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Broadcasting/cable cost-sharing predicted; Viacom/Katz consortium meets

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Time lease deals are growing trend in '90s; ROC review of DAB

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Poor first quarter; AnchorMedia wins round one

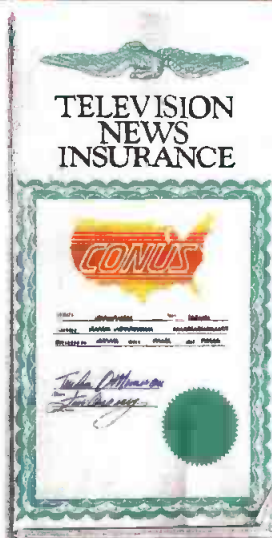
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GLEAM IN FCC'S EYE
 Liberalization of
 rules on radio's
 multiple ownership,
 duopoly

MONITOR JOURNAL THE NEED TO ABOUT TH

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Palestinian girl among Israeli troops, Jerusalem.

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THIS WEEK

19 / RADIO CHANGES AHEAD?

The FCC plans to open a rulemaking May 9 to review multiple ownership and duopoly rules for radio. The proceeding will also take a hard look at time brokerage agreements.

20 / DOWN UPFRONT?

A weak scatter market and recession has the three networks and Fox in a less than advantageous position for this year's upfront. Last year, advertisers spent \$4.35 billion in the prime time upfront, a figure no one expects to be matched this year. Media buyers are adamant that the networks will have to go out of their way to make sure that prices are cheaper than scatter or else there may not be much of an upfront at all. One bright spot for the networks: the children's upfront was surprisingly strong.

21 / GETTING READY FOR SWEEPS

The networks are gearing up for the May sweeps (April 25-May 22), wrapping up series story lines and introducing the last of the year's specials and made-for-TV movies.

22 / OLYMPICS GO FOR MORE THAN GOLD

NBC and Cablevision's pay-per-view Olympics will try to convince four of the largest cable networks to give up their channel space to carry the event for two weeks in 1992.



Annual MIP marketplace seems headed in new direction (page 23)

23 / MIP MARKETPLACE

The international television marketplace is changing, judging from last week's annual MIP-TV market in Cannes, France. Diminishing international taste for American shows, fiscal and regulatory uncertainties centering on fin-syn and quotas, and new visions of co-production all seem to be pushing the industry toward new ways of doing business.

26 / NEW SHOWTIME PRESIDENT

Showtime Networks Inc. has named Matt Blank, executive vice president, marketing, to be president

and chief operating officer of the company. He said the premium program service will continue its commitment to original product and is attempting to fundamentally restructure its wholesale pricing and retail packaging.

27 / THE ART OF SHARING

CBS Entertainment President Jeff Sagansky said last week that he expects a time will come when TV series will be shared by a network and a cable channel to cover the series cost. He suggested that in the future a series would get two airings in a week, first on a broadcast network and then again on a cable channel.

28 / INTERNATIONAL OVERLAP

International producer/distributor REG Grundy Productions is joining with Chris-Craft/United TV station group and Pinelands Inc. to produce 26 first-run hour episodes of *Dangerous Women* for national syndication next fall.

33 / TIME SHARE

As more stations hit financial hard times, time brokerage agreements between co-located stations to lease out studios and/or air time are increasing. While the FCC has not formally addressed the issue, Mass Media Bureau Chief Roy Stewart observed that if it "can serve a public interest purpose by keeping stations viable and operating, it may very well increase the amount of program diversity in the market."

From a broadcaster's perspective, time brokerage provides a reasonable way to save the operator who is in a tough situation and can provide a means for the stronger station to expand in a tight market.

37 / HOLLYWOOD AND PAY PER VIEW

With an explosion in pay-per-view channels expected during this decade, movie studios are eyeing ways to make sure they are helping to light the fuse.

39 / TVKO SCORES WITH TKO

According to Time Warner's TVKO, the

heavyweight title fight between Evander Holyfield and George Foreman scored the highest buy rate ever.

41 / SCALING BACK

Changes in Washington news bureaus over the last seven months are more the result of reduced station revenue, wavering commitment to the bureaus from the home stations and belt-tightening of corporate news budgets, than of the quality of the news produced by the bureau. Although the trend has been in closing and downsizing of staff, the few remaining bureaus are surprisingly busy.

43 / FIRST QUARTER BLUES

First-quarter financial results reported last week lived up to their expectations—overall, profits were down for publicly held broadcast groups, with some experiencing double-digit declines. Comparisons for some station groups also suffered.

43 / ANCHORMEDIA WINS FIRST ROUND

AnchorMedia Group has been awarded \$19 million in its lawsuit against Narragansett Capital for breach of contract, fraud and misrepresentation over AnchorMedia's 1988 \$162-million purchase of Narragansett Television's ABC affiliate, KOVR-TV Sacramento, Calif. Narragansett will file a motion requesting the verdict be overturned.

44 / PROMOTION: MORE WITH LESS

Advertising and promotion budgets have been flat to down at most television stations over the last five years. Although station managers often say



Sweeping ending: CBS wraps up 13-year run of 'Dallas' (page 21)

promotion is among a station's key operations, promotion budgets have not been immune to the belt-tightening going on throughout the Fifth Estate. Promotion executives not only have to deal with that, but also with a changing environment requiring them to work more with sales than ever before.

48 / BUT, FIRST

Before the new financial interest-syndication rules take effect, old settlements with the Justice Department must now be modified or repealed also.

49 / SURVEY SAYS

According to survey results released by the National Association of Telecommunications Officers and Advisors, cable rates are doubling and competition among cable operators is virtually nonexistent, even though few communities prohibit it. However, the National Cable Television Association said the survey findings are "cooked up."

52 / MONTREUX AGENDA SET

The world's leading television engineers will be in

Montreux, Switzerland, June 13-18, for the 17th International Television Symposium and Technical Exhibition. Symposium events will include broadcast and cable technology sessions on HDTV, digital video and other technical advancements, a 250,000 square-foot equipment exhibition and the fourth

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International Electronic Cinema Festival.

53 / CARLTON BIDS FOR CHYRON

Carlton Communications, London, is bidding to acquire Chyron Corp., Melville, N. Y., manufacturer of character generators and other video production gear, following Chyron's Chapter 11 filing last fall. Montage Group Ltd., Keene, N.H., video editing system manufacturer, is considering a counter offer.

54 / THE RESHAPING OF CBC

In this "At Large" interview with BROADCASTING, Gerard Veilleux, president and chief executive officer of Canadian Broadcasting Corp., talks about the federal funding cuts and declining TV ad revenue affecting the CBC, as well as his hopes and plans for the corporation.

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CLOSED CIRCUIT

WASHINGTON

On track

No official word yet from White House on renomination bid of James Quello for another term at FCC, but there is one positive sign: FBI has begun routine background checks. According to one White House source, administration received pressure, presumably from broadcast networks, to announce Quello's renomination prior to FCC's April 9 fin-syn vote as signal to all commissioners to get with administration's program—that is, to join Quello in going for repeal.

Playing the numbers

Although cable reregulation bill S. 12 is getting most attention on Capitol Hill these days, many cities are keeping close tabs on S. 211, which would give cities ability to institute competitive renewal process for local franchises. Cities believe threat of losing franchise will force many operators to curb abuses other legislation addresses. If S. 12 picks up steam, proponents of S.

211 believe competitive renewal provision may become amendment of that bill. They'd be happy either way.

Standby by

Rollout of Discovery Channel rate increases in new contracts has been put on hold as new board member, TCI President John Malone, is brought up to speed. Malone joined board earlier this year after Liberty spinoff, and channel is gathering his input on matter. Discovery hopes to have decision in June for contracts, many of which expire at year's end.

NEW YORK

Space search

Although NBC's pay-per-view Olympics organizers have only floated plan publicly for past few months, idea of major cable networks giving up channel space for two weeks to provide distribution of 1992 two-week game coverage has apparently been around for close to year (see story, page

22). According to one executive at top cable network, Jack Welch, chairman of NBC parent General Electric, put task force together last summer of 30 to 40 GE executives to figure out what to do with PPV Olympics. According to executive, "people from the nuclear reactor and refrigerator divisions visited us to see if we would give up our channel for two weeks... That indicates to me the corporate parent is worried about the success of this event."

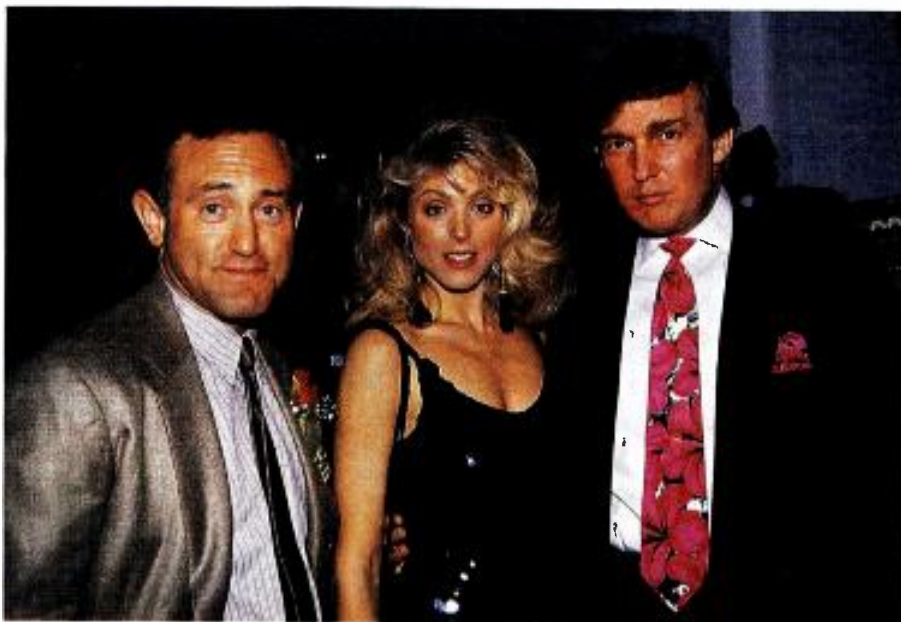
Pilot talk

CBS-owned station division and Multimedia Entertainment are close to inking deal to produce talk show pilot for possible first-run series, to be hosted by KCBS-TV Los Angeles anchor Bree Walker (who hosted CBS network's *People on TV* specials). According to sources familiar with agreement, pilot is scheduled for shooting around June 1, pending close of deal. But before CBS signs, said source, station group is seeking clarification of its distribution rights under new financial interest and syndication rules adopted by FCC earlier this month. Generally, rules continue to bar networks from syndicating first-run shows domestically, but allow them to produce first-run programs and take a financial interest (as well as acquire international rights) in first-run shows that are distributed by independent third parties. Final clarification of rules is difficult at this point, however, because both networks and studios are petitioning commission for reconsideration of new rules and say they'll take their battle to court if necessary.

Share and share alike

After meeting with its National Sales Advisory Committee, Television Bureau of Advertising is sending letter to American Association of Advertising Agencies this week objecting to association's decision to endorse sequential liability for payment to media. Unlike agency sole liability, which association previously endorsed, sequential liability rule states that agency shall be liable for payment of media invoices if agency has been paid for those in-

The stars were out in Atlantic City on Friday, April 19, for the pay-per-view heavyweight title fight between Evander Holyfield and George Foreman at Trump Plaza. Among the luminaries were (l-r) Seth Abraham, president, Time Warner Sports; Marla Maples, and Donald Trump. Time Warner estimated it brought in \$75 million worldwide from the fight.



voices by advertisers. Prior to payment, advertiser shall be solely liable. In letter to association, TVB says it is recommending to its stations that business be done on joint and several liability approach, meaning that advertiser, agency and buying service are liable until station is paid. Another problem TVB has with AAAA stance is that TVB and association had previously mutually agreed upon standard spot contract. TVB letter says that AAAA decision to support sequential liability was unilateral and arbitrary revision of spot contract.

Spot up

Month of March saw volume of radio national spot billing increase 8.5% over same month last year. Numbers compiled by Radio Expenditure Reports show March 1991 expenditures at \$99.7 million. Year-to-date numbers showed slight gain (1.6%) over same period last year, with strength of March allowing quarter to end with positive growth.

LOS ANGELES

Added attraction

Several top animation distributors, such as Buena Vista Television, Warner Bros. Domestic TV Distribution and Group W Productions, have provided stations with special prime time preview episodes of new programming, but Claster Television is going to try new spin with *James Bond Jr.* According to Sally Claster Bell, executive vice president, Claster Television, independent syndicator will forego national barter advertising split so client stations can preview two or three episodes of half-hour *Bond* cartoons during August. In return for early promotion, stations will recoup revenue from all six minutes of advertising time. "This preview strategy gives us strong exposure and sampling in two or three different dayparts with kids and adults, but it also gives stations a chance to make some additional money and helps us better develop long-term business relationships," said Bell.

New life for party

Paramount syndication officials were mum last week on rumors they were scrambling to come up with format changes in *Party Machine with Nia Pepples*, late night companion strip to syndicated *Arsenio Hall*. In February, show averaged 1.8 rating and 9

HOAX FALLOUT

In response to a letter sent by FCC Mass Media Bureau Chief Roy Stewart to Infinity Broadcasting regarding the "Confess Your Crime" hoax involving two KROQ-FM Los Angeles air personalities (BROADCASTING, April 22), Infinity's Washington counsel, Steve Lerman, said the incident was "unfortunate and deplorable, and we're preparing a thorough response."

Lerman has conducted an investigation of all "relevant personnel," and said he was satisfied that neither management nor ownership knew the broadcast was a hoax until approached by police April 2, 1991. The FCC letter seeks to determine whether Infinity acted "responsibly and effectively" once the truth was revealed. To that end, said Lerman, the station "ran on-air apologies, the jocks were suspended without pay, the station cooperated with the police and made an offer of restitution, and also made an offer to contribute services to a community program." Chuck Kelley, head of the Mass Media Bureau Enforcement Division, told BROADCASTING the commission "wouldn't have gone to the trouble of writing the licensee if we didn't think that, at least on a prima facie basis, there was a genuine reason for concern" that violations of the Commission's policies relating to licensee control and conduct occurred. Infinity has until today (April 29) to respond to the letter, but Kelley indicated he would prefer that the parties take their time to provide full disclosure rather than submit an incomplete response.

share, according to Nielsen Cassandra report, and was down substantially compared to time period performance year earlier. One report last week had it that Paramount was considering pop singer Sheena Easton for role on program. "There is a great deal of concern, maybe even discontent, on the part of stations with the show," said one rep source last week. "[Paramount] really needs to make an appearance of improving the show."

Clearance building

Sachs-Finley Co. has been quietly building clearances for its July 1991 debut of *Toxic Crusaders* as weekly animated series, with station sales in over 130 markets, representing approximately 85% of U.S. Spokeswoman says intent is to take out 13 episodes, which have been produced by Murakami Wolf Swenson Inc., to "float" program concept in weekly introduction before deciding to proceed on completing 65 episodes for stripping by as late as 1992-93 season. She added that Sachs-Finley, whose main business is serving as advertising agency for major toy advertisers, originally rolled out Murakami Wolf Swenson's *Teenage Mutant Ninja Turtles* for five-episode introduction in 1987 before Group W Productions took over syndication following season.

Right number

Fox has ordered at least six more installments of *Fantasy Park*, interactive special that aired Saturday, April 13.

Special, which awarded exotic prizes to viewers who called in on special 900 telephone number, scored 3.1 rating and 6 share.

DAYTON

On again, off again

Second attempt in last month to sell Summit Broadcasting's WTUE(AM)-WONE(FM) Dayton, Ohio, has fallen through. Former Jacor COO Frank Wood had agreed to buy stations for estimated \$10 million after lack of financing killed first deal to Lakeshore Communications. Financing woes were said to have contributed to collapse of Wood deal as well, but word is poor winter book prompted Wood to seek reduced price.

MADISON

Deadline

Deadline is this week for group owner Tak Communications Inc. (three FM's, six TV's) to file restructuring plan in Madison bankruptcy court. Tak Communications president and chairman Sharad Tak asked court to extend 120-day period to file plan but extension was denied. If Tak does not file by May 3, creditors could file their own restructuring plan. One reason Tak may have delayed filing plan is that Tak Radio Group president Bruce Holberg may be leaving group owner. Holberg's contract with Tak expired April 1, and he just signed agreement to purchase WOOD-AM-FM Grand Rapids, Mich. (Changing Hands, page 45).

A man with a beard and a white cap is holding a bunch of colorful balloons against a blue sky with white clouds. The balloons are in various colors: red, black, white, yellow, and pink. The text on the balloons is arranged to read '80% Cleared in Early Fringe and Access.'

80%
Cleared

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Early
Fringe

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Access.

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

April 29—"New Technologies: The Video Journalist of the Future," seminar sponsored by *Center for Communications*. 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 Ad-

vertisers, Agencies and Media, by *Strategy Research Corp.* Hyatt Downtown, Miami. Information: (305) 649-5400.

■ **April 30**—"Solving the Spectrum Dilemma: The U.S. at a Critical Crossroads," spectrum conference co-sponsored by *Annenberg Washington Program in Communications Policy Studies of Northwestern University; FC, National Telecommunications and Information Administration and Columbia Institute for Tele-Information*. Annenberg office, Willard Office Building, Washington. Information: (202) 393-7100.

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 Blefer, 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 1**—"The Future of Communications," panel discussion sponsored by *Duke University, Center for the Study of Communications and Duke University Libraries*. Panel: Roy Bostock, chairman, D'Arcy Masius Benton & Bowles; Howard Stringer, president, CBS/Broadcast Group; Allen Rosenshine, chairman-CEO, BBDO, and Bruce Kuniholm, director, Institute of Policy Sciences & Public Affairs, Duke University. Lincoln Hall, Union League Club, New York.

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*

MAJOR MEETINGS

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* 82nd 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, 1992—*Association of Independent Television Stations* annual convention. 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.

April 13-16, 1992—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas, April 19-22, 1993.

■ **April 19-24**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

April 22-25, 1992—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future convention: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

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

“One Hell
Of A
Ride!”

A man in a light-colored jacket and dark shirt stands with his arms raised in a celebratory gesture. Behind him is a large, bright fire, possibly from a roller coaster, set against a dark background.

Coming May 13th

Morning News. Dallas-Fort Worth Hilton Executive Conference Center, Grapevine, Tex. Information: (213) 851-7372.

ALSO IN MAY

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, "Advertising and Accountability." Walt Disney World Dolphin, Orlando, Fla.

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 7—"Public Broadcasting in Britain and America," panel sponsored by BBC. Panelists include Michael Checkland, director general, BBC; Bruce Christensen, president, PBS; Erwin Duggan, FCC commissioner and Lawrence Grossman, senior fellow, Gannett Center, and former president, PBS. Annenberg auditorium, Willard Office Building, Washington.

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 9—"How Vast the Wasteland Now?" lecture sponsored by *Gannett Foundation Media Center*. Kathryn Bache Miller Theater, New York. Information: (212) 280-8392.

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 11—"Children's Television: The State of the Art," forum sponsored by *Academy of Television Arts and Sciences, Activities Committee*. Moderator: Linda Ellerbee, television journalist-author. Among panelists: Shelley Duvall, Think Entertainment; Geraldine Laybourne, Nickelodeon; John Claster, Claster Television; David

ERRATA

April 8 story headlined "FTC Sues MMDS Filing 'Mill' " misidentified **United States Independent Microwave Association (USIMTA)** as USMTV.

Author of April 22 "Open Mike" headlined "F For Effort" should have been **Dale Kunkel**, PhD, assistant professor of telecommunications, Indiana University, Bloomington.

"Syndication Sales Scorecard" in April 15 issue inadvertently omitted **Goodman Entertainment Group's 1991-92 syndication launches of weekly children's programs, Wide World of Kids and KTV. Wide World** has been sold in 75% of U.S., while **KTV** has been cleared in markets representing 20% coverage.

Kirschner, Hanna-Barbera; Gary Krisel, Walt Disney Television Animation; Leslie Lurie, NBC; Jenny Trias, ABC and Karen Jaffe, KidsNet. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

May 13—Forum on international telecommunications standards-setting process, sponsored by *Bureau of International Communications and Information Policy of Department of State*. State Department, Washington. Information: (202) 647-2592.

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: Building to a Billion," second annual pay-per-view conference, 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—*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 15-16—*Ohio Association of Broadcasters* spring convention. Stouffers, Cleveland. Information: (614) 228-4052.

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—"How to Get a Job in the International Marketplace," sponsored by *New York Women in Cable*. HBO Media Center, New York. Information: Audrey Fontaine, (212) 916-1040.

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.

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Coming May 13th

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—"The Agony and the Ecstasy...Cable Programming in the 90's," speech by Sharon Patrick, president, Rainbow Programming Holdings, to *National Academy of Television Arts and Sciences*, *New York chapter*. Copacabana, New York. Information: (212) 768-7050.

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-

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 Bob Coonrod, VOA. CSIS, 1800 K Street, N.W., Washington. Information: (202) 775-3263.

May 29—"Global Distribution Opportunities for Domestic Programming—Expanding Your Market," speech by Robert Friedman, president, Playboy Entertainment Group, to *National Academy of Television Arts and Sciences*, *New York chapter*. Copacabana, New York. Information: (212) 768-7050.

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. Speakers include Glenn Jones, chairman-CEO, Jones Intercable, and Geraldine Laybourne, president, Nickelodeon/Nick at Night. Sheraton Denver Tech Center, Denver. Information: Shirley Moses, (904) 932-2800.

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

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A man in a white tuxedo and a woman in a black dress are shown in profile, looking at each other. The man is on the right, wearing a white tuxedo jacket, white shirt, and black bow tie. The woman is on the left, wearing a black dress. They are set against a dark, slightly blurred background.

Coming May 13th

MONDAY MEMO

A PCS auction commentary from Wayne Schelle, chairman, American Personal Communications, and Martin Cohen, VP, Washington Post Co., general partner in APC, which holds experimental PCS authorizations in the Washington/Baltimore market

Personal Communications Services (PCS) will be the next major wave of advanced telecommunications services. Within 10 years, PCS is likely to serve 30 million people in this country and 150 million others worldwide. The service will be low-priced and convenient. It will embrace, at the low end, cordless telephones with a wafer-thin pager; in the middle, two-way phones costing \$75 and about the size of a hand-held calculator and, at the high end, portable fax machines and other forms of high-speed data transmissions. PCS will enable this country to enhance the efficiency and competitiveness of its businesses, while improving the quality of its citizens's lives. It also offers a unique opportunity for American manufacturers and operators to export PCS equipment and know-how in what we believe will be a \$50 billion or more international marketplace through the first 10 years of commercial operation.

PCS cannot get started in this country without the cooperation and leadership of the government. Because PCS is a spectrum-based technology, the FCC is moving forward to set aside spectrum and assign licenses for PCS. But the FCC may be delayed or stymied by the current debate over license auctions, currently proposed in the National Telecommunications and Information Administration's bills (H.R. 531 and S. 218). Given the opportunities PCS presents for this country and the fact that other countries—notably the United Kingdom—have a head start due to their governments' PCS policies, holding the inauguration of PCS hostage to the license auction issue would be a terrible mistake.

License auctions, in any event, are bad public policy for the following reasons:

■ Auctions make no effort to select the best designers, builders and operators of PCS systems. In the true auction, all bids are in terms of the same unit—money. The seller doesn't care about the other qualifications of the bidders. The "best" bid is simply the one that offers the most money, not the one that offers the best services. However, the govern-



Schelle



Cohen

ment's interest in assuring that frequencies it licenses for PCS or other services will be used effectively and in the public interest should be more important than revenue-raising considerations.

■ It is neither fair nor in the public interest to impose on one type of mobile/portable communications (PCS in this case) a heavy auction cost, while other overlapping mobile/portable services (conventional paging, cellular) are exempt from that financial burden. This disparity would severely and arbitrarily distort market forces—a result that would impede competition and seriously disadvantage American industry in global markets. Auctions to award PCS licenses would, in effect, be a discriminatory tax on, and a deterrent to, new competition and innovative services.

■ An auction system would encourage excessively leveraged bids. The FCC has had enough experience with highly leveraged broadcast and cable operators to realize that excessive leverage leads to high rates, poor service and delays in service improvements. Moreover, regardless of whether they were highly leveraged, PCS licensees launching their new businesses with the burden of having to "earn out" high auction bids would charge higher prices to customers and would be slow to innovate, expand services, implement new technologies and compete domestically and interna-

tionally.

■ An auction licensing scheme would tend to restrict PCS operations to the nation's largest companies. Yet it is well known that most of the growth in our economy over the past two decades has been generated by smaller, more adaptable, more entrepreneurial firms. Auctions could exclude these trailblazers.

Auctions have been promoted as the alternative to lotteries. Lotteries are, to be sure, an atrocious way to license spectrum, and we vigorously oppose them. They attract speculators, deprive the public of high-quality service and don't even achieve their purpose of expediting the launching of new services.

But auctions are not the only alternative to lotteries. In the FCC's PCS inquiry, we submitted detailed proposals for streamlining and expediting comparative hearings and making them better able to select the

"Auctions to award PCS licenses would be a discriminatory tax on, and a deterrent to, new competition and innovative services."

best applicant. These proposals we believe would reduce hearing time by 60% and dramatically increase those that would be settled early in the process. We also proposed substantial filing and hearing fees that will raise revenue, defray the cost of comparative proceedings and discourage speculative applicants.

Grossly inflated figures have been bandied about concerning the revenues cellular auctions would have yielded. But remember that in the early days of cellular, only two non-wireline applications were filed for Chicago and two for Boston. New communications technologies do not necessarily offer the auction bonanza that NTIA predicts. In the long term, establishing the strongest possible telecommunications industry will generate more tax revenues (income, payroll and ad valorem) than one-shot auctions. The national interest would be more effectively served by promptly licensing our best qualified entrepreneurs and allowing them to compete vigorously in the world marketplace.



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TOP OF THE WEEK

FCC LOOKS TO RAISE CAPS ON RADIO OWNERSHIP

In what Sikes calls 'reality check,' commission will also consider AM-AM and FM-FM combos, setting rules for time brokerage agreements

With Chairman Alfred Sikes supplying the impetus, the FCC is prepared to consider raising the caps on ownership of radio stations.

The consideration will come in the context of an open-ended rulemaking the agency expects to launch next week (May 9) at its monthly open meeting.

In addition to the multiple ownership rules, which now cap ownership of radio stations at no more than 12 AM's and 12 FM's, the rulemaking will also consider repeal or relaxation of the "duopoly" rules to allow AM-AM or FM-FM combinations in the same market. AM-FM combinations are already permitted.

"Given the velocity of changes in the marketplace, we need a reality check on the rules," said Sikes. "We don't go into this prejudging the rules, but it's important to ask questions about whether the [structural] regulations are doing more good or more harm."

Much good could come from relaxing the rules, Sikes said. In noncommercial broadcasting, which is not subject to the caps, "there have been some real synergies and the end result is stronger stations and better service."

Although generally deregulatory in scope, the proceeding may be deemed regulatory in at least one respect. It will look to establish guidelines and possibly limits on so-called "time brokerage" agreements, whereby one station contracts to program another in the same market (see story, page 33). House Energy and Commerce Chairman John Dingell indicated last week he would like to see some restraints on such agreements (see box, page 20).

The proceeding is the first leg of



FCC Chairman Alfred Sikes

Sikes's so-called "attic-to-basement" review of broadcast structural regulations. Sikes announced the initiative last September in New York and has been promoting it in speeches and interviews ever since.

The FCC hopes to get the second leg—addressing television's structural regulations—under way this summer. Like the radio proceeding, the TV proceeding will center on the multiple ownership rule. But it will also address the crossownership prohibitions against common ownership of television stations and cable systems in the same market and of broadcast networks and cable systems.

Although only a handful of radio

groups have a full complement of AM's or FM's or are even pressing up against the ownership caps, most broadcasters favor deleting or raising them.

"In the past, when each market had a limited number of broadcasting outlets, the FCC might have had a valid concern," said Steve Berger, president of Emmis Broadcasting, which owns one AM and eight FM stations. "Those same concerns don't exist today because there isn't the same threat to ideas in the marketplace and because we have so many media alternatives."

The FCC's tampering with the multiple ownership caps for AM's, FM's and TV's comes just six years after it raised them for each of the services from seven to 12 (BROADCASTING, Dec. 31, 1984). That action was the product of a compromise between the FCC and Congress, whereby the FCC agreed to eliminate 1990 sunsets for the caps, attach an ancillary cap limiting TV groups to reach-

ing no more than 25% of the nation's TV homes and add a provision allowing groups 14 stations (and TV groups to reach 30% of homes) if at least two of the stations are controlled by minorities.

Sikes enjoys the support of the other commissioners for at least a review of the rules, which is all the proceeding amounts to at this point.

But Larry Irving, aide to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), has warned that the proceeding could lead to trouble on Capitol Hill: "It will not be an easily won victory to change those rules."

According to Irving, Markey and other congressmen question the need for raising the caps. It will allow some big

owners to get bigger, he said. "But what does it do for diversity...for localism?"

It is unclear just how deep or widespread the congressional concern is. Sikes personally informed Markey of his plans. And neither Markey nor any other member of his subcommittee mentioned the rulemaking at the FCC's authorization hearing earlier this month.

Although the rulemaking will not preclude complete repeal of the multiple ownership rules, none of the commissioners has shown interest in that.

But anything else is possible. One idea floated in the rulemaking is an overall radio ownership cap of 24 stations with no restriction on the number of AM's or FM's. So a broadcaster could own 18 FM's and six AM's or any other

combination as long as they add up to 24 or fewer.

Also discussed is substituting simple numerical caps with caps based on national or local audience reach or share. A "reach" cap would prohibit a radio group from reaching more than 25% (or some other percentage) of the nation's population. Borrowing from the FCC's "one-to-a-market" waiver policy, the rulemaking suggests allowing groups to exceed a numerical cap as long as the additional stations are in large markets with a minimum number of independently owned stations, or what the FCC calls broadcast "voices."

Said one FCC official: "The rulemaking is chock full of ideas and proposals." —NAJ

UPFRONT 1991: LATER, LESSER

Continued weak scatter and recession has networks in less than advantageous position; advertisers may be reluctant to commit after last year's experience; children's upfront is solid

DINGELL CHALLENGES POLICIES IN LETTER TO SIKES

As the FCC contemplated moving forward with a major radio deregulation proceeding, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) fired off a six-page letter to the agency last week questioning some of its current deregulatory policies—the liberal granting of waivers to the "one-to-a-market" rules to allow new radio-TV combinations in top 25 markets; the granting of sales applications that do not disclose the sales price, and the routine approval of "time brokerage" agreements whereby one station programs another in the same market.

And Dingell again raised questions about the FCC's character qualification criteria, which determine whether an individual has the requisite character to be a broadcast licensee. Concerns expressed by Dingell in December 1989 led to the FCC tightening up of the criteria five months later.

An aide to Dingell said the congressman would await FCC response before contemplating action—legislative or otherwise. "It could well be that some of these things are perfectly defensible," he said. The letter gives the FCC until this Friday (May 3) to reply.

Dingell says he is concerned the FCC "one-to-a-market" waiver policy adopted in 1989 has been turned "into a flat rule allowing grant of all such applications." "Does the commission staff expect waiver applicants in the top 25 markets to make any showing beyond proving the existence of 30 media "voices" [independently owned broadcast stations]?" Dingell asks.

Dingell asks how pervasive time brokerage agreements have become, what obligations stations have to disclose them and what impact they might have on license renewals. "Does the commission consider whether an applicant for assignment or transfer...intends to engage in time brokerage when deciding if grant of an application is in the public interest?" he asks.

Dingell's concerns about the FCC's approving sales without price disclosures were clear. "Do you think the commission can make the required public interest determination on such applications without price information?" Dingell asks.

His concerns about the character criteria went to the question of consent decrees entered into by broadcasters to settle actions brought by the government agencies or state or local prosecutors. "Would entry into such a consent decree...preclude grant of a [broadcast] license...[or] be considered relevant in a comparative hearing for a broadcast license?"

Responding to an earlier letter from Dingell, FCC Chairman Alfred Sikes said the FCC was well within the law when the five commissioners adopted new financial interest and syndication rules based on a 23-page "executive summary." "Relevant court decisions do not require administrative agency decisionmakers necessarily to have final texts before them...as long as sufficient basis for reasoned decisionmaking exists and the ruling when published adequately shows and explains the decision made," Sikes said in his April 19 letter. —NAJ

Unlike years past, nobody is in any hurry to get the 1991 upfront market moving. The networks may want to delay upfront buying as long as possible hoping for some sign of economic recovery, while advertisers may be cautious and concerned that the economy could decline further. The children's upfront market has come and gone, but adults may start playing the waiting game after the fall schedules are announced.

That should come as no surprise, especially for the networks. With scatter market CPM's (cost-per-thousand) still running about 20% below the upfront average, advertisers are not in any hurry to see a repeat of last year when they spent heavily in the upfront market only to see three straight quarters of soft scatter sales.

The networks realize this. Gone is the complex people-using-television (PUT) numbers guarantee plan designed to compensate for sudden shifts in Nielsen numbers. NBC conceded the PUT plan probably cost them \$100 million to \$200 million in ad sales that were deferred to other media.

A return to guarantees alone probably will not be enough to convince advertisers to spend heavily in the upfront market. The overall state of the economy right now is not encouraging. Unemployment is up, consumer confidence is down and the GNP is on the decline. On top of that, according to some industry observers, advertising tends to lag behind economic recovery, meaning that even after the economy picks up, it could still be another three to nine months before advertising expenditures respond.

Right now, according to one ad agency's recent economic report, the consensus is that there will be no substantial improvement in the economy until the

third quarter when, hopefully, the decline in interest rates will begin to have an impact. Some forecasters are calling for 1991 ad spending to be weak overall, even with a possible third quarter economic turnaround.

How this will affect the various dayparts is uncertain. The network children's upfront, which wrapped up two weeks ago (BROADCASTING, April 22), was stronger than expected. But that is by no means an indicator for the rest of the market, since there were several factors outside the economy that contributed to the tight market.

With the possible exception of the daytime daypart, media buyers are not very bullish. Last year, advertisers spent about \$950 million on daytime, a 13% increase over 1989. Daytime is still considered a bargain over other dayparts, although it, too, has seen viewing erosion. As for which network has the edge, CBS has the ratings but ABC has the demographics. According to Nielsen, CBS weekday daytime rating average was flat at 5.6 while ABC's was down 6% to 4.8 and NBC's was down 14% to 3.2. In demographics, ABC holds the edge with a 4.2 rating with women 25-54 and a 4.1 with women 18-49. CBS has a 3.3 with women 25-54 and a 3.2 with women 18-49. NBC has a 2.4 with women 25-54 and a 2.6 with women 18-49.

As for prime time, schedules will not be announced by the three networks and Fox until the end of May. The networks have just completed the closest prime time race in 26 years, with only four-tenths of a rating point separating NBC from ABC and CBS, in households. There was no clear winner in demographics. NBC's demographics dropped dramatically, and ABC also saw a decline. If anyone has momentum, it is CBS, which posted gains across the board. Fox saw some of its young adult base decline, while it picked up more children and teenage viewers. Audience levels for prime time were flat at 60.1%, while the three network share of audience dropped three-and-a-half points to 62.4% and their rating fell from 39.6 to 37.5.

Those factors, plus a questionable economy, do not bode well for the prime time upfront. Last year, advertisers spent \$4.35 billion in prime time, and no one expects that figure to be matched this year. Those signals are already being sent out as media buyers are adamant the networks will have to go out of their way to make sure prices are lower than in the scatter market or there may not be much of an upfront at all. "The networks can't afford another year of con-

sistently soft scatter," said Joel Zar-emby, senior vice president and director, network negotiations, SFM Media Corp., adding that while there are a lot of advantages to buying upfront (guarantees, options), advertisers are asking if they should commit.

Bart McHugh, senior vice president and director of national television and radio, DDB Needham, agreed with Zar-emby and expects this year to be flat to down. Said McHugh: "If you are not talking about that, a lot of advertisers may not participate in the upfront."

Another daypart that remains a question mark for the networks is sports. Already reeling from expensive contracts, it appears major sports advertiser spending will be flat, at best. Automotive advertising budgets are expected to be flat to down. Beer budgets are also expected to be flat, as is restaurant spending. One media buyer suggested that if the networks are smart, they will realize they

have to "sell out as much inventory as possible unless they want to take a bigger hit down the road."

One bright spot for the networks was the children's upfront. A new limit on advertising that cut the big three networks' inventory by 5% may have helped offset declining PUT numbers. CBS, bolstered by *Teenage Mutant Ninja Turtles*, was the leader with advertisers spending \$60 million. ABC, last year's leader at \$65 million, saw its share drop to \$50 million to \$55 million. Advertisers spent between \$35 million and \$40 million on NBC, which has cut back on its children's programming. Advertisers spent between \$34 million and \$36 million on Fox. That includes their weekday children's programming. Said McHugh on the market: "It was back to 18 years ago when the market opened and closed in 24 hours." The networks are no doubt hoping the entire upfront goes the same way. —JF

NETWORKS PULL OUT BIG GUNS FOR SWEEPS

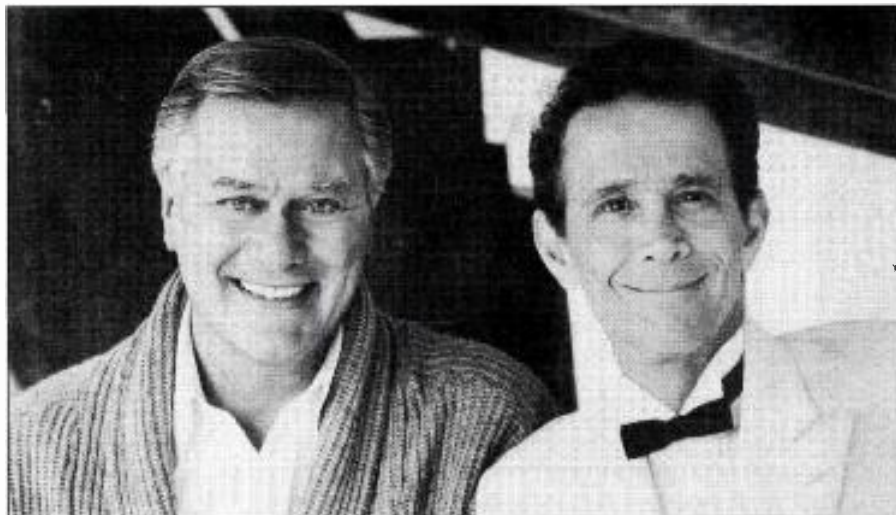
Although the regular prime time season ended weeks ago, the networks continue to post heated weekly ratings finishes. Adding to the competition are the May sweeps, which kicked off last Thursday (April 25). The networks are using the ratings month (the sweeps end May 22) to tie up series story lines and trot out the last of the year's specials and made-for-TV movies.

■ Heading ABC's sweeps effort is a

two-part, four-hour movie titled *An Inconvenient Woman* starring Jason Robards, Jill Eikenberry and Rebecca DeMornay, which airs Sunday and Monday, May 12 and 13.

ABC's sweeps programming started last Thursday with the third installment of its *Crime of the Century* special. The network also premiered the pilot for *Dinosaurs*, the live-action comedy from Disney and Jim Henson Productions.

Two theatrical movies making their



Among CBS's sweeps ammunition: the final episode of 'Dallas,' in which an angel, played by Joel Grey (r), pays a visit to J.R. The series concludes May 3, after 13 years on the air.

broadcast debuts on ABC's schedule are "Rambo III" (Sunday, April 28) and "Cocktail" (Monday, May 6). In addition, the network is presenting several made-for's including *Night of the Hunter* starring Richard Chamberlain (Sunday, May 5) and *Our Sons* starring Julie Andrews and Ann-Margret (Sunday, May 19). ABC's sweeps coverage finishes with the *Best of Disney: 50 Years of Magic* (Monday, May 20, 8-10 p.m.).

■ CBS, which surprised the other two networks by winning the February sweeps, is promoting the season-ending episodes of several series including *Knots Landing* (April 25), and *Dallas* which wraps up its 13-year run on May 3. Both *Knots Landing* and the *Dallas* final episodes are two hours. Other series with season ending episodes airing during the sweeps include *The Flash*, *Evening Shade*, *Murphy Brown*, *Designing Women* and *Major Dad*.

Theatrical movies premiering on CBS during the May sweeps include "The Accused" (Tuesday, April 30), "Big Business" (Friday, May 10) and "Crocodile Dundee II" (Tuesday, May 14).

CBS also has six made-for's including *Victim of Love* starring JoBeth Williams and Pierce Brosnan (Sunday, May 5.) and *Mrs. Lambert Remembers Love*, starring Walter Matthau and Ellen Burstyn (Sunday, May 12).

In addition, CBS also has scheduled five specials including the *Miss Universe Pageant* on Friday, May 17 at 9-11 p.m.

■ NBC's sweeps schedule, like ABC's, is anchored by a four-hour, two-night movie. *Switched at Birth*, starring Bonnie Bedelia and Brian Kerwin, airs on Sunday and Monday, April 28 and 29. Other made-for's include *In the Line of Duty: Manhunt in the Dakotas* (Sunday, May 12). *Knight Rider 2000* (Sunday, May 19) sees the return of the former series in movie form. Like the series, the movie stars David Hasselhoff. And on Monday, May 20, Jill Clayburgh stars in *Reason for Living: The Jill Ireland Story*.

■ Fox's sweeps schedule consists mainly of four movies under its Monday *Fox Night at the Movies* banner. On April 29, "Die Hard," starring Bruce Willis and Alan Rickman, makes its broadcast television debut. "The Haunted," starring Sally Kirkland, based on a true story about a family's struggle with demonic possession, airs on May 6.

On May 13 Fox airs "Robin Hood," starring Patrick Bergen and Uma Thurman. And on May 20 it presents "Omen IV: The Awakening," the most recent installment of the horror-suspense movies.



NBC Olympics PPV executive producer Terry Ewert and Lafferty in Barcelona stadium

PPV OLYMPICS TARGETS BASICS IN QUEST FOR CHANNEL SPACE

NBC sent to cable operators last week its wish list on how to find room on systems to carry the 1992 PPV summer Olympics, with its first choice being the pre-emption of four networks that reach into 50 million homes. Operators who don't want to blackout those four networks can find their own channels for Olympic pre-emption.

NBC said that if it can gain a consensus from operators, it will begin pre-emption discussions with those networks. While many networks appeared to have been ruled out, others remain in contention, industry sources say, specifically those in which Tele-Communications Inc. has an ownership interest, such as the Discovery Channel and Family Channel. The ongoing discussions between NBC and TCI give rise to the belief that those networks could be targeted, along with CNBC, a combination of NBC-Cablevision's SportsChannel America and TCI's Prime Network, Cinemax and Disney.

CEO's at the top 25 MSO's received a four-page draft from Olympics Triplecast executives last week describing the carriage plans, which NBC has discussed with operators over the past several weeks. NBC is looking for a formal response this week.

If the plan goes through, three cable channels will be used to carry the Olympics, and the fourth will be a composite channel, carrying six hours of programming from each network pre-empted. In return, those services will be highly promoted and compensated.

Operators also have the option of finding their own channels to pre-empt. Each network that gives up its channel will have a same-satellite "replica feed" that will carry normal programming for cable systems opting not to blackout those networks.

Olympics executives only have had

cursory conversations with programmers, according to Marty Lafferty, PPV Olympics vice president, but they would begin serious negotiations if an operator consensus forms.

The pre-emption idea has already generated controversy. Continental Chairman Amos Hostetter appears to have quashed the idea of using C-SPAN. Discovery Chairman John Hendricks said there has been no board discussion of Olympic pre-emptions, adding that it would be "tough to get viewership back" if a network goes away for two weeks. Discovery is also owned by Newhouse Broadcasting and Cox Cable. Newhouse President Robert Miron said: "It's hard for me to believe a 50 million subscriber network [like Discovery] would shut down for two weeks."

Family Channel, 18% owned by TCI spin-off Liberty Media, is also likely getting some advice from TCI, but a spokesman for the channel said: "We have not been approached formally, but we feel that giving our channel up would be a bad idea."

Lafferty said one of the likeliest carriage prospects was through NBC-Cablevision's SportsChannel America and TCI's Prime Network, although carriage wouldn't necessarily depend on a potential merger between the two. And if CNBC buys FNN, by 1992 it could be near the 50 million mark.

Some operators have suggested that networks that reach smaller audiences be considered for pre-emption. Even networks that are in the 30 million subscriber range, such as VH-1 or shopping channels, have been suggested. (VH-1 has not been contacted by NBC, however.)

There is also a scenario whereby Cinemax and The Disney Channel would be approached, although neither has been contacted, and both say they would not be interested.

-SDM,MS

NEW WORLD TV ORDER EVIDENT AT MIP

Annual marketplace in Cannes features growing co-production ventures to keep costs down as some countries are tiring of U.S. productions

The international television marketplace may be nearing a new normalcy, judging from abundant signs at last week's annual MIP-TV market in Cannes, France.

In the 1980's, after years of dominance by largely noncompetitive, government-owned broadcasting, many nations were wracked by a volatile rush of new and mostly commercial services, simultaneously fostering an eruption of global TV program activity. But more recently, the sometimes harsh economic corrections that have hit world television appear to be pushing the industry toward a period of more measured growth and balanced competition.

The changing international taste for American shows, a dazzling array of fiscal and regulatory uncertainties centering on fin-syn and quotas, and new visions of co-production—each the subject of talk in the halls of the Riviera resort's Palais des Festivals and the various beachside hotels that make up the market—all seem to be pushing the industry toward fundamentally new ways of doing business.

Growth in the multibillion-dollar international program sales market has lost its roller coaster quality to some extent because most of the top 10 world markets have already launched all the new broadcast and cable or satellite channels they can now handle, and any near-term expansion in those all-important nations will likely come from slower and steadier competitive pressures between more equal programming rivals.

Participants at the market also repeatedly emphasized that American shows are getting less and less prime time exposure on overseas broadcast schedules. Italian media mogul Silvio Berlusconi, at a joint press conference with other commercial broadcasters during the market, noted that his top Italian broadcast network shows only one U.S. series a week and said once that run is through it won't be replaced.

The shrinking U.S. series role in prime time is due in part to the improvement in European production values to the point where audience program tastes can be met with quality at home. But protectionist government quotas that

keep U.S. shows to strict ceilings also are a factor, especially in MIP-TV host market France.

Sergio Silva, a former executive with Italy's RAI and now with Italian media firm Rizzoli, said that "ancient protectionist measures are beginning to emerge strong in France and to creep up in Italy, although not so much there with quotas as with antitrust measures."

It also seems that for every nation engendering hope for a period of explosive growth, others wilt on the vine. With big spurts over—at least temporarily—in Germany and Spain, Japan remains a faint prospect as the use of U.S. shows by the new JSB satellite is renewing audience appetite for such programming (U.S. soap *Santa Barbara* from New World, for example, began airing on the channel last month). But at the same time, Canada, which according to one studio veteran could bring in as much as 25% of a series' international revenue (up to 50% for a sitcom), looks to be largely noncompetitive in the coming year.

Meanwhile, the international market-

The coast of Cannes, site of the annual MIP-TV television marketplace, attended this year by 8,700 participants from 98 countries.



place must contend with the continuing preoccupation by world broadcasters on matters of finance, such as the troubles nearly paralyzing British independent TV and others just now beginning to loosen their stranglehold on a bankrupt Australian commercial TV industry.

Among the other unknowns tempering the market is fin-syn, whose undetermined potential to open the largest players in the world's largest TV market to co-productions or to inject ABC, CBS and NBC as major entities in the foreign distribution market is so uncertain that most MIP-TV participants hesitated to even raise the subject.

Some, like Viacom Entertainment Group Chairman Henry Schlieff, suggested the new fin-syn rules could lead to a resurgence of program forms, such as hour dramas, that have worked well for networks and overseas, but whose tough sell in U.S. syndication scares off producers and syndicators.

Others disagreed. "You're dealing with network creative requirements that have nothing to do with European needs," argued Alan Wagner, a former CBS executive now heading up independent producer Boardwalk Entertainment. "The primary need is the good of the network and that's still defined as ratings success. The aftermarket is not their concern."

Added Lee De Boer, executive vice president, HBO Enterprises: "The networks are still driven by highest possible ratings. The guys in the hot seat still need ratings. I'm not sure [fin-syn] changes the co-production profile that much."

But the potential for new U.S. network openness to international co-production was hinted at by more than one at the market. Among them was former CBS program executive Dighton Spooner, now developing co-productions with Britain's Granada Television.

"The changes in the rules will expand the ways U.S. broadcasters can work with Europe. What is slowly taking place is a change in the attitude at the networks regarding the kinds of materials they put on the air. The fin-syn relaxation will give them an incentive to be less domestic in their thinking because of the new connection to the international market."

But, Boardwalk Chairman Fred Tarter added: "Europe is filled with creative thinkers and [the networks] can't close the door to that. We will see more experimentation in children's programming or daytime, where they can afford to be more daring and where the margin of error is not so close to the bone."

According to Riccardo Tozzi, execu-

tive vice president of television production for Italy's Silvio Berlusconi Communications, the moment has now come when the networks could be approached on the subject, which he plans to do at the upcoming May screenings in Los Angeles.

But, warned Tozzi, who spends 80% of his annual production budget on co-productions, the co-producer is "not looking anymore just for money for his own production, but for a partner to help create." He added that the field is opening for a more global attitude and that while producers will always make local productions, "there is a real integration in the Western world in terms of culture. The audience is less different, less specific, less local."

Paris-based Antoine de Clermont-Tonnerre, president of Revcom International, agreed that while European producers need co-production because there is not enough money to support high-quality production at a national level, he acknowledged that "more and more European companies understand the danger of making co-productions that can hurt the creative integrity of the film. If you try to set up castings for the wrong reasons, for instance, you see it on the screen in the end."

But French co-producers have more on their minds than just working with their partners. At a tempestuous meeting for an initiative sponsored by French producer trade group USPA, French

MIP FACTS

The final roll call for MIP-TV topped a total attendance of 8,700 participants from 98 countries, up 4% from last year. With 1,695 registered companies (up from 1,550 in 1990) and 391 exhibitors, MIP-TV recorded three-year growth of almost 25%.

The largest single contingent, from host country France, increased by more than 11% from last year, followed by Britain with a 6.5% increase and the U.S. with a slight drop of 1%.

Four countries boosted their participation by almost a third from 1990, with Italy up 30%, the Netherlands and Belgium up almost 34% and Japan up 32%. Germany and Spain also showed considerable growth, up 16% over 1990, while Canada showed a small increase of nearly 3%.

Next year's MIP-TV market has been scheduled for April 19-24.

quota plans were taken to task, particularly for their potential effect on co-production, and leading French producer Pierre Grimblat, president of Hamster Productions, said the quotas and other restrictions were "blocking our creative arteries."

But lobbyists hoping to gain the support of French public broadcasters Antenne 2 and FR3 apparently failed when A2 President Herve Bourges expressed his reluctance at involvement in an association that could antagonize the government while the state channels are negotiating delicate funding support plans. Bourges argued that France needs "realistic" quotas and a renewed creative effort to increase French programming.

CO-PRODUCTION DEALS

■ ABC and German broadcaster ZDF, which last fall agreed to a three-year co-development arrangement and earlier this year brought in Italian media giant Rizzoli, detailed a TV movie package for fall 1992 under the umbrella *True Stories*.

Among the first four titles in the fact-based package of two-hour TV movies are a pair from ABC, including one based on the experience of three U.S. soldiers fighting in the Gulf war, a third from German partner and part-ABC-owned Telemunchen on an Austrian insurance fraud that caused a major political scandal and a fourth from Rizzoli that tells the story of an American model accused of murder and defended by her U.S. politician father.

■ Italy's Silvio Berlusconi Communications and RAI 2 were both active on the co-production front and, although rivals, are actually talking co-production with each other. According to Berlusconi's Riccardo Tozzi, he and Rai 2 director Giampaolo Sodano recently agreed to explore the co-production of international series pilots, something they each felt neither company could accomplish alone. Tozzi said a script for a first pilot is now in advanced stages and could be shot by next spring, while a second script is still being developed.

Individually, RAI 2 detailed a \$100 million commitment to a slate of 58 co-production projects, mainly English-language TV movies and mini-series, some with agreements completed and others still open. Of the projects, over the last two years five have been completed, seven are about to be and 18 more are in pre-production. Among existing partners are Hamster and Antenne 2 in France, Beta Film in Germany, Spectacor in the U.S. and NHK in Japan.

Berlusconi also detailed the first of

NEWS FROM THE MIP SELLING FLOOR

■ DLT Entertainment will strip the BBC hit *Russ Abbot Show* in U.S. syndication beginning next fall. It hopes the British comedy import will be the next *Benny Hill*. Now in negotiation with stations in Chicago and Atlanta for cash sales of 65 episodes, the sketch-based show is aimed at early evening or late fringe.

■ Warner Bros. International TV and HBO are launching an hour weekly news program, *The World Entertainment Report*, beginning next month. Already licensing the show are Japan's JSB, Australia's Nine Network, UK's Sky Channel, Germany's Premiere and other broadcasters in Asia, Africa and northern Europe.

■ Yorkshire Television Managing Director Brian Harris said the British broadcaster will export its long-running soap, *Emmerdale Farms*, to the U.S., where at least 20 PBS stations will begin airing the series in June.

■ Republic Pictures sold its mini-series *Separate But Equal* to the BBC, South African Broadcasting, TV-3 Scansat, CTV and Seven Network Australia, and *Loves, Lies and Murder* to Beta Taurus in Germany and Tv-3Scansat.

■ King World's *Candid Camera* has been licensed to TF1 in France, ReteItalia in Italy, TVE in Spain and RTL Plus in Germany, while licensing agreements were signed for the company's *Monopoly* for Welsh language S4C, Tesauro Productions in Spain and John de Mol Produkties in the Netherlands.

■ Playboy Entertainment has sold its new TV series from Propaganda Films, *InsideOut*, to Canal Plus Spain and Telecinco in Spain, RTI Plus in Germany and Filmnet for Scandinavia, the Netherlands and Belgium.

■ Independent U.S. TV movie and mini-series distributor

ACI International has signed a long-term deal with France's M6 for rights to 16 TV movies.

■ New World has acquired international TV rights to the James Bond theatrical "Never Say Never Again," starring Sean Connery.

■ Nelvana purchased production and merchandising rights to the French comic book character Barbarella and plans to develop it into a prime time live action TV series.

■ CNN International will add two-to-three minutes of financial and market information and international sports updates to its international news feed beginning May 1. The financial updates will be sponsored by MCI in a deal worth more than \$2 million.

■ Worldvision, which distributes U.S. drama *Twin Peaks* internationally, said it has been contacted by some foreign-broadcasters about continuing the show if it is canceled by ABC, but picked up for U.S. syndication or by Fox Broadcasting or a cable network. The foreign clients could contribute financially towards the show's production, Worldvision suggested. Worldvision also said the LynchFrost sitcom pilot for ABC, *On the Air*, has been presold to the BBC, Tele Monte Carlo, TVE Spain and Germany's RTL Plus.

■ Britain's SelecTV and Spain's Figaro Films signed an exclusive agreement for SelecTV to sell the format of a comedy series to be adapted for Spanish television.

■ Britain's Picture Music International, Carlton Television, HTH and Holmes Associates have formed Rock Steady Ventures, a \$1.1 million-plus partnership to produce original music programs in the UK for international distribution. A series will be cofunded by Channel 4 in the UK under the title *Friday at the Dome*. -AAG, MA

several co-productions with the BBC. Friedrich Durrenmatt's *The Execution of Justice* and *Lady Chatterley's Lover*, to be directed and scripted by Ken Russell. Berlusconi is also planning a new co-production involving Tribune Broadcasting, an adaptation of Jules Verne's "The Children of Captain Grant;" the companies are also nearing approval of an additional project based on the Wilbur Smith book "Delta Decision."

■ HBO is developing with actor Robert Duvall a mini-series based on the life of Russian dictator Joseph Stalin.

■ Yorkshire completed negotiations for a joint venture with Showtime to produce five television movies over the next two years. Showtime also separately announced plans to co-produce a series of six one-hour comedy programs entitled *Funny Business* with BBC and Tiger TV.

■ Australia's Network Ten has expanded plans to develop TV movie and mini-series co-productions. The channel has also named former president of network programming for New Zealand's TV3, Kel Geddes, to the post of director of programming. Interim program director Len Downs has stepped down but is

expected to stay with the channel.

■ Portman Entertainment, a London-based TV production and distribution company, will join forces with Japanese TV producer SogoProduce, an affiliate of Japan's Sogovision that has backing of ad agency Dentsu, broadcaster NHK, Toho and conglomerate Mitsubishi. The long-term, 50-50 arrangement is to co-produce and co-finance TV films with European, Japanese and Australian content. Mitsubishi and Portman distribute the programs outside Japan, and Mitsubishi expects to be associated with all stages of the development process and joint venture. The first two projects in development include *Three Girls*, a mystery story set in Australia, and a \$3.2 million drama, *Konketsu*.

Portman also announced a three-way co-production deal with the Australian Broadcasting Corp. and HTV International to develop a four-hour miniseries, *Minister for Murder*, the true story of Australian Justice Minister John Ley. The project budget will be \$6 million (Australian dollars).

■ Hanna Barbera, Montreal-based Cinar and France Animation will co-produce 13 half-hours of the animated

Young Robin Hood, with international TV distribution to be handled by Worldvision. Cina will also join France Animation and Crayon Animation to make 26 animated half-hours of *White Fang*, based on the Jack London classic.

■ Boardwalk Entertainment has a one-year commitment to develop a soap for a German television partner.

■ The UK's Central Television has concluded a \$700,000 co-production deal with public broadcaster WGBH-TV Boston for a 90-minute documentary on Andrei Sakharov and the evolution of the Soviet dissident movement.

■ The recently formed Omnisphere Productions of New York will co-produce a World War I mini-series, *Flying Aces*, with France's Falcon Productions co-financed in association with French TV channel Antenne 2.

■ Those Guys International are looking for a British broadcast partner and British writer for their Nickelodeon pilot half-hour on video pen pals.

■ DSL Entertainment, Lynch Entertainment and Sunrise Films of Canada will co-produce 26 half-hours of *True Ghost Stories*. -AAG and Meredith Amdur,

European correspondent

SHOWTIME PROMOTES BLANK TO PRESIDENT

Showtime Networks Inc. named Matt Blank, executive vice president, marketing, to be president and chief operating officer of the company last week. The post has been vacant for some time, and as Tony Cox, chairman and chief executive officer, continues to expand the scope of his duties, including representing programmers in Washington and on the National Cable Television Association executive committee, the day-to-day operations had been split among several executive vice presidents who will now report to Blank.

Like other premium program services, Showtime faces a formidable task in reviving the category and it is attacking it from several directions.

"We feel very strongly that the differentiation strategy continues to work for us," said Blank. That strategy includes exclusive movies, original programming and Showtime's boxing events. "We're pretty well set from a movie standpoint for the next couple of years," said Blank, adding that recent premieres, such as "Pretty Woman," continue to perform strongly.

"Original programming is going to be an important part of the pie" in the future, said Blank, and Showtime will continue its commitment to original product. "We see tremendous vitality in our business."



Matthew Blank

At the same time, Showtime is attempting to fundamentally restructure its wholesale pricing and retail packaging. "We have critical structural challenges," said Blank, which Showtime is addressing in its repackaging discussions under the TOPS banner. To date, Cablevision Systems, Sammons and KBLCOM have agreed to test different version of TOPS.

"We're very happy with the progress we've made" on TOPS, said Blank. "We're very happy with the feedback we continue to get from our big customers to do things differently," adding that

"we always saw this as an evolutionary change."

As to Encore, and its negative option introduction on TCI systems, Blank said, "we're just concerned that however Encore is marketed that it really be marketed in a way that adds value to the premium category" by persuading pay subscribers to stay and new pay subscribers to sign up. "If it works that way, terrific. We worry that there is the potential for it not to work that way."

Blank said Showtime has been talking about its own added-value network for more than a year, but has made no decision. "We'll sit back here, see what happens, talk to our customers, watch Encore," he said. "Added-value services may work nicely."

Like others programmers, Blank may be contending with a 100 channel world this decade. "There is not a programmer out there who's not asking what 200 channels is going to do" to them, he said, but with challenge also comes opportunity. "It will create a lot of opportunities to price and package our product differently," he said.

Reporting to Blank will be Jack Heim, executive vice president, sales and marketing; Jim Miller, newly appointed executive vice president, programming, and McAdory Lipscomb, senior vice president, corporate affairs. —MS

MARKEY ORDERS GAO TO SURVEY 1990 CABLE RATES

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) has ordered the General Accounting Office once again to survey cable systems to determine how high basic cable rates went in 1990 and first quarter 1991.

The survey, which got under way last week, will be the third GAO has conducted for Congress in the last two years. The last, released last summer, found that rates for the lowest tier rose 10% in 1989.

GAO staffer Paul O'Neill, who is in charge of the project, said the survey will be conducted by telephone, starting this week. It will focus on basic cable rates, asking systems how many tiers of basic service they offer, how many channels per tier, how many subscribers per tier and, as of April 1, how much they charge per tier, he said. It will also ask for average revenue per subscriber as of Dec. 31, 1990, and April 1, he said.

The survey could give Markey the ammunition he needs to bolster support for his cable reregulation bill. The subcommittee's Republicans and some Democrats are refusing to back the initiative. According to one source, Markey "needs the numbers." If the GAO comes up with "dramatic" increases in cable rates, it may "breathe life" into his measure, the source said.

But Larry Irving, senior counsel to the subcommittee, said

it is "ridiculous to say we need these numbers to pass the bill." Irving said Markey "wants to make sure we have a full record and that the process is fair." Furthermore, he said there are already studies (one was released last week by National Association of Telecommunications Officers and Advisors, see page 49) which show substantial rate increases, but cable attacks their credibility. However, the GAO, Irving said, is an "unbiased body." The industry, he added, should look at this survey as "cable friendly."

There was some question as to why Markey's request to the GAO was not well known. The cable industry was informed last week that the survey was going out, but last Friday other subcommittee members and their staffs were unaware of its existence. One Hill staffer speculated that Markey wanted to keep it under wraps until he saw what the numbers looked like.

However, Markey spokesman Mike Connolly said they had not decided to go ahead with the survey until this week. He also said the subcommittee "routinely" asks for GAO surveys without informing other members. "I would not read a whole lot into it," said Connolly.

GAO has promised to have the results ready for Markey by June 28, O'Neill said, conceding that the GAO will be hard-pressed to meet it. "We are going to give it our best shot," he said.

—KM,MAJ

PROGRAMING

COST MAY MAKE BEDFELLOWS OF BROADCASTING, CABLE

Because so few series generate enough income to pay for the license fee paid by the network, Jeff Sagansky, president, CBS Entertainment, said he expects a time will come when a series will be shared by a network and cable channel to cover its costs. Sagansky made the remarks while participating on a panel titled "TV Programming in the 90's" during the Broadcast Cable Financial Management Association conference held in Los Angeles last Monday and Tuesday. Sagansky was joined in the discussion by Steven Bochco, writer-producer and chief executive officer of Steven Bochco Productions; Michael King, president, King World; Shelley Duvall, head of Think Entertainment, and Fred Silverman, president, The Silverman Co., who served as moderator.

"When I was at NBC about six years ago, there was no question that a show would pay for itself. Now we're in a position of trying to find ways to minimize costs and looking to get more revenue sources from one outlet," said Sagansky. He suggested that in the future a series would get two airings in a week, first on a broadcast network and then again on a cable channel.

The panelists agreed television production in the future will require more fiscal conservatism and creative production partnerships. Sagansky pointed out that advertisers might become more involved in program sponsorships as they once were. He cited CBS's *Northern Exposure*, which was sponsored by Procter & Gamble.

Bochco said he is trying to produce series with more "controllability." He said *L.A. Law* has more controllability because the show takes place almost entirely indoors, whereas *Hill Street Blues* had fewer controlled costs because of the unpredictability of shooting outdoors.

"There's more than one way to get lower-cost programming," said Sagansky, "and it doesn't have to be reality programming. The key is how do we make shows that don't deaden the audience, that stimulate them." He suggested more foreign co-ventures like those that make up CBS's late-night schedule.



L-r: Steven Bochco; Michael King; Janet South, business manager, WRIC-TV Richmond, Va., and president-elect, Broadcast Cable Financial Management Association; Shelley Duvall; Fred Silverman; Jeff Sagansky, and Robert McAuliffe, executive director, BCFM, Chicago.

Silverman predicted the future will see more series being stripped in prime time, to which Sagansky replied that if and when that happens, "it won't be a good day for network programming."

Bochco said the possibility exists for stripping a show such as *L.A. Law*, but "the question is how would it sound. I don't know how coherent the material would be." He doubted whether a show could be produced to be stripped 50 weeks a year, "but you might be able to do it 20 weeks," he said.

When asked whether he thought syndicators would play a more active role in supplying product to the networks, Bochco added that "the local markets will dictate. If the network decides it wants to give more time back to the affiliates, we'll be more active." To which Sagansky answered: "We don't," and King replied: "Then it will be a hard fight."

King also said the broadcast industry has to "sell itself better, as cable has done. Success has to be achieved by doing

something different." He stressed the value of counterprogramming and said ABC launched itself by offering viewers something different from what was already being done by CBS and NBC. "Now Fox is doing the same thing. We can't be arrogant anymore. We have to be different and original." To which Bochco replied: "You want to buy a musical?" referring to his canceled *Cop Rock*.

Most optimistic about the future was Duvall, who said she doesn't see so much decline in the business but rather more benefits brought about by new technology. She cited the potential of a 150-channel universe, with viewers being able to "watch whatever they want, when they want." She also said television will play a bigger role in education in the future.

Duvall also predicted that cable in the year 2000 will see more pay per view. "The pay channels have been moving that way. But the basic services will survive and thrive as long as each maintains its identity." -SC

GRUNDY IN U.S. STATE OF MIND

International producer/distributor is producing series for U.S. in conjunction with Chris-Craft/United and Pinelands

Reg Grundy Productions, the U.S. production and distribution arm of Bermuda-based Grundy Worldwide Ltd., looking to expand its presence on this side of the Atlantic, is joining with Chris-Craft/United TV station group and Pinelands Inc. (owner of WWOR-TV New York) to produce 26 first-run hour episodes of *Dangerous Women* for national syndication this fall. Both stations are also testing Australian soap opera, *Neighbours*, for possible domestic distribution as early as 1991-92 season.

Chris-Craft/United TV and Pinelands Inc., according to Dick Barovick, chief executive officer of Grundy Productions, are "full financial and licensing partners" in Grundy's slated Los Angeles-based production of *Dangerous Women*, a 13-week series set for twice-weekly airing on Pineland's WWOR-TV

and Chris-Craft's KCOP-TV Los Angeles. Pre-production has already begun on the Reg Watson-created series based on the personal lives of six female ex-cons, which is being slated for an August 1991 debut.

As of this date, Barovick says Grundy Productions has sold the targeted prime time entry to independent stations, accounting for 30% U.S. coverage. Grundy Worldwide will be handling the station sales of the all-cash hours and is marketing *Dangerous Women* for twice-weekly play within a 13-week window. Barovick said stations will be granted syndicated exclusivity in markets where *Dangerous Women's* basic cable play on superstation WWOR-TV could conflict with a client station's airing in that market.

In addition to KCOP-TV Los Angeles, Chris-Craft's other stations offering

prime time play are KHBK-TV San Francisco, KMSP-TV Minneapolis, KUTP-TV Phoenix and KPTV-TV Portland, Ore. Other station sales include WPWR-TV Chicago and TVX Broadcast Group's five owned stations (WDCA-TV Washington, KTXA-TV Dallas, KTXH-TV Houston, KRRT-TV San Antonio and WLFL-TV Raleigh, N.C., and Hubbard Broadcasting's WTOG-TV Tampa.)

In regards to *Neighbours*, which has aired on Australia's Network Ten since 1985, Pineland's WWOR-TV will begin a summer test of the series weekdays at 5 p.m. (NYT) starting June 17, and Chris Craft's KCOP-TV debuts the program at 5:30 p.m. effective June 3 (Pacific time). The ongoing relationship between Grundy and WWOR-TV and KCOP-TV dates to last season, when Grundy exclusively produced mini-series, *Tanamera*, for runs on both stations. Earlier this

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season, Grundy also distributed *Embassy*, a two-hour Australian made-for that aired on KCOP-TV.

According to Barovick, *Neighbours* is the No. 1-rated soap opera in Australia and the second- or third-ranked half-hour drama in Great Britain, where the series has been carried on the BBC since October 1986. Based on the "middle-class" trials and tribulations of a close-knit Australian suburb, the series has enjoyed a lengthy run with nearly 1,500 episodes in the can. If the program can average a 3.5-4 rating on both stations, Barovick says, a full-scale syndicated sales roll-out could be initiated by fall 1991. As with *Dangerous Women*, Barovick says *Neighbors* would be sold on a straight cash basis.

Grundy's previous U.S. efforts were *Sale of the Century* (1983-89) and *Scrabble* (1984-90), both on NBC.

Barovick says that the establishment of a U.S. syndication unit is part of Grundy's "immediate goal to provide prime time programming for independent, as well as network affiliated stations." —MF

VIACOM/KATZ CONSORTIUM TAPS SEVEN SYNDICATION FINALISTS

Three pilots, four projects emerge from L.A. meeting

Viacom and Katz Communications executives, as well as an advisory committee of Katz-represented client stations, met in Los Angeles last week with about two dozen producers to review projects for possible first-run stripping. According to Michael Gerber, Viacom's first-run and international program distribution president, the group reviewed about 100 projects over two days and came away with seven finalists for potential syndication as early as January 1992. The finalists include three pilots and four other projects in pre-pilot stage.

Among the pilots is one for a comedy game-show, or "game-edy," as Gerber dubbed it, called *How's Your Love Life*, from Bob Stewart Productions. The pilot is being hosted by John Mulroony (Fox's *Comic Strip Live*) and features a

celebrity panel that analyzes the romantic tribulations of guests.

Last week's meetings followed by about a month word from Katz, Katz stations and Viacom that they had formed a consortium to develop new first-run strips for syndication (BROADCASTING, March 25).

In addition to the seven projects earmarked last week, Gerber reported that a separate Viacom development project, a one-hour daily talk show hosted by Montel Williams, may also be offered to Katz-represented stations for syndication (BROADCASTING, April 22). Gerber said the decision whether to offer the Williams project as a consortium vehicle will be made after a 13-week test of the show on KCOP-TV Los Angeles this summer.

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said Gerber, of the meetings last week. "I've never seen so many projects. It was a broad array of producers and concepts." Gerber declined to describe specifically the other finalists. But did say that, with the exception of the Williams

talk show, they are all half-hours fitting into the reality or "game-edy" genres.

As for the potential of the projects, Gerber said: "This is not a beauty contest. There need not be a winner. It's conceivable there won't be a winner and

there could be more than one winner. At this point, we have a good enough feeling with these seven projects to continue their development."

Further word on the fate of the seven finalists is expected in about a month.

NATPE GETS PARTNER FOR COMPUTER SERVICE

As anticipated (BROADCASTING, April 15), NATPE International has concluded an agreement with The Agency—a Los Angeles-based promotion and marketing company—to assume day-to-day operations and future financial management of NATPE's nationwide computer network, NATPE*Net. NATPE International President and CEO Phil Corvo said that "no money changed hands" in the "partnership" deal.

The Agency, says Corvo, is assuming operational and payroll expenses effective May 1, in exchange for "realizing long-term revenues" generated from new system memberships, E*Mail messaging between subscribers (\$1 per letter) and program information services utilized by domestic syndicators. (Other information providers, including

BROADCASTING, Simmons Market Research and Kagan [Assoc.] Report, are additional daily information features offered to NATPE*Net users at no charge.)

Dennis Fitch and Barry Weintraub, presidents of The Agency, were unavailable for comment on the announcement, but Fitch, reached earlier last week, said NATPE*Net will become a California-based corporation, in which The Agency will assume all operational costs and payroll expenses of service's five full-time employees, including NATPE*Net Director Buzz Buzogony's salary, in exchange for a 50% interest in profits from the venture.

It has been estimated by several sources that NATPE has invested some \$2 million-\$3 million in the service, and had been feeling cash crunch from less

than anticipated revenues from E*Mail and syndicated program services.

Fitch said that The Agency, which is a boutique marketing agency to such syndicators as Viacom, King World Productions, Orbis Communications and Orion Television, will initially concentrate on increasing enrollment and regular use of NATPE*Net system. He estimated that close to 1,200 TV station executives are subscribers to computer network, but less than one quarter of that number use E*Mail regularly.

Work on bringing down "resistance threshold" to intimidating computer technology, introducing software sales to Canada and other international countries and expanding information services for syndicators are key goals to rejuvenating service, according to Fitch.

SYNDICATION MARKETPLACE

Cannell Distribution announced that Carl Weathers has been signed to star in its planned fall 1991 first-run action-adventure, *Street Justice*. Weathers, whose screen credits include "Rocky," "Action Jackson" and "Predator," will portray Vietnam veteran-turned-cop Brooks Fitch, who teams up with a Vietnamese martial arts expert to fight crime in a major metropolis. So far, Cannell Distribution has sold *Street Justice* in 72% of the U.S., including 18 of the top-20 markets.

Genesis Entertainment has given *Emergency Call*—its new fall 1991 weekly half-hour reality series—a firm production commitment with 82 stations, representing 68% national coverage, on board for its September debut. Genesis has chalked up station clearances in all top 10 markets, with NBC-owned stations WNBC-TV New York, WMAQ-TV Chicago, WRC-TV Washington and WTVJ-TV Miami topping list. Production of 26 original episodes is being planned for 52-week run, and stations can acquire program on 3½ minute local/national barter split.

DIC Enterprises announced that Dr. Ruth Westheimer has been cast as one of the voices for its fall 1991 Saturday NBC series, *ProStars*, which co-stars Wayne Gretzky, Bo Jackson and Michael Jordan. Dr. Ruth portrays "Mom," who sends three star pro athletes on missions to assist troubled youngsters.

GGP Sports will continue its two National Football League

preview specials—*NFL Preseason Special* and *Super Bowl Special*—for a sixth season this year. The hour-long specials will be hosted by CBS announcing teams (that network will be carrying the 1992 Super Bowl). GGP has scheduled *NFL Preseason* for an Aug. 16-31 broadcast window and *Super Bowl* for a Jan. 24-26, 1992, satellite feed. Both programs will be offered with a 6½-minute local/6-minute national barter split.

Goodman Entertainment Group is launching four quarterly specials, *Fall From Grace*, produced by WAGA-TV Atlanta for first-run syndication, starting in November. WAGA-TV and eight other Gillett Holdings stations have committed to carrying the specials. The other Gillett stations are WSBK-TV Boston, WJBK-TV Detroit, WJW-TV Cleveland, WTVT-TV Tampa, KNSD-TV San Diego, WITI-TV Milwaukee and KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California. *Fall From Grace* will focus on the "dark side" of celebrities subject to economic collapse or public scandal, yet able to later put their lives back together.

According to **Nielsen**, top 10 syndicated shows, in order, for week ending April 14 were:

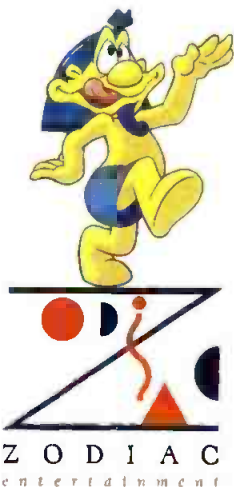
"Wheel of Fortune," "Jeopardy," "Star Trek," "Oprah Winfrey Show," "Entertainment Tonight," "Current Affairs," "Cosby," "Wheel of Fortune-weekend" (which tied with "Cosby" for seventh place), "Donahue" and "Inside Edition."



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RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM	
MONDAY 4/8	ABC 9.7/16		MACGYVER (35) [11.4/19] 10.9/19	11.8/19	ABC MONDAY NIGHT MOVIE—THE BOYS (54) [8.9/15] 9.2/15	8.8/14	8.6/15	8.9/17	
	CBS 14.3/24		EVENING (25) SHADE 12.8/22	MAJOR (13) DAD 14.6/24	MURPHY (5) BROWN 16.3/26	DESIGNING (7) WMN. 15.6/25	NORTHERN EXPOSE (22) [13.1/24] 13.5/24	12.6/24	
	NBC 10.8/18		FRESH (40) PRINCE 11.2/19	BLOSSOM (48) 10.5/17	NBC MONDAY NIGHT MOVIE—SHE STOOD ALONE (47) [10.8/18] 10.6/17	10.5/17	11.2/20	11.2/21	
TUESDAY 4/9	ABC 14.0/25		WHO'S THE (23) BOSS 12.4/23	BABY (32) TALK 11.7/20	ROSEANNE (3) 18.3/31	STAT* (4) 17.1/29	THIRTYSOMETHING (27) [12.3/22] 12.5/22	12.1/23	
	CBS 7.8/14		RESCUE 911 (28) [12.2/22] 11.1/21	12.2/22 13.2/23	TUESDAY NIGHT MOVIE—ROMERO (79) [5.6/10] 6.5/11	5.2/9	5.2/9	5.3/10	
	NBC 11.6/21		MATLOCK (28) [12.2/22] 11.6/22	12.8/22	SHANNON'S DEAL (11.3/20) 11.3/19	11.4/19	11.4/20	11.2/21	
WEDNESDAY 4/10	ABC 11.3/20		WONDER (35) YEARS 11.4/21	GROWING (23) PAINS 12.9/23	DOOGIE (20) M.D. 13.7/23	ANYTHING (30) LOVE 12.0/21	GABRIEL'S FIRE (56) [8.8/17] 8.8/16	8.8/17	
	CBS 10.0/18		BUGS (64) BNNY. [7.5/14]	PRIMETM. (70) PETS [7.1/12]	JAKE AND FAT MAN (35) [11.4/19] 10.8/18	12.1/21	48 HOURS (40) [11.2/21] 11.7/21	10.7/21	
	NBC 12.2/22		UNSLVD. MYSTERIES (14) [14.5/26] 14.0/26	14.9/26	NIGHT (43) COURT [11.1/19]	DEAR (51) JOHN [9.5/16]	QUANTUM LEAP (32) [11.7/22] 11.6/21	11.7/23	
THURSDAY 4/11	ABC 7.8/13		USERS GUIDE/EARTH (74) [6.5/11] 6.3/11	6.6/11	TWIN PEAKS (79) [5.6/9] 5.4/9	5.7/9	PRIMETIME LIVE (38) [11.3/21] 11.2/19	11.3/22	
	CBS 9.1/16		TOP COPS (52) [9.3/16] 9.1/16	9.6/16	ANTAGONISTS (58) [8.6/14] 8.1/13	9.1/15	DORF'S FAMILY (57) [8.7/16] 9.9/17	8.6/16	
	NBC 14.1/24		COSBY (17) 13.9/25	DIFFERENT (9) WORLD 15.1/26	CHEERS (1) 18.8/31	SEINFELD (15) 14.3/24	L.A. LAW (40) [11.2/20] 11.2/19	11.2/21	
FOX 8.2/14		SIMPSONS (46) 11.0/20	TRUE (71) CLR SP. 7.0/12	BEVERLY HILLS, 90210 (66) [7.4/12] 7.1/12	7.7/13				
FRIDAY 4/12	ABC 13.3/25		FULL (16) HOUSE 14.1/28	FAMILY (11) MAT. 14.7/27	PERFECT STRANG. (34) [11.6/21] 11.4/21	11.7/21	20/20 (18) [13.8/27] 14.1/27	13.5/27	
	CBS 8.9/17		GUNS OF PARADISE (64) [7.5/14] 6.9/14	8.0/15	DALLAS (43) [11.1/20] 10.8/20	11.4/20	TRUE DETECTIVES (59) [8.1/16] 8.0/15	8.1/16	
	NBC 7.2/13		BLACK JACK (77) [5.8/11] SAVAGE 5.7/11	5.9/11	HUNTER (63) [7.7/14] 7.4/14	8.0/14	MIDNIGHT CALLER (60) [8.0/15] 7.9/15	8.1/16	
FOX 3.8/7		AMR'S MOST WANTED (85) [4.8/9] 5.0/10	4.6/9	DEA: SP TASK FORCE (88) [2.8/5] 2.8/5	2.8/5				
SATURDAY 4/13	ABC 7.4/15		YOUNG RIDERS (73) [6.7/14] 6.6/14	6.7/13	ABC SATURDAY NIGHT MOVIE—DEAD ZONE (62) [7.8/15] 6.8/13	7.3/14	8.3/16	8.7/17	
	CBS 6.6/13		FLASH (78) [5.7/12] 5.2/11	6.2/12	CBS SATURDAY NIGHT MOVIE—HIGHER GROUND (71) [7.0/13] 6.1/11	6.1/11	7.8/15	7.9/16	
	NBC 11.6/23		AMEN (60) 8.0/17	DOWN (50) HOME 9.8/20	GOLDEN (11) GIRLS 14.7/28	EMPTY (9) NEST 15.1/28	CAROL & COMPANY (43) [11.1/22] 11.4/22	10.8/21	
FOX 4.3/8		TOTALLY (86) H. VD. 3.8/8	YEAR- (87) BOOK 3.0/6	COPS (82) 5.0/9	COPS 2 (81) 5.5/10				
SUNDAY 4/14	ABC 11.0/19	LIFE GOES ON (68) [7.2/14] 6.2/12	8.3/15	AMR. FUN (6) VIDEO 15.8/27	AMR. FUN. (8) PPLE. 15.4/25	ABC SUNDAY NIGHT MOVIE—THE PERFECT TRIBUTE (48) [10.5/18] 10.8/17	10.6/17	10.5/18	10.2/19
	CBS 14.5/25	60 MINUTES (2) [18.6/35] 18.0/35	19.2/35	MURDER SHE WRT. (21) [13.5/22] 13.3/22	13.6/22	CBS SUNDAY MOVIE—CHILD IN THE NIGHT (23) [12.9/22] 12.3/20	12.8/21	13.3/23	13.1/24
	NBC 7.8/13	SUPER BLOOPS. (76) [6.0/11] 5.5/11	6.5/12	R. LIFE W/J. PAULEY (68) [7.2/12] 6.4/11	8.0/13	NBC SUNDAY NIGHT MOVIE—KILLER INSTINCT (53) [9.0/15] 8.7/14	8.8/14	9.1/16	9.3/17
FOX 8.0/14	TRUE CLR. (82) 5.0/10	P. LEWIS (82) 5.0/9	LIVING (54) COLOR 8.9/15	GET A LIFE (66) 7.4/12	MRD. WITH (18) CHILD. 13.8/22	TOP OF (31) HEAP 11.9/19	COMIC STRIP LIVE (75) [6.1/11] 6.8/12	5.5/10	
WEEKLY PRIME TIME AVERAGE			ABC 10.7/19	CBS 10.3/18	NBC 10.6/19	FOX 6.4/11	YELLOW = 1/2 HR WINNER		
SEASON PRIME TIME AVERAGE			ABC 12.4/21	CBS 12.3/20	NBC 12.6/21	FOX 6.5/11	*—PREMIERE		
NIGHTLY RATING / SHARE			(#)—RANKING	(#)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A. C. NIELSEN			

RADIO

TIME BROKERING: TAKING HOLD IN THE 1990's

As more radio stations face financial crisis, time lease agreements provide way for operators to cut costs without cutting cord

In the 1960's, the future was in plastics. In the '90s, at least in radio, the future increasingly appears to be in time brokerage agreements.

Earlier this month, Coral Springs, Fla.-based Opus Media group said that its WKXI(AM) Jackson, Miss., had signed a seven-year agreement to lease the studios and airtime of CSB Broadcasting's WMJW(FM) Magee, Miss., to program an urban contemporary format (BROADCASTING, April 8). Last July, Spur Jackson Ltd. and Capstar Communications reached a similar agreement between their WJDX(AM) and WLSI-FM, both in Jacksonville, Miss. (WLSI-FM has since changed call letters to WJDX-FM [BROADCASTING, July 9, 1990]).

Meanwhile, EZ Communications has signed an agreement between its WOKV-

(AM) Jacksonville, Fla., and WIOI-FM Brunswick, Ga., Group W's WNEW-FM New York is simulcasting on WWHB(FM) Hampton Bays, N.Y., and Rio Bravo Broadcasting's KLTO(FM) El Paso has signed a programming affiliation with Pinnacle Broadcasting's KAMA(AM) El Paso (BROADCASTING, Jan. 28).

While time brokering appears to be a trend of the 1990's, the concept is not new. In 1980 the FCC issued a policy statement recognizing that changes in the marketplace increased the need for specialized programming, and which suggested that time brokerage agreements might be a way to increase programming diversity. That decision was reiterated in the FCC's 1989 "Re-Examination of the Commission's Cross Interest Policy," in which the FCC said some of a station's

programming could be time brokered.

Since that time, the number of local networking arrangements has grown considerably. While the FCC has not formally addressed the issue, "our general feeling on a bureau level is that time brokerage can serve a public interest purpose by keeping stations viable and operating. It may very well increase the amount of program diversity in the market," said Roy Stewart, chief of the FCC's Mass Media Bureau.

RETAINING CONTROL

Roy Stewart said the FCC's primary concern with time brokerage agreements is that the licensee who enters into such an arrangement maintains full control of day-to-day operations of the station. es-

GROUP HEADS CONCUR: TIME BROKERAGE SERVES PURPOSE

Do time brokerage agreements dilute the diversity of local voices? Not according to BROADCASTING's survey of broadcasters, who generally agreed that many of these agreements essentially mean choosing between having a station go dark or moving into the hands of local operators.

Steve Berger, president of Nationwide Communications, predicts a proliferation of time brokerage arrangements reminiscent of the "golden age" of radio networks. "As economic times grow tougher and as the number of radio stations increases, we're going to see a need for long-form programming," he said. "The more things change, the more they remain the same. In the old days we had networks where you potted up network shows, and [in the near future] we could see some groups get into the network business."

Mel Karmazin, president of Infinity Broadcasting, said that as long as time brokerage arrangements remain in accordance with FCC rules, his group has no problem with the concept but fails to see the immediate advantages for his group. Networking Howard Stern's morning show is another matter altogether, Karmazin said. "Just as NBC-TV has an asset in David Letterman, we have an asset in Howard Stern. NBC doesn't confine Letterman to be on just one TV station in New York; so why should we confine an extraordinarily unique radio performer like Howard to just one station? We have expanded him onto some Infinity stations; we have a number of proposals from other operators asking if we would expand him onto their stations." While Karmazin said a deal in Los Angeles "is close," Infinity has yet to get an offer

that makes sense financially. "Still, if Paul Harvey can do it, there's no reason Howard Stern can't," said Karmazin.

Steve Crane, president of Emmis Broadcasting in Indianapolis, concurs that time brokerage "should be allowed, but some serious consideration should be given to keeping an eye on it." Crane said some arrangements might "simply be a vehicle for indiscriminate and non-regulated transfer of use of a frequency," and in these cases should be prohibited.

While Great American Broadcasting in Cincinnati is not yet involved in time brokerage, Anita Wallgren, vice president of corporate relations and administration, said she is "pleasantly surprised" that the FCC has shown interest in permitting some arrangements. "We haven't sought any of those relationships yet, but they do promise that within certain limitations a licensee can develop arrangements that make sense for both the broadcasters involved," she said.

The extent to which stations or groups should be permitted to engage in time brokerage should be determined by market size, according to George Beasley, president of Beasley Broadcasting, Goldsboro, N.C. "In larger markets where broadcasters already own an AM and FM and perhaps want to control the programming on an additional station, too many people probably wouldn't really care," he said. "But outside the top 50, it might or might not raise some red flags so far as diversification of ownership is concerned." Broadcasters who already serve a community and want to extend their programming to an additional station in the same market "are taking it a bit far," Beasley said.

-REB

OTHER STATIONS ARE ALSO COUNTING TIME

The FCC has approved other time brokerage agreements in recent months. Among them is a 10-year deal in which M. Belmont VerStandig, licensee of WSVA(AM)-WQPO(FM) Harrisonburg, Va., will program and advertise for Stonewall Broadcasting Co.'s WPKZ(FM) Elkton, Va. The commission also approved a similar agreement in which Citadel Associates Ltd., licensee of KKFM(FM) Colorado Springs, will broker for Whale Communications of Colorado Inc., licensee of KKMGM(FM) Pueblo, Colo. Additionally, the FCC granted a programming affiliation agreement between Independence Broadcasting Co., licensee of KAMG(AM) Victoria, Tex., and Coastal Wireless Co., licensee of KPLV(FM) Port Lavaca, Tex. KAMG will program for KPLV every day from 6 a.m. to midnight. There is a substantial overlap of station signals in all three areas.

pecially with respect to the three elements that the FCC considers fundamental to such control. "We look to see whether the licensee retains control of finances, control over managing personnel and control over programming," he said, adding that time brokerage agreements cannot preclude the licensee from other responsibilities, including maintaining a public inspection file and the issues program list that has to be in that file, maintaining a main studio with correct airing of station identification and attending to all EEO requirements (unless full time staff falls below five employees).

"The licensee still has full responsibility to comply with the commission's rules, so, while a licensee can enter into a time brokerage situation, that does not relieve the licensee of responsibility with respect to these three areas that we have always said could result in unauthorized transfer of control," Stewart said. Of the "handful" of time brokerage situations the Mass Media Bureau

thus far has reviewed, Stewart said the FCC primarily wants to insure that "the licensee shall retain absolute control and discretion over the station."

Stewart said that, at this point, the commission is not requiring that every station entering into a time brokerage situation submit a declaratory filing as long as those stations pattern their agreement after situations previously approved. "Our intent is to approve several of these, which then will become available as models that reflect our concerns, eventually reaching a point where there's an understanding of what responsibilities and control a licensee must retain," Stewart said, adding that the FCC is not considering any specific agenda items dealing with time brokerage.

Time brokerage language so far rejected by the FCC includes provisions requiring the receiving station to preempt the agreement only in the event of emergency; permitting the broker station access to the facility at the broker's in-

sistence, and permitting the broker station to establish staff and maintain remote control points of the station without supervision of the licensee (receiving station).

According to Chuck Kelley, chief of the Mass Media Bureau's enforcement division: "A station's programming obligation must extend to any time the receiving station thinks it appropriate to preempt, without justification that it is an emergency. The receiving station has to have absolute discretion to preempt whatever programming it is getting, without limit." Likewise, the broker station cannot make decisions about technical conditions and operation of the receiving station, which can only be in discretion of the licensee. "Not only is that the licensee's right, it is their responsibility," Kelley said.

While the FCC's policy indicates that some programming may be leased, "one might extrapolate from the word 'some' that the commission didn't intend that all programming be so brokered, 24 hours a day, seven days a week," Kelley said. "But since we don't have specific obligations for broadcasters other than general requirements that they serve the public interest, the practical requirement is that at renewal time a station can demonstrate that it has aired programming that is responsive to the community." Kelley said that, to the extent that a station wishes to avoid a charge that it's a clone of another station, it should be able to demonstrate that it maintains an independent programming function.

ECONOMIC FACTORS

If necessity is the mother of invention, the necessity behind the growing trend of time brokerage is grounded in the sluggish radio marketplace.

Opus Media Chairman Tom Birch said that the over-population of the radio dial and decreasing retail dollars have led to the growing trend in time brokerage. "Too many stations are competing for too little revenue," he noted. "The law of the jungle says that there is not going to be an even spread of revenue among stations. Some stations will generate the lion's share of revenue and audience, and others are going to be much weaker."

Those stations that enter into lease agreements with weaker stations provide a reasonable way to save the operator who is in a tough situation, can provide a means for the stronger station to expand in a tight market where expansion otherwise might be impossible and remove cheap inventory from the market. "It's a very reasonable way for the mar-

KATZ AND POP SIGN AGREEMENT

The Katz Radio Group will represent Point-of-Purchase Radio (POP Radio), the in-store radio network division of ActMedia. Katz Radio Group will sell POP Radio in conjunction with its lineup of stations, allowing the rep to pursue both traditional and nontraditional radio money.

"The agreement is a twofold effort," said Stu Olds, executive vice president, Katz Radio Group. "As we got into our expanded sales efforts we looked for a vehicle that would allow vertical penetration of agencies, especially in the food industry." Additionally, said Olds, the rep will now be able to offer its stations, in-store, off-air promotions tied to the POP Radio network.

Currently, POP Radio serves more than 15,500 food, drug and mass merchandising outlets. The programming is either satellite-delivered or distributed via cassette tape. The sound is designed to emulate "live radio" and features 48 minutes of music per hour, 10 minutes of national advertising and two minutes of retailer spots. The format is adult contemporary music and is hosted by a disk jockey.

ActMedia is a wholly owned subsidiary of Dallas-based group operator, Heritage Media Corp. New York-based Katz Radio Group represents more than 1,500 stations.

ket to find equilibrium again," Birch said.

Not every financially troubled station is appropriate for a time lease agreement, Birch stated. "In order to make this sort of thing work, a station's cost base has to be low enough so the cost to the lessee can be paid out of the profits generated by the affiliation," he said. "In some situations people have so much debt that the amount of profit that could be generated through economy of scale and through the synergy that comes out of putting two stations together simply wasn't enough to meet the debt load." In such cases, stations first have to restructure their debt so that the costs are sufficiently reduced. "Fortunately, a lot of broadcasters are in situations where they still can go through with this," Birch said.

Group W Radio President Jim Thompson said the question strictly is one of community service. In the case of Group W's simulcast of WNEW(FM) programming on WWHB, he said, "You always have to start with whether the community is being served. Whether you call it a network or a simulcast, if it helps the community, I see nothing wrong with it."

Thompson said Group W "went to great internal lengths to check out [the WWHB situation], to make sure that the local station was still going to serve its local market." Thompson predicted that more stations will become involved in some aspect of time brokerage, "because it provides better programming for the community."

Alan Box, president of EZ Communications in Washington, said that time brokerage sometimes means the difference between keeping a station on the air or watching it go dark. Referring to EZ's lease agreement in Jacksonville, Fla., between WOKV and WXXX, Box said, "We would have had great difficulty funding a news/talk station the way it ought to be, if we couldn't also be on FM," Box said. "This arrangement gives us the encouragement to spend more money and to be more committed to the programming. It's a perfect marriage. It serves the public in this case and, in today's economy and environment, it makes sense."

SURVIVAL OF THE FITTEST

One of the first time brokerage agreements was that of 50 kw KGAR-FM Willow Springs, Mo., to carry programming from KWPM(AM) in nearby West Plains, rather than the adult contemporary format KGAR-FM previously aired. KWPM General Manager Laurel Thompson said that economics drove the networking de-

cision. Within a 50-mile radius of West Plains some 30 radio stations are competing for ad dollars and many of them have little or no revenue base in their own markets on which to survive. "Willow Springs is a small community that has lost a lot of population and its retail base over the last decade," Thompson said. "The licensee of KGAR-FM, One Hundred and One Communications, decided that the market was not going to support all the radio in the area."

Some local citizens felt they were losing local control, even though KGAR-FM's co-owned station KUKU(AM) still operates separately from the new arrangement. "Our feeling is this will let us do a lot of things for listeners that we

really couldn't do before, such as carrying St. Louis Cardinal baseball, South West Missouri University sports and local sports," Thompson said. "Also, we're probably the only station here that has full-time news people, and we feel we'll be able to provide coverage that would be very difficult for them to have done prior to this arrangement."

Opus Media's Tom Birch anticipates more lease agreements in the future, which will help stimulate the radio industry. "This sort of thing is very healthy, and we will emerge much stronger as a result," he said. "If the players have the financial wherewithal because they have dollars flowing again, listeners are going to be the big winners." —RB

OSBORN, VS&A STATION DEAL

New York-based Osborn Communications and VS&A Communications Partners L.P. have signed an agreement to form a limited partnership to acquire radio stations. Osborn will contribute stations and VS&A will contribute \$3.5 million cash. The cash and interest in the partnership reflects an aggregate value of \$27.2 million.

"The partnership will be looking at medium to large market stations," said Frank Osborn, president and chief executive officer, Osborn Communications. "I think it is a very bullish indication, generically speaking of the marketplace as a whole, that Veronis Suhler is looking to make investments with us in radio."

The newly formed partnership is timely, according to Osborn, because the marketplace for station trading is beginning to pick up. "We are beginning to see players entering the field—a series of people making equity available to do radio deals," Osborn said, "and though the banks are still very very tight, they are making better noises." In addition, Osborn sees the current climate as more realistic than a few years ago, particularly in regard to pricing. "Rationality has finally settled into pricing in the marketplace," he said.

Osborn Communications will contribute WNDR(AM)-WNTQ(FM) Syracuse, N.Y., and WWVA(AM)-WVOK(FM) Wheeling, W.Va., along with the related concert and entertainment properties that include Capitol Music Hall, Jamboree U.S.A., and Jamboree in the Hills. The properties were initially acquired by Osborn Communications for an approximate aggregate of \$20 million. Due to the level of Osborn ownership interest in the partnership, gain on the transaction will be deferred.



Frank Osborn

VS&A will initially invest \$3.5 million in the partnership. In addition, VS&A will have the right, at a future date, to exchange its partnership interests, plus accrued value (approximately \$8.7 million after five years), for Osborn Communications 10% PIK Convertible Preferred Stock which will be convertible into Osborn Communications common stock at \$10 per share. VS&A will also receive five-year warrants to purchase 200,000 additional shares of Osborn common stock at \$13 per share.

Osborn Communications will use a portion of the proceeds to reduce debt, said Osborn, as well as expand its hospital cable business.

VS&A Communications Partners LP is an investment fund affiliated with New York-based investment banking firm, Veronis, Suhler & Associates Inc. The fund, established in 1987, has made investments in television, radio, cable TV and various publishing entities. —IC

RIDING GAIN

JACOR FINANCIAL RESULTS

Cincinnati-based Jacor Communications Inc. reported financial results for the first quarter, ended March 31. The company reported broadcast revenue of \$14,585,267 for the first quarter in 1991, down from the first quarter of 1990's net revenue of \$19,130,351. The company attributed the decrease to the sale of radio stations WMJI(FM) Cleveland and WYHY(FM) Gallatin, Tenn., and the sale of Eastman Radio. The sale of the two radio stations in January increased net income to \$6,941,264 for the first quarter, compared to a net loss of \$5,323,052 for the same period in 1990.

Jacor reported an operating loss of \$901,333 for the first quarter of 1991, compared to an operating loss of \$1,099,483 for the same period in 1990.

FROM CABLE TO RADIO

C-SPAN will launch a weekly radio program in September. The hour-long *C-SPAN's Weekly Radio Journal* will be available free to radio stations via NPR's radio system. The network will take selected programs from C-SPAN's networks and package them for radio. A pilot for the 13-week program will be previewed at the Public Radio Conference in New Orleans May 15.

MORE ARBITRON NUMBERS

Arbitron quarterly ratings for Washington, Dallas-Fort Worth and Houston-Galveston were released last week. The strength of news-formatted stations increased in Washington, where WTOP(AM) jumped from a 3.5 in the fall survey, to a 6.5 during the winter. WPGC-FM continued to dominate the market, although it dropped from an 8.1 to a 7.3. In Dallas, the top three stations in the fall survey continued to lead the market, although all three lost ratings points. In Houston-Galveston, KIKK-FM continued to lead although it dipped slightly, 8.4 to 8.2.

Station Format Fall '90 Winter '91

7. Washington

WPGC-FM	CHR	8.1	7.3
WGAY(FM)	Easy	6.8	6.9
WTOP(AM)	News	3.5	6.5
WKYS(FM)	Urban	4.8	5.3
WMZQ-AM-FM	Country	6.4	4.9
WRQX(FM)	AC	3.0	4.8
WASH(FM)	AC	3.5	4.5
WMAL(AM)	News/talk	4.6	4.4
WLTY(FM)	AC	3.0	4.1
WAVA(FM)	CHR	4.0	3.8

8. Dallas-Fort Worth

KSCS(FM)	Country	10.0	9.1
KVIL-AM-FM	AC	8.5	6.9
KPLX(FM)	Country	7.4	6.6
WBAP(AM)	Country	4.5	6.2
KKDA-FM	Urban	5.3	5.7
KRLD(AM)	News/sports	4.9	5.5
KTXQ(FM)	AOR	5.4	5.4
KEGL(FM)	CHR	4.2	4.4
KJMZ(FM)	Urban	2.7	4.0

10. Houston-Galveston

KIKK-FM	Country	8.4	8.2
KILT-FM	Country	7.5	7.5
KMJQ(FM)	Urban	7.9	6.6
KTRH(AM)	News	5.2	5.4
KLQL(FM)	AOR	5.9	5.3
KODA(FM)	Soft AC	4.4	5.3
KKBO-AM-FM	CHR	4.2	4.6
KQUE(FM)	Nostalgia	3.3	4.6
KHMX(FM)	Mix	6.6	4.2
KLTR(FM)	AC	3.9	3.5
KZFX(FM)	Classic rock	2.8	3.5

In other news, the Arbitron Ratings Co. said it would delist WWFE(AM) from the Miami-Fort Lauderdale printed radio report due to station on-air activity that violated Arbitron's Ratings Distortion policy. The station activities included suggesting in Spanish to listeners that they fill in their Arbitron ratings diaries in favor of WWFE.

ROC LEAVES DAB OPTIONS OPEN

The Radio Operators' Caucus, meeting in Las Vegas during the National Association of Broadcasters convention, has formally adopted the 11 objectives regarding digital audio broadcasting as set forth by the NAB (BROADCASTING, Feb. 18). Still, the ROC did not necessarily endorse adoption of any DAB system, including the Eureka 147 system, of which NAB is a proponent.

Emmis Broadcasting President Steve Crane, ROC spokesman, told BROADCASTING the caucus "specifically should be put on record not supporting Eureka or any other system." Crane said the ROC

is "encouraging the development of all systems, including in-band systems, and are very much encouraging the development of all technologies." Crane said the ROC's position is driven by the theory that DAB technology is developing at such a pace "that to favor one over another might be a mistake at this point. We've got a way to go before we see how things will really emerge."

Crane said the in-band system currently being developed by Gannett with the support of CBS and Group W "is promising and definitely should be considered as a viable alternative for DAB." Contrary to some current speculation, Crane said he understood that an in-band system would accommodate both AM and FM, "and it might even work better in the AM band than in the FM band."

Was the NAB premature in announcing its support of the Eureka 147 system? "We want people to draw their own conclusion about that," Crane said.

ABC SPINS GOLD

ABC Radio Networks is launching *The Double Gold Collection*, a package of two new weekly oldies programs, *American Gold* and *Rock and Roll's Greatest Hits*, both of which will be written, hosted and produced by Dick Bartley.

Rock and Roll's Greatest Hits, which debuts May 4 and will air live Saturday night from ABC's New York studios, is a four-hour all-request gold show. No network commercials will be scheduled for the program throughout the remainder of 1991, but stations will have the opportunity to break for local spots. The program will be fed Saturday from 7 to 11 p.m. ET; the first three hours will be re-fed for stations in the Pacific time zone. A toll-free phone number also will be provided for listeners' requests.

The four-hour *American Gold* is scheduled to premiere in early June and will feature a countdown based on top hits from the 1960's and '70s, artist interviews, listener requests and lifestyle news and information. The program will be distributed on CD, with a broadcast window of 6 a.m.-7 p.m. on Saturday-Sunday.

CABLE

HOLLYWOOD TRIES TO FIT PPV INTO ITS GAME PLAN

While opinions differ on just how studios will profit from predicted explosion of cable pay-per-view channels, it's clear they want in on distribution end

Predictions of 40-50 channels of pay per view by the middle of this decade are doubted by some tired of pie-in-the-sky projections, but others are already eagerly eyeing the streams of revenue that will flow from all those channels.

Movie studios are part of the crowd preparing for the changes that will come when channel capacity expands through fiber and digital compression. While it may be years before those 40-50 PPV channels are a reality, some may find it necessary to start preparing now for a piece of the PPV future.

The studios that supply the movies, and which so far have been dismally disappointed by PPV, have a lot to gain from it as technology makes its expansion possible. There are a variety of ways the studios can achieve PPV success, and they are not necessarily mutually exclusive. Some have suggested studios will want to program their own

PPV channels. Studios may also try to go beyond having their own channels and seek to own larger parts of the PPV delivery systems, as evidenced by Paramount and MCA's investment in the backyard dish service TVN. The studios could also try to consolidate what is already a very fractionalized business and reduce the number of satellite-delivered PPV networks.

A CHANNEL OF ONE'S OWN

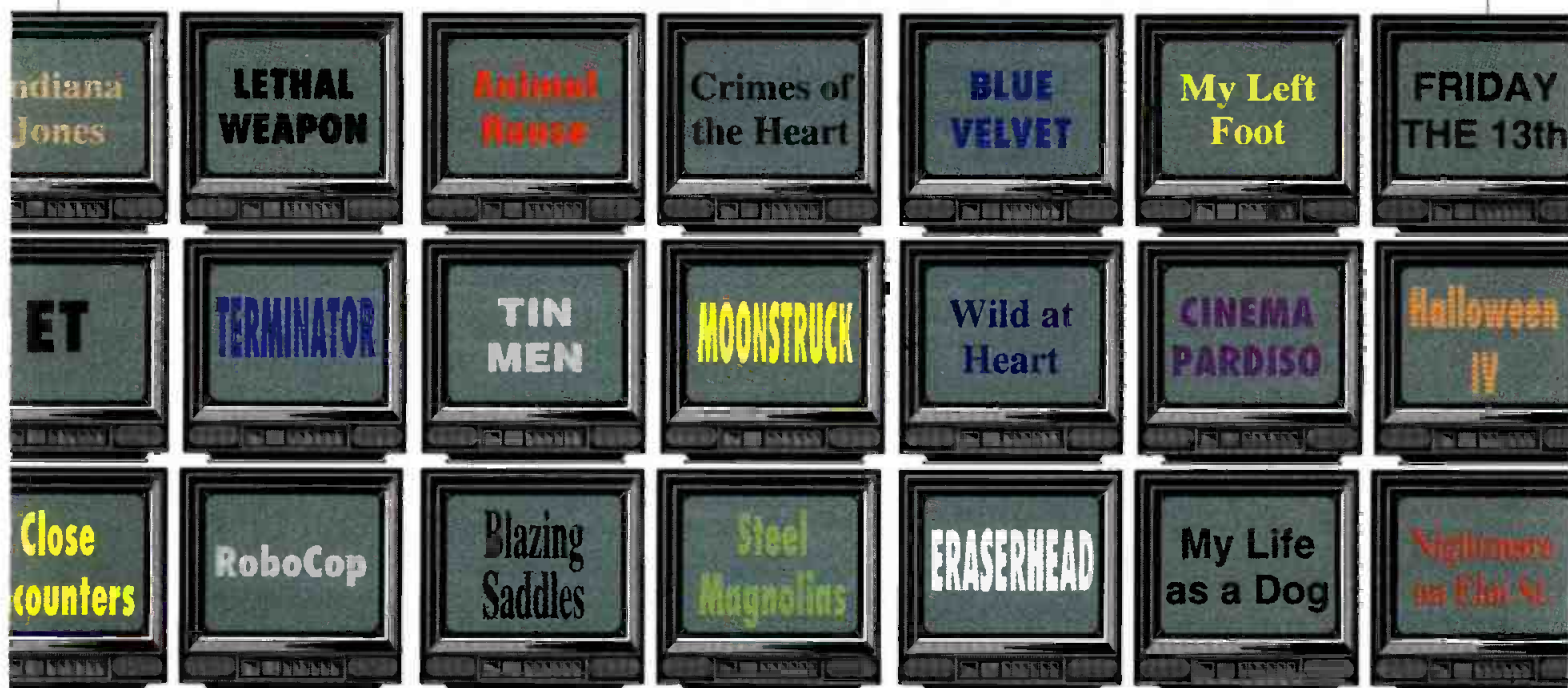
One likely way for studios to get involved would be to own and program their own channels, which is what one prominent cable executive, John Malone of Tele-Communications Inc., foresees. At a recent speech in New York, Malone talked of movie studios controlling one or more channels by as early as 1994.

Some major studios say that's not their plan; they simply want to continue to be program suppliers. "I don't see the value of having our own channel," said

Tim Clotte, executive vice president, video division, Paramount Pictures. He envisions more PPV channels offering the ability to show more top movies and show them more frequently. "What's the purpose of a Paramount Channel when, at a given time, all we have to show is a title that brought in \$3 million at the box office?" Clotte asked.

Studios will get more involved in PPV through marketing, Clotte predicted. Studios are currently unwilling and unable to spend money on an advertising and marketing campaign when PPV reaches only 16 million people. When it starts reaching 50 million-60 million people, studios will finance national ad campaigns as they do now for home video, he said.

But one major studio executive, who asked not to be identified, said "absolutely" studios would like to control their own PPV channels and program them as they please. The major advan-



tage is having the direct line to consumers, he said, adding "I can't think of any downsides."

Edward Bleier, president, Warner Bros. domestic pay, whose co-owned Time Warner Cable will experiment with 50 PPV channels in a New York system this year, said the purpose of that experiment is not to give Warner Bros. or any other studio its own channel, but to see what consumer-friendly scheduling can accomplish. Showing the right movies and scheduling them the right way couldn't be achieved if each studio controlled a channel or two, according to Bleier, who added that none of the studios has enough product to have its own channel.

CABLE OPERATOR CONTROL

Studio-programed channels, though, could mean more control for cable operators and may not have to wait until 50 channels of PPV becomes a reality. According to Lloyd Werner, president, Request Television, satellite compression will be available in a year and could mean each studio could have its own transponder space, allowing cable operators to cherry-pick which movie they want to air at a given time. Werner's ideal system would be two channels devoted to Request I and II and one or two channels on which a movie could be pulled down from the sky, with as many as eight studio channels from which to choose.

QUEENS HELPERS

Time Warner Group named seven manufacturers who will help make its 150-channel plans in Queens, N.Y., into reality.

Pioneer will provide the set-top converters with 1.08 ghz capacity and with the capability to tune up to 162 channels without digital compression. The converters will also have two-way impulse capability and on-screen text for program listing and PPV ordering.

Nexus Engineering will produce the headend modulators capable of handling 150-channel assignments. Jerrold Communications will provide the laser transmitters and optical receivers, with the analog modulated laser component developed by Jerrold with Ortel Corp. C-Cor Electronics will manufacture the 1 ghz amplifiers. Augut Communications will supply the in-home distribution amplifiers. Scientific-Atlanta will provide the system taps.

IS PPV NETWORKS MERGER IN CARDS?

Viewer's Choice and Request Television have been talking on and off over the past couple of months about joining forces, according to sources.

One source said the movie studios that fund Request are pushing the idea, although "no one has actually submitted a formal plan." Request is funded by the movie studios (and much of that is due to be renegotiated later this year), whereas Viewer's Choice is owned by the major MSO's and two studios, Warner Bros. and Disney. The likelihood of such a merger being discussed even a year ago would have been laughable, said the source.

A range of possibilities is being discussed, said another source close to the situation, including some sort of combination of the two services. Conversations have been informal and exploratory, the source said, adding that nothing is currently being discussed.

Donald Mitzner, president of Group W Satellite Communications, 50% owner of Request, said no discussions have occurred in the past several months, adding: "We wouldn't be so adverse to it, but we haven't talked." James Heyworth, president of Viewer's Choice, refused to comment.

The downside to that for studios would be that some studios would get more PPV time for their movies than others. One studio executive said the only way it would work would be to insure studios a certain percentage of airtime. But the plan might not work at all, since studios might not be willing simply to program their own channels and let them be delivered by someone else. "Unless we own the delivery system, we won't be programing it ourselves," said Paramount's Clotte.

That could be the next step as studios look to PPV as the next distribution frontier. Ultimately, studios could have a lot more control of PPV than they do today, and some evidence they may be seeking that is in Paramount and MCA's reported \$25 million-\$30 million investment in TVN, a C-band backyard dish service, which will offer 10 channels of PPV. Jerry Hartman, vice president, sales and marketing, pay TV, at MCA's Universal Studios, said the business plan calls for the TVN project to remain a C-band service, and both he and Paramount's Clotte said that if TVN stays on target with its business plan, the investment will make economic sense just as a TVRO business. But Clotte did not rule out that TVN's 10 PPV channels could be offered to cable operators in the future.

At the least, he said, having 10 PPV channels will show the studios just what kind of revenue PPV can generate, and how it can best be programed to satisfy consumers who, Clotte said, he believes are very different from home video users. Success to Clotte will be 100% monthly buy rates, meaning an average of one movie buy per subscriber per month.

FUTURE OF PPV NETWORKS

Whether they have their own channels

and PPV delivery systems or not, studios see a changing role for the PPV networks such as Viewer's Choice and Request and say they want to consolidate delivery. While Viewer's Choice President James Heyworth does not rule out studios getting their own transponders and programing their own channels, he said: "I hope they would continue to lease to us."

But it is not likely the studios would want more transponders showing the same movies. Directly or indirectly, they bear the costs for transponder space on both Request and Viewer's Choice, as well as smaller services such as Graff's Cable Video Store. "We have I don't know how many transponders up there duplicating delivery," said Bleier.

Among the studios, there is agreement about the waste of transponders and the desire to see a consolidation of delivery systems, namely a combination of Viewer's Choice and Request, which could be possible (see above). A merged entity could then facilitate PPV movie distribution and act "as sort of a non-profit organization," suggested one studio executive. Whether the two merge or not, the role of satellite-delivered networks could change as PPV channel capacity increases. While the future of satellite networks is secure, according to MCA's Hartman there will be less and less for them to do as the PPV universe expands and, according to Clotte, as both studios and cable operators get more involved.

As the PPV industry expands and new ownership structures evolve, the movie studios and cable operators will be forced to learn how to balance their roles and individual interests. The studios will not want to make the same mistake with PPV they made with home video of leaving the revenue from the delivery system to someone else.

-SDM

TVKO BUOYED BY HOLYFIELD-FOREMAN BOUT

PPV network says buy rate was record; competition isn't convinced

Bringing in projected worldwide revenues of \$75 million, the April 19 boxing match between Evander Holyfield and George Foreman, dubbed the "Battle of the Ages," should have been called the "Battle of the Wages," according to Seth Abraham, president, Time Warner Sports.

Pay-per-view revenues alone were \$55 million to \$60 million, Abraham estimated. According to TVKO, Time Warner Sports' PPV network, the fight was purchased by more than 1.4 million cable subscribers, among a total universe of 16.7 million addressable homes and 800,000 homes which used disposable traps. With about 75% of the 1,200 cable systems reporting in, TVKO estimated the buy rate was an 8.5%, breaking the record of 7.3%, set last October by the Holyfield-Buster Douglas bout.

Buy rates in cable systems across the country differed widely, with some systems getting as low as a 2% buy rate and others, such as Cablevision Long Island, upwards of 18%.

"The fight did about what we thought it would do, although it was hard to know what to expect from the fight, since it was hard to know whether the world would take George Foreman seriously," said Greg DePrez, vice president, PPV, United Artists, which averaged an 8% buy rate. But as TVKO begins its monthly PPV boxing match, cable operators remain unsure whether the success of Holyfield-Foreman, buoyed by the perceived customer satisfaction in getting a full 12 rounds, will be repeated in the upcoming months. "We don't know if that will translate to better audiences and perceived satisfaction for smaller fights," said DePrez. James Heyworth, president, Viewer's Choice, which distributed the fight to 10.5 million homes, remains optimistic, though, that the Holyfield-Foreman fight will help PPV "get higher profile within cable systems and a higher recognition of value."

With TVKO's upcoming Michael Nunn-Michael Carbajal fight on May 10, and Showtime Event Television and Kingvision's Mike Tyson-Razor Ruddock rematch in June, concern about saturation does remain, said Heyworth. "But the beauty of pay per view is choice: Let the consumers decide what they want to watch and don't want to watch," he said, adding that the industry is getting better at gauging in advance how events will perform.



Abraham, Holyfield and HBO Chairman Michael Fuchs

There is some discrepancy, however, on just how well the fight performed. Showtime Event Television, TVKO's competitor, said their research shows the fight got a 7.5% buy rate, according to SET President Scott Kurnit, who said, "I stand by our numbers." Abraham likened SET's publicizing the buy rate numbers (which appeared in *USA Today* two days before TVKO held a press conference to release its own numbers)

to "clandestine spywork" or "industrial espionage." Kurnit said he was trying to counteract TVKO promoter Bob Arum's "exaggerations" to the press of an 11% buy rate. Once the business is more advanced, he said, "it should not be up to the guy who put on the event to report his own numbers." Until then, said Kurnit, "I report accurate numbers for our shows, and I'll do my best to make sure the competition is accurate, too." **-SDM**

MONITOR CHANNEL SET TO ROLL

News and feature service begins several month launch

Cable's newest programming service, the Monitor Channel, has its official launch this Wednesday, May 1.

Over the next several months, the service is expected to be in several million homes, according to Barbara Bellafiore-Sanden, executive vice president, sales and marketing. That will come from a combination of the rollout from affiliation deals with Telesynergy (2.2 million homes), the National Cable Television Co-op (1.8 million homes) and a number of MSO's that will test launch the service on their systems. She said most of the top 10 MSO's will have systems carrying the service.

The Monitor Channel actually launched on April 15 to give operators

a preview of its programming. "We've had nice feedback from what's on," said Bellafiore-Sanden. The network kicked off with a 10-hour block and has steadily added hours until it reached its current 24.

Joel Rudich, president, Coaxial Communications, Columbus, Ohio, said: "We're quite pleased with the on-air look," and "we're excited about the channel.... It provides people with another source of good news and information."

The service is extending its launch period over the next several months, both to give it more time to complete negotiations that are underway and for operators to order bill stuffers, newspaper ads and necessary equipment.

Operators who sign during the initial launch phase will receive the charter rates, said Bellafiore-Sanden. Those rates call for no payments in year one and a one penny per subscriber per year increase thereafter.

The channel's signature program will probably be the one-hour *Monitor News International* news program. Hosted by former ABC anchor Gail Collins, the program will be live and updated for its four start times: 9 a.m., noon, 10 p.m. and 1 a.m. Patterned after *World Monitor*, it will be "much more in-depth," said Bellafiore-Sanden, "with many more locations around the globe."

Another programing highlight will be *50 Years Ago Today*, which looks at news events from 50 years ago and provides insight on what has happened since. Bellafiore-Sanden said it is one of

the higher rated programs on CSM's Boston television station. (*50 Years Ago Today*, along with *Today's Monitor*, a half-hour, daily walk through the CSM newsroom, are two programs downloaded, without commercials, for use by teachers in the classroom. In Boston, teachers taking the material also get free daily copies of the newspaper, which is now being seen by 3,500 area students.)

Other name programing includes shows hosted by Mort Sahl (one hour, Saturday at 10 p.m.) and Rod MacLeish (one hour, Sunday at 9 a.m.).

Many of the service's charter advertisers will be drawn from CSM's newspaper and monthly magazine. They include TWA, United, Lufthansa, Delta, UPS, IBM, Templeton Funds, Toyota, Ford, Lincoln Mercury, Chrysler, GM, Kodak, Smucker's, Pacific Financial,

AT&T, Franklin Funds, McDonnell Douglas and Canon. Monitor will carry six minutes of advertising per hour and will give operators one minute. Fewer commercial interruptions "play well with consumers," Bellafiore-Sanden said.

The service is banking on the appeal of Monitor journalism and its appeal in both print and television. *World Monitor* on the Discovery Channel has heightened the awareness for CSM programing, Bellafiore-Sanden said.

"Global perspective, full coverage and impetus for positive action have been characteristics of Monitor journalism throughout its 82-year history," said John Hoagland, chairman of Monitor Television. "We are expanding this tradition to cable on a full-time basis with The Monitor Channel." —MS

CABLECASTINGS

FIGHTING THE PIRATES

Time Warner is getting tough on cable pirates. Its Queens, New York system filed suit against 317 people in federal court for theft of service. The civil action calls for penalties of up to \$110,000 in each case.

Time Warner was assisted in its investigation by Tocom, which developed a method to electronically disable tampered equipment.

In an unrelated case, Cablevision Systems was awarded \$30,000 plus costs by the U.S. District Court in the Eastern District in a suit Cablevision brought against a bar's illegal showing of the Tyson-Spinks fight.

ROOM SERVICE

Showtime has renewed its affiliation deal with Comsat Video Enterprises for distribution of its service in hotels through the end of 1995. CVE delivers programing to 310,000 rooms in more than 1,700 hotels.

FAMILY IN ROMANIA

International Family Entertainment, the parent company of the Family Channel, has signed an agreement with Romanian National Television Network to create a joint venture to distribute programing there. IFE said it will distribute its own series, as well as product from other producers.

Said Ron Harris, vice president of new business development for IFE: "We expect to have

programing on the air by this fall," with animated series the first to be introduced.

76'ERS MOVING TO CABLE?

The Philadelphia 76'ers may be dropping their broadcast TV rights contract in favor of a higher-priced deal from regional sports networks Prism and SportsChannel Philadelphia.

Randall Smith, executive vice president and general manager of WPHL-TV, which carried 44 games this season—nearly all of them away contests—said the cable networks' offer was "substantially more than mine."

Don Heller, general manager of Prism, said the sports service is in negotiation with the 76'ers, which it carries on its networks along with the NHL Flyers and the MLB Phillies. Heller said those rights contracts vary between three and six years.

Smith said the 76'ers drew ratings of 4-5 per game. Throughout the deal, rights payments increased, but the latest offer made by cable was more than the station could afford, he said.

Prism is a sports and movie pay service, retailing for about \$12 per month. SportsChannel Philadelphia, launched in January 1990, is a basic service and is widely carried in the market.

Over-the-air coverage of the Phillies could also change. Mike Conway, general manager of WTXF-TV, said the station "hopes to be able to continue" carrying the Phillies once the present contract is up, after next season. The Fox station, however, will be receiving seven nights of network programing by that time, much of it premiering in the summer, when Fox stations have been able to get a jump on their broadcast network competition. Conway said WTXF-TV wants to remain both a Fox station and a Phillies station (it will carry 90 games this year), and negotiations with the team have begun. Asked if WTXF-TV could handle a 40-45 game package, Conway said it would depend how many games were on the weekends or in late fringe.

Even if the Phillies didn't renew with WTXF-TV, there are other independent broadcasters in town. Dennis Mannion, vice president, marketing, for the Phillies said the team has three broadcast and one cable proposal in the market. Over the air "is very important," he said. The Phillies "definitely" want to have a broadcast component, with 40 games being the minimum and 60 being the strongest package, he said. Unlike basketball, Mannion said cable hasn't been aggressive in bidding dollar for dollar. Mannion also said the Phillies have no PPV plans. —MS

JOURNALISM

THE WANING OF WASHINGTON BUREAUS

Economy is taking its toll as group broadcasters shut down or scale back news operations from nation's capital

At one time, having a news bureau in Washington was the "latest fad." Everybody, it seemed, had to have one. But not everybody—in this case some broadcast group owners—knew what to do with their new tool, and, as it turned out, not everyone could afford it.

Because of that, the fad faded quickly. Tim Hillard, Washington bureau chief of Fisher Broadcasting said: "In the last five years, more bureaus have closed than have opened." And more recent closings, plus reductions in the size of other bureaus, have left a small, but sturdy, core of bureaus.

Many believe the changes of the last seven months have more to do with reduced station revenues, uncertain news commitment at the station level and belt-tightening of corporate news budgets, than with the quality of the news produced by the bureau.

"Ackerly didn't close because it wasn't producing good bits. It closed because bureaus cost a lot, and if your news directors don't know how to use it, it's hard to justify the expense," said one bureau chief.

"News bureaus don't make money, they just spend it," said Gary Griffith, Hearst Broadcasting's bureau chief. "They're not cheap. Any group that is keeping a bureau [open] is making a journalistic commitment to better coverage."

The problem, said one bureau chief, is that bureaus do not always translate well onto spreadsheets, so corporate support has to be more than bottom-line driven. "If you only need a story every week or two, you're better off without a bureau...but if you have a strong commitment to news, I don't see how a good newscast can do without stories from Washington. What goes on inside the Beltway may seem remote to many people, but it affects everybody," said Tribune Broadcasting's Washington Bureau Chief Carl Gottlieb.

The value of the bureau may have been made most evident during the early stages of the Gulf war. In early January, Bonneville's Charles Sherrill said the crisis demonstrated how important having a news bureau in Washington is. "It's been wall-to-wall here."

In some cases, however, the extra ac-

*Washington
"bureaus don't
make money, they
just spend it."*

*—Gary Griffith,
Hearst Broadcasting's
bureau chief*

tivity drained resources. Gillett's Gary Nurenberg said: "The war took quite a toll on people and on what the [parent] company could afford." Gillett has since reduced its staff by one.

But with the ceasefire, Fisher's Hillard said "like everyone, we suffered from war withdrawal...but the plate is full of local news again."

Gottlieb said: "In many ways the war was easier than strictly local coverage" because after a while war coverage became "take the feed and get a talking head."

Nurenberg said Gillett "is not as busy as it was during the war...[but] the value of the bureau is in developing stories and knowing what's going to happen before it does," he said. "If the wire or [an independent video provider] is the first contact, you're already behind."

Tribune, Gillett, Bonneville, Hearst and Fisher are all part of that sturdy "core of survivors," as one bureau chief put it, that also includes Group W, Cox, Post-Newsweek and H&C, among others.

What sets this core group apart seems to be an unwavering commitment from their corporate headquarters and an understanding of the news value of a bureau by station news directors. So despite the lack of national news out of Washington—major issues before Congress, controversial Supreme Court cases, noteworthy anniversaries and celebrations like Earth Day's 20th anniversary in 1990—Washington bureaus remain busy covering stories like the death

GARTNER DEFENDS NAMING NAMES

In a memo to NBC News staffers last Friday (April 19), division president, Michael Gartner, acknowledged that had a vote been taken among the 30 or so news executives who debated naming the victim in the William Kennedy Smith case, it probably would have gone against naming the victim. "But I decided, for the reasons listed here, to air the name," said Gartner. Those reasons he said, included reporting the facts as they were known without censorship (despite past tradition in rape cases). Not reporting names of rape victims on principal, he said, also contributes to "a conspiracy of silence," reinforcing the idea that there is "something shameful about being raped." Gartner also said the fact that her name was well known in the community where the alleged rape took place was another factor, but not a "controlling one," in his decision. Gartner stressed the decision was not made to increase ratings of the broadcast, as suggested by the *Miami Herald* two weeks ago.

On a related note, Gartner and other top executives led a "brown bag" lunch discussion yesterday (April 24) with about 200 NBC News staffers regarding the process by which the decision was made to name the alleged rape victim. No real consensus emerged, but some in attendance said at least they came away feeling that top management engaged in a reasoned debate in coming to the decision to name the victim.

of Senator Heinz, the plight of the spotted owl, the awarding of the latest Air Force plane contract, military base closings and speculation on upcoming elections.

Cox's bureau chief, Andrew Cassells, said: "There is more than enough news every day covering the various congressional delegations."

Hearst's Griffith added: "The government continues to generate more story possibilities than we can do. All of our stations have a real interest in Washington news." He said the bureau is a "big enhancement for [our] local newscasts. Local news [in general] would be better if there were more bureaus."

The Gulf crisis made the closing of bureaus by Jefferson-Pilot and Ackerly Communication and restructuring of Gannett Chronicle's seem oddly timed because the Gulf war kept other bureaus open around the clock. But the war also underscored how easy it is to get news out of Washington because there are net-

work feeds, CNN feeds to the independents and an abundance of independent news bureaus supplying video.

In fact, the ease of getting news out of Washington, even from a bureau, is one reason Gannett scaled back. Gannett's Richard Mallory, vice president for news, said: "It was extremely easy to get coverage out of Washington. We may have made it too easy." With the bureau changes, he said, "the onus is on the stations to make an extra effort" to get news that is important.

It was Gannett's cutting its bureau from 17 staffers to two that shook the tightly knit news community in Washington and, for many, signaled the return of the bureau closing trend. Mallory said news divisions "have to get through the 1990's in more economical ways."

But with the exception of Gillett's reduction, there have not been any other major changes since Ackerly closed its doors the first week of January. Many bureau chiefs said their survival was due

to decisions made early in 1990 when the bureaus were either going to have to find ways of saving money or face being closed. In some cases, like Group W, those changes had little effect on the quantity or quality of the product.

Group W, like other bureaus, made several structural and administrative changes long before the war. It consolidated its business offices with its Washington operation. Bureau Chief Charles Towne said financial decisions are making news directors decide to either "cut bodies or cut feeds...these are tough times for all broadcasters; we're trying to watch our pennies."

Many bureau chiefs said they thought the remaining bureaus were all fairly healthy and doubted there would be any major closings soon. There may be some fine tuning, including possible staff reductions, they said. Gottlieb perhaps summed it up best: "You may not see a resurgence in Washington bureaus, but it is a phenomenon that's here to stay." **-PJS**

CNN PRODUCER SAYS TELEVISION NEWS IS NOT MEETING ITS MANDATE

Television news is failing to meet its obligation to shed light on key societal issues, according to veteran network news producer Pamela Hill.

The former senior news producer at both ABC and NBC, who now heads the CNN investigative news unit, made her remarks at the New York chapter of the National Academy for Television Arts and Sciences last Wednesday (April 24).

Hill said that journalism in general, but particularly television journalism, has failed to report in a meaningful way on such issues as the fiscal crisis caused by the banking industry, the failure of the health care system to adequately serve millions of Americans and the plight of many inner cities that has caused the formation of a permanent underclass of urban poor.

"Is the press meeting its obligation to cover such issues?" Hill asked rhetorically. "The answer is no.... Our record isn't good enough and it's getting worse."

Hill said television's enthusiasm for covering such issues was "skewed" in the 1980's by deregulation, takeover mania, big salaries and a preoccupation with "star" status in network television news.

"There is too much emphasis on ratings, tabloid subjects and making money to the exclusion of serious stories," said Hill. "There is too little memory of the promise television journalism held in the 1950's and 1960's," she said, when the focus was "exposing scoundrels and promoting an understanding of the problems."

Hill didn't claim to have all the answers, however. Indeed, she acknowledged that she is under severe pressure in the current soft advertising economy to adhere to her annual budget of around \$2 million.

The CNN investigative unit, which produces stories under the banner *Special Assignment*, currently has 34 staffers. "We need more people" to adequately address the issues the industry has generally failed to cover, she said.

Hill didn't offer any solutions to what she sees as television journalism's shortcomings. But she did say that cable television, with its capacity for all-news channels, may prove to be a better arena than broadcast outlets in which to practice investigative journalism, "with news as the sole mandate, (all-news) will continue to grow and provide a tonic and reminder of what it is we need to do."

ORANGE COUNTY NEWS ACTIVITY

Freedom Newspapers' Orange County (Calif.) NewsChannel (OCN) could finally get carriage on some cable systems owned by Times Mirror, which is also Freedom's publishing competitor. The city councils of San Clemente and Mission Viejo, both Calif., are looking into the possibility of putting OCN on government access channels on Dimension Cable systems owned by Times Mirror, which also owns the *Los Angeles Times*, a competitor to Freedom's *Orange County Register*. While Times Mirror said it is working with the city councils to evaluate what it called Freedom's request, "our preliminary assessment is that it is inappropriate and inconsistent with the intent of the Cable Act to use government access space for commercial purposes," said Leo Brennan, Dimension's general manager.

BUSINESS

FIRST-QUARTER NUMBERS: AS BAD AS EXPECTED

Revenues off for some broadcast groups by 10% or more; most experience double-digit profit declines

The good news is that the first-quarter financial results reported last week by publicly-held group owners were expected to be bad. The bad news is that the results lived up to their expectations, and in some cases profits declined by more than 50%. The results were attributed to the one-two punch of a weak economy and the Persian Gulf war, the latter affecting the bottom as well as the top line. Comparisons for some station groups also suffered due to the absence of political ad revenues that existed in the prior year's first quarter, although last year's first-quarter results were generally lackluster as well.

■ The largest broadcasting operation to report last week was Capital Cities/ABC, which announced a 40% drop in operating profit for its division. At the television network, a slight revenue increase was more than offset by increased news and sports costs—ABC telecast the Super Bowl and two new NFL wild-card games—leading to a “significant” decline in operating profit. The company's TV stations and radio division also had a significant profit decline, following lackluster results in the prior-year's first quarter. Video enterprises had a slight profit decrease, largely due to the impact of the weakened sports advertising market on ESPN.

While avoiding prognostications for the rest of this year, last week's Capcities/ABC announcement did say that “some recovery toward more normal business patterns is being experienced by many of the company's operations, although the current level of advertising demand may not be sufficient to preclude an earnings decline in the second

ANCHORMEDIA AWARDED \$19 MILLION IN SUIT AGAINST NARRAGANSETT; APPEAL ANTICIPATED

AnchorMedia Group was awarded \$19 million last week in its lawsuit against Narragansett Capital for breach of contract, fraud and misrepresentation over AnchorMedia's 1988 \$162-million purchase of Narragansett Television's ABC affiliate, KOVR-TV Sacramento, Calif.

The trial lasted three weeks in the U.S. Court for the District of Rhode Island, where Narragansett is based. The jury came in with its verdict after two days of deliberation and awarded AnchorMedia \$18 million in compensatory damages and \$1 million in punitive damages.

Narragansett, according to its lawyer, Rick Sharfman, will file a motion requesting the verdict be overturned.

As previously reported in BROADCASTING, AnchorMedia claimed Narragansett “engaged in five maneuvers while in control of KOVR-TV to generate artificially higher operating cash flow numbers for 1988.”

quarter of 1991.” Securities analysts, including Jay Nelson of Brown Brothers Harriman and John Tinker of County NatWest, who attended a company meeting last Tuesday, said there was some indication that network costs could be held flat for the rest of 1991.

■ General Electric singled out NBC as the worst performer among its divisions with a “significantly negative quarter-to-quarter comparison reflecting higher news costs for the Persian Gulf war, lower ratings and a very weak advertising market.”

Revenue at virtually all other publicly-reporting station groups was down, with differences among them accounted for by local economies, market share, affiliation and prior-year comparisons.

■ At Multimedia, cash flow (excluding the acquisition several months ago of WKYC-TV Cleveland) was down by more than 10% compared to the year-ago-period, which itself was down by 11%.

■ Pulitzer said broadcasting revenue declined 6%, “reflecting generally weak advertising demand, particularly in local spot advertising, and an expected decrease in political advertising.” Broadcasting cash flow fell 34%, to \$4.3 million. In the prior-year period, revenue for the division was up 2.9%, while expenses had increased 0.7%.

■ A.H. Belo noted that its stations in Texas and California had received “significant nonrecurring political revenue” in the first quarter of last year, in reporting revenue declines at each of its stations, totaling a 9.5% decline in the just-completed quarter.

■ Gannett said that broadcasting revenue fell 12%, following a 4% revenue decline in the prior year's first quarter.

■ Meredith, which derives almost half its revenue from independent TV stations, also cited lower revenue in its broadcasting division but said that profits were up “somewhat” due to lower programming costs. Subsequent to the prior-year period the company took a \$27.3 million writedown of broadcast programming.

■ Lee Enterprises said broadcasting revenue was flat.

■ McGraw Hill reported a 4% gain in operating profit on a “slight” increase in revenue. The company attributed the results to a “tight cost controls” and by increasing share in all four of its TV markets.

■ At Heritage Media, operating revenue for the television group fell 4%, causing a 19% decline in cash flow.

■ Scripps-Howard revenue was off 3.3% with local advertising down 6% and national advertising roughly unchanged. Operating income for the broadcasting division was down 14.5%.

■ At the Washington Post Co., broadcast division revenue fell 11% from the comparable period in 1990.

■ Times Mirror's television stations reported a 15.1% drop in revenue while the division's operating profit dropped 88%.

■ The New York Times Co. also said its TV stations reported lower local and national spot revenue.

■ Westinghouse said broadcasting operating profit was “down substantially.”

-6F

PROMOTION BUDGETS: DOING MORE WITH LESS

Tough times are taking their toll on promotion dollars

Advertising and promotion budgets have been flat to down at most television stations over the last five years; promotion executives not only have to deal with that reality, but also with a changing environment that requires them to work more closely with sales departments than ever before.

Although most television broadcasters agree promotion is important for a successful station, most are also faced with belt-tightening, to which promotion budgets are not immune.

For example, in the National Association of Broadcasters-Broadcast Cable Financial Management Association 1985

Television Financial Report covering 1984, advertising and promotion accounted for 6.1% of total departmental expenses (all figures quoted from the Television Financial Reports are net depreciation and amortization and interest expenses) for affiliate stations nationwide. In the 1990 Television Financial Report covering 1989, advertising and promotion dropped to 5.9% of total departmental expenses.

In the top-50 markets, advertising and promotion expenses in 1989 were flat or up one percent compared to 1984.

The story is similar for independents. In 1984, advertising and promotion accounted for 7.3% of total departmental expenses for independent stations nationwide, while in 1989 the figure dropped to 5.2%. In market size, most independents saw the percentage of total expenses on advertising and promotion decline anywhere from 1% to 3%.

Not all the promotion spending decline for independents is attributable to belt-tightening. Since 1984, many have signed on as Fox affiliates, leaving them with fewer hours to program and promote and with built-in promotion help from the Fox network.

Promotion directors, station managers and group owners contacted by BROADCASTING agreed promotion budgets have either been cut or have not grown in proportion to other operating budgets. Even the figures from the Television Financial Reports may not document just how much of a hit promotion departments have taken. Some TV stations, for example, include advertising and promotion costs with their sales department costs. Also, the response level in 1990 was 72%, compared to 69% in 1985.

A smaller budget is not the only change confronting promotion managers. Promotion departments are increasingly finding themselves doing work for the sales department.

Rick Brase, director of broadcast operations at NBC affiliate KSDK(TV) in St. Louis, said 50% of the work he does today is for sales, compared to about 10% five years ago. Part of his department's increased duties include producing specials for local events that will attract advertising. Also, the department finds itself producing more and more billboards—sponsorship of certain portions of local news—for advertisers. Said Brase: "In 1984, there was a policy—no commercials came into promotion. That faded away." Brase, like

Paramount Communications Inc.

has acquired the remaining public interest in

TVX Broadcast Group Inc.

*The undersigned acted as financial advisor
to Paramount Communications Inc.*

LAZARD FRÈRES & CO.

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most of his counterparts at other stations, does not see a change in policy anytime soon. "Clients expect it now—extra spots, billboard, half-hour specials—they expect it."

Hank Yaggi, president and general manager of Gannett-owned WUSA(TV) Washington, does not like billboarding. Said Yaggi: "We will sell the audience for our news, not the editorial side. As soon as you start selling your editorial side, your credibility starts to diminish." While money for promotion is being reduced, Yaggi said it is not affecting marketing and promotion plans because the costs for promotions (like advertising on radio) are also coming down in the recessionary climate.

While the duties of promotion departments may be changing, the primary focus, said Peter Smith, broadcast promotion manager for Pulitzer Broadcasting (seven network affiliates), is audience ratings. "One rating point increase over

several books will bring in more money than small one-time only projects," said Smith. At Pulitzer, he said, promotion budgets are not being cut, but have just not grown as quickly as they did 10 years ago.

But not all operators are trying to do more with less. ABRY Communications (five TV's) partner Andrew Banks estimated ABRY stations try to spend 25% more than their competitors. ABRY, which focuses on turn-around properties, has spent heavily on elaborate promotions designed to bring viewers back to their stations in their new forms.

The changes in the promotion business are not going unnoticed by their trade association. This year's Broadcast Promotion and Marketing Executives (BPME) convention being held in June will focus more on marketing and costs than in years past and announce the results of an intensive survey about where promotion dollars have been going. —#

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$297,500 □ 6

FM's □ \$748,000 □ 4

AM-FM's □ \$12,818,000 □ 6

TV's □ \$37,000,000 □ 1

Total □ \$50,863,500 □ 17

Year to Date:

AM's □ \$14,812,497 □ 74

FM's □ \$71,220,534 □ 80

AM-FM's □ \$112,569,054 □ 66

TV's □ \$209,394,000 □ 31

Total □ \$407,996,085 □ 255

For 1990 total see Jan. 7, 1991 BROADCASTING.

WTTV(TV) Indianapolis and satellite WTK(TV) Kokomo, Ind. □ Sold by Capitol Broadcasting Co. Inc. to River City Television Partners Ltd. for \$37 million. Seller, headed by Jim Goodmon, will acquire minority interest in River City; Capitol Broadcasting also owns WRAL-TV Raleigh-Durham, WRAL(FM) Raleigh and WZY(TV) Charlotte, all North Carolina;

WSTF(FM) Orlando, Fla.; WWMX(FM) Baltimore, and WRNL(AM)-WRXL(FM) Richmond, Va. Buyer, headed by Barry Baker and Larry D. Marcus, owns KDSM-TV Des Moines; KSTZ(FM) and KDNL-TV, both St. Louis, and KABB(TV) San Antonio, Tex. Baker also has interests in Metro Broadcasting Inc., licensee of WIBV(AM) Belleville, Ill. Broker: R.C. Crister & Co. and Communications Equity Associates.

WOOD-AM-FM Grand Rapids, Mich. □ Sold by United Artists Broadcast Properties to Bruce Holberg for estimated \$10 million-\$11 million. Station sold in 1987 for \$18.55 million ("Changing Hands," Aug. 17, 1987). Seller is affiliate of United Artists Entertainment, Colorado-based owner of cable systems and movie theaters; stations were its only broadcast properties. Buyer is president of radio division of group owner TAK Communications, which owns WUSL(FM) Philadelphia, WJQY(FM) Miami and WKIO(FM) Urbana, Ill. TAK Communications also owns six TV's. WOOD(AM) is fulltimer with adult contemporary format on 1300 khz with 5 kw. WOOD-FM has easy listening format on 105.7 mhz with 265 kw and antenna 810 feet above average terrain. Broker: Communications Equity Associates.

WOCB-AM-FM West Yarmouth, Mass. □ Sold by Patch-Dunn Association of Cape

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*Source:
Paul Kagan Associates, Inc.

FOCUS ON FINANCE

Media stocks were mixed last week against decline in overall market indices of roughly 2%. Among gainers were News Corp., up 6%, and American Television & Communications, which over past month has climbed 13%. Financial News Network jumped two-eighths, to 5/8, perhaps because of appeals court's reinstatement of competing Group W-Dow Jones bid for FNN.

Gannett (GCI) edged up 1% for week ending last Wednesday, rebounding from initial drop following news that compa-

ny was buying back 10% stake held by Gannett Foundation for \$670 million. At roughly \$42 per share, price is just slightly above \$41.75 offer that Gannett newspaper, *USA Today*, reported GCI made 10 months ago. Proposed purchase has been approved by both foundation's board of trustee's and GCI's board, but needs certain government approval. Foundation said it would shortly be "renamed to emphasize more clearly its focus on fostering First Amendment freedoms through national, international and community programs and grants."

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

BROADCASTING

	Closing Wed Apr 24	Closing Wed Apr 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (BHC) BHC Comm.	56 3/4	56 5/8	1/8	00.22	13	1,617
N (CCB) Cap. Cities/ABC	467	465 1/2	1 1/2	00.32	16	7,873
N (CBS) CBS Inc.	163 1/8	162 1/8	1/8	00.69	37	2,157
A (CCU) Clear Channel	14 1/2	14 1/4	1/4	01.75	-241	83
O (JCOR) Jacor Commun.	3	3		00.00	-2	29
O (OSBN) Osborn Commun.	9 1/4	8 3/4	1/2	05.71	-12	64
O (OCOMA) Outlet Comm.	11 3/4	12 1/8	- 3/8	-03.09	15	76
N (PL) Pinelands	15 1/8	15 1/4	- 1/8	-00.81	-40	255
A (PR) Price Commun.	5/8	5/8		00.00	133	7
O (SCRIP) Scripps Howard	47	49	- 2	-04.08	16	485
O (SUNNC) SunGroup Inc.	3/4	3/4		00.00	-16	5
O (TLMD) Telemundo	4 1/2	4 1/2		00.00	-2	102
O (UTVI) United Television	31	31 5/8	- 5/8	-01.97	3	336

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30 5/8	30 1/2	1/8	00.40	19	569
A (AK) Ackerly Comm.	2 7/8	2 5/8	1/4	09.52	-2	44
N (AFL) American Family	25 3/8	26 7/8	- 1 1/2	-05.58	17	2,066
O (ACCM) Assoc. Comm.	30 3/4	31 1/2	- 3/4	-02.38	53	573
N (CCN) Chris-Craft	29 5/8	29 7/8	- 1/4	-00.83	2	763
O (DUCO) Durham Corp.	32 1/4	31 1/4	1	03.20	16	272
N (GCI) Gannett Co.	43	42 1/2	1/2	01.17	18	6,883
N (GE) General Electric	72 1/2	75 1/4	- 2 3/4	-03.65	14	63,616
O (GACC) Great American	2 1/8	2 1/4	- 1/8	-05.55		76
A (HTG) Heritage Media	4 1/2	4 3/8	1/8	02.85	-6	203
N (JP) Jefferson-Pilot	42 7/8	43 1/4	- 3/8	-00.86	9	1,508
N (LEE) Lee Enterprises	31	31 1/4	- 1/4	-00.80	16	715
N (LC) Liberty	42 1/8	43	- 7/8	-02.03	13	330
O (LINB) LIN	74 3/4	74	3/4	01.01	-17	3,840
N (MIIP) McGraw-Hill	60 7/8	60 3/4	1/8	00.20	17	2,978
A (MEGA) Media General	21 1/4	20 3/8	7/8	04.29	21	549
N (MDP) Meredith Corp.	26 3/4	27 5/8	- 7/8	-03.16	15	450
O (MMEDC) Multimedia	84 3/4	81 3/4	3	03.66	21	978
A (NYTA) New York Times	21 1/2	20 7/8	5/8	02.99	25	1,661
N (NWS) News Corp. Ltd.	15 3/8	14 1/4	1 1/8	07.89	9	4,127
O (PARC) Park Commun.	14 3/4	14 3/4		00.00	16	305
O (PLTZ) Pulitzer Pub.	23 7/8	24 1/2	- 5/8	-02.55	19	250
O (SAGB) Sage Bsg.	1 1/4	1 1/4		00.00	-1	4
O (STAUF) Stauffer Comm.	116	117 1/4	- 1 1/4	-01.10	48	144
N (TMC) Times Mirror	30 3/4	30 3/8	3/8	01.23	21	3,951
N (TRB) Tribune Co.	45	44 3/4	1/4	00.55	28	2,885
A (TBSA) Turner Bstg.*A*	14	14 5/8	- 5/8	-04.27	-33	2,088

	Closing Wed Apr 24	Closing Wed Apr 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	219 1/4	222 3/4	- 3 1/2	-01.57	15	2,603
N (WX) Westinghouse	28 3/4	29 1/8	- 3/8	-01.28	31	8,380

PROGRAMING

O (IATV) ACTV Inc.	2 1/2	2 1/2		00.00	2	
O (AACI) All American TV	1 3/4	1 3/4		00.00	3	
N (CRC) Carolco Pictures	7 1/4	7 3/4	- 1/2	-06.45	15	194
O (DCPI) dick clark prod.	3 1/2	3 3/8	1/8	03.70	18	28
N (DIS) Disney	118	120 7/8	- 2 7/8	-02.37	19	15,329
A (FE) Fries Entertain.	5/8	5/8		00.00	3	
A (HIMI) Heritage Ent.	11/16	5/8	1/16	10.00	5	
N (HSN) Home Shop. Net.	6 1/2	7	- 1/2	-07.14	24	566
O (IBTVA) IBS	1 1/8	1 1/8		00.00	14	3
N (KWP) King World	30 3/8	30 7/8	- 1/2	-01.61	13	1,150
O (KREN) Kings Road Ent.	1/8	1/8		00.00	0	
N (MC) Matsushita	125 1/4	130 1/8	- 4 7/8	-03.74	15	260,549
A (NNH) Nelson Holdings	1 1/8	15/16	3/16	20.00	4	
O (NNET) Nostalgia Net.	11/16	5/8	1/16	10.00	3	
N (OPC) Orion Pictures	8 5/8	9	- 3/8	-04.16	-19	194
N (PCI) Paramount Comm.	38	39 5/8	- 1 5/8	-04.10	19	4,470
N (PLA) Playboy Ent.	5 1/2	5 1/2		00.00	68	75
O (QNTXQ) Quintex Ent.	1/8	1/8		00.00	26	
O (QVCN) QVC Network	9	9		00.00	-9	157
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-16	85
O (RPICA) Republic Pic.*A*	8 1/2	9 1/2	- 1	-10.52	50	36
A (SP) Spelling Ent.	4 3/4	5 1/4	- 1/2	-09.52	33	157
O (JUKE) Video Jukebox	5 3/4	6 1/8	- 3/8	-06.12	-44	60
O (WONE) Westwood One	2	1 7/8	1/8	06.66	-1	29

CABLE

A (ATN) Acton Corp.	5 7/8	5 7/8		00.00	-1	8
O (ATCMA) ATC	47 1/4	46	1 1/4	02.71	42	5,152
A (CVC) Cablevision Sys.*A*	30	29 3/4	1/4	00.84	-2	671
A (CTV) Century Comm.	9 1/4	10 3/8	- 1 1/8	-10.84	-9	604
O (CMCSA) Comcast	16 3/4	17 1/4	- 1/2	-02.89	-10	1,929
A (FAL) Falcon Cable	8 3/4	8 3/8	3/8	04.47	-5	55
O (JOIN) Jones Intercable	11 1/4	12 1/4	- 1	-08.16	-6	134
N (KRI) Knight-Ridder	54 1/4	50	4 1/4	08.50	18	2,676
T (RCI.A) Rogers*A*	11 3/4	11 1/2	- 1/4	08.50	-17	349
O (TCAT) TCA Cable TV	17 7/8	17 1/4	5/8	03.62	74	437
O (TCOMA) TCI	16 1/4	17	- 3/4	-04.41	-27	5,784
N (TWX) Time Warner	114 3/4	117 1/2	- 2 3/4	-02.34	-8	6,595
O (UAECA) United Art.*A*	13 1/4	14 1/8	- 7/8	-06.19	-16	1,861
A (VIA) Viacom	32 1/8	32 1/8		00.00	-38	3,428

STOCK INDEX (CONT.)

Closing Closing Net Percent P/E Market
Wed Wed Change Change Ratio Capitali-
Apr 24 Apr 17 zation
(000,000)

EQUIPMENT & MANUFACTURING

Symbol	Company	Closing Wed Apr 24	Closing Wed Apr 17	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
N	(MMM) 3M	88	89	1/4	- 1/4	-01.40	14 19,345
N	(ARV) Arvin Industries	21 3/8	21 3/4	-	3/8	-01.72	15 401
O	(CCBL) C-Cor Electronics	6 3/4	7 7/8	- 1/8	-	14.28	11 30
O	(CTEX) C-Tec Corp.	16 1/2	16 1/2			00.00	-27 271
N	(CHY) Chyron	15/32	7/16	1/32		07.14	-1 5
A	(COH) Cohu	10 3/4	11 7/8	- 1/8	-	09.47	7 21
N	(EK) Eastman Kodak	43 1/2	42 3/4	3/4		01.75	20 14,114
N	(HRS) Harris Corp.	26 5/8	26 1/4	3/8		01.42	29 1,035
N	(IV) Mark IV Indus.	12	12			00.00	7 171
O	(MATT) Matthews Equip.	2 15/16	2 13/16	1/8		04.44	146 17
O	(MICDY) Microdyne	10 1/2	9 1/2	1		10.52	-16 42
O	(MCOM) Midwest Comm.	15/16	7/8	1/16		07.14	2 2
N	(MOT) Motorola	64 3/4	65 3/4	- 1	-	01.52	17 8,527
A	(PPI) Pico Products	3/4	13/16	- 1/16	-	07.69	2
N	(SFA) Sci-Atlanta	15 5/8	16 5/8	- 1	-	06.01	10 352
N	(SNE) Sony Corp.	46 1/2	50 1/4	- 3 3/4	-	07.46	22 15,434
N	(TEK) Tektronix	25 1/8	25 7/8	- 3/4	-	02.89	-23 732
N	(VAR) Varian Assoc.	49	48 3/4	1/4		00.51	1225 927
O	(WGNR) Wegener	1 1/4	1 1/8	1/8		11.11	2 8
N	(ZE) Zenith	7 5/8	8 1/4	- 5/8	-	07.57	-3 222

Closing Closing Net Percent P/E Market
Wed Wed Change Change Ratio Capitali-
Apr 24 Apr 17 zation
(000,000)

SERVICE

Symbol	Company	Closing Wed Apr 24	Closing Wed Apr 17	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
O	(AFTI) Am. Film Tech.	5 3/4	5 5/8	1/8		02.22	19 56
O	(BSIM) Burnup & Sims	9	8 7/8	1/8		01.40	-27 113
A	(CLR) Color Systems	3 3/8	3 3/4	- 1/8	-	10.00	-4 35
N	(CQ) Comsat	28 1/8	28 1/4	- 1/8	-	00.44	-32 526
N	(CDA) Control Data	12 5/8	12 3/8	1/4		02.02	217 537
N	(DNB) Dun & Bradstreet	48 3/4	48 3/8	5/8		00.77	17 8,707
N	(FCB) Foote Cone & B.	26 1/2	27 1/8	- 5/8	-	02.30	12 287
O	(GREY) Grey Adv.	138	134	4		02.98	12 155
O	(IDBX) IDB Commun.	8 1/2	8 1/2			00.00	850 53
N	(IPG) Interpublic Group	46 1/4	45 5/8	5/8		01.36	19 1,570
N	(OMC) Omnicom	29 3/4	29 7/8	- 1/8	-	00.41	14 831
O	(RTRSY) Reuters	42	47 7/8	- 5 7/8	-	12.27	19 18,105
N	(SAA) Saatchi & Saatchi	1 1/4	1 1/8	1/8		11.11	-1 198
O	(TLMT) Telemation	1/4	1/4			00.00	1
O	(TMCI) TM Century	1/4	5/16	- 1/16	-	20.00	-1 5
A	(UNV) Unitel Video	8 1/2	8 3/4	- 1/4	-	02.85	11 12
O	(WPPGY) WPP Group	7 1/2	8 1/8	- 5/8	-	07.69	2 308

Standard & Poor's 400 454.30 463.12 -8.82 -2.0%

Cod, debtor-in-possession, to Boch Broadcasting Ltd. for \$825,000. Sale of stations in August 1990 for \$2.47 million to U.S. Media Group Inc. was not approved ("For the Record," Aug. 13, 1990). Price includes \$775,000 cash at closing and \$50,000 escrow deposit. Seller is headed by Kenneth Patch and has no other broadcast interests. Buyer is headed by Boch Broadcasting Corp. (GP) and Ernest J. Boch (LP). Boch is exclusive wholesale distributor of Subaru vehicles for New England states. WOCB(AM) is fulltimer with talk format on 1240 khz with 1 kw. WOCB-FM has easy listening format on 94.9 mhz with 50 kw and antenna 300 feet above average terrain.

WMMK(FM) Destin, Fla. □ Sold by Gulf Coast Broadcasting Inc. to Reid Broadcasting Corp. for \$701,000. Price includes \$150,000 cash at closing, \$50,000 escrow deposit, \$1,000 for five-year noncompete covenant and \$500,000 in assumption of seller's promissory note. Seller is headed by Mattie M. Kelly and has no other broadcast interests. Buyer is headed by Paul E. Reid and has no other broadcast interests. WMMK has C&W and adult contemporary format on 92.1 mhz with 3 kw and antenna 295 feet above average terrain.

WXKO(AM)-WKXK(FM) Fort Valley, Ga. □ Sold by S & M Broadcasters Inc. to The Woodfin Group for \$693,000 cash at closing. Seller is headed by Lamar Studstill, and owns WGLC-AM-FM Mendota and

WXKO-FM Pana, both Illinois. Buyer is headed by Kenneth Woodfin and owns WGSY(FM) Columbus and WFXM(AM)-WIBB(FM) Macon, both Georgia, and WGNE(AM)-WFSY(FM) Panama City, Fla. WXKO has gospel and R&B format on 1150 khz with 1 kw day. WKXK has country format on 97.9 mhz with 3 kw and antenna 328 feet above average terrain. Broker: The Thorburn Co.

KDSI(AM)-KOPY-FM Alice and KNGV(FM) Kingsville, both Texas □ Sold by Elizabeth Fletcher to Robert R. Bruton for \$425,000. Sale is transfer of control within Jefco Enterprises. Price is in form of 10-year note payable at 9%. Seller is representative of estate of Jimmie Earle Fletcher and has no other broadcast interests. Buyer has no other broadcast interests; Melanie Bruton, his wife, is applicant for CP for new FM at Haltom City, Tex. Jefco is headed by George W. Marti, who owns 20% of licensee of KCLW(AM) Cleburne, Tex., which is buying, subject to FCC approval, KCLW-FM Hamilton, Tex. KDSI is fulltimer with Spanish format on 1070 khz with 1 kw. KOPY-FM has country format on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. KNGV has adult contemporary format on 92.1 mhz with 3 kw and antenna 210 feet above average terrain.

WQON(FM) Grayling, Mich. □ Sold by Ditmer Broadcasting Co. Inc. to Great Lakes Radio Corp. for \$390,000. Seller is headed by Robert D. Ditmer and has inter-

est in WWSJ(AM) St. Johns, Mich. Buyer is headed by David C. Schaberg (75%), Robert Naismith (5%), Richard and Lynnea Winter (10%), husband and wife; Charles Fritz (5%), and Steven Dougan (5%), and is permittee of WTHM(FM) Glen Arbor, Mich. WQON has adult contemporary format on 100.1 mhz with 1.65 kw and antenna 389 feet above average terrain.

KQEZ(FM) Coolidge, Ariz. □ Sold by Larry E. Salsbury to Chriscom Inc. for \$380,000. Price includes \$10,000 cash at closing, \$50,000 five-year noncompete covenant and \$320,000 five-year note payable at 10%. Seller has no other broadcast interests. Buyer is headed by Scott V. Christenson, who holds 1% of stock of Alpha Radio Inc., licensee of KKPL-AM-FM Opportunity, Wash. KQEZ has C&W format on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

KROG-FM Phoenix, Ore. □ CP sold by Asteria Broadcasting Corp. to Millennium Communications Corp. for \$368,000. Price includes \$35,000 cash at closing, \$15,000 non-refundable deposit and \$318,000 30-year note payable at 1%. Seller is headed by Steven Hess and Courtney Flatau. Flatau is 33.3% owner of KSZL(AM)-KDUK(FM) Barstow, Calif. Buyer is headed by Dennis R. Powell, and has no other broadcast interests. KROG-FM is on 105.1 mhz with 52 kw and antenna 545 feet above average terrain.

For other proposed and approved sales see "For the Record," page 57.

WASHINGTON

FIN-SYN HAS CHANGED, CONSENT DECREES HAVEN'T

Before new rules take effect, old settlements with Justice Department must now be modified or repealed as well

Before the big three networks exploit any freedom stemming from the FCC's relaxation of its financial interest and syndication rules three weeks ago, they will have to persuade Robert Kelleher it is alright.

Kelleher is the federal district court judge in Los Angeles who oversees the consent decrees that impose restrictions on the networks similar to those of the old fin-syn rules. Only after Kelleher agrees to repeal the decrees or relax them to conform to the new FCC rules will the networks be truly free to poke their noses into the program financing and the syndication businesses.

NBC (in November 1977), CBS (in July 1980) and ABC (in November 1980) entered into the consent decrees to settle antitrust suits brought by the Justice Department in December 1974.

Before approaching Kelleher with a motion to repeal or modify the decrees, the networks will try to enlist the support of Justice with high hopes of success. No longer believing the networks have their old anticompetitive clout, Justice has argued in the FCC proceeding for repeal of the rules.

The networks have yet to approach Justice—at least not in any formal way. "We are waiting to see what the final regs are," said David Westin, vice president and general counsel, Capital Cities/ABC. "We'll assess at that point."

The "final regs"—the FCC report and order containing the new rules—is not expected to be issued before May 8. Few would be surprised if it takes considerably longer.

Speculation has been mounting of late that Jack Brooks (D-Tex.) will use his chairmanship of the House Judiciary Committee, which controls Justice's purse strings, to pressure Justice not to accede to a gutting of the consent decrees ("Closed Circuit," April 22).

When the networks finally get around to petitioning Kelleher, the Hollywood producers who have been fighting to preserve fin-syn restrictions will have a chance to oppose any changes to the

decrees. According to a Justice Department attorney, procedures would require the networks to run public notices in the press when they move for changes and they give affected parties an opportunity to comment.

Justice's 1974 antitrust suits charged the networks, among other things, with using their control over the prime time television audience to exclude from their schedules programs in which they have no ownership interest and to compel producers to grant the networks ownership interest in programs they produce for the networks (BROADCASTING, Dec. 16, 1974).

The decrees that settled the suits are modeled on the FCC's old fin-syn rules, which were adopted in May 1970. Like those rules, the decrees prohibit the networks from acquiring financial interest in programs produced in whole or part by outside production companies and bars them for the most part from the syndication business.

Both sets of restrictions have exceptions that allow the networks to engage in foreign syndication to a limited extent. The rules permit foreign syndication of in-house productions and foreign productions not broadcast in the U.S. The decrees permit foreign syndication of in-house productions and foreign productions not broadcast on the networks handling the syndication.

In some respects, the decrees are more lenient than the old rules. But in others, they are more restrictive. For instance, the decrees limit the term of licensing agreements—option periods—for new series to four years. However, the limit is set to expire in November 1995. The FCC rules—old and new—are silent on the subject of license terms.

The new FCC rules, adopted by a 3-2 vote on April 9 and subject to reconsideration by the FCC and court challenge, drop all restrictions on non-prime time programming and relax those on prime time programming.

The rules allow networks to acquire financial interest as well as foreign and domestic syndication rights in all outside

produced prime time programs, subject to certain negotiation safeguards against the networks extracting rights without paying full value for them.

The rules also permit the networks to produce in-house up to 40% of their prime time schedules, and "in-house" is liberally defined to include co-productions with outside producers.

The networks are allowed to syndicate overseas all prime time programming for which they have the foreign rights, but their domestic syndication is limited to in-house programming.

The suits that produced the decrees were the second set filed by Justice. In 1972, Justice sued each of the networks on the same grounds. But in November 1974, Kelleher dismissed the suits without comment and, to the dismay of the networks, without prejudice. That left the door open for Justice to refile its suits, which it did a month later.

In dismissing the initial suits, Kelleher was acting on the motion of the networks, which argued the suits were politically motivated, the Nixon administration's way of striking back at the networks for what it felt was the networks' anti-Nixon bias in their news coverage. —NAJ

FIN-SYN FIGHT DESTRUCTIVE, SAYS FCC'S DUGGAN

The ongoing battle between broadcast television and cable is destructive to both and delays the eventual convergence of the two delivery systems that will benefit each, said FCC Commissioner Ervin Duggan, the keynote speaker at the Broadcast Cable



FCC Commissioner Ervin Duggan

Financial Management meeting held in Los Angeles.

In addition to delaying the convergence of the two industries, Duggan said the fighting prevents the cable industry from taking advantage of the benefits of a healthy broadcasting marketplace, and he said the "invidious tactics" used by at least some in the cable industry over the issue of channel positioning is causing cable to suffer from an "image-tarnishing backlash."

Despite the intensity of the fighting, Duggan said his office has, for the past year, been taking note of instances that indicate the beginning of "a symbiotic relationship emerging" between cable and broadcast. "The best and most recent example," he said, is the agreement between Fox and TCI, which allows cable systems not served by an affiliate to carry Fox's national feed. He also mentioned the efforts of Group W, which is developing a seamless commercial plan that enables advertisers to "reach across the cable and broadcast landscapes through Group W cable and broadcast properties."

But as much as he favors the blending of the two forces, he told the audience not to expect much governmental help in speeding the convergence process. "Because we're in an era of deregulation, the government is on the margins of both the industries. You are much more in control of your industries," he said.

He suggested the most effective way for broadcasters to get must-carry relief "may be to take the Fox approach and negotiate on a local, grass-roots level."

He also mentioned the hybrid plan drafted by Daniel Inouye (D-Hawaii), chairman, Senate Communications Subcommittee, which would have cable systems pay the more desirable broadcast stations for inclusion on the cable systems, while the smaller, less desirable broadcast stations would pay the cable system for carriage.

-SC

SURVEY SAYS: CABLE RATES DOUBLING, COMPETITION NIL

NCTA challenges NATOA survey findings, calling them "cooked up"

Attempting to fuel congressional efforts to reregulate cable TV, the National Association of Telecommunications Officers and Advisors last week released results of a survey suggesting cable rates in many communities are rising at nearly twice the rate of inflation, and competition among cable operators is virtually non-existent, even though few communities prohibit it.

Of the 184 municipalities surveyed last January by the society of municipal cable regulators, NATOA said, 110 or 59% reported rates increasing by at least 10% in 1990. According to NATOA, the results jibe with a Bureau of Labor Statistics' report that cable rates were up 13% in 1990, compared with an inflation rate of 6%.

The survey also found only 12 communities with head-to-head cable competition, but only 16 had laws prohibiting the award of a second or third cable franchise. In other words, NATOA said, 168 or 91% are "open to competition."

According to NATOA, the 184 surveyed municipalities range from New York to Mount Prospect, Ill., and oversee a total of 1,002 cable franchises and millions of subscribers.

To NATOA, the survey reinforces its belief that cable legislation is needed to restore the power of municipalities to regulate cable since the prospect of competition is remote.

"Consumers clearly need rate relief, yet local government officials have been unjustly prevented by federal law from providing consumers with sufficient protection from cable industry abuses," said NATOA President Susan Herman, who is general manager of the Los Angeles Department of Telecommunications. "Contrary to the FCC's claims, needed competition among cable services is not being stymied at the local level," she said. "Until true competition materializes, however, we need restored authority to protect cable subscribers who have no alternative."

David Olson, vice president of NATOA and director of cable communications and franchise management for Portland, Ore., said the survey shows that although cities are eager to introduce competition, "economics have

produced virtually no head-to-head competition and consequently no real choice for consumers."

Although there is no prohibition against it, Olson said, cable operators in Portland with adjacent franchises have chosen not to tread on each other's turf. "It's a cooked up survey," said John Wolfe, a spokesman for the National Cable Television Association. The municipalities "say they do not formally bar competition, but they let it be known that second cable operators need not apply," he said. "If de facto exclusivity were not the general policy, the cities would not be so avidly seeking legislation to protect them from damage suits brought by would-be second operators."

Although NATOA makes much of the fact that 59% of the municipalities reported rate hikes in excess of 10%, Wolfe said, it makes no mention of the other 41%. "I would be interested in seeing what the actual average is."

The release of the survey is another indication that cities may be taking a more active role in promoting cable regulation this year than they did last year, when legislation came close to winning passage. NATOA was party to a petition drive among cities that garnered more than 600 signatures of elected city officials on a petition calling for congressional action on cable.

Eschewing regulation for competition, the FCC's report to Congress on cable last summer recommended, among other things, amending the Cable Act to forbid municipalities from "unreasonably denying" franchises or passing rules "whose intent or effect is to create unreasonable entry" of competition multichannel video providers of any kind.

The FCC also recommended franchise requirements be limited to public health and safety concerns and the posting of construction bonds. The law should also be amended so that overbuilding cable systems do not have to provide "universal service for an initial and limited period of time," the report says.

Legislation regulating cable has been introduced in both house of Congress, but prospects for passage are not bright. Cable and the Bush administration are vigorously opposing it.

-NAJ

NADER PICKS UP BATON OF CABLE REREGULATION

He heads campaign by Teledemocracy Project to stop increases in cable rates and make more public access channels available; also blasts industry and FCC

Cable is "an unregulated toll booth," according to consumer advocate Ralph Nader. Nader, with the help of the Teledemocracy Project, will lead a campaign to raise public awareness of the ongoing cable regulation taking place in Congress and at the FCC. He said escalating cable rates and other cable abuses against consumers need to end. Nader and Jeffrey Chester, director of the project, had harsh words for cable, broadcasters and the FCC at their press conference last Wednesday (April 24) announcing the launching of the citizens' awareness project.

Nader is expected to follow a similar television and radio campaign he led two years ago against the congressional pay raise. He said that according to the consumer price index, "cable is ahead of medical care in [terms of] rising costs," and prompt passage of cable reregulation is the only way to insure that the abuses end. He said the FCC's attempt to regulate cable by redefining effective competition is "farical" and was nothing more than "some hitching post to hitch their empty deregulatory process.... The FCC is a real estate agent and broadcasters [and cable operators] are tenants that pay no rent, while the owners (the public) are excluded from the premises." He said no one should count on help from the FCC because it "is as bad as it ever was under [former Chairman Mark] Fowler, only it has a more dignified leadership."

Cable made "great promises," said Nader, but ended "up with very narrow mercantile objectives surrounded by powerful lobbyists.... What we want to do is raise the issue publicly around the country [to] insure a higher visibility of [various] reregulation issues."

He said citizens and municipalities should have the ability to "make cable live up to its earlier promises of education and community programming." Both Nader and Chester said during cable's infancy it promised a range of community service channels, public access and know-how, educational programming, several quality enhancements and affordable rates. "Historical memory will be revisited," Nader said.

Nader's comments drew a quick response from National Cable Television Association President James Mooney: "All high profile regulatory proceedings eventually attract the attention of Mr.

Nader. We are surprised neither by his appearance nor by the degree of ignorance of the cable business exhibited in his press release."

The problem, as Chester sees it, is "the entire TV system is being reshaped ...without any real input from the citizens." The campaign "has been created because citizens must be part of the debate about the present and future policies which affect [TV and cable]...about choices they have in shaping cable TV and other multi-channel television systems. We plan to send the cable lobby a big disconnect notice.... The problems of [cable] are so well documented. Now we're simply going to make it clear to the public."

Chester said the public must let Congress know the "Cable Act of 1984 is a failure [because] the cable industry has become an electronic nightmare. The future health of our democracy is dependent on the quality of our television sys-

tem because, like it or not, TV has become the dominant source of news and culture."

He continued: "The cable industry is about to spend \$10 million on a massive public relations campaign to whitewash [its] disgraceful record." Nader said: "We want to refute the industry's lies."

Along with raising awareness, the project has a few specific objectives including passage of the Senate's reregulation bill to strengthen leased access provisions and to return rate regulation—regardless of the FCC effective competition definition—to local municipalities.

Essential Information, a Washington nonprofit consumer organization, is funding the campaign.

Neither Chester nor Nader believed competition was the answer to curbing cable. Chester said that effective regulation of the cable industry must be accomplished and enforced "before we let another giant into our homes." —PJS

FCC PUTS TWO STATIONS ON INDECENCY NOTICE

Continuing its low-key enforcement of the anti-indecency statute, the FCC tentatively fined two FM stations last week for three-and-a-half-year-old broadcasts the agency feels may be indecent.

WVIC-FM East Lansing, Mich., was hit with a \$2,000 fine for the September 1989 broadcast of its *Michaels in the Morning* show, in which host Rich Michaels invited callers to suggest alternate headlines for tabloid story of a man who lost a testicle down a hot tub drain during his honeymoon. Among the suggestions: "Man Ties Knot, Loses Nut" and "Man Gets Ball Sucked on Honeymoon."

KCNA(FM) Cave Junction, Ore., is facing a \$4,000 fine for two separate incidents on the *Guy Kemp Show*. The morning drive program was cited for an October 1989 segment containing jokes about Liberace ("Why did the doctors give Liberace six more weeks to live? Because a gerbil came out of his butt and saw his shadow") and for a November 1989 exchange between Kemp and a hostile caller in which Kemp used "fuck"

or a variation of it several times.

FCC rules give stations receiving notices of apparent liability for forfeiture 30 days to demonstrate why the tentative fines should be dropped or reduced. Officials at both stations said they would avail themselves of the opportunity.

If after considering the stations' showings, the FCC still feels the broadcasts were indecent, it will issue fine orders. The stations can choose not to pay, in which case it's up to the Justice Department to take the stations to court to prove the broadcasts were indecent.

Chuck Knerr, general manager and part owner of KCNA, did not have much to say about the fine against his station, except to say he would try to persuade the FCC not to affirm it. Asked about Kemp, Knerr said he was fired due to "problems" he was causing. Were complaints about indecency among them? "Oh, yeah," he said.

Knerr cannot claim he was unaware of Kemp's on-air language. In fact, according to the FCC transcript of the broadcast in question, Knerr broke into the Kemp program to warn listeners. "I

want to tell you there's some language in here because Guy is very, very emotional at this point, and if this is going to offend anyone, don't listen. But...this is news and we're going to continue with it."

Knerr acknowledged his contribution to the broadcast, but had no comment on it.

Susan Prister, general manager, WVIC-AM-FM East Lansing, Mich., was primarily concerned about the impact the FCC action would have on Rich Michaels, who, she feared, may be lumped in with the shock jocks that draw most of the FCC's anti-indecency fire.

According to Prister, Michaels has a solid reputation and audience in East Lansing through community involvement and charitable work, not through titillating programing. The material was

an "isolated" incident aimed primarily at poking fun at the supermarket tabloid that printed it," she said.

Prister labelled the broadcast indecency prohibition "antiquated law of the 30's." Newspaper tabloids can print whatever they want, she said. "Yet we are not allowed to talk about this on the radio," she said. "It doesn't seem very equitable. Does it."

Responding to July 1990 letters of inquiry from the FCC about the listener complaints, the stations have already tried once to discourage the FCC from taking action against them.

In its notice to KCNA, the FCC said material like the Liberace jokes is not exempt from indecency enforcement simply because it comprises "double entendre." "In our view, even if the broadcast contained double entendre, the

language was understandable and contained patently offensive sexual meaning, the import of which was inescapable."

The FCC acknowledged Kemp was "agitated and distracted" by the caller. But, the FCC said, the broadcast was taped "as evidenced by the warnings about the language of the broadcast and could, therefore, have been edited to delete offensive passages."

In the WVIC notice, the FCC said the "vulgar, repeated and gratuitous references [in the Michaels broadcast] inescapably involve a sexual organ and sexual activity and are, in our view, patently offensive."

"Even were we to assume, as you contend, that the references are not pandering in nature, we would still find them indecent," they added. -NAJ

FCC TO HEAR LATEST ON 'NETWORKS OF FUTURE'

Cable TV Labs President Richard Green is prepared to tell the FCC this week about the cable industry's intention to expand the capacity and capability of its systems in the 1990's through the implementation of fiber optics and digital compression technology.

Green's forum will be the FCC's en banc hearing on "Networks of the Future," scheduled for this Wednesday (May 1), at which the five commissioners will hear from 17 telecommunications users and policy and technology experts.

The commissioners hope the day-long hearing will help the FCC formulate policies that promote a seamless telecommunications infrastructure. "[C]onnectivity is the word that best sums up what we are striving to achieve through new public policy initiatives—the ability for people to better communicate, regardless of their technology of choice," said FCC Chairman Alfred Sikes in announcing the hearing lineup.

The hearing is scheduled to start with 40-minute presentations by George Gilder, senior fellow at the Hudson Institute, and Janice Obuchowski, assistant secretary for communications and information, Department of Commerce, and head of the National Telecommunications and Information Administration.

Gilder is the author of *Life After Television*, described by the FCC as an explanation of how TV "will merge with other technologies and evolve into the telecomputer." Gilder also wrote

Wealth and Poverty, which influenced Reaganomics during the 1980's.

Gilder and Obuchowski are to be followed by four panels:

User demands and applications I—Stanley M. Welland, manager of corporate telecommunications, General Electric; Michael Liebhold, manager of media architect research, advanced technology group, Apple Computer Inc.; Mitchell Kapur, chairman, Electronic Frontier Foundation; James A. Woodward, chancellor, University of North Carolina—Charlotte.

User demands and applications II—Barry K. Gilbert, senior staff scientist, Mayo Foundation; Frederick Williams, professor, University of Texas—Austin; Barbara O'Connor, professor, Cal-

ifornia State University—Sacramento, and Deborah Kaplan, associate director for public education, World Institute on Disability.

Technological Developments—Robert Lucky, executive director, Communications Science Research; Cardinal Warde, professor, Massachusetts Institute of Technology; Michael Noll, professor, Annenberg School of Communications, University of Southern California, and Green.

Policy Implications—Eli Noam, professor, Columbia Institute for Tele-Information, Columbia University; Dale Hatfield, senior fellow, Annenberg Washington Program, and Mitchell Wilk, commissioner, California Public Utilities Commission. -NAJ

PLEA FOR PUBLIC TELEVISION FUNDING

Witnesses representing public television urged the House Appropriations Subcommittee on Commerce, Justice, State and Judiciary to fund fully the Public Telecommunications Facilities Program (PTFP) at its authorized \$42 million and to fund the National Endowment for Children's Educational Television at \$4 million in fiscal year 1992.

Susan Howarth, executive director of the Arkansas Educational Television Network, told subcommittee members that the National Telecommunications and Information Administration-administered PTFP matching grant program is critical to public television stations needing to replace or upgrade their facilities and for building new stations in unserved areas. Also authorized at \$42 million for the current fiscal year, the PTFP is currently funded at \$20 million. According to the Association of America's Public Television Stations, 277 stations applied for 1991 grants worth \$63 million.

Howarth and Children's Television Workshop President David Britt asked for full funding for the Children's Endowment.

TECHNOLOGY

MONTREUX TO FOCUS ON HDTV, DIGITAL VIDEO

Digital and high-definition television technologies are converging in the development of video production and transmission systems. Four of six proposals for the advanced TV transmission standard in the U.S. are all-digital HDTV simulcast systems that have captured the attention and interest of broadcasters in Europe as well. Standards committees around the world are working on digital representations of the established HDTV production formats—1,125 lines/60 hz in the U.S. and Japan and 1,250/50 in Europe. Digital transmission and compression technologies coupled with fiber optic installations are expected to multiply the number of services offered by cable systems and make HDTV over cable possible.

The 17th International Television Symposium and Technical Exhibition (ITS), the world television engineering community's opportunity to discuss these and several other issues, will be held June 13-18. ITS is held every two years in the Swiss resort town of Montreux on Lake Geneva. The 1991 symposium will include 17 sessions on broadcast television technology, 15 sessions on cable technology and eight technical workshops. A newly renovated and expanded exhibition center will hold 250,000 square feet of new equipment demonstrations.

The fourth annual International Electronic Cinema Festival (IECF) and "Astrolabium Awards" presentation for the best high-definition television productions will be held concurrently with ITS. Manufacturers of equipment in the rival 1,125/60 and 1,250/50 HDTV formats will also have separate, large demonstrations of hardware and software in Montreux. The 1,250/50 demonstrations, sponsored by companies including Thomson, Philips, BASF, Grundig and Rhode & Schwarz, will be held at the Exhibition Center. The 1,125/60 demonstrations, sponsored by Sony, NEC, Tektronix, General Instrument Corp. and others, will be at the nearby Montreux Pavillion.

Six broadcast sessions and one cable session will be devoted to recent advances in HDTV production and transmission. Along with dozens of promi-



Montreux, Switzerland, site of 17th International Television Symposium

nent international speakers, U.S. engineers scheduled to participate include: Peter Fannon, executive director, Advanced Television Test Center; Joseph A. Flaherty, senior vice president, technology, CBS Inc.; Jerrold A. Heller, executive vice president, General Instrument's VideoCipher Division; Robert Hopkins, executive director, Advanced Television Systems Committee; Howard Miller, senior vice president, broadcast operations and engineering, Public Broadcasting Service; Michael Sherlock, president, operations and technical services, NBC, and Craig Tanner, vice president, advanced television projects, Cable Television Laboratories. All broadcast sessions will be held at the Montreux-Palace Hotel, which will also house the symposium's registration desk.

A Friday morning (June 14) workshop, "Transition Scenarios for Terrestrial HDTV Transmission in North America," will give Europeans, who are planning to deliver HDTV chiefly by satellite, an opportunity to see what U.S. developers are doing to deliver it by conventional broadcasting. Michael Rau, senior vice president, science and technology, National Association of Broadcasters, topic chairman for the workshop, will be joined by Mark Richer of PBS, Victor Tawil of the Association for Maximum Service Television

and CBS's Christopher Cookson. All workshops and cable technology sessions will be held at the Hyatt Continental Hotel in Montreux, near the exhibition center.

ITS will open 9:30 a.m., June 13, at the Montreux Casino. James P. Mooney, president of the National Cable Television Association, Washington, will deliver the keynote address, entitled "The Industry in the Year 2001." Bernard Pauchon, director of TDF International, France, will announce the winner of the Montreux Achievement Gold Medal. Adolf Ogi of the Swiss government and Montreux Mayor F. Alt will also speak at the opening.

The IECF will open the evening of June 13, also at the casino. For this year's festival an "HD-Kiosk" will be provided for private, free screenings of high-definition programs for attendees unable to see the scheduled screening. Jury members judging the IECF entries and producers of programs accepted into the competition will have priority in use of the kiosk.

IECF is sponsored by the American Film Institute in cooperation with the Directors Guild of America. Additional support is provided by broadcast, cable and TV production organizations from 17 countries. Edward Horowitz, Viacom senior vice president, is serving as president of the 1991 IECF.

-RMS

CARLTON MOVES TO ACQUIRE CHYRON

Montage considers making competing bid for video production equipment manufacturer, which filed for bankruptcy last fall

Carlton Communications, London, manufacturer of film and video production equipment, has filed a letter of intent to acquire Chyron Corp., Melville, N.Y., manufacturer of video production gear. Chyron filed Chapter 11 bankruptcy proceedings last fall stemming from a legal disagreement between its two chief financiers, Manufacturers Hanover Trust and European American Bank (EAB).

Chyron is a leading manufacturer of character generators and is currently best known for its iNFiniT! high-end system combining character generation and 3-D paint and animation introduced in 1990. Chyron actively expanded its product lines in the mid-1980's by acquiring a number of failing graphics and effects companies. Subsidiaries currently include Aurora, Redwood City, Calif., manufacturer of paint and animation systems, CMX, Santa Clara, Calif., manufacturer of editing and switching systems, and Digital Services Co., Gainesville, Fla., developer of special effects and digital disk systems. The company's assets were estimated at \$57.4 million, \$14 million more than its liabilities, when the company filed for Chapter 11 last September.

Under terms of the agreement, Carlton will buy almost all of Chyron's assets and operate it as a subsidiary. Chyron facilities in Melville and Santa Clara, Calif., will continue to operate. Carlton will issue zero coupon notes with a total face value of \$23 million maturing in nine to 10 years. It will not assume approximately \$44 million in Chyron debt. Chyron will retain \$9 million in cash and \$5 million in accounts receivable. The agreement will be voided if not approved by Chyron board by May 15.

"Odds are this thing will be settled in due course," said Chyron President Isaac Hersly following the announcement of the Carlton plan at the National Association of Broadcasters convention in Las Vegas. "I think it shows this is an ongoing company...Customers will get support for the existing installed boxes."

A second group, Montage Group Ltd., said it was studying the possibility of filing a competing bid for the Chyron assets soon after the Carlton announcement. Montage's interest came as "a

total surprise," according to Alfred O.P. Leubert, Chyron chairman and chief executive officer.

Montage, Keene, N.H., manufacturer of the Montage Picture Processor video editing system, which is a competitor in the market with Chyron's CMX OMNI systems. Montage Chairman Simon V. Haberman said he hopes to arrange a friendly takeover of Chyron. Haberman was successful in reviving Montage, which was in liquidation when he acquired its assets in 1986.

"With our proven record over the past five years, there is no doubt we could accomplish the same for Chyron and its shareholders. It would indeed be a pity to see Chyron assets fall into the hands of foreign investors who might seek only short term gains," said Haberman in a written statement last week.

"It was a surprise to us. [Montage executives] were in the [NAB] booth,

and we were chatting as we do at other shows and we showed them all our equipment as we normally would our competitors," but there was no talk of a counter offer to Carlton during that meeting, Hersly said. As for cooperation with Montage's efforts, "our fiduciary responsibility is to talk to them and give them whatever information they need within reason in order to maximize whatever the creditors would get," he said.

Chyron's financing fell through, company executives say, when EAB denied the existence of an agreement with Manufacturers Hanover to share the collateral on loans to both banks. Manufacturers Hanover extended a new line of credit to Chyron after the Chapter 11 filing. Chyron and Manufacturers Hanover immediately filed a \$30-million suit against EAB for fraud and breach of contract. The suit is scheduled to go to trial today (April 29). -RMS

IN SYNC

NTSC FOR PBS

Noncommercial WGBH-TV Boston will begin encoding three of its productions, aired nationally over the Public Broadcasting Service, in the SuperNTSC improved-NTSC format developed by Faroudja Research Enterprises, Sunnyvale, Calif. Faroudja announced, during the recent National Association of Broadcasters Convention in Las Vegas, it will donate the encoding equipment to WGBH-TV.

TV sets equipped with decoders for the SuperNTSC signal will display line-doubled NTSC (the equivalent of 1,050 lines) and will filter out NTSC video artifacts. Licensing agreements are being negotiated for SuperNTSC sets, which could be available in 18 months, Faroudja said. No set manufacturers were named. Programs planned for SuperNTSC encoding are WGBH-TV's *This Old House*, *The Victory Garden* and *The New Yankee Workshop*.

S MARKS THE SPOT

Shannondale Wireless, Fairfax,

Va., holder of multipoint distribution service (MDS) licenses in the Washington area, has been granted an experimental license to test digital audio broadcasting systems in the S band (frequencies near 2 ghz). The FCC granted Shannondale temporary use of 2150-2160 mhz under call letters KF2XJR to operate in the Shenandoah Valley, near Harpers Ferry, W. Va. Tests are expected to begin in the fall.

Shannondale owner Michael R. Kelley has signed an agreement with Ron Strother of Strother Communications Inc., Hammond, La., to assist in the S-band tests. Strother has extended invitations to the developers of the Eureka 147 system and Stanford Telecom DAB systems to provide equipment for the KF2XJR tests. (Word is expected soon on separate applications by Strother for experimental UHF-TV and L-band licenses for DAB tests.) Kelley also expressed interest in testing systems developed by Scientific-Atlanta and General Instrument's Jerrold division, currently used for cable digital audio services.

INTERNATIONAL



GERARD VEILLEUX: SETTING THE CBC'S COURSE

In the 18 months since Gerard Veilleux became president and chief executive officer of Canadian Broadcasting Corp., he has overseen its dramatic reshaping. A combination of federal funding cuts and declining TV ad revenue has cost the public broadcaster 1,500 jobs, nearly \$150 million in funding and some local services. More cutbacks may follow.

Recently Veilleux, Canada's Secretary of the Treasury Board until his appointment at the CBC, underwent a grueling set of hearings before the Canadian Radio-Television and Telecommunications Commission, where he sought to explain the cuts and beseech Canada for a new, and more stable, funding approach. Veilleux spoke with BROADCASTING the day after the hearings ended about his hopes and plans for the corporation.

What direction did you tell the CRTC the corporation would take in the face of its forced cutbacks?

Given the money we have left and the circumstances we are likely to face in the foreseeable future, I articulated a precise set of programing priorities in the way we would deliver the services across the country.

For instance, the building of stations, of bricks and mortar, across the country is, in our view, a thing of the past. I feel rather strongly that the way to go is to put in place what I call journalistic bureaus, a domestic application of the foreign correspondent approach. But we would have more than that. The technology today affords you the ability to communicate very rapidly without the need for a building. We would keep one main station and one main production center in each of our provinces.

Our approach is the right one. We will argue that very strongly and will argue that it deserves a funding formula that is different from the one we have now, that relies a little less heavily on advertising and that has a degree of stability to it that we haven't had in the past.

But if local programing has existed and has been important, how do you rationalize the move away from it to regionalism? Isn't this just a euphemistic way of describing the consolidation of more numerous program sources on a local and regional basis into fewer program sources?

I guess, yes. Localism has been important, certainly where it existed. That programing essentially was what we call here supper hour news show and late night news. Some areas had, in addition, other types of programing, drama, entertainment, variety. That also has been reduced now. That is, in a way, a loss that we have suffered in terms of programing sources.

We had to make a choice in what we could afford, given the resources available. We felt that under the circumstances, that was the best way to go.

We're compensating for this through maintenance of regional production for the network in both French and English. In fact, we are adding regional production for network showing and while that doesn't fully compensate for localism, it goes some distance.

The other argument that we make is that the private sector in this country has always said it could serve local audiences through local programing. In fact, many have argued in the past that this is an area that we should not be occupying. Now, here it is. You're welcome. Do your best.

In addition to that, radio has widely contributed to serving local audiences in a very complete way, and that is remaining in place. Radio will be the medium that we will use to service local audiences. We're getting radio out of international, other than news, but radio is remaining the foundation of local programing.

So, we're trying to concentrate radio on local and get TV out of local, for the time being at least. In that sense, our two media will provide a full range of service, but won't each provide all the services. We're trying to use our two media—TV and radio—in a complementary way, to avoid duplication and maximize cooperation.

Is there the prospect that you could return services on a local basis in time?

One day we could do regional programing for regional showing. But I don't think this day is near in the future. I don't think resources will be sufficient again to permit it. But if we have the resources, I don't want to exclude it forever.

You mentioned the idea that the private sector on the television side could serve the local audience. Their reaction seems to have been positive, except in the sense you want to retain some local advertising revenue. How do you explain to

them this need, and do you think the CRTC will actually allow the continued collection of local advertising revenue despite the removal of locally originated programing?

We made a strong plea to the CRTC that our new approach is one that reflects what can be done with the television medium nowadays, that what matters is not program origination but program content. We argue very strongly that through the establishment of a system or network of journalist bureaus correspondents will provide a journalistic presence on our screens, probably not to the same extent in those areas we affected rather drastically, it's true, but in many ways over wider areas, because eventually we would put in bureaus that are much less expensive. Then we will have a reflection of those localities and subregions on our screens.

Today, what matters is program content, not program origination. It is really constraining a broadcaster in today's environment to say that what we need are the physical bricks and mortar to have that advertising.

I did find it rather difficult as the national public broadcaster to have to argue so strongly that we should remain present in the advertising market at all levels. But I'm saying that because of the precarious financial situation in which we find ourselves, please leave us there for the time being. Let's just be pragmatic about this. We think we have a reason to be in local advertising because our program content will be a reflection of many localities. But leave us there in any event, until we have secured a more predictable and multi-year funding base. At that point, we ourselves would hope to reduce our reliance on advertising.

Regarding the stabilization of funding, what realistically are the prospects? And what is the ideal mix of advertising and public dollars?

I'm not sure there is a precise formula. We have probably reached the tolerable level as the public broadcaster in terms of advertising, with advertising representing about 30%. At times I feel perhaps that's on that high side. I would like to rely somewhat less on it.

How much hope is there for new budget formula? I'd like to remain optimistic. There are ways of approaching this that are perhaps more imaginative than we've done in the past.

We have put on the table our vision, our agenda for a CBC of the 90's. We say we need proper funding. If not, then we will have to continue dismantling the CBC. The next round of cuts, if we don't secure proper funding, could be almost as severe as we have just gone through.

Parliamentarians, particularly those on the government side, who have decisions to make on these things, have heard what has gone on in this country. It has been a quite lasting and profound outburst of emotion. Faced with that, the government would have to measure whether it should secure for CBC a more proper funding base that does not necessarily call for that much more money, or do we face the prospect of a deeper outcry on the part of the population that feels a vital service is being withdrawn piece by piece?

As you say, you've put your cards on the table. What's your sense of how the country at large and the government are reacting?

It's a little premature. I think there are still mixed feelings. People feel a sense of loss and may not have completely bought into our vision yet because it has not been fully exposed. We will try to present it more fully to CBC listeners and other Canadians in the next several months, while at the same time we develop what will be an imaginative funding formula.

As for the government, I think they're in the same position. They probably want to digest what they've heard. We've also

put on the table the kind of programing that would contribute to the national debate in a positive and constructive way, in my view.

There is a national debate that is going on about unity in this country. For the first time, for example, we will have on both our networks, French and English TV networks, programing that will be what we call interregional, where all the regions will, as it were, see each other. We've never done that. We will have more programing that is what I call cross-cultural. I've asked my programers to build crosswalks between the French and English networks. That in our view can only lead to better understanding, further exposures of Canadians to each other.

This is a big country, and the degree of understanding of each part by the others is not necessarily what it should be or what it can be. We want to make a contribution in that direction and hopefully that will assist us to persuade parliamentarians and government that we are making a positive contribution in a very difficult situation and are deserving of some sympathy.

But in the face of the cutbacks that have become necessary can the CBC afford to continue pursuing these goals, or others like the Canadianization of English-language television or the improvement of French-language television?

If we don't secure additional funding, we won't be able to go beyond what we are doing now. I should emphasize this kind of new programing I have mentioned will allow us to go to 91% Canadian content in prime time. That is amazing by any standards.

I had the occasion a few months ago to be in France and I saw more American television on the French network in France than we have here in Canada, where we're right next to this giant U.S. neighbor that dominates the programing industry worldwide. Despite that, we are able to go to 91%. That also is a major contribution we are making to the country, so we deserve special consideration and to have them loosen up the purse strings a bit.

But what message does that send to American program producers and suppliers? What is the role of American programing on CBC? And how does that fit with the effort to maintain a competitive position against the private broadcasters, which will continue to use American programing?

If I were attempting to summarize, I'd say we want to go to as much Canadian content as we want. But we don't want necessarily to exclude other programing that the rest of the world has to offer, particularly the Americans.

What we are saying is that we would like to be in the position, as a public broadcaster in this country, to get those programs because they are good programs, but not get them because they allow us to get commercial revenue. That's the difference. If we get the programs, it's because we want Canadian viewers to see the best the world has to offer. But we don't want to load our schedule with American programing because it allows us to make a little money to do other programs of a domestic kind.

Is there an unbridgeable gap between a public service broadcaster and a broadcaster whose aim is to obtain mainstream general audience? You talk about obtaining programing because it is good programing and not necessarily because it will help you obtain advertising revenue. But what about obtaining programing because it will help you achieve large audience numbers? If you eschew that approach, can you maintain yourself as a mainstream, general entertainment broadcaster?

We think so and we think we already have evidence of that. The Canadian programing we have put on our schedule to replace American programing has been successful in the sense

that it obtains as much audience, in general, as the American programs did. In that sense, I think we have proven, with a bit of surprise to ourselves, that we can do good programing, Canadian-made, that gets us good audiences.

We have made drama that is so good that even foreign markets have wanted it. I'm referring to [mini-series] *Love and Hate*, which for the first time got on one of the three main networks in the U.S. We'd never done that.

We have shown we can be a public broadcaster with Canadian content, while remaining quite mainstream; mainstream, but a little bit higher brow. Not too high—we don't want to become an elitist broadcaster or a PBS of the North. We are and want to remain mainstream because Canadian taxpayers pay for this institution, and they should recognize themselves in what they see on the screen and be left with a feeling of fulfillment in the end. That is what we'd like to achieve.

Can the CBC continue to fulfill its mandate as it stands now or will we have to see a change in the mandate?

We think the mandate is OK. What we have to do is match resources to allow us to discharge it. If the resources part of the equation is not adapted and updated, then the mandate will have to be changed and reduced. I've made that very clear. The whole issue now is to match mandate to resources or resources to mandate. We may have to cross that bridge next year, if nothing is done. I'm hoping we won't have to get to that bridge. But who knows? I'm going to try to remain optimistic.

Is the privatization of the CBC a possibility, or desirable in any way?

I don't think it would be desirable, particularly given what this country is going through. Canada will need a CBC for a long, long period. We're only 25 million-26 million people up here and we need, in the face of a strong neighbor, our own strong product to maintain our own identity. Otherwise, we may as well give up and all become Americans. I don't think Canadians want that. I think Canadians will fight for their country. And part of it is we will find ourselves wanting this Canadian television even in the face of the strong forces of globalism. People are saying they want strong institutions that allow us to have our own cultural fulfillment.

As the decade unfolds, what is the worst-case scenario and what is the best-case scenario for CBC?

I'm going to refuse to consider the worst scenario. We could put ourselves in a defeatist mood and that would be bad. Certainly my employes don't expect me to be gloomy and defeatist, and I don't want to be that way because I want them to be optimistic.

At the same time, we have to be realistic. We're going through a difficult period, and I hope we come out of it. If we don't, I guess what we need to find out is whether the CBC as the public broadcaster, as an institution, continues to have legitimacy for a wide part of the population. I think it does.

We're hearing about it throughout Canada and that may allow us to renew our legitimacy and our social contacts with our shareholders, who are the taxpayers of Canada. If we are successful at that, then the CBC of the future will hopefully look like what I have attempted to describe.

What is the next most important step in the process that will help determine some of the future developments, either in a regulatory sense or in terms of efforts the CBC itself is making?

The most important step and the one I will be devoting a great deal of my efforts to in the next several months is to secure a stable, predictable multi-year funding formula for the CBC. That is the key now. ■

FOR THE RECORD

As compiled by BROADCASTING from April 18 through April 24 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

- **KQEZ(FM) Coolidge, AZ** (BALH910322GK; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Larry E. Salsbury to Chriscom Inc. for \$380,000. Seller has no other broadcast interests. Buyer is headed by Scott V. Christenson, who holds 1% of stock of Alpha Radio Inc., licensee of KKPL-AM-FM Opportunity, WA. Filed March 22.
- **WSGX(AM) Sarasota, FL** (BAL910411ED; 1280 khz; 500 w-D, 340 w-N)—Seeks assignment of license from H.K. Communications Inc. to Panamedia of Sarasota Inc. for \$100,000. Seller is headed by Hugh Keith and The Keith Group of Companies and has no other broadcast interests. Buyer is headed by Carol Goldberg (50%) and Susan Goldsmith (50%). Goldsmith is sole stockholder of SMH Broadcasting Inc., licensee of WSRB(AM) Boca Raton, FL. Filed April 11.
- **WMGA(AM) Moultrie, GA** (BTC910403EB; 580 khz; 900 w-D, 250 w-N)—Seeks transfer of control from Radio Moultrie Inc. to James C. Elder Sr. and Christopher Elder for \$30,000. Seller is headed by James D. Hardy and Douglas M. Sutton Jr. Sutton has 50% interest in Radio Covington Inc., licensee of WGFS(AM) Covington, GA. Buyers are James C. Elder Sr. (33.3%), Christopher Elder (33.3%) and Douglas M. Sutton Jr. (33.3%), and each have one-third interest in Radio Covington Inc., licensee of WGFS(AM) Covington, GA. Filed April 3.
- **WOCB-AM-FM West Yarmouth, MA** (AM: BAL910410GR; 1240 khz; 1 kw-U; WOCB-FM: BALH910410GS; 94.9 mhz; 50 kw; ant. 300 ft.)—Seeks assignment of license from Patch-Dunn Association of Cape Cod, debtor-in-possession, to Boch Broadcasting Ltd. for \$825,000. Sale for stations in August 1990 for \$2.47 million to U.S. Media Group Inc. was not approved ("For the Record," Aug. 13, 1990). Seller is headed by Kenneth Patch and has no other broadcast interests. Buyer is headed by Boch Broadcasting Corp. (GP) and Ernest J. Boch (LP), and has no other broadcast interests. Filed April 10.
- **WKPG(AM) Port Gibson, MS** (BAL910405EA; 1320 khz; 500 w-D)—Seeks assignment of license from David R. Price to Evan Doss Jr. Corp. for \$25,000. Seller is sole owner of KNEK(AM) Washington, LA and WOKJ(AM) Jackson, MS, and has 49% interest in KBRA(AM) Freer, TX. Buyer is headed by Doss (100% voting stock), and is permittee of new FM on 95.1 mhz at Port Gibson, MS. Filed April 5.
- **WIGS(AM)-WGIX-FM Gouverneur, NY** (WIGS: BAL910408GT; 1230 khz; 1 kw-U; WGIX-FM: BALH910408GU; 95.3 mhz; 3 kw; ant. 220 ft.)—Seeks assignment of license from RGR Broadcasting of Gouverneur Inc. to The Wireless Works Inc. for \$200,000. Seller is headed by Roger Jakubowski, and is sole shareholder of RGR Broadcasting of Tupper Lake Inc., licensee of WRGR(FM) Tupper Lake, NY. Buyer is headed by Christopher B.T. Coffin (37.88%), Patricia C. Tocattian (37.88%) and Harry and Doris G. Wheaton (9.29%). The Wireless Works is licensee of WSLB(AM)-WPAC(FM) Ogdensburg, NY, and WZOZ(FM) Oneonta, NY. Doris Wheaton is trustee of St. Lawrence Valley Educational Television Council Inc., licensee of noncommercial WNPR(TV) Watertown and WNPI-TV Norwood, both New York. Filed April 8.
- **WKTU(TV) Utica, NY** (BALCT910409KI; ch. 2; 34.7 kw-V; 6.9 kw-A; ant. 1,380 ft.)—Seeks assignment of license from Harron Communications Corp. to Smith Television of NY Inc. for \$10 million (assets of Smith Broadcasting Group's WETM-TV Elmira, NY, will combine with WKTU to form assignee, total effective price is approximately \$16 million). Seller is headed by Paul Harron, and is licensee of WMTW-TV Poland Spring (Portland), ME, and owns 11 cable systems in seven states. Buyer is headed by Robert N. Smith (64%), Harron Communications (33%), David N. Fitz (1%), William S. Reyner Jr. (1%) and Doris E. Shwedel (1%). Smith owns 95% voting stock of Smith Broadcasting Group Inc. which holds interests in licenses of WHTM-TV Harrisburg, WWCP-TV Johnstown and WATM-TV Altoona, all Pennsylvania; KEYT-TV Santa Barbara, CA; WETM-TV Elmira, NY; KWCH-TV Hutchinson, KBSH-TV Hays, KBSD-TV Ensign and KBSL-TV Goodland, all Kansas. Filed April 9.
- **WNDN-FM Salisbury, NC** (BALED910412HA; 102.5 mhz; 9W; ant. 20 ft.)—Seeks assignment of license from Catawba College to New Horizons Foundations Inc. as donation. Seller has no other broadcast interests. Buyer is headed by York David Anthony, who is 100% owner of WKTU(AM) Wilmington, NC and 100% stockholder of Paw Creek Broadcasting Co. Inc., licensee of WWFQ(AM) Paw Creek, NC and 4.9% general partner of WRPL Partners, licensee of WRPL(FM) Wadesboro, NC. Filed April 12.
- **KROG-FM Phoenix, OR** (BALH910408GV; 105.1 mhz; 52 kw; ant. 545 ft.)—Seeks assignment of license from Astoria Broadcasting Corp. to Millennium Communications Corp. for \$368,000. Seller is headed by Steven Hess and Courtney Flatau. Flatau is 33.3% owner of First American Communications Corp., licensee of KSZL(AM)-KDOC(FM) Barstow, CA. Buyer is headed by Dennis R. Powell, and has no other broadcast interests. Filed April 8.
- **WCOG(AM) Ridgeland, SC** (BAL910405ED; 1430 khz; 1 kw-D)—Seeks assignment of license from Mattox-Guest of South Carolina Inc. to Watler M. Czura for \$22,500. Seller is headed by G. Troy Mattox and Andrew J. Guest, and is licensee of WSHG(FM) Ridgeland, SC, and WKUB(FM) Blackburn, GA. They also own Guest-Mattox Broadcasting, licensee of WDEC-AM-FM Americus, GA. Buyer has no other broadcast interests. Filed April 5.
- **WOFE(AM) Rockwood, TN** (BAL910409GY; 580 khz; 1 kw-D)—Seeks assignment of license from Roane Broadcasting Co. Inc. to P&G Properties Inc. for \$120,000. Seller is headed by David R. Ledford, and has no other broadcast interests. Buyer is headed by Glenn (51%) and Peggy M. Hill (49%), husband and wife, and has no other broadcast interests. Filed April 9.
- **KDSI(AM)-KOPY-FM Alice and KNGV(FM) Kingsville, both Texas** (KDSI: BTC910322GL; 1070 khz; 1 kw-U; KOPY-FM: BTCH910322GM; 92.1 mhz; 3 kw; ant. 300 ft.; KNGV: BTCH910322GN; 92.1 mhz; 3 kw; ant. 210 ft.)—Seeks transfer of control within JefCo. Enterprises for \$425,000. Seller is Elizabeth Fletcher, representative of estate of Jimmie Earle Fletcher, and has no other broadcast interests. Buyer is Robert R. Bruton. Melanie Bruton, his wife, is applicant for CP for new FM at Haltom City, TX. Licensee is headed by George W. Marti, who owns 20% stock of Fletcher Broadcasting Inc., licensee of KCLE(AM) Cleburne, TX, and proposed assignee of KCLW-FM Hamilton, TX. Filed March 22.
- **WBBC-AM-FM Blackstone, VA** (AM: BAL910410EA; 1440 khz; 5 kw-D; FM: BALH910410EB; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Seeks assignment of license from Blackstone Communications Inc. to Denbar Communications Inc. for \$175,000. Seller is headed by Michael C. Rau, and has no other broadcast interests. Buyer is headed by Dennis G. Royer Sr. (50%) and Barbara T. Royer (50%), husband and wife. Dennis Royer is 10% owner of CRS Communications Inc., licensee of WJJS(AM)-WXYU(FM) Lynchburg, VA. Filed April 10.
- **WZKT(AM) Waynesboro, VA** (BAL910408EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Slocumedia Inc. to Tschudy Communications Corp. for no consideration. Station is currently off air. Licensee is headed by Scott Slocum and has no other broadcast interests. Tschudy Communications is headed by Earl Judy Jr. (100% voting stock), Robert S. Janney and Joyce M. Jenkins. Judy has 100% interest in WALI(AM)-WROG(FM) Cumberland, MD; WSKO(FM) Buffalo Gap, VA; WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Morgantown and WKOY(AM)-WKMY(FM) Bluefield-Princeton, both West Virginia; WCRO(AM) Johnstown, PA; 51% interest in WSVG(AM)-WSIG(FM) Mt. Jackson and 49% interest in WZKT(AM) Waynesboro, both Virginia. Filed April 8.

Actions

- **KBCN(AM) Fairbanks, AK** (BAL901224EH; 1300 khz; 1 kw-U)—Granted assignment of license from Great Alaska Electric Radio Co. Inc. to Cobb Communications Inc.; consideration is payments previously made by Cobb for indebtedness of Great Alaska. Seller is headed by Howard S. Trickey and has no other broadcast interests. Buyer is headed by Thomas C. Tierney and Patricia M. Tierney and owns KZXX(AM) Kenai, KLAM(AM) Cordova, KRXA(AM) Seward and KVOK(AM)-KJUZ-FM Kodiak, all Alaska. It has consent to acquisition of KVAK(AM) Valdez, AK, but cannot consummate until license is renewed, pursuant to commission order. Thomas Tierney also owns TCT Communications Inc., licensee of KENI(AM)-KBFX(FM) Anchorage. Action April 12.
- **KCSY(AM)-KUH(KF) Soldotna, AK** (AM: BAL910225EB; 1140 khz; 10 kw-U; FM: BALPH910225EC; 96.5 mhz; 10 kw; ant. 79 ft.)—Granted assignment of license and CP from Eagle Rock Broadcasting Inc. to King Broadcasters for \$283,000. Seller is headed by Paul Barr and has no other broadcast interests. Buyer is headed by Sally Blakeley, and has no other broadcast interests. Action April 9.
- **KMEO-AM-FM Phoenix** (AM: BAL910304EA; 740 khz; 1 kw-D, 292 w-N; FM: BALH910304EB; 96.9 mhz; 100 kw; ant. 1,560 ft.)—Granted assignment of license from Group W Radio Inc. (Colorado) to Bonneville International Corp. for \$12 million ("Changing Hands," March 4). Seller is headed by Jim Thompson and owns nine AM's, nine FM's and

five TV's in Philadelphia, San Francisco, Boston, Baltimore and Pittsburgh. Buyer is headed by Rodney Brady, Ezra Taft Benson, Gordon B. Hinckley and David B. Haight, and owns five AM's, seven FM's and two TV's. Action April 16.

■ **KTMX(FM) Colusa, CA (BALH910214GM; 107.5 mhz; 28 kw; ant. 600 ft.)**—Granted assignment of license from Affinity Communications Inc. to Park Lane Colusa Partners Ltd. for \$900,000. Seller is headed by Peter Miouli and has no other broadcast interests. Buyer is headed by Park Lane Group Inc., general partner of assignee and is headed by James Levy (38.832%), Richard Blue (18.302%), William Struck (8.775%), Paul Cook (29.076%) and Arthur Schneiderman (5.015%) and has no other broadcast interests. Action April 9.

■ **KNUS(AM) Denver (BTC910301EH; 710 khz; 5 kw)**—Granted transfer of control from Boulder Broadcasting Corp. to Paul Stebbins for \$900,000. Seller is headed by David B. Corman and has no other broadcast interests. Buyer has no other broadcast interests. Action April 12.

■ **WSLE(FM) Cairo, GA (BALH910207GE; 102.3 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of license from Orson Woodall (receiver) to Lovett Communications Inc. for \$510,000. Woodall has no other broadcast interests. Buyer is headed by Wendell Lovett (45%) and Jeffery Lovett (45%), father and son, and William O. Woodall Jr. (10%). Wendell Lovett is 75% stockholder in Lovett Broadcasting Enterprises Inc., owner of WGRA(AM) Cairo, GA. Action April 9.

■ **KVSF(AM)-KNYN(FM) Santa Fe, NM (AM: BAL900927ED; 1260 khz; 5 kw-D; 1 kw-N; FM: BALH900927EE; 95.5 mhz; 19 kw; ant. 1,850 ft.)**—Granted assignment of license from James T. Davis, trustee, to Radio Santa Fe Inc. for assumption of debt. Consideration for assignment of license will be release and forgiveness of all debt due buyers. Seller has no other broadcast interests. Buyer is owned by James R. Curtis Jr., James H. Hurst, Guy N. Harrison and Jerry L. McCaffity. Curtis owns KFRO(AM) Longview and KLSQ(FM) Gilmer, both Texas. Filed Sept. 27. Action April 10.

■ **WLLN(AM) Lillington, NC (BAL910301EB; 1370 khz; 5 kw-D, 49 w-N)**—Granted assignment of license from Harnett Broadcast Inc. to Christian Purities Fellowship Inc. for \$155,000. Seller is headed by Bobby Etheridge, Faye C. Etheridge and Edward H. McCormick and has no other broadcast interests. Buyer is headed by O. Talmadge Spence (25%), H.T. Spence (25%), Michael E. Hannon (25%) and Anthony Little (25%), and has no other broadcast interests. Action April 12.

■ **WIEC(TV) Ponce, PR (BALCT901231KF; ch. 48; 100 kw-V; 10 kw-A; ant. 858 ft.)**—Dismissed app. of assignment of license from Canal 48 Inc. to Angel O. Roman-Lopez for \$50,000. Seller is headed by Joseph Murphy and Jema Vazquez. Murphy is father of Linda F. Estevez, whose husband, Anthony J. Estevez, has interests in WRWR-TV San Juan and WTRA-TV Maquajez, both Puerto Rico. Buyer has no other broadcast interests. Action April 11.

■ **WKRI(AM) West Warwick, RI (BTC901031EF; 1450 khz; 1 kw-U)**—Granted transfer of control within DBH Broadcasting Inc. for \$1. Transferors are David B. Hills, Susan F. Hills, Mark A. Sjoberg and Kenneth J. White. Transferees are Richard A. Bouchard (26.6%), Roger E. Bouchard (26.6%), David A. St. Onge (26.7%) and David B. Hills (20.0%). Roger Bouchard, Richard Bouchard and David A. St. Onge own 25%, 27% and 25%, respectively, of American Independent Radio Inc., licensee of WNRI(AM) Woonsocket, RI. Action April 9.

■ **KDBN(AM) Dallas and KMEZ-FM Fort Worth (AM: BAL910305EA; 1480 khz; 5 kw-D, 1.9 kw-N; FM: BALH910305GK; 107.5 mhz; 25 kw; ant. 1,647 ft.)**—Granted assignment of license from Gilmore Broadcasting Corp. to Granum Acquisition Corp. for \$9 million ("Changing Hands," March 4). Seller is headed by James Gilmore and also owns WLVE(FM) Miami Beach and WEHT(TV) Evansville, IN. Buyer is headed by Herbert W. McCord (7.5%), Lewis M. Eisenberg (42.4%), Eugene Mercy Jr. (42.4%), Eugene Veto (2.5%), Walter F. Harrison III (5.2%), and no other broadcast interests. Action April 16.

■ **KBZN(FM) Ogden, UT (BALH910219GJ; 101.1**

mhz; 25 kw; ant. 3,740 ft.)—Granted assignment of license from Utah Radio Broadcasting Co., debtor, to Capitol Broadcasting Inc. for no consideration; assignment is reorganization of corporation. Assignors John C. Webb and Richard Webb, brothers, are also assignees. John Webb, sole officer and director of corporation, is stockholder, officer and director of KLO Broadcasting Co., licensee of KLO(AM) Ogden, UT. Action April 5.

■ **KHSS(FM) Walla Walla, WA (BALH910123GQ; 100.9 mhz; 3 kw; ant. -13 ft.)**—Granted assignment of license from Four W Broadcasting Inc. to KHSS Inc. for \$225,000. Seller is headed by Thomas D. Hodgins, Stephen and Christopher Snell, brothers, and Beatrice Turbeaugh. Snells each are 33.3% owners of United Broadcasting Co., licensee of KEEN(AM)-KBAY(FM) San Jose, CA. Turbeaugh is administrator of estate of Roger Turbeaugh, which has interests in KCVR(AM)-KWIN(FM) Stockton, CA. Buyer is headed by John Ramstad and has no other broadcast interests. Action April 10.

■ **KDNA(FM) Yakima, WA (BTCE910101GP; 91.9 mhz; 18.5 kw; ant. 920 ft.)**—Granted transfer of control from Northwest Chicano Radio Network to Northwest Chicano Radio Network to select new board of directors. Seller and buyer are headed by Roberto Maestas, Maria Rubio, Nieves Negrete, T. Victor Lara, Miguel Ortega, Rolando Adame, Maria Arriaga, Jose Luis Zesati, Ricardo Aguirre, and Guadalupe Gamboa. Action April 9.

■ **WRJQ(AM) Appleton, WI (BAL910212EA; 1570KHZ; 1 kw-D, 331 w-N)**—Granted assignment of license from Gamark Inc. to Winnebago Broadcasting Inc. for \$110,000. Seller is headed by George A. Sattler, Karin Schmidt, Randall J. Miller and Robert J. Weber, and has no other broadcast interests. Buyer is headed by Wesley W. Koeffler (33.3%), Robert F. Stroebel (33.3%) and George E. Wood (33.3%), and has no other broadcast interests. Action April 16.

NEW STATIONS

Applications

■ **Dunsmuir, CA (BPED910408MA)**—Fatima Response Inc. seeks 100.1 mhz; 3 kw; ant. 48 m. Address: 2044 Beverly Plaza Suite #281, Long Beach, CA 90815. Principal is headed by Kimberly M Thompson, Christine Matson and Karen L. Umbarber, and has no other broadcast interests. Filed April 8.

Actions

■ **Macon, GA (BPH880421MD)**—Granted app. of Macon Radio Associates for 92.3 mhz; 3 kw H&V; ant. 100 m. Address: 2225 Moody Rd. #202C, Warner-Robins, GA 31088. Principal is headed by Allison P. Leonard, Robert W. Bishop and F. Keith Brown. Brown is 6% owner of licensee of WCHK-AM-FM Canton, GA; 13% owner of licensee of WRCG(AM)-WCGQ(FM) Columbus, GA. Action April 9.

■ **Garden City, IN (BPH910118MD)**—Returned app. of BestCom Broadcasting for 102.9 mhz; 1.430 kw; ant. 143 m. Address: 2328 Cypress Court, Edmond, OK 73013. Principal is headed by Scott Curtis Thompson and Bernard Wayne Thompson, and has no other broadcast interests. Action April 11.

■ **East Prairie, MO (BPH880602NG)**—Granted app. of Usher Broadcasting Co. for 105.3 mhz; 3 kw H&V; ant. 63 m. Address: P.O. Box 130, East Prairie, MO 63845. Principal is headed by H. Charles Beggs and Barney L. Webster, and is licensee of KYMO(AM) East Prairie, MO. Action April 4.

■ **Canton, NY (BPH880810MP)**—Granted app. of David T. Button and Ann D.G. Button for 101.5 mhz; 2.4 kw H&V; ant. 111 m. Address: P.O. Box 136, Canton, NY 13617. Principal is headed by David T. and Ann D.G. Button (each 50%), and own B&B Broadcasting Inc., licensee of WVNC(FM) Canton, NY. Action April 9.

■ **Bixby, OK (BPH880602NY)**—Granted app. of John M. Singer for 105.3 mhz; 3 kw H&V; ant. 100 m. Address: 7715 S. Oxford Ave., Tulsa, OK 74136. Principal has no other broadcast interests. Action April 9.

■ **Harbeck-Fruitdale, OR (BPH890428MD)**—Grant-

ed app. of Grants Pass Broadcasting Corp. for 98.3 mhz; .060 kw; ant. 639 m. Address: P.O. Box 230, Grants Pass, OR 97526. Principal is headed by Carl W. Wilson, and has no other broadcast interests. Action April 9.

■ **South Congaree, SC (BPH910228MH)**—Returned app. of Mills Broadcasting Inc. for 95.3 mhz; 3 kw; ant. 100 m. Address: 7-B Palston Court, Columbia, SC 29210. Principal is headed by Gary Mills and Richard S. Graham Jr., and has no other broadcast interests. Action April 11.

■ **Hallettsville, TX (BPH891207MI)**—Granted app. of Tom E. Donnelly for 99.9 mhz; 3 kw H&V; ant. 100 m. Address: 500 E. Fifth, Hallettsville, TX 77964. Principal is 100% owner of KYOC(FM) Yoakum, TX. Action April 8.

■ **Fisher, WV (BPED900103MD)**—Granted app. of Bible Broadcasting Network Inc. for 103.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1818, 1300 N. Battlefield Blvd., Chesapeake, VA 23320. Principal is headed by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, H. Ron White and R. Lindsay Poteat, and is licensee of noncommercial stations KCEV-FM Wichita, KS; WYFA(FM) Waynesboro, WYFS(FM) Savannah, WYFK(FM) Columbus and WAVO(AM) Decatur, all Georgia; WFCE(FM) Tarpon Springs, WYFL(FM) Henderson and WHPE-FM High Point, all North Carolina; WHGG(FM) Knoxville and WYFC(FM) Clinton, both Tennessee; WYFO(FM) Lakeland and WYFB(FM) Gainesville, both Florida; WYFG(FM) Gaffney and WYFH(FM) North Charleston, both South Carolina, and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Action April 8.

■ **Plymouth, WI (BPH880825MB)**—Granted app. of Sheboygan Broadcasting Corp. for 104.5 mhz; 3 kw H&V; ant. 100 m. Address: 1156 Union Ave., P.O. Box 1045, Sheboygan, WI 53081. Principal is headed by Julian E. Jetzer, Jane M. Jetzer, and Thomas Shanahan, and is licensee of WKTS(AM) Sheboygan, WI. Action April 2.

FACILITIES CHANGES

Applications

FM's

■ **Marina, CA KBOQ(FM) 92.7 mhz**—April 2 application for mod. of CP (BPH890922IC) to change ERP: 7.2 kw H&V; change to channel 224B1 (per docket #90-20).

■ **Naples, FL WNOG(FM) 1270 khz**—April 9 application for mod. of CP (BP900419AF) to augment daytime directional pattern.

■ **Greenville, GA (no call letters) 95.7 mhz**—April 10 petition to deny filed.

■ **Mayfield, KY WXID(FM) 94.7 mhz**—April 11 application for CP to change ant.: 131 m.; TL: Jim Town Rd., .5 km W of the intersection of U.S. Rte. 45 and U.S. Rte. 45 By-Pass (Purchase Pkwy.). 1 km N of Mayfield Graves County, KY; employ DA.

■ **Thibodaux, LA KNSU(FM), 91.5 mhz**—April 9 application for CP to change ERP: .250 kw V; TL: KNSU, Talbot Hall, Nicholls State University., Acadia Dr., Thibodaux, LA; change to class A.

■ **Cadillac, MI WYTW(FM) 107.1 mhz**—April 5 application for CP to change ERP: 2.73 kw H&V; TL: 5.1 mi SE of Cadillac, MI.

■ **Campbell, MO KKJJ(FM) 107.5 mhz**—April 9 application for mod. of CP (BPH890214MD) to change ERP: 20 kw H&V; change ant.: 112 m.; TL: N of State Rd. 153, approximately 2 mi W of the intersection of State Rd. 153 and B; class: C3 (per docket #90-513).

■ **Margate City, NJ KBOQ(FM) 96.1 mhz**—April 5 application for mod. of CP (BPH870922MT) to change ERP: 2 kw H&V; change ant.: 120 m.; TL: Ocean Club Condominium, 3600 Boardwalk, Atlantic City, NJ.

■ **Canandaigua, NY (no call letters) 88.9 mhz**—April 10 application for mod. of CP (BPED871203MD) to change ERP: 1.78 kw H&V; change TL: 24.27 km at 205.12 degrees from Canandaigua, NY (tower formerly used for NY State Police Communications), on Gannet Hill; class: B1.

■ **New York** WBAI(FM) 99.5 mhz—April 8 application for CP to change ERP: 4.3 kw H&V; change ant.: 415 m.

■ **Oneonta, NY** (no call letters) 91.7 mhz—April 9 application for mod. of CP (BPED891204MA) to change ERP: 57 kw H 2.28 kw V; ant.: 161 m.; TL: off Swart Hollow Rd., 3.5 km S of Oneonta, NY.

■ **Pittsburgh** WEZE(FM) 104.7 mhz—April 3 application for mod. of CP (BPH9011201A) to change directional antenna pattern.

■ **Union City, PA** WCTL(FM) 106.3 mhz—April 4 application for CP to change ERP: 3.4 kw H&V; ant.: 131 m.; change TL: 1.5 km S of intersection of Hopson & Fuller Rds., 6.9 km W of Wattsburg, PA; main studio location.

■ **Abbeville, SC** WZLA-FM 92.9 mhz—April 11 application for CP to change ERP: 6 kw H&V.

■ **Hilton Head Island, SC** WIJY(FM) 105.5 mhz—April 3 application for mod. of CP (BPH851216NE) to change TL: Port Isabel Turning Basin, TX.

■ **Surgoinsville, TN** WEYE(FM) 104.3 mhz—April 12 application for CP to change ERP: 4.4 kw H&V.

■ **Clifton, TX** KWOW(FM) 103.3 mhz—April 4 application for CP to change ERP: 8.369 kw H&V; ant.: 175 m.; change TL: State Rte. 708, 6.5 mi E of Clifton, TX; class: C3 (per docket #89-568).

■ **Crystal City, TX** KHER(FM) 94.3 mhz—April 5 application for CP to change ERP: 3 kw (H) only.

■ **Port Isabel, TX** KVPA(FM) 101.1 mhz—April 3 application (BMPH9104031F) granted for mod. of CP (BPH851216NE) to change TL: Port Isabel Turning Basin, TX.

■ **Exmore, VA** WPHG(FM) 106.1 mhz—April 8 application for mod. of CP (BPH880324MP) to change ERP: 25 kw H&V; change class: B1 (per docket #90-371).

■ **Columbus, WI** WYKY(FM) 100.5 mhz—April 2 application for CP to change ERP: 6 kw H&V.

TV's

■ **Mayaguez, PR** WNJX-TV ch. 22—April 9 application for CP to change ERP: 1,550 kw (vis); ant.: 620 m.; change TL: Monte Del Estado Antenna Farm, 3.5 km S of Maricao, PR; ant: Andrew ATW 30H5-HTC-225(DA)(BT) 18 09 05N 66 59 20W.

Actions

AM's

■ **Anaheim, CA** KORG(AM) 1190 khz—April 12 application (BMP910228AE) granted for mod. of CP (BP840424AJ) to modify daytime and patterns.

■ **Oklahoma City** KQCV(AM) 800 khz—April 12 application (BP900405CS) granted for CP to increase day power to 2.5 kw; add night service with 500 watts; change from non-DA to DA and change TL: to W side of County Line Rd., .72 km, N.N.W. of intersection of County Line Rd. and 59th St., Oklahoma City 35 24 45N 97 40 26W.

■ **Ceiba, PR** WFAB(AM) 890 khz—April 11 application (BMP900227AF) dismissed for mod. of CP (BP840914AA) to change TL: to Santiago Lima Ward, Nayuabo, PR and make changes in antenna system.

FM's

■ **Mobile, AL** WAYF(FM) 88.5 mhz—April 12 application (BMPED901211D) dismissed for mod. of CP (BPED860815MB) to change ant.: 190.8 m.; TL: 30 40 55.5N 87 49 40.8W; change to class C1.

■ **Barstow, CA** KXXZ(FM) 95.9 mhz—April 8 application (BMPH900917IE) granted for mod. of CP (BPH851029MI) to change antenna height supporting-structure.

■ **Berkeley, CA** KPFB(FM) 89.3 mhz—April 8 application (BPED9101151B) granted for CP to change ERP: .460 kw H; ant.: -30 m.; change TL: 1929 Martin Luther King Jr. Way, Berkeley, CA 94704; other: new DA pattern.

■ **China Lake, CA** KSSI(FM) 102.7 mhz—March 14 application (BMPH9011261A) granted for mod. of CP (BPH870313NW) to change ant.: -6.7 m.; TL: on S side of Ridgecrest-Inyokem Rd., .35 km E of N Downs St., Ridgecrest, CA.

■ **Fresno, CA** KNAX(FM) 97.9 mhz—April 11 application (BMPH9102051D) granted for mod. of CP (BPH8909151H) to change antenna supporting structure height.

Green Acres, CA KRAB(FM) 106.3 mhz—April 12 application (BPH9008131E) granted for CP to change ERP: 3.9 kw H&V; change ant.: 125 m.; TL: NW 1/4, lot 13, Block 24, Township 28 S, range 27 E, Mount Diablo Meridian; 0.57 km due W of Woody Rd., 6 km N of Oildale, CA.

■ **Ventura, CA** KAGR(FM) 107.1 mhz—April 8 application (BPH9005311D) granted for mod. of CP (BPH11145 as mod.) to change ERP: .42 kw H&V.

■ **Visalia, CA** KGYU(FM) 96.1 mhz—April 2 application (BMPH9011291A) granted for mod. of CP (BPH870331NJ) to change ERP: 4.78 kw H&V ant.: 109 m. TL: in Venice Hills 11.7 km NE of Central Visalia at 68 degree (T).

■ **Washington** WGMS-FM 103.5 mhz—April 11 application (BPH9002051G) granted for CP to change ERP: 44 (max-DA) kw H&V; change ant.: 158 m.; and to replace DA.

■ **Fort Myers Villas, FL** WSUV(FM) 106.3 mhz—April 11 application (BMPH9012311A) granted for mod. of CP (BPH820825BZ) to change ERP: 6 kw

H&V; ant.: 81 m.; TL: 16287 Old U.S. 41 S, near Fort Meyers, FL.

■ **Dock Junction, GA** WXMK(FM) 105.9 mhz—April 11 application (BMPH9010021A) granted for mod. of CP (BPH870910MJ) to change ERP: 6.2 kw H&V; ant.: 149 m.; TL: .67 km SW of Hwy. 303, Blyth Island, GA.

■ **Royston, GA** WPUP(FM) 103.7 mhz—April 12 application (BPH9012131C) granted for CP to change ERP: 25 kw H&V; ant.: 100 m.; TL: 4.4 km NE of the Community of Pocatigo in Madison County, GA; change from channel 279A to 279C3 (per docket #89-523).

■ **Thomasville, GA** WSTT-FM 107.1 mhz—April 12 application (BPH9012241E) granted for CP to change ERP: 68.2 kw H&V; change ant.: 251 m.; TL: approximately 3.3 km NW of the intersection of County Rte. 154 and US Rte. 319, FL; change from channel 296A to channel 296C1 (per docket #87-455 and FCC document no. 90-1818).

■ **Tifton, GA** WPLH(FM) 107.5 mhz—April 8 application (BPED9003081H) granted for CP to change FREQ: 104.9 mhz.

■ **Benton, IL** WQRL(FM) 106.3 mhz—April 10 application (BPH9012101D) granted for CP to change ERP:

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service ³ Studio-transmitter link Source: Nielsen and Broadcasting's own research.

25 kw H&V; ant.: 100 m.; TL: 11 mi SE of Benton, IL; change to class B1 (per docket #90-15).

TV

■ **Daytona Beach, FL** WAYQ(TV) ch. 26—March 5 application (BMPCT890320KH) granted for mod. of CP (BPCT800811KF) to change ERP: 2786 kw (vis).

ACTIONS

■ Amended Part 15 of FCC rules to implement provisions of Television Decoder Circuitry Act of 1990 which requires that most television receivers manufactured or imported for use in United States be equipped, by July 1, 1993, with built-in decoder circuitry designed to display closed-captioned television transmissions. (Report DC-1844, April 12 by R&O [FCC 91-219].)

■ Comsat Ordered to disburse excess revenue for operations during period August 1984 to December 1986, totalling over \$43 million. (CC docket 88-95, by MO&O [DA 91-487] adopted April 15 by Chief, Common Carrier Bureau.)

■ **Orcutt, CA** Denied appeals of ALJ ruling dismissing application of Irene Escalante from proceeding involving four applications for new FM on channel 239B1 (95.7). (MM docket 90-207, by MO&O [FCC 91R-32] adopted April 5 by Review Board.)

■ **Sacramento, CA** Denied Wong Communications Ltd. reconsideration of its order granting application of Royce International Broadcasting to renew license of KWOD(FM). (MM docket 87-28, Report DC-1846, April 12 by MO&O [FCC 91-125].)

■ **Dahlonega, GA** Granted application of Georgia Mountains Communications Inc., and reinstated its application for new FM on channel 282A (104.3). (MM docket 90-503, by MO&O [FCC 91R-31] adopted April 4 by Review Board.)

■ **Darien, GA** Granted application of Stewart Broadcasting Inc., for new FM on channel 299C2 (107.7); denied two competing applications. (MM docket 89-546, by ID [FCC 91D-18] issued April 9 by ALJ John M. Frysiak.)

ALLOCATIONS

The Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by R&Os adopted on dates

shown, amended FM Table of Allotments for following communities, effective on dates shown. Filing window, where appropriate, is June 4-July 5, unless otherwise noted:

■ **Prescott Valley, AZ** Effective May 30, allotted channel 252C2 (98.3) as second FM service. Filing window: May 31-July 1. (MM docket 88-473 by R&O [DA 91-443] adopted April 1 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Beaumont, CA** Effective May 31, allotted channel 265A (100.9) as first broadcast service. Filing window: June 3-July 3. (MM docket 90-21 by R&O [DA 91-442] adopted April 1 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Columbia, IL** Effective June 3 substituted channel 285C3 (104.9) for channel 285A; modified license of WCBW(FM) accordingly. (MM docket 90-643, April 8, DA 91-467);

■ **Augusta, KS** Effective May 30, substituted channel 283C2 (104.5) for channel 283A, and conditionally modified construction permit of Gregory Ray Steckline. (MM docket 90-650 by R&O [DA 91-446] adopted April 1 by Chief, Allocations Branch.)

■ **Hobbs, NM** Effective June 3 allotted channel 243A (96.5). (MM docket 90-220, April 3, DA 91-460).

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RADIO

HELP WANTED MANAGEMENT

Group broadcaster is seeking general sales manager for successful Southwest coastal operation. Excellent opportunity for a broadcast professional with a track record of achievement desiring a career change with a growing company. Above average compensation package plus desirable life-style market. Send resume including compensation history, references and billing track record to Box L-39. EOE.

CFO sought for group headquartered in SE. Previous experience required. Resume and salary history to: Box L-40. EOE.

GM wanted for Southeastern growth market. Turn-around specialist with strong motivational skills and successful sales background needed for medium market station. Only proven winners need apply. EOE. Apply Box L-41.

General manager: Small market Ohio AM/FM seeks sales oriented GM who is hardworking, promotion minded, and an experienced team leader. Send resume, including compensation expectations, to Box L-42. EOE.

General manager, northeast. Exceptional opportunity for an experienced general manager seeking a financially solid employer, a great market, and an established radio station. Stand-alone Class C FM in-format and profitable. Over-performing in ratings, under performing in sales. Serious money and benefits for the right person. Strictest confidence. Recognized and respected group. EOE. Box L-47.

GSM: List, train, and direct sales team to success. Outstanding opportunity. Hudson Valley, NY Oldies station. Aggressive performer needed. No BS. Call me today 914-454-7400. EOE M/F Ask for owner.

Wanted-GM/SM with dynamic leadership and sales ability for start-up FM in top 75 SW market. Base plus percentages. Resume, compensation history to: M. Music, PO Box 1621, Salt Lake City, UT 84110. EOE.

General manager: Northern California FM under new ownership seeks GM/GSM. This is a turn-around situation. Strong leadership and integrity are a must. Send resume, references and salary history to Box L-61. EOE/MF.

West Palm Beach: Lite 92 FM seeks experienced sales person Soft/AC station on the move! Seeking strong local sales performer to develop quality campaigns in a growth market! If you love the business and would love to live and work in So. Florida, call Marc Telsey 407-835-0700. An equal opportunity affirmative action employer.

Expanding SE group, top 60 markets seeks experienced Urban/Churban GM's and GSM's. Winners only, send resume and history in confidence. EEO. Reply Box L-57.

WGXC, Mobile/Pensacola's fastest growing radio station, is seeking a degreed accountant to handle all phases of accounting through financial reporting. Computerized accounting and Lotus 123 required. Broadcast experience helpful. Send resume to General Manager, WGXC, PO Box 1044, Mobile, AL 36633. WGXC is an equal opportunity employer.

HELP WANTED SALES

Looking for a great place to live? Come to Great Falls, Montana. Top 25-54 Combo has established account list waiting for you. Resume to General Manager, KEINKLFM, 811 1st Avenue North, Great Falls, MT 59401. EOE.

Radio sales promotion company seeks highly motivated, strong closers to call on radio station general managers. Must have proven track record as radio station manager or national radio sales rep, plus desire for excellent income and willingness to travel 1 or 2 state area. Send or fax resume to: International Broadcast Services, Inc., 167-B Belle Forest Circle, Nashville, TN 37221. 615-646-3628 (fax). EOE.

Top performer wanted: Sunbelt, Southwestern college town, fantastic four-season lifestyle in the sun. Dominant, Class C FM Adult Contemporary leader has an immediate opening for a very, very good small/medium market radio account executive. If you're a hard-working, proven top performer and are ready to relocate to our beautiful college town to earn more and learn more, reply in confidence today to Box L-43. Immediate reply to all inquiries. Equal opportunity employer.

Ohio AM/FM, Chardon and Geneva: Growing broadcasting company has rare opportunity for sales consultants with proven track records. If you think you can handle the challenge, are a street fighter, self-motivated, and demand excellence, then we're looking for you. Rush your resume and references to Box L-44. EOE.

Superb AM/FM needs experienced sales person to take over high billing list. First year earnings \$50,000+, advancement opportunities. Resume to C.W. Van Cure, WIRL/WSWT, Box 3335, Peoria, IL 61612. EOE M/F.

WGXC is filling the position of account executive. WGXC is Pensacola/Mobile's latest growing radio station. Prefer applicants for this position to have at least 1 year broadcast sales experience. Send resumes to General Manager, WGXC, PO Box 1044, Mobile, AL 36633. WGXC is an equal opportunity employer.

Advertising salesperson for syndicated radio talk show, excellent commission structure. Call 702-798-1798 or write Chancellor Broadcasting, 2550 Chandler #50, Las Vegas, NV 89120. EOE.

Sales mgr., No. VA, immediate opening. Growing area, good established staff. Reply to Box L-58. EOE.

Super stations, super company looking for super salesperson with a solid track record to manage experienced staff of professionals for North New York's 50 year market leader. A growth opportunity for the right individual. Send your blueprint for success to Don Alexander, General Manager, WTNY AM/FM, 134 Mullin St., Watertown, NY 13601. EOE.

HELP WANTED ANNOUNCERS

Morning personality-PD for satellite Oldies station going live. Send tape and resume to: Mike Raymond, WYOS, 1 Broadcast Plaza, Wilkes-Barre, PA 18703. EOE.

HELP WANTED NEWS

Graduate assistant/news: WSIE-FM at Southern Illinois University at Edwardsville is seeking a graduate assistant to work in the station's newsroom. Serve as afternoon anchor, gather and prepare stories and supervise student reporters. Broadcast experience required. Acceptance into the Master's Degree Program in Mass Communications at SIUE is required as well. WSIE is an NPR, APR affiliate. Send tape, resume and three writing samples to: Michael Leland, WSIE-FM, Southern Illinois University at Edwardsville, Box 1773, Edwardsville, IL 62026. Closing date: May 31, 1991. WSIE-FM is an affirmative action/equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Experienced radio production director for All News station. Make spots sizzle. Tapes and resume to: Operations Manager, WKBO, 2814 Green Street, Harrisburg, PA 17110. EOE.

SITUATIONS WANTED MANAGEMENT

Top ratings = top dollars. 10+ years radio management. Top sales/programming credentials. Bottom line oriented street fighter. Bill James 804-232-5197.

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GM ready to lead. Motivator, trainer, twenty year sales pro. Programming, production, organization and turnaround expert. Start-ups welcome. Please reply to Box L-48.

General manager. Solid success record in large and medium markets. Programming and sales background. Have turned around sick stations and improved healthy ones. Ego driven to be #1 in ratings. Greed driven to be #1 in sales and profit. Integrity and love of radio drives me to protect licenses and run highly respected stations. I can do it for you soon. Current station being sold. Reply to Box L-23.

21 years experience, almost all facets of radio, seeking small market station management opportunity. Reply Box L-59.

One of radio's best general managers now available. Sober, reliable, honest, family man. Non drinker, non smoker, experienced in management, with a sales emphasis. William E. Powley, 1301 2nd Avenue, Brunswick, GA 31520. 912-262-9703.

Successful PD available now for PD or station manager position. 21 years sales and programming experience in multiple formats in small to major markets. Win with revenue and ratings! Neil Matthews 619-672-2225.

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Announcer, 12 years on air experience seeking position with stable AC, AOR or Classic Rock station. Available now, will relocate anywhere 803-661-5399.

Female, warm, on-air personality + creative production, news, 10 yrs. exp., all formats, not money hungry. Tampa-St. Pete area pref. 813-937-7514.

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Do it all broadcaster experienced in all facets, PD/OM/music/sales, seeks challenge in small to medium market. Atlantic/East Coast only. Reply to Box L-67.

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Dominant group-owned network affiliate in medium-sized southeastern market seeking GSM. Candidates should have solid track record in both local and national sales. Successful local sales management experience a must. Strong leadership ability, creative marketing ideas, plus rate and inventory management skills are prerequisites. Send resume and salary history to Box L-45. EOE.

Sales manager: Television sales manager for Chicagoland Home Shopping affiliated station. Compensation excellent!! Experience in start-up independents, radio or television sales. PO Box 973, Tinley Park, IL 60477. EEO employer.

President/general manager: KEDT-TV/FM, located in the beautiful coastal sailing community of Corpus Christi, Texas, is seeking a president/general manager. We are looking for a seasoned management executive with demonstrated experience in fundraising, financial management, and television; PBS experience preferred. Send confidential inquiries to KEDT, Attn: Chairman of the Search Committee, PO Box 6074, Corpus Christi, TX 78411, by June 1, 1991. KEDT-TV/FM is an equal opportunity employer.

Local sales manager: Midwest independent seeks individual with successful track record of recruiting, training and new business development. Call Teresa in confidence, between 9:00am-Noon EST 1-800-733-2065 EOE.

News director: Progressive midwest affiliate in 77th market has immediate opening for news director. Responsibilities include management of television and radio news departments, including directing and overseeing performance of news, sports, weather, public affairs and videography personnel. Degree required. Must have minimum five years experience as journalist with demonstrated knowledge in selection, gathering and production of materials for radio/television news and public affairs. Knowledge of legal and regulatory matters relating to broadcast journalism and experience in management of news personnel required. Excellent facilities. Competitive salary and benefits. Send resume and salary requirements to: WNDU-TV, Attn: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

Production manager. Need experienced, energetic person with ability to plan, schedule, budget and administer union production crews in a network affiliate in paradise. Send resume to General Manager, KGMB, 1534 Kapiolani Blvd., Honolulu, HI, 96814. EOE/Male-Female.

Development manager: If you have an ability to create, develop and implement new and unique fund raising opportunities; work well with large volunteer staffs; can lead your department to new levels of success; have experience with planned giving, foundations and endowments; then please send your resume along with four professional references to: Michael T. Walenta, General Manager, WGVU/WGVK-TV and WGVU-FM, 301 W. Fulton, Grand Rapids, MI 49504-6492. Resumes must be received by 5:00 pm, May 23. Starting date is July 1, 1991. EOE/AA.

WNYC Communications Group currently seeks a managing director, leased time. Major responsibilities include implementation and execution of a marketing/sales plan; client prospecting; direct and oversee all operations of the department. Requirements include a B.S. Degree in Marketing or satisfactory equivalent and 7-10 years sales experience in media, commercials or broadcasting. MBA preferred. Salary is commensurate with experience. If interested please send resume to WNYC - Personnel, 1 Centre Street, 26th floor, New York, NY 10007. No phone calls please. EOE.

HELP WANTED SALES

Retail development manager, WKRN-TV, ABC affiliate in Nashville, has opening for a retail development manager. Prior experience running vendor programs for a television station is a requirement. Interested parties can send a resume to Dave Sankovich, General Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. WKRN is a division of Young Broadcasting - an equal opportunity employer.

Local account executive: WPVI-TV/Philadelphia is seeking a local account executive. Prefer at least 2 years experience in television sales or marketing, and in new business development including co-op/vendor. Please send resume and other pertinent information (no calls) to Lisa Hipp, Local Sales Manager, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

HELP WANTED TECHNICAL

EIC for television mobile unit based in Texas and Florida. Strong maintenance background required. Send resume and salary requirements to: Tel-Fax Texas, 3305 Pleasant Valley Lane, Arlington, TX 76015. EOE.

Studio engineer, Wyoming Public Television. Many exciting challenges await the successful candidate for this position--from being an important part of the engineering team at Wyoming Public Television to testing fly fishing, kayaking or climbing skills in the surrounding mountains. Candidates should have solid experience in digital and analog circuitry as well as with one-inch tape machines, switchers, routers, audio consoles, studio cameras and other studio equipment. If you have at least three years of studio & production engineering experience, this may be your chance to experience Wyoming. Contact: Personnel Office, Central Wyoming College, 2660 Peck Ave., Riverton, WY 82501. Phone: 307-856-9291. Women and minorities are particularly encouraged to apply. CWC is an EEO employer. Application deadline: May 15, 1991.

KTFH-TV 49 is seeking a maintenance engineer with studio and transmitter experience. Computer know-how a plus. Send resume and salary requirements to Calvin Smith, Chief Engineer, KTFH-TV, 256 N. Sam Houston Pkwy E., Suite 49, Houston, TX 77060. EOE. Fax 713-820-4048.

Chief engineer: Top 20 market highly respected leader. Must have minimum 10 years experience transmitter, satellite systems, computers, control room and studio equipment. Responsible for equipment, technical staff and capital expenditure recommendations. Send complete resume to Box L-62. EOE.

WBZ-TV, Boston has an immediate opening for a maintenance technician with experience in Helical scan tape formats, especially Sony 1". SBE certification preferred. Send resume to Bob Hess, Engineering Manager, 1170 Soldiers Field Rd., Boston, MA 02134. WBZ-TV 4 is a unit of Westinghouse Broadcasting Company, an equal opportunity employer.

HELP WANTED NEWS

"Crayolas and a slinky": That's what you'll need to be our weekend producer. In addition to weekends, you'll do fill-ins, assistant produce and work on our numerous special projects. Previous producing experience required. "Championship newsball" players should apply to: Tim G. Gardner, 119 E. 10th Street, Austin, TX 78701. EOE. Don't call us; we'll call you.

Top 10 station seeks experienced news TD for complicated, fast paced show. Need pre production experience and know Grass 300, A-53, Leitch. Send resume & tapes to: Phil Crow, PO Box 2495, Fort Worth, TX 76113. EOE.

WTVD 11 minority broadcast training program: Successful applicant will possess a four-year college degree in any discipline and a minimum of three years work experience. The two-year program includes training as a news-writer, reporter, assignment editor, associate producer and producer. Send resume and letter detailing your interest in the job and your qualifications to: J.R. Crump, WTVD 11, PO Box 2009, Durham, NC 27702. Absolutely no phone calls. EOE.

Meteorologist: NBC affiliate looking for person with strong on-air presence. Two years experience and an AMS Seal are minimum requirements. Severe and changing weather makes this a challenging and high-profile position. Send resume, tape, and salary requirements to News Director, KSNT-TV, Box 2700, Topeka, KS 66601. EOE.

Immediate weather opening, for experienced, weather person, solid computer skills necessary. A prime anchor spot, for charismatic, witty personality. Reply Box L-63. EOE.

Two jobs: Photographer and weekend producer needed at top 40 affiliate. Prior commercial experience required. Tapes and resumes to News Director, WWMT, 590 West Maple, Kalamazoo, MI 49008. EOE.

6:00 PM news co-anchor/nightcast reporter: Dominant NBC affiliate in Columbia, SC, seeks a good writer with proven reporting skills and experience developing news sources and contacts. Will be responsible for stories for the 6:00 PM newscast and be the main reporter with live shot responsibility for the 11:00 PM newscast. Must be well organized, able to work under pressure and work well with people. Degree in Journalism. Two years TV experience, a working knowledge of computers preferred. Send resume and tape to: Fred Ertz, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Promotions writer/producer: Creative professional who can crank out quality promos for news and programming. Tape and resume to: Paul Dughi, KHQ, PO Box 8088, Spokane, WA 99203. EOE.

Two jobs: Weekend anchor/weekday reporter, and morning anchor/reporter—must have fill-in anchor experience with one to two years in the field. We're AP award winner for best newscast. Dominant #1 market. Computerized newsroom. NBC affiliate. EOE, M/F. T&R to Bill Huffman, WVVA-TV, POB 99, Bluefield, WV 24701. No phone calls. All applicants will be considered for each position.

News producer - #1 station in the market needs a take-charge news professional to produce fast-paced, well-written newscast. BA/BS and two years experience. Send tape and resume to Kim Williams, KWTW, PO Box 14159, Oklahoma City, OK 73113. No phone calls! EOE, M/F.

News producer/writer with 5 years experience in consumer journalism or related fields to produce syndicated news features for television stations. Strong script writing and factual reporting are essential. Start May, 1991. Southern Westchester (30 minute NYC commute). Send letter, resume, writing samples and/or tape to: Jennifer Levine, TV Dept., Consumers Union, 101 Truman Ave., Yonkers, NY 10703-1057. EOE.

News producer: Produce weekend newscasts. Desk assistant/associate producer duties weekdays. Broadcast journalism or related degree and 2 years news experience required. Send tape and resume to EEO-NP1-BM, PO Box 44227, Shreveport, LA 71134. EOE.

ENG photojournalist: Degree preferred and at least 2 years ENG experience required. Send tape and resume to: EEO-NP1-BM, PO Box 44227, Shreveport, LA 71134. EOE.

News producer: Produce one of four daily newscasts. Degree & at least 2 years producing experience required. Send tape and resume to: EEO-NP2-BM, PO Box 44227, Shreveport, LA 71134. EOE.

Are you the #2 person looking to be news director? Network affiliate on the Gulf Coast is looking for you. Our ratings are the highest in our history. Need aggressive leader to take us to #1. No phone calls. Equal opportunity employer. Send resume to Box L-64.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer: The Orbis Broadcast Group is seeking a television producer with five to ten years experience. The ideal candidate should combine a news and production background with strong research, writing and organizational skills. Candidates should be experienced in both studio and field production and have great interest in health and science issues. Applicants must have good client skills and be willing to travel and work various shifts. Send resume and cover letter to: Executive Producer, Orbis Productions, 358 W. Ontario, Chicago, IL 60610. EOE.

Promotion writer/producer: ABC affiliate in 34th market has immediate opening for high-energy, innovative, quality-oriented expert to join creative promotion team. One year experience in TV promotion required. Must be able to demonstrate strong writing, producing, and editing skills. Expertise in print and radio required. Send resume, non-returnable tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #04159101R. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

KMPH Fox 26 in Fresno, CA has an immediate opening for a community affairs director. One to three years previous experience in television community affairs, news or promotion is required. Successful candidate will be responsible for supervision and implementation of station's public service projects and events. Will also oversee Kids Club activities and other promotional efforts. Strong writing skills are required. On camera experience helpful. Candidates should be able to demonstrate previous community involvement. Send resume and video tape to: Personnel Dept., KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Immediate reply essential. Send addressed postage paid envelope for return of tape. An EOE-M/F/H.

SITUATIONS WANTED MANAGEMENT

Station manager with 20 years experience in programming, promotion, sales and production available due to station takeover. Excellent skills in local business involvement, cable relations and local programming. Looking for GM spot but will consider attractive program/operations position. Reply Box L-65.

SITUATIONS WANTED TECHNICAL

Mobile EIC/video engineer: New York City/Pittsburgh, PA areas. 17 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 201-494-9443.

20 years engineering experience radio & TV, CE and corporate level. Heavy maintenance and construction, facilities planning, computers and programming etc. Seeking CE position, medium market. Call 904-721-0392.

Experienced TV chief engineer seeking position in the South. Supervisory and hands on experience. Construction and maintenance background. Call Jim 718-361-9122 leave message.

Contract engineer. Satellite, microwave, cable, A/V systems. Recent clients: C-SPAN, GE, COMSAT. Solid references. Reasonable rates. Norva-comm, POB 1057, Harpers Ferry, WV 25425. Phone 301-834-9105.

SITUATIONS WANTED NEWS

Features. Winner 1989 NATPE Iris, 7 state AP features, documentary awards. Currently employed, ready to move. Reply Box L-52.

Indy 500 video photojournalist. Daily hire. 14 years experience 1-800-777-0340. Leave message.

Save \$20,000! Sports director/personality. 14 years sports experience; anchor, show host, play-by-play. Built and trained 2 staffs with documented success. Government benefits can subsidize salary to \$20,000. Stan Kosmoski, 215-777-5664.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Traffic/continuity/sales service. Experience in TV and radio, using Columbine, J.D.S., Bias, and Marketron. Call George 908-417-1923. NY, NJ, CT area.

Dynamic talk show host and news anchor with major market and national experience seeks talk radio or TV host or anchor position. If a strong communicator, with exceptional interviewing skills, caring, creativity and commitment is what you're looking for, let's talk. Box L-66.

Anyone in Austin, Albuquerque or North Carolina have a use for someone who's spent the last 3 1/2 years as a segment producer on a network morning broadcast? Remarkably knowledgeable about news, entertainment, sports; lots of life experience; adept with tape. Please help me escape New York. 212-975-8409.

MISCELLANEOUS

Job hunting? Get professional expertise from broadcasting's trusted source for employment opportunities. Television, radio, corporate communications. We provide hundreds of listings nationwide in all fields. From major-market to entry-level. Plus free referral with no placement fees: written demo tape evaluations with salary assessments; individualized coaching/management; and much more! Now in our 7th year. Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED SALES

Ready for a six-figure income? If you are a self-starter with broadcast sales experience and want to own and build your own business, we have a great opportunity to discuss with you. CASCOM Syndication is looking for full-time representatives to market a wide variety of stock animated effects, music libraries, pre-produced commercials and custom commercials featuring such characters as Ernest P Worrell (Jim Varney) and Jose Jimenez (Bill Dana). Markets already committed include New York City, Los Angeles, Philadelphia, DC, Baltimore, Kansas City, Nashville, San Francisco, Portland, Houston, Chicago, Seattle, Miami, Orlando, Salt Lake City, Tampa and Hartford. Markets are closing rapidly. If you are serious and qualified, don't wait. Call Lee Michaels at 615-242-8900. EOE.

SITUATION WANTED INSTRUCTION

Enthusiastic MA graduate. Experienced teaching international broadcasting, scriptwriting, field, studio, and radio production. Skilled administrator. Kevin Mohs, 5410 Quesada Rd., Riverdale, MD 20737, 301-699-3932.

SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS

Hot radio-TV custom jingles/musical themes. For station call letters, news programs, local productions, etc. Complete package price only \$2999.95. Call Edmond A. Bruneau toll-free today at 800-735-1116.

MISCELLANEOUS

Government seized: Vehicles from \$100. Fords, Mercedes, Corvettes, Chevys. Surplus. Buyers Guide. 1-805-962-8000 Ext. S-7833.

Government homes from \$1 (U repair). Delinquent tax property. Repossessions. Your area 1-805-962-8000 Ext. GH-7833 for current repo list.

EMPLOYMENT SERVICES

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

Attention beginners: My "Radio Employment Guide" shows you how to get hired. Free information 805-584-3283. Absolutely no obligation.

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

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-962-8000 Ext. K-7833.

EDUCATIONAL SERVICES

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

Syracuse University Sportscasting Academy, June 29-July 5. Performance-oriented. Get both TV & radio play-by-play experience daily. Do simulated live broadcasts at the Carrier Dome (Big Orange Basketball camp) & MacArthur Stadium (Syracuse Chiefs Baseball). Create audio & video tapes of your performances. Work with veteran network sportscasters. For more info, call Syracuse University, 315-443-5404/4181, or write the Div. of Summer Sessions, Suite 230, 111 Waverly Ave., Syracuse, NY 13244-2320. EOE.

Critiques: For the serious television journalist. Get the competitive edge by sharpening your writing and learning to make your reports stand out. Call Mecca Media Consulting now! 908-244-9246.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

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

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BASK, 5KW (1980), McMartin BA2.5K, 2.5KW (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Collins 831G2, 20KW (1975), Harris FM20H3, 20KW (1972), RCA BTA 20E1, 20KW (1973), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

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

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

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

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

Save on videotape stock. We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-665-2655.

500' utility tower. New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

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

Madison: Meters, transformers, big caps, tubes. Receiving tubes \$1-5; Icom, Yaesu - amateur. Madison Electronics, 1-800-231-3057. 1-713-728-7300.

Sony BVU800 \$5,900; BVT800 \$3,500; BVT810 \$4,500 L/N; (3) Vidifont IV-A's incl Font Compose, (6) RGB encoder/keyers, more \$7,500; (4) Camera system w/CCU's, cables, etc. Sharp XCB10, 2 years old \$40,000 OBO; TC - gray DR107 \$1,450, Evertz 3600D L/N \$1,500; (8) Conrac 6122RS19 \$750. John 212-355-7540.

Complete FM station: Transmitter, STL, remote pickup, modulation monitors, carts, boards, remote control, new in 1986, available July 91. Call for list. 419-782-8591.

RADIO

Situations Wanted Programing Promotion & Others

SKILLED PROGRAMER

Currently under contract seeks new major market opportunity in 1992. Well rounded in all aspects of broadcast operations including positioning, promotion, music and research. Brilliant at Basics. Excellent management skills and track record in contemporary programing. Difficult challenges especially welcome. All future opportunities considered in confidence.

Respond to Box L-53.

TELEVISION

Help Wanted Management

OPERATIONS MANAGER FOR TELEVISION AND RADIO

International news and information service has excellent new position in expanding production facility. Responsibilities include creative guidance of television and radio editors and producers, quality control, scheduling, and related operational needs. Communications and journalism experience essential. Hands-on television production experience a strong asset. Location in Northern Virginia near Washington, DC. Excellent benefits. Exceptional growth opportunity with mid-size, independent company. Please include salary range required. Send information in strict confidence.

Reply Box L-55.

Help Wanted News

NEWS PHOTOGRAPHER/ENGINEER

KTLA-TV is looking for an ace photographer who is also a skilled technician. Handle satellite uplinks and downlinks, and microwave systems in-house and in the field. Must have 5+ years experience in an aggressive news operation.

Please rush resume to

Human Resources Department
KTLA Television
5800 Sunset Boulevard
Los Angeles, CA 90028

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Station  An
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Opportunity
Employer

Help Wanted Sales

WANTED : Revenue Builders

Sales Managers who want to dramatically increase local New-to-TV revenues through the use of proven Newspaper & Yellow Page Conversion Programs. Applicants must be willing to manage effectively. Investment is based on market size and is fully guaranteed to eliminate any risk.

Call today to see if your market is still open
206-253-4260

National Advertising Consultants



Birch Scarborough Research Corp., America's fastest-growing media research company, is adding another Scarborough Television representative. Based in our Los Angeles office, this highly motivated individual will sell and service TV stations using The Scarborough Report, the most comprehensive local-market qualitative service available. Minimum two years TV selling experience preferred. EOE. Send letter, resume and compensation requirements to:

Philip Sahadi, TV Sales Manager
Birch Scarborough Research Corp.
560 Sylvan Avenue
Englewood Cliffs, NJ 07632

A VNU Business Information Services Company

Situations Wanted News

VNR Producer

25-year network news veteran. Can provide entire package: correspondent, crew, editing, distribution. Or, write & produce with your facilities. All fields; special emphasis on health.
Reply to Box L-68

Employment Services Continued

Find A Job Today!

- Broadcast JobLine is the largest daily report of TV and Radio Jobs!
- No subscriptions, credit cards or checks to get jobs. Call when you want!
- Fast forward/rewind functions saves time and money!

1-900-786-7800
\$2.29 per minute



Public Notice

May 4 - Telecommunications Conference: "Can Regulation Keep Pace With Technology?" Caller Identification and Teleco Entry Into Video Programming. California Western School of Law, San Diego. Information: Andrea Johnson or Martha Ehringer (619) 239-0391.

Miscellaneous

BE ABOVE THE REST!

Giant Blimps, Hot Air Balloons, Roof Top Balloons
800-235-2201

**ALLIED FIELDS
Employment Services**

JOB FAIR

From producers to graphics, reporters to receptionists, sales, writers, directors, videographers, anchors.

Saturday, May 18, 1991
San Francisco State University
Broadcast Studios, 1600 Holloway Avenue
9 a.m. to 4:30 p.m.

Free on site registration
Information: Associated Press Broadcast Editor Rachel Ambrose
(213) 746-1200
Call between 9-12

Co-sponsored by Associated Press Television-Radio Association, California Broadcasters Association, and San Francisco State University, Broadcast Communications/Arts Department.

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California Broadcasters Association

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To subscribe call 800-237-8073/California 406-648-5200

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JOBPHONE

- Press: 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "talking resumes"
4 To record "talking resumes" and employers to record job openings
5 Weekly memo to improve your job search technique

1-900-726-JOBS
\$1.00 per min. (5 6 2 7)

For Sale Stations

AM/FM:
DOUBLE OUR \$400K ANNUAL GROSS
100KW FM; 24Hr. AM. Strong sales GM to make equity investment & take control in substantial SWest mountain community. Realistic to double sales over 36 months. Send resume & financial statement:
c/o Sroka, Att., One Market Plaza, Steuart Tower, Suite 2310, S.F., CA 94105.

THE RADIO FINANCE SPECIALISTS

- New Financings
- Refinances
- Smaller Markets
- Restructures

SIGNAL PROPERTIES
99 State St., Brooklyn Hts., N.Y. 11201
(718) 643-5825

S. FLA FULL C FM

Booming Market
For sale by owners
Reply Box L-73

For Sale Stations Continued

**OWNER RETIRING
C-1 + B-1**

C-1 100,000 watts @ 1000 feet. B-1 25,000 watts @ 500 feet. Both city grade Arbitron 125 equipment, excellent. Total confidentiality. Principals only.

Reply Box L-71

AVAILABLE

North Dakota Class C with coverage into major state market and great Canadian coverage. New station facility and equipment. Great community lifestyle adjacent to state's largest recreational area. Terms available. \$750,000

Reply with financial qualifications to Box L-72.

**CLASS "C"
Beaumont, Texas**

Principals only,
Write Box L-70

**DODGE CITY, KANSAS
1KW Fulltime AM**

For Sale
Excellent Studio Facility
4.5 Acres Two Towers
Dark..But Ready For New Life
\$65,000
Contact: Stu Melchert
Box 3125 Liberal, KS 67905-3125
316-624-3891

ADOPT A DOG

Do you know of a stray radio station looking for a home? Feed programming, sales and management from a successful station and watch the stray grow profitable. Call Dan Rau at Marti Electronics for details about Plan A.

817-645-9163

**WFKB AM-870 kHz - 10,000 WATTS
DAY NON-DIRECTIONAL**

Located in growing mid-south region, top 100 market. Asking \$330,000 with \$260,000 assumable note. Station now broadcasting with news-business format. Needs GM with strong marketing skills or sales manager with GM capabilities to realize profit potential. Present owner has other business interests.

Telephone Jack Webb, 704-697-0361 for information. No brokers please.

**TOP RATED ALBUQUERQUE
AM/FM FOR SALE BY COURT
ORDER. PRICED AT LESS
THAN ONE TIMES GROSS.
CALL JOHN EMERY.**

(505) 242-0626

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\$300,000-\$2,000,000 or more at or below prime. PrimeFirstSM Mortgage.* Available in CA, CT, DC, DE, FL, GA, HI, IL, IN, MA, MD, MI, NJ, NY, PA, RI, VA, VI. & WA.

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all the credit.**



FAX (202) 293-FAST

**BROADCASTING'S
CLASSIFIED
RATES**

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

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

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

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

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

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

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

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. Please do not send tapes.

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

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

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



ATTENTION: MAY/JUNE GRADUATES

Looking for a media or teaching position? Beginning May 6, and for a limited time, BROADCASTING will offer recent college graduates a 25% discount on our Situations Wanted rate, with a reduced \$9.00 weekly minimum. Ads are payable in advance by check, money order or credit card (Visa or Mastercard). And congratulations from all of us at BROADCASTING.

FATES & FORTUNES

MEDIA

Comsat named **Bruce L. Crockett** its new president. Position has been vacant for four years. Crockett was president of Comsat's World Systems Division since 1987. In 1983, Crockett was VP-CFO, before becoming VP and general manager of Intelsat.

Ron Cooper, senior VP and manager, Continental Cablevision, Sierra Valley, Calif., named head, Southern California region, succeeded by **Steve Martin**, VP and district manager, Southfield, Mich., and promoted to senior VP.

Gary Zenobi, general sales manager, WTIC-TV Hartford, Conn., named VP and general manager, WTIC-AM-FM there.

Jeff Clark, from WGY-AM-FM Schenectady, N.Y., joins KFH(AM)-KXLK(FM) Wichita, Kan., as general manager.

SALES AND MARKETING



Silberberg

Robert I. Silberberg, VP, news, daytime and children's sales, CBS-TV, joins Backer Spielvogel Bates Inc., New York, as executive VP, director of national broadcast and programming. **Robin Blum**, senior supervisor, and

Melody Wilson, senior broadcast supervisor, elected VP's.

Appointments at Backer Spielvogel Bates Inc., New York: **Charlie Abrams**, creative director, BSB, Canada, named senior VP, group creative director, BSB Inc.; **Martin Buchanan**, art director, **Kipp Monroe**, copywriter, and **Rob Young**, art director, named senior VP's and group creative directors.

Appointments at BBDO, New York: **Stu Gray**, VP, director of media research services, and **Ed Brody**, VP, associate director of marketing sciences, elected senior VP's; **George Hunt**, research supervisor, named associate research director, and **Nannette LaFond**, assistant

account executive, named account executive.

Christopher Bushnell, local sales manager, WNBC-TV New York, joins WPIX(TV) there in same capacity.

Paul Reding, AM sales account representative, KCUE(AM)-KWNG(FM) Sioux Falls, S.D., named sales manager.

Phil Jermain, account executive, Telerep, New York, joins WTXX(TV) Waterbury, Conn., in same capacity.

Donna Kirner, national sales manager, WISC-TV Madison, Wis., named general sales manager.

PROGRAMING

Mary Mazur, VP, series development, CBS Entertainment Productions, joins Patchett Kaufman Entertainment, Culver City, Calif., as senior VP, development.

Elliott Wiley, from WJZ-TV Baltimore, joins WHMM(TV) Washington, as executive producer, local programming.

Mark Mersky, director of local advertising sales, Arts & Entertainment Network, New York, named senior director, sales and marketing programs.

James L. Loper, executive director, Academy of Television Arts & Sciences, adds duties as programming consultant, FCB/Telecom, programming division of Foote Cone & Belding Communications Inc., Burbank, Calif.

Tom McCarthy Jr., founder, Sound Choice sound editorial company, Los Angeles, joins Columbia Studios Post-Production Facility, Culver City, Calif., as supervisor, motion picture sound editorial.

Virginia Giritlian Jaye, independent producer, Hollywood, joins Longbow Productions, Los Angeles, as VP, feature film development. **Susan Levin**, research director, Longbow Productions, named associate director of development.

Jennifer Hanning, copywriter, Shepard's/McGraw-Hill, Colorado Springs, Colo., joins Thistle Productions Inc., Phoenix, as writer and producer.

Chris Mays, regional manager, format sales, Broadcast Programming, Seattle, joins KMT(FM) there as program director.

NEWS AND PUBLIC AFFAIRS

Leigh Glaser, weather anchor and environmental reporter, KCAL(TV) Norwalk, Calif. (Los Angeles), joins KGO-TV San Francisco, as morning weather anchor.

Tony Zarrella, from WSTM-TV Syracuse, N.Y., joins WSVN(TV) Miami, as sports reporter.

Chet Burgess, executive producer, CNN, Atlanta, named to same capacity, Turner Broadcasting Co.'s *Network Earth*. **Robert J. Lorenz**, reporter and anchor, WPTV(TV) West Palm Beach, Fla., joins CNN Sports, Atlanta, as anchor.

Appointments at WHDH-TV Boston: **David Hatcher**, desk assistant, named writer; **Maria Pietersz**, production assistant, named production associate, and **Nina Miller Shea**, anchor and reporter, WCX(TV) Vineyard Haven, Mass. (Cape Cod), named associate producer and writer.

Kevin Baird, reporter, KIRO-TV Seattle, joins KING-TV there in same capacity.

Steven J. Teeling, meteorologist, WTIC-TV Hartford, Conn., joins WVIT(TV) New Britain, Conn. (West Hartford), as weekend meteorologist.

Ira Mellman, from CBS Radio Network, New York, joins WWDB(FM) Philadelphia, as morning anchor.

Chris Maathuis, news and sports reporter, KALL(AM) Salt Lake City, joins KIFI-TV Idaho Falls, as sports director and anchor.

Paul Cox, from WTVN(AM) Columbus, Ohio, joins WHK(AM) Cleveland, as news director.

Randy Scott, formerly of WFLA-TV Tampa, Fla., and WTOG(TV) St. Petersburg, Fla., joins WBSV-FM Venice, Fla., as anchor.

TECHNOLOGY

William F. Hammett, president, and **Harrison J. Klein**, senior VP, Hammett & Edison Inc. consulting engineers, San Francisco, named managing directors.

Bob Hess, director of engineering, KOVR(TV) Stockton, Calif. (Sacramen-

TIME WARNER'S ROSS NAMED 'MAN OF THE YEAR'



Steven J. Ross, chairman and co-chief executive officer, Time Warner Inc., was presented with the "Man of the Year" award by the Juvenile Diabetes Foundation International. Pictured left to right, Magda Bleier, Ross, Mary Tyler Moore, Edward Bleier, president, Warner Bros. and dinner co-chair, and J. Richard Munro, president, JDF International. JDF has been initiating the "Man of the Year Dinner" since 1985, recognizing individuals in private enterprise who made contributions to diabetes research.

to), joins WBZ-TV Boston, in same capacity.

Rob Wharton, operations engineer and production assistant, WSTR(TV) Cincinnati, joins KZKC(TV) Kansas City, Mo., as supervisor of master control.

Anthony Mazzara, system engineering manager, Varian Associates, microwave equipment division, Santa Clara, Calif., joins Gamma Microwave, there as engineering manager, satellite products operation.

C. J. Waylan, president, GTG Space-net, McLean, Va., named president of combined GTG Spacenet/Contel ASC organization.

Christopher James, electronics graphic designer, WVEC-TV Hampton, Va. (Norfolk), named graphics designer.

Jeffrey Schick, assistant chief engineer, WALK-AM-FM Patchogue, N.Y., joins WLNA(AM)-WHUD(FM) Peekskill, N.Y., as chief engineer.

Jane Swearingen, senior account executive, Laser-Pacific Media Corp., supplier of film, video and sound postproduction services to television entertainment industry, Hollywood, named director of marketing services.

Carl H. Fimmano, director of advance procurement, NBC-TV, joins Panasonic Broadcast Systems Co., Secaucus, N.J., as manager of special projects administration, 1992 summer Olympics, Barcelona, Spain.

Patrich Sim, director of operations, Europe, General Instrument's Jerrold Com-

munications, Reading, Berkshire, England, named to same capacity, Hatboro, Pa.

PROMOTION AND PR

Deborah Meli, from WWOR-TV Secaucus, N.J., joins WPIX(TV) New York, as publicist.

Peter Mondics, executive VP, NuStar cable TV promotion service, West Chester, Pa., named president and chief operating officer.

Cheryl R. Young, senior account executive, public relations, FitzGerald & Co., Cranston, R.I., named account supervisor, public relations.

Appointments at KZKC(TV) Kansas City, Mo.: **Bruce E. Stone**, production manager, WACH(TV) Columbia, S.C., named creative services director; **Brad Grandon**, assistant art director, KSHB-TV Kansas City, Mo., named art director; **Polly Taylor**, promotion writer and producer, named assistant promotion manager, and **Dave Dore**, assistant production manager, KTKA-TV Topeka, Kan., named promotion writer and producer.

R. Gregory Jones, principal, Stephenson-Jones Communications, joins MWW/Strategic Communications Inc., River Edge, N.J., as senior account executive.

Ferne Carpousis, consultant, The Kamber Group, Washington, named senior account executive.

Sammye Culbert, sales writer and producer, KWTW(TV) Oklahoma City, joins KOCB(TV) there as director of public relations and public service.

Michael Grandelli, executive producer, WVEC-TV Hampton, Va. (Norfolk), named creative services director. **Michael Patrick**, announcer, WVEC-TV, adds duties there as promotion producer.

Maude Lewis, public service manager, WXMI(TV) Grand Rapids, Mich., joins WLAV-AM-FM there as promotion manager.

ALLIED FIELDS

New advisory board for Nickelodeon Roundtable, New York: **Richard Sperry**, Comcast Communications; **Ted Livingston**, Continental Cablevision; **Jerry Maglio**, United Artists Cable; **Kevin Leddy**, Warner Cable; **Chris Forgy**, Times Mirror Cable; **Mike Egan**, Cablevision Industries; **Terri Thompson**, Cox Cable, and **Gayle Greer**, American Television Communications.

Roanne Robinson, assistant director, industry affairs, National Cable Television Association, Washington, named director, industry affairs.

Eric Swanson, senior associate, The Conservation Fund, joins Radio and Television News Directors Foundation, Washington, as executive director.

New media brokers appointed at Hadden & Assoc.: **Dennis R. Israel**, president and general manager, Empire Radio Partners Ltd., based in Miami Beach; **Larry Lewis**, owner and manager, KBQC-AM-FM Davenport, Iowa (Bettendorf), based in Chicago; **Mitch Russell**, owner and manager, WXIX(AM) Blowing Rock, N.C., based in Thomasville, N.C., and **Dennis Hensley**, president, Queen City Broadcasting, based in West Chester, Ohio.

Tom Henry, chief operating officer, McDaniels, Henry & Sproul advertising agency, San Francisco, appointed to American Association of Advertising Agency management committee for western region.

Appointments at Frank N. Magid Associates Inc., Marion, Iowa: **Joe George**, director of marketing, named VP, marketing; **Dave Smith**, manager, television consultation, named VP, senior consultant; **Eric Braun**, consultant, named manager, television consultation, and **Charles Munroe**, consultant, named manager, European operations.

Bruce McGorrill, executive VP and CEO, Maine Radio and TV Co., Portland, Me., elected to two-year term on TV board, National Association of Broadcasters.

BRISSETT AND LEE HONORED AT NAB '91



National Association of Broadcasters President Eddie Fritts presented the Grover C. Cobb Award to Melanie Brissett (l) and Monica Brissett, who accepted the award for their mother, the late Belva Brissett, former senior vice president, regulatory affairs, at the NAB. The award honors the memory of Cobb, a former NAB senior vice president for government relations and is presented to a broadcaster or public servant who demonstrates "unusual dedication to improving broadcasting's relationship with the federal government."



Also honored with the "Spirit of Broadcasting" award, given in recognition for career achievement, was Robert E. Lee (center), FCC commissioner from 1953 to 1981 (and chairman during 1981). Presenting the award were NAB Television Board Vice Chairman Ronald Townsend (l) of Gannett Television Group and Television Board Chairman Gary Chapman (r) of LIN Television. The awards were presented during the NAB's Las Vegas convention two weeks ago.

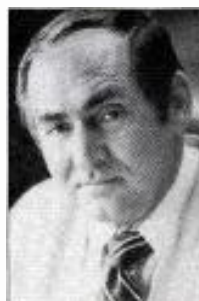
DEATHS

Thomas L. Davis, 70, broadcaster, died April 20 after short illness, in Dixon, Ill. Davis was former member of board of directors of National Association of Broadcasters. He was owner of WSDR(AM) Sterling, Ill., 1969-1987. His career began at WGYN(FM) New York in 1946. Davis was general manager at various times through 1950's and 1960's of WAIT-(AM), WAAF(AM) and WCIU-TV, all in Chicago. He held equity positions in WGLB-AM-FM Port Washington, Wis., KLEE-AM-FM Ottumwa, Iowa, and WESP(FM) Charlotte-Amalie, V.I. In 1979, Davis was at center of international broadcasting dispute when he announced he would air editorials from radio Moscow. To do so Davis would have had to register as foreign agent of U.S.S.R. Davis refused on First Amendment grounds. U.S. Attorney General Griffin Bell interceded and allowed the broadcasts to air (BROADCASTING Feb. 27, 1979). Davis is survived by his wife Ruth, mother Bernice, two

daughters, Tamsin and Jenhy, and two sons Lindsay and Carey.



Davis



Bush

Warren V. Bush, 65, president and CEO, Warren V. Bush Productions Inc., Los Angeles, died there of heart attack April 16. Bush began his career at Young & Rubicam Inc., New York, in 1950 as television director. He was director of Polish desk for Radio Free Europe, Munich, from 1953 to 1955, moving to WXIX-TV Milwaukee as producer, writer and director until 1959. He had one-year stint at WCBS-TV New York before being

named executive producer of CBS News. From 1968 to 1974 he was executive VP, development and production for The Wolper Organization Inc., before forming his own production company. He is survived by his wife, actress-public relations executive Phyllis Kirk Tahoe, Calif., and two daughters, Andrea and Kathryn.

Edward J. Frech, 69, former broadcasting executive, died April 12 of cancer in Norfolk, Va. Frech had stints as executive VP and general manager, KFRE-AM-FM-TV Fresno, Calif.; owner, KOWL(AM) South Lake Tahoe, Calif., and KOVR(TV) Stockton, Calif. (Sacramento), and as executive VP and general manager WTVR-AM-FM-TV Richmond, Va. He is survived by his wife, Margaret; daughter, Terry; son, Gregory, and five grandchildren.

Eldon Campbell, 75, broadcaster, died of cancer April 19 in Indianapolis. Campbell held positions as announcer, writer, producer and programmer at several stations, including WOWO-AM-FM Fort Wayne, Ind., and WFBM-AM-FM-TV Indianapolis (known today as WRTV(TV) Indianapolis), where he was VP and general manager from 1957 to 1973. He is survived by his wife, Helen; daughter, Susan; son, Thomas, and three granddaughters.

Andrew Jaeger, 75, retired president, Allied Artists Television, died of heart attack April 18 in Stratford, Conn. Prior to joining Allied, Jaeger worked at Dumont Television Network, ZIV organization, 20th Century Fox and TV Inc. He retired in 1979. Surviving him are daughter, Deborah; son, Neil, and three grandchildren.

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FIFTH ESTATE

MARTY FRANKS: CBS'S EYE ON WASHINGTON

Marty Franks sums up his feelings these days with a quotation he attributes to Adlai Stevenson: "It hurts too much to laugh and I am too old to cry." Franks, 40, is CBS's Washington vice president and, like his colleagues at the other networks, is "disappointed and frustrated" with the FCC's decision on fin-syn.

The networks have spent more than a year trying to convince the FCC to repeal the fin-syn rules that keep them from a financial interest in programming and bar them from entering the lucrative domestic syndication business. By a three-to-two vote, the FCC modified the rules, but with restrictions. "Part of what makes one a good advocate is believing in what you are saying. I believe we deserved repeal."

On the other hand, Franks says, his 20 years in Washington have taught him that "you live to fight again another day. And somebody who was your adversary one day is your ally the next. We can't afford to burn any bridges over there. You just move on."

Indeed, Franks is a pragmatist whose political acumen has earned him the reputation of a "smart and effective" advocate for CBS. He is well liked by Hill and FCC staff, who tag his sense of humor "interesting." Just prior to the FCC's vote on fin-syn, Franks distributed packages of forget-me-not seeds to the commissioners.

While the networks failed to convince the needed majority of the FCC, they were more successful on Capitol Hill, where House Energy and Commerce Committee Chairman John Dingell (D-Mich.) was particularly vocal in his criticism of the rules.

Franks is an old hand when it comes to Congress. He spent most of his career working to elect House and Senate Democrats. In the 1980's he ran the Democratic Congressional Campaign Committee under the chairmanship of former congressman and Majority Whip Tony Coelho (D-Calif.). It was during those years that he grew close to Dingell and other House leaders. Says Dingell of Franks: "I have known and worked with Marty for more than a decade. He is a professional in every sense of that term. He is knowledgeable, honest and savvy, and has served his employer well."



A native of Michigan City, Ind., Franks came to Washington in 1972 after graduating from Princeton. "Like so many others, I came here to end the war," said Franks. He spent the entire summer "knocking on doors" until he met Nordy Hoffmann, who ran the Democratic Senatorial Campaign Committee. "I worked for him for nothing until after the 1972 election." He later became Hoffmann's assistant, succeeding Bob Thomson, now vice president, government affairs, for cable MSO TeleCommunications Inc. (He and Thomson were also housemates on the Hill and remain close friends.)

In early 1973, former California Senator John Tunney separated from his wife and was looking for someone to share his house. Franks lived there for three or four months. Later, in 1975, Tunney hired Franks to work on his Senate campaign. That is where he met his wife, Mari.

He returned to Washington in April 1977 and signed on with Senator Patrick Leahy. He worked for the Vermont Democrat until 1979, when Hamilton Jordan asked Franks to serve as the Car-

ter re-election campaign's research director. "I became the Reaganologist for the Carter campaign."

Following Carter's defeat, Coelho asked Franks to help him get elected chairman of the House Democratic Congressional Campaign Committee. Franks said he would do the job, but he also said he was leaving Washington to go to business school. "I said I would come for three months.... Three months became six years; Tony is a very persuasive fellow."

Franks left the committee in 1987 and joined the Washington lobbying firm of Charles E. Walker Associates, where he represented CBS, among others. About a year later, CBS Chairman Laurence Tisch and Senior Vice President Jay Kriegel "made me [an] offer I couldn't refuse."

Since 1988, when Franks joined CBS, he has worked tirelessly to improve the network's standing with Congress. (CBS's opposition to the fairness doctrine and unabashed drive to convince President Reagan to veto a fairness bill infuriated key lawmakers.)

He is also recognized for helping to bridge the gap between Congress and the networks on children's television legislation. And Franks is considered one of the "best and earliest" spokesmen on the dangers facing free, over-the-air television. Franks is working to persuade Congress to give broadcasters a retransmission consent right. "We have said all along that fin-syn is only the solution to half of our problem. We don't want to have to

subsidize our principal competitors any more."

Franks is not wasting time making the case against the competition. Last month at the National Cable Television Association's annual convention in New Orleans, he was busy distributing "Fin-syn for Cable" buttons. ■

Martin Davis Franks
Vice president, CBS Washington; b. Sept. 27, 1950, Michigan City, Ind.; BA, political science, Princeton U., Princeton, N.J., 1972; Democratic Senatorial Campaign Committee, 1972-74; deputy campaign manager, Senator John Tunney (D-Calif.), 1975-76; administrative assistant, Senator Patrick Leahy (D-Vt.), 1977-79; national research and issues director, Carter/Mondale Presidential campaign committee, 1979-80; executive director, Democratic Congressional Campaign Committee, 1981-87; vice president, Charles E. Walker Associates, 1987-88. Present position since July 1988. m. Mari Schleuning, Oct. 9, 1977; children—Jonathan, 9; Nathaniel, 6.

IN BRIEF

In affidavit filed last week along with motion to appeal U.S. district court's reinstatement of Dow Jones-Group W's bid for FNN, **CNBC stated that three of top 10 MSO's have given notice they will drop FNN** (about 4.5 million subscribers). MSO's are said to be TCI (3 million) and Cablevision Systems (1 million) that carry CNBC as well. Source said Jones Intercable (200,000) is third MSO, but Jones Group VP John Mathwick said it is taking "wait-and-see approach" and is currently carrying FNN under recently expired contract. TCI's Robert Thomson said "there are no current plans to drop FNN or CNBC." FNN President Mike Wheeler said network "has not been informed of anything," except that if FNN is sold to CNBC, 10 million homes that carry both networks would carry just CNBC, because of merger plans. Wheeler said no MSO "can take us off

during bankruptcy. They have to wait until we're sold." With evidence that shows FNN as wasting asset, CNBC likely is trying to hurry up appeal process, which is not scheduled to come before Second Circuit Court next week and, if granted, will not be heard until May 10. There is possibility, however, that court may review papers decide merits of appeal early this week.

CBS Television Network restructured sales division but may have to restructure restructuring. New arrangement combines sales efforts of prime time and late night, and of news and daytime. However **Robert Silberberg**, VP, news, daytime and children's sales, **left network one day after his appointment to join Backer Spielvogel Bates as executive VP-director of national broadcast and programming.** Silberberg replaces Bill Croasdale, who is

joining Western Media in California. CBS has not named replacement for Silberberg. Other CBS appointments: prime time and late night sales will be headed by Daniel Koby, VP, with John O'Sullivan, VP-director of prime time sales, and Kenneth Wachtel, VP-director, late night sales. Wachtel was VP-director, sports sales. News, daytime and children's sales will be handled by John Brooks, VP-director, news sales, and Martin Daly, VP-director, daytime and children's sales. Sports marketing and sales will continue to be headed by Harold Trencher, VP. Michael Guariglia, director of sales, ESPN, rejoins CBS as VP-director, sports sales. Michael Nowacki is VP-director, sports marketing.

Senator Conrad Burns (R-Mont.) told Federal Communications Bar Association luncheon last week that he **will introduce telco entry bill in May.** Burns led unsuccessful effort in last Congress to pass legislation allowing telephone companies to offer video services. He told lawyers that U.S. must be leader in telecommunications and that development of broadband fiber network is imperative. "If we wait until the middle of the next century to complete the nation's broadband fiber network, the world will have passed us by and taken much of our economy with it," senator said.

House Telecommunications Subcommittee member **John Bryant** (D-Tex.) **reintroduced must-carry bill**, virtually identical to one offered in last Congress. It would condition cable operator's compulsory license to must carry. To exercise compulsory license, cable systems must guarantee carriage of broadcaster signals.

FCC told **Emmis Broadcasting** that its St. Louis station, **KSHE(FM)**, violated Section 325(a) of Communications Act and **"is apparently liable for a forfeiture of \$25,000"** for broadcasting false emergency alert that United States was under nuclear attack (BROADCASTING Feb. 4).

Ratings numbers for New York CHR stations, WHTZ(FM) and WQHT(FM) in text of April 22 market ratings story were switched. **WQHT received 3.7, and WHTZ, 3.6.**

Viacom filed to issue nine million shares of

INOUYE'S MUST CARRY, RETRANS AMENDMENT

As promised, last week Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) released a proposed amendment to cable legislation, S. 12, that would grant broadcasters the right to control the use of their signals by cable operators. The Senate Commerce Committee is expected to vote on S. 12 in May.

Under the amendment, the bill's must-carry and channel positioning provisions would remain intact; however, broadcasters would have a choice. They could go with must carry and demand carriage on a system or they could exercise their right to retransmission consent and negotiate with cable systems for payments or other considerations in exchange for permission to carry the broadcaster's signal. These rights for carriage or retransmission consent could be negotiated every three years.

National Association of Broadcasters President Eddie Fritts called on broadcasters to push for passage of the Inouye amendment. "We are exceedingly pleased with Senator Inouye's proposal and...intend to lobby actively both for its inclusion in the cable bill and for passage of the legislation," said Fritts. "If ever there were a time for television broadcasters to put their shoulders to the wheel to help pass legislation, it is now," he said.

But Jim Hedlund, president of the Association of Independent Television Stations, was not as enthusiastic. Hedlund said he is unsure the amendment will work, and he said its inclusion will make passage of the cable bill "more difficult." INTV supports the cable bill because of the must-carry provisions that independent stations feel are essential to their survival. Despite his reservations, however, Hedlund recommended INTV not oppose the Inouye amendment.

The retransmission consent amendment, however, is not acceptable to the cable industry. Said National Cable Television Association President James Mooney: "It is the broadcasters' entire wish list. If enacted into law it would drive up cable retail prices, require cable networks now being carried on cable systems to be dropped and force cable systems to give broadcast stations a better cable channel position than the FCC gave them over-the-air. It is extremely unfair."

-KM

class B (non-voting) stock, which at last Thursday's closing price of \$30 would raise roughly \$270 million. Net proceeds, company said, would be used to help retire debt, possibly two issues of debt securities bearing interest rates of 14.75% and 15.5%, payable in cash beginning in June. Viacom Chairman, Sumner Redstone, had earlier told BROADCASTING he thought stock offering was not appealing as means of retiring debt because shares were underpriced (BROADCASTING, March 11), however, within past month stock price has risen 20%. Redstone, who through his company National Amusements already owns 84% of common stock, has agreed to buy 500,000 shares of proposed offering. Company last week also released **first-quarter financial results which showed strong revenue and cash flow increases in both cable and MTV Networks divisions**. Latter had roughly 8% more subscribers compared to year-ago period, and company also cited higher advertising sales, subscriber fees and lower marketing expenses. Showtime Networks reported higher average fee for two pay services, which had roughly same number of subscribers compared to year ago. Cash flow for TV and radio stations both declined 27%, while that of Viacom Entertainment showed slight improvement. Overall, company's first-quarter cash flow gained 24%, to \$114.3 million, on 4% revenue gain, to \$407.2 million.

Arts & Entertainment Network has signed deal with NBC to cablecast repeats of *Late Night with David Letterman*. A&E will announce at beginning of next month when it will begin airing *Letterman* and how it will schedule shows. NBC is part owner of A&E, along with Hearst Corp. and ABC.

Bankruptcy judge has approved Discovery Channel's purchase of Learning Channel. Discovery plans to unveil programing plans for network on May 13 in New York, but will target young learners in morning hours, "life-long" learners in afternoon and early prime and "global learning" in late prime. Discovery President John Hendricks said discussions continue with PBS and Maxwell Communications about programing roles in service, but it was unlikely they would be completed for May 13 announcement.

Spokeswoman for A.C. Nielsen Co. confirmed that "preliminary" plans are to lower number of households in TV universe by 1% from 93.1 million to 92.4 million due to recently released numbers

BANKS SUPPORT OWNERSHIP PETITION

Lenders and financial consultants were supportive of law firm Hogan & Hartson's petition for declaratory ruling "that lenders may take limited security interest in an FCC license." Venture capital and investment firm Burr, Egan, Deleage & Co. said "the broadcasting industry has been built, financed and valued over the years on the assumption that lenders' security of a station's assets extend to the fair market value of the station, not just the value of its fixed and current assets." Ameritrust, Chemical Bank and New Bank of New England, in a joint filing, said "several recent bankruptcy court decisions...have called into question this basic assumption."

Those bankruptcy decisions, including *Oklahoma City Broadcasting Corp.*, said General Electric Capital Corp., has "exacerbated the difficult investment market and plays a substantial role in inhibiting lending to broadcast and communication facilities by an already skittish financial investment community."

Other banks supporting the petition include: First National Bank of Boston, Bank of America, Chase, American Security Bank, Security Pacific Corp., J.P. Morgan & Co. and the Scandinavian Banking Partners U.S. subsidiary, Den Norske Bank.

Comments opposing the petition were filed jointly by Capstar Communications, Command Communications, Jones Eastern Broadcasting, Legacy Broadcast, Liggett Broadcast and Sinclair Broadcast Group. They said: "A security interest in a commission license is clearly a right in a license of the sort prohibited by the Communications Act. Permitting such rights would lead to the constant adjudication of license rights in forums other than the commission, as secured parties would continuously go to local courts to enforce their interests. This is precisely the result the Communications Act seeks to avoid, and the commission is powerless to rewrite the statute otherwise."

from U.S. Census Bureau's 1990 census. If ratings measurement changes, which Jo Laverde, Nielsen's manager of communications, says could go into effect for 1991-92 broadcast season beginning in September, each rating point (1% of universe) would be worth 924,000 households, rather than current 931,000. Alan Wurtzel, ABC senior VP, audience research, said that while household numbers have decreased slightly, there was little or no decrease in key 18-34 and 18-49 demographic categories. "This should have no impact on our key CPM rates."

With sales of 1991-92 first-run revival *WKRP in Cincinnati* reaching 125 stations and over 85% U.S. coverage, MTM Distribution Group has given firm go for 23 new episodes of former CBS sitcom (1978-82). MTM says over 70% of lineup is made up of independent stations. Action Media Group is handling national barter sales—3 minutes for MTM's coffers and 3½ minutes for stations.

***Grudge Match*, weekly hour entry for fall 1991 syndication from Genesis Entertainment, has been cleared in 109 markets, representing 76% of U.S.**

Worldvision Enterprises' has sold its 24-title *Worldvision I* package in 107 markets, including 24 of top 25, represent-

ing 84% U.S. coverage. Newly cleared stations include Capital Broadcasting's WTTV-TV Indianapolis and WJZY-TV Charlotte, N.C.; KABB-TV San Antonio, KXIX-TV Salt Lake City, KTTY-TV San Diego and KZKC-TV Kansas City, Mo.

FCC launched inquiry into spousal attribution in multiple and crossownership rules. Proposed guideline would not "presumptively attribute one spouse's media interests for the purposes of the ownership rules when there was sufficient evidence of independence with regard to each spouse's media interests."

FCC last week dismissed indecency and obscenity complaint against noncommercial *wcau-TV Boston* for broadcasting last August sexually explicit photographs of Robert Mapplethorpe during *10 O'Clock News*. In letter to complainant, Donald Wildmon of American Family Association, FCC said it had no choice but to dismiss indecency complaint because broadcast in question occurred after 10 p.m. FCC currently lacks authority to enforce indecency after 10 p.m., due to stay of such authority by U.S. Court of Appeals in Washington, it said. FCC also said finding of obscenity against broadcast "would, in all likelihood, prove unsustainable" under existing legal precedent.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

DEREGULATION: THE NARROW BRUSH APPROACH

Deregulationists may be on the side of the angels, but they're not on the side of John Dingell. The Michigan Democrat and chairman of the House Energy and Commerce Committee has put a shot across the FCC's bow, warning that its planned initiatives in lowering the level of regulation for radio and TV will meet intense congressional scrutiny.

Dingell is not yet adamant. He doesn't say how he'll come out on any of a number of issues raised in his letter to the commission, but he does raise an eyebrow. Chairman Sikes and colleagues will proceed at their peril.

At issue in the Dingell letter were waivers of the one-to-a-market rule in the top 25 markets, the routine approval of so-called "time brokerage" agreements and granting of sales applications without disclosure of sales prices. Wait 'til the chairman hears about Sikes's plans to reconsider the limits on AM and FM station ownership, as described in this week's lead story.

Our own bent is admittedly deregulatory, although we apply some cautions along the way. Concealing sales prices is one of them, although that is not so much a conscious commission decision as it is a lack of due diligence by FCC staff in following rules already in place. And we, too, are skittish about stations abrogating their responsibilities through the time brokerage practice. It just shows that each of these issues must be considered on its own, and not prejudged ideologically.

WHERE'S THE FIRE?

The Children's Advertising Review Unit of the Council of Better Business Bureaus has released a study on the advertising content of children's television—specifically the amount of commercial time and the degree to which children's commercials conform to the industry's own guidelines regarding advertising directed to children. The study, conducted by two professors from Indiana University's Institute for Commercial Research, was an independent academic analysis of more than 10,000 commercials in children's programming in January and February of 1990. Data was gleaned from seven markets (Los Angeles, Boston, Detroit, Indianapolis, Portland, New Orleans and Austin), and from programming on network affiliates, independents and cable channels Nickelodeon and USA Network.

What were their findings about a children's advertising marketplace now circumscribed by commercial time limits averaging a little over 10 and a half minutes per hour, the handiwork of a Congress bemoaning a children's marketplace purportedly flooded with advertising? The 605 hours of programming researched averaged about 10 commercial minutes,

with the networks averaging 10 minutes, five seconds, and independents nine minutes, 37 seconds (cable had the fewest minutes with an average of six minutes, 48 seconds). As to the industry's compliance with its own code of ethics, the study found that 96% of the ads (98% in the case of the networks) were "truthful and accurate."

So much for a runaway market in need of reining in. But then, there was always more of politics than perception in that particular read on the market. Looks like Congress has bagged itself another windmill.

WORTHY CAUSE

Purse strings are being tightened everywhere in the Fifth Estate these days, but there is one network, VBN, whose financial need particularly impresses. If the initials are unfamiliar, that is in one sense a blessing; VBN's constituency is the injured and convalescing men and women in veterans hospitals across the nation.

The Veteran's Bedside Network began in 1948 at Halloran hospital on Staten Island. It has since spread to over one hundred VA hospitals nationwide, its work supported wholly by private funds. Drawing on a library of radio and television scripts donated by major networks, VBN volunteers make casting calls on VA hospitals, producing radio and television programs featuring the patients, then playing the programs back for them, where possible, on the hospital's closed circuit television system. The experience provides both entertainment and therapy. That's interactive television with a difference.

The war in the Persian Gulf has focused fresh attention on the U.S. soldier; that attention should extend to all those who have served and sacrificed in their country's defense, many at a high price for lesser glory. The VBN (250 West 54th Street, 9th Floor, New York, N.Y. 10019) has an "urgent need" for volunteers and financial support. It deserves both.



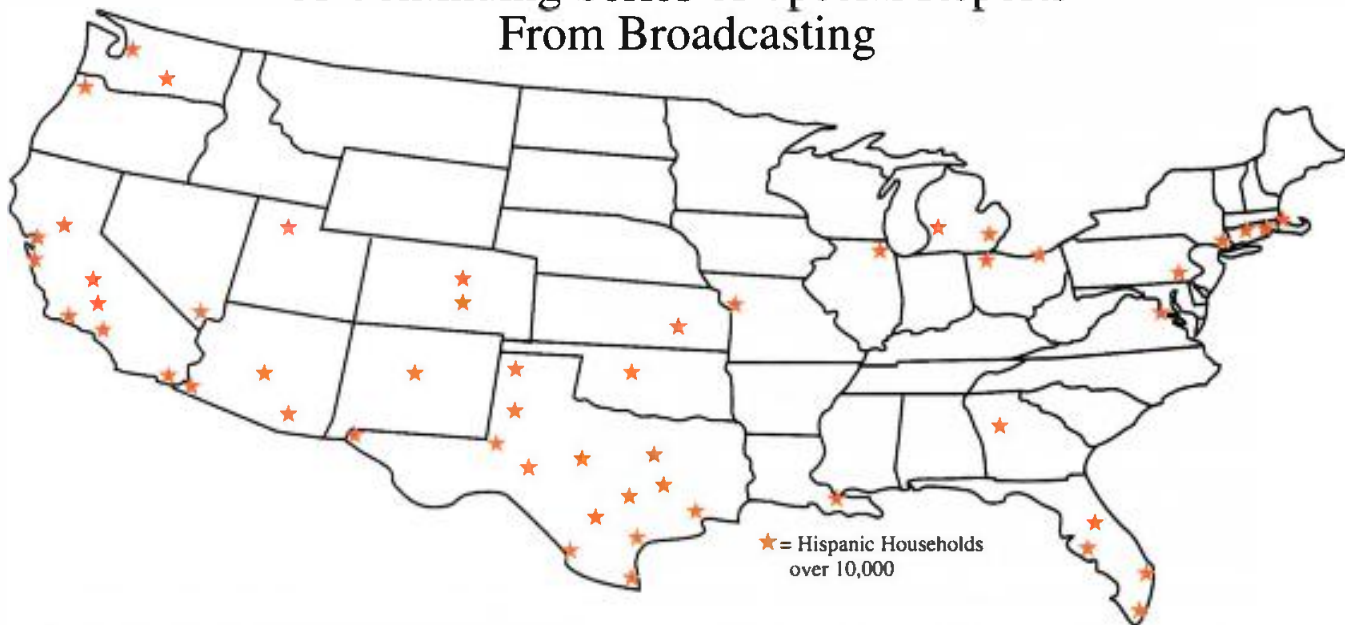
Drawn for BROADCASTING by Jack Schmidt

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“Today, we face more diverse competition than ever before. Every additional set we can reach is part of our competitive edge. Upgrading our broadcast signal is an investment in our future that’s paying off today.”



*John Dorkin
President and
General Manager
WDRB-TV
Louisville, Kentucky*


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