (David Philips, KPX San Francisco).



4:05 p.m. *Robotics...Capitol Hill project* (Darcy Antonellis and Dobrimir Baravecki, CBS Inc.).

4:30 p.m. *Innovative intelligent remote control system* (Sergio Moreno, Schmid Telecommunication).

3:05-4:40 p.m. *Advances in FM system design*. Room A6. *Moderator*: Charles Morgan, Susquehanna Radio Corp.

3:10 p.m. *NRSC FM subcommittee report* (Wes Whiddon, Group W).

3:35 p.m. *N+1 compatible FM exciter* (Gerald Collins, Harris Allied).

4 p.m. *Advances in techniques for airborne antenna pattern measurements* (Harrison Klein, Hammett & Edison).

4:25 p.m. *RDS in U.S.—review of 1990 and plans for 1991* (Gerold LeBow, Sage Alerting Systems Inc.).

5-7 p.m. *International reception*. Ballroom A.

## Tuesday, April 16

8 a.m.-5 p.m. *Registration open*. Pavilion, Las Vegas Hilton.

8:30 a.m.-6 p.m. *Outdoor/west hall exhibits open*.

9 a.m.-6 p.m. *Main hall exhibits open*.

8:30 a.m.-6 p.m. *HDTV World exhibits open*. LVH.

9:15 a.m.-11 a.m. *Broadcast/aeronautical compatibility: airwaves and airspace*. Room A4. *Moderator*: John F.X. Browne, P.C.

9:20 a.m. *Broadcast/aeronautical compatibility issues and status* (Barry Umansky, NAB).

9:35 a.m. *An update on FAA electromagnetic interference model* (William Suffa, Lahm, Suffa & Cavell Inc.).

9:55 a.m. *FAA perspectives on protecting national airspace* (David Morse and Gerald Markey, FAA).

10:15 a.m. *FCC/FAA coordination* (Larry Eads and Richard Smith, FCC).

10:35 a.m. *Panel discussion with all presenters*.

9:15 a.m.-11 a.m. *FM modulation monitor forum: What FCC expects*. Room A6. *Moderator*: Dennis Ciapura, Noble Broadcasting. *Panelists*: Charles Holbrick, QEI Corp.; William Hassinger, FCC; Arno Meyer, Belar Electronics Laboratories Inc.; Eric Small, Modulation Sciences; Thomas Stanley, FCC; Joe Wu, TFT Inc.; William Zears, FCC.

11:05 a.m.-noon *FM/TV antenna and transmission line workshop*. Room A6. *Moderator*: Jerry Robinson, WISN-TV Milwaukee. *Presenter*: Dean Sargent, D.W. Sargent Broadcast Service Inc.

11:05 a.m.-noon *Contract engineers workshop*. Room A5. *Moderator*: John Bisset, Multiphase Consulting. *Panelists*: MidAmerica Electronics Service; Grady Moates, Loud and Clean; Mike Patton; Mike Patton & Associates.

12:30 p.m.-2 p.m. *Engineering luncheon/presentation of engineering achievement awards*. Ballroom A-C, LVH. *Radio recipient*: George Marti, president and CEO, Marti Electronics; *television*: Kerns Powers, David Sarnoff and NBC consultant. *Remarks*: Keiji Shima, chairman, NHK. *Keynote speaker*: Ray Dolby, president and CEO, Dolby Laboratories.

2:30 p.m.-4:40 p.m. *UHF transmission*. Room A4. *Moderator*: Robert Ogren, LIN Broadcast Corp.

2:35 p.m. *All band VHF and UHF antennas* (Vittorio Raviola, SIRA s.r.l., Milan, Italy).

3 p.m. *Status report on high efficiency UHF TV transmitters* (J.B. Pickard, Harris Allied).

3:25 p.m. *Air cooled common amplification TV transmitter at 120 kw: UHF breakthrough* (N.S. Ostroff, Comark Communications Inc.).

3:50 p.m. *Update: digital television broadcast transmitter* (Timothy Hulick, Aerodyne Industries Inc.).

4:15 p.m. *High power solid state amplifiers for UHF TV transmitter* (Martin Koppen, Philips Semiconductors, Nijmegen, The Netherlands).

2:30 p.m.-4:40 p.m. *Digital audio broadcasting—system concepts*. Room A6. *Moderator*: Terry Grieger, Emmis Broadcasting.

2:35 p.m. *Broadcasting systems concepts for digital sound* (Gerald Chouinard, Communications Research Centre).

3 p.m. *Communications systems engineering for digital audio broadcast* (Steve Kuh, LinCom Corp.).

3:25 p.m. *NAB digital audio broadcast spectrum study* (Alan Gearing, Jules Cohen & Associates; William Meintel, Datel Corp.).

3:50 p.m. *Subjective assessments on low bit-rate audio codecs* (Christer Grewin, Swedish National Radio Co., Stockholm, Sweden).

4:15 p.m. *Initial experimentation with DAB in Canada* (Francois Conway, CBS/CAB/DOC/CRC, Ad Hoc Group for DAB Tests and Demonstrations in Canada, CBS).

## Wednesday April 17

8 a.m.-5 p.m. *Registration open*. Pavilion, Las Vegas Hilton.

8:30 a.m.-6 p.m. *Outdoor/west hall exhibits open*.

9 a.m.-6 p.m. *Main hall exhibits open*.

8:30 a.m.-6 p.m. *HDTV World exhibits open*. LVH.

9 a.m.-11:10 a.m. *Digital video and transmission systems*. Room A4. *Moderator*: Richard Streeter, CBS Inc.

9:05 a.m. *Migration path from analog to digital* (J. Robert Mullins, Utah Scientific Inc.).

9:30 a.m. *Pragmatic approach for digital pandemonium* (Thomas Goldberg, Ampex Corp.).

9:55 a.m. *Digital video compression techniques for math haters* (Robert Miller, The Grass Valley Group Inc.).

10:20 a.m. *Half-inch composite digital VTR format* (Y. Obo, NHK, Tokyo, Japan).

10:45 a.m. *SPECTRE digital television to UK homes in existing UHF band* (A.G. Mason, National Transcommunications Ltd., Winchester, Hampshire, England).

9 a.m.-10:45 a.m. *FM systems engineering and improvement*. Room A6. *Moderator*: David Reaves (WHTZ-FM Secaucus, N.J.).

9:05 a.m. *FCC regulations update* (William Hassinger, FCC).

9:30 a.m. *Technical future of FM radio* (Thomas Keller, Broadcast Technology Partners).

9:55 a.m. *Effects of limited bandwidth transmission paths in FM on SCA/RDS performance* (Charles Kelly Jr., Broadcast Electronics Inc.).

10:20 a.m. *New design in multi-user FM antennas* (Eric Dye, Jampiro Antennas Inc.).

11:15 a.m.-12:30 p.m. *Computer applications for broadcast engineers*. Room A5. *Moderator*: Richard Rudman, KFWB Los Angeles.

11:20 a.m. *Computer applications for broadcast engineers* (Thomas Gary Osenkowsky, Radio engineering consultant).

11:45 a.m. *Computer documentation: engineer's friend or foe* (Walter Black, Video Design Pro).

1:30 p.m.-5 p.m. *Digital audio broadcasting methods and systems*. Room A6. *Moderator*: Donald Wilkinson, Fisher Broadcasting.

1:30 p.m. *DAB today* (Michael Rau, NAB).

1:40 p.m. *Update on EU-147 DAB transmission scheme* (Daniel Pommier, CCETT, Rennes, France).

2:05 p.m. *Modulation and coding for DAB using multi-frequency modulation* (John Wozencraft, Mercury Digital Communications Inc.).

2:30 p.m. *Compatible digital audio broadcast system* (Glen Myers, John Leonard Jr., Kintel Technologies Inc.).

2:55 p.m. *Multipath cancellation techniques for digital audio broadcasting* (Edward Schober, Radiotechniques Engineering Corp.).

3:20 p.m. *Radiosat system* (Gary Noreen, Radio Satellite Corp.).

3:45 p.m. *Project acorn: compatible DAB* (Paul Danahue, Gannett Broadcasting; Tony Masiello, CBS Inc.).

4:10 p.m. *DAB designs for multipath environment* (Lloyd Engelbrecht, Stanford Telecommunications).

4:35 p.m. *Panel discussion with all presenters*.

1:30 p.m.-4:20 p.m. *Safety and environmental concerns*. Room A4. *Moderator*: Warren Hoppel, Scripps Howard Broadcasting.

1:35 p.m. *FCC tower enforcement efforts* (Richard Smith, FCC).

1:50 p.m. *PCB concerns for broadcasters* (Roland Kemp, GE Co.).

2:15 p.m. *Utility paralleling emergency power generator reduces transmitter operating costs* (Harvey Arnold and Wayne Estabrooks, University of N.C. Center for Public Television).

2:40 p.m. *Disaster preparedness and 1989 San Francisco earthquake: This is no drill!* (Peter Hammar, Hammar Communications).

3:05 p.m. *Computer analysis of on-tower RFR exposures* (William Hammett, Hammett & Edison Inc.).

3:30 p.m. *Construction of multiple user FM facility in urban environment* (Larry Holtz, KGON-FM Portland, Ore.; Greg Frierson Hoertig, Haertig & Associates).

3:35 p.m. *Product safety compliance of professional equipment* (Anthony Bodetti, Underwriters Laboratories Inc.).

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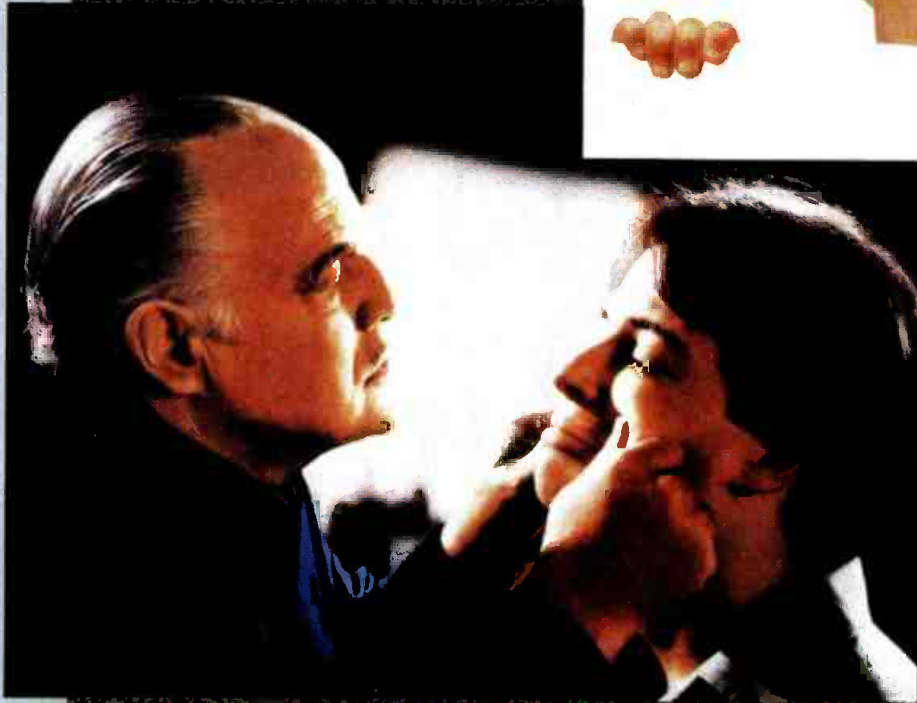
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