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60th Year 1991

TELEVISION / 35

CPT's 'Designing Women' to be all-barter offering in syndication

RADIO / 50

Classical music stays healthy; public radio heads to New Orleans

CABLE / 54

Sports leagues eye pay-per-view ancillary revenue stream

BUSINESS / 64

Debt controversy: From the FCC to the courts

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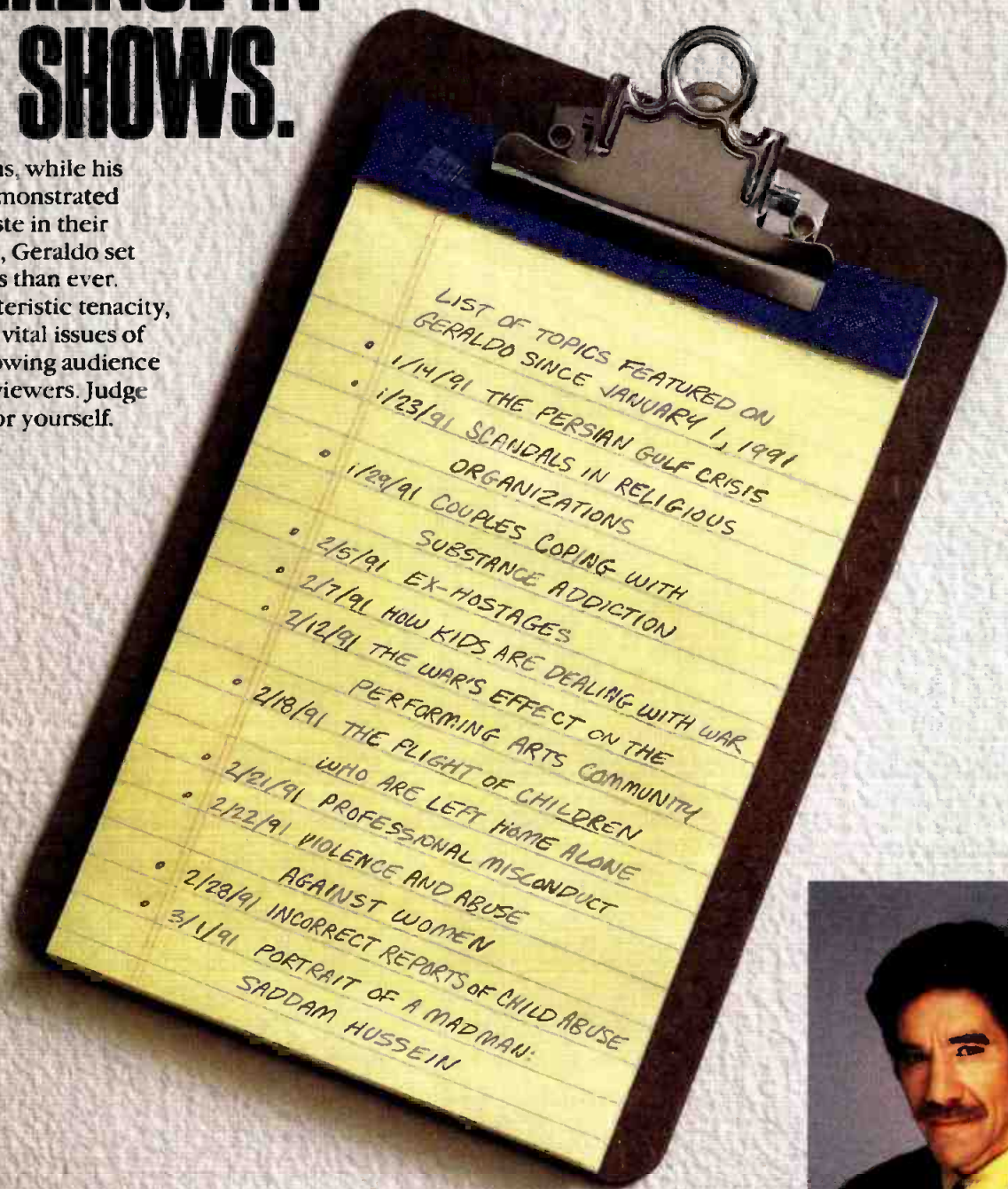
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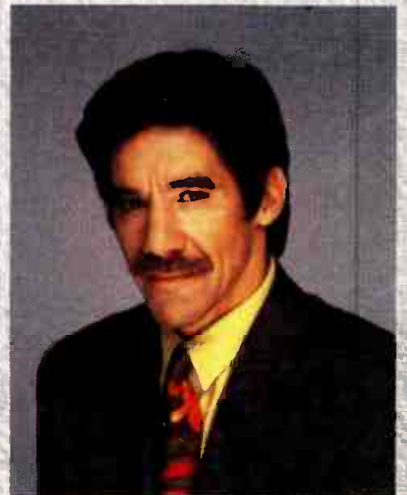
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Part I: NAB convention
equipment roundup

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THIS WEEK

27 / MIDWAY IN MAY SWEEPS

With the first two weeks of the May sweeps past, NBC is in the lead, with a strong chance of recapturing the prime time ratings race.

27 / TOUGH CABLE BILL

Despite strong protest by the administration and the cable industry, the Senate Commerce Committee is expected to pass a tough cable reregulation bill that will likely include a retransmission consent right for broadcasters.

30 / TOP RADIO GROUPS

BROADCASTING lists the top 20 groups in American radio, ranked by listener reach. Leading the pack: CBS.

34 / MINOW RECHECKS THE MEDIUM

Thirty years after calling television a "vast wasteland," former FCC Chairman Newton Minow last Thursday (May 9) gave the medium an "A-plus" for technological advances and a "C" for using that technology to "serve human and humane goals." Minow, whose 1961 attack on programming set off a storm of controversy, said TV continues to shortchange viewers.

35 / DESIGNER DEAL

Columbia Pictures Television's new marketing plan for selling *Designing Women* in syndication is a first. The show is being sold on a straight barter basis, for a two-year license. CPT will keep three minutes of barter time per episode, leaving stations three-and-a-half minutes.

36 / STATION DROPS LATE NIGHT NEWS

A CBS affiliate, WKXT-TV Knoxville, Tenn., has dropped its 11 p.m. weeknight and weekend newscasts. While some stations have successfully replaced their newscasts with more profitable entertainment programs during difficult economic times, some observers warn that such a move could hurt a station's community identity.

37 / SELLING 'WISEGUY'

Cannell Distribution is marketing the off-network drama, *Wiseguy*, on a weekly straight cash license basis for initial one-year contract terms, starting in fall 1992. Cannell is targeting the show at stations' 4 p.m. to 5 p.m. early fringe slots as counter-programming to half-hour sitcoms and first-run talk shows.

43 / FCC AFFIRMATION

The FCC expects to grant most requests for waiver of its "one-to-a-market" rule to allow for new radio-TV combinations as long as they are in the top 25 markets with at least 30 separately owned stations or involve financially failing stations. The agency also said it "reserves the right to review such cases..."

45 / ENOUGH LOCAL SHOWS?

The United Church of Christ plans to unveil a study at a House Telecommunications Subcommittee hearing this week that shows there is a dearth of locally originated programming on radio and TV stations.

48 / END OF AN ERA

The 51st annual

Senate Commerce Committee is likely to pass cable bill (page 27)



presentation of the Peabody Awards in New York this week will not only celebrate excellence in the broadcasting industry, but will also signal the end of an era, as Worth McDougald steps down as its director after 22 years.

49 / SEIZE THE MOMENT

FCC Commissioner Ervin Duggan called on public broadcasting to take the offensive in its struggle for survival during a Washington seminar hosted last week by the bastion of public channels, the British Broadcasting Corp.

50 / THE CLASSICAL BEAT

Classical music continues to thrive on radio, even though the format has been around as long as the medium. Quality of audience and loyalty to radio stations are the main factors that bring advertisers to classical music stations and keep them there for years.

53 / NPR: HOLDING ON

NPR's Persian Gulf coverage has helped expand public radio's audience in the winter and spring of 1991. But many in the system fear that shrinking tax-based support will make it difficult to retain the latest gains.

54 / SPORTS FOR PPV

Professional sports leagues may enter the PPV world in the 1990's by offering out-of-market games to displaced sports fans. The NHL is looking to experiment with PPV packages to dish owners next fall, and the NBA and the NFL may follow suit in the next several years. Rising



CPT is selling 'Designing Women' on barter basis (page 35)

salaries and prices new owners are paying for teams are fueling interest in PPV.

60 / GOING OVER THE GEAR

Besides digital audio broadcasting systems and other pre-announced technology news before the NAB equipment exhibition, several other significant new products were introduced at the show. BROADCASTING looks at some of the exhibition's more prominent video graphics and digital audio products this week. Next week: cameras, videotape and transmission equipment.

64 / DEBT CONTROVERSY

There is a growing debate over whether FCC licenses can be used as collateral. Among the issues are whether creditors are being scared away from financing station acquisitions because of the "imperfection" of their collateral absent an FCC license, or whether, instead, broadcasters are in

danger of being coerced by their lenders should the commission permit the latter to transfer the license in the event of a default, technical or otherwise.

64 / TAK FILES RESTRUCTURING PLAN

Group owner Tak

Communications (three FM's and six TV's) has an offer for two of its Wisconsin TV stations. But the group owner does not intend to sell any of its properties to meet its heavy debt load, according to the restructuring plan it filed last week. As for the plan itself, it may be in limbo until the outcome of a complaint filed in the bankruptcy court by the Bank of New England and other lenders seeking a security interest in the group.

69 / PATHE TO SELL 40% OF STUDIO

Financially troubled Pathe Communications Corp.'s chief lender, Credit Lyonnais, is pressuring the studio to sell a 40% stake in MGM-Pathe by Dec. 1. If that is not accomplished, then Credit Lyonnais, who is also Pathe's majority shareholder, will be allowed to sell 51% of either the studio or Pathe Communications.

INDEX

Advertisers Index.....	86
Business.....	64
Cable.....	54
Cablecastings.....	59
Changing Hands.....	67
Classified Advertising.....	76
Closed Circuit.....	9
Datebook.....	15
Editorials.....	90
Fates & Fortunes.....	83
Fifth Estater.....	87
Focus on Finance.....	68
For the Record.....	70
In Brief.....	88
International.....	49
Journalism.....	48
Masthead.....	22
Monday Memo.....	14
Open Mike.....	19
Programing.....	35
Radio.....	50
Ratings Roundup.....	42
Technology.....	60
Top of the Week.....	27
Washington.....	43

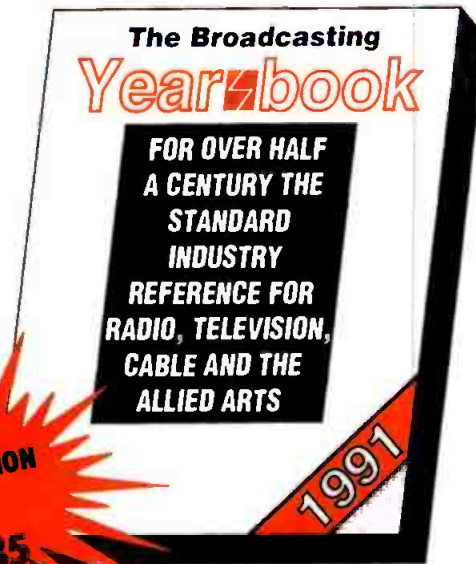
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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2.50 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$85, two years \$160, three years \$225. Canadian and other international subscribers add \$40 per year. U.S. and possessions \$400 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Yearbook* \$115, *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036. © 1991 by Broadcasting Publications Inc.

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CLOSED CIRCUIT

WASHINGTON

Hat out of ring

After considerable speculation over whether Tom Goodgame, president emeritus of Group W Television, will run for joint board chairmanship of National Association of Broadcasters, Goodgame said last week he would not seek post. "It is in best interests of the election process that I make my decision known at this time," Goodgame said in statement. Goodgame's interest in seat kicked up dust at association because another Group W executive, radio director Dick Harris, is running for radio vice chairmanship. NAB by-laws prohibit two employees from same company serving on executive committee. Goodgame hoped Harris would withdraw but he did not and it has caused rift between two old friends (BROADCASTING, April 22). "I have the highest regard for the NAB, the leadership under Eddie Fritts and the executive committee. I am all too aware of the many challenges that face the free over-the-air broadcast system. I sincerely hope that, in the interest of the American public, broadcasters will unite behind the leadership of the NAB to preserve the broadcast system that is the envy of the rest of the world," Goodgame said. Goodgame's decision leaves Gary Chapman of LIN Broadcasting with open field in his bid for joint board chairmanship.

Slow boat

FCC officials say they are working hard to get final order on new fin-syn rules out this week. General Counsel's office, which received draft from Mass Media Bureau last week, hopes to have it on desks of commissioners for their final review today (May 13). If all goes well, they will complete review and sign off on it by end of week.

With House Energy and Commerce Committee Chairman John Dingell (D-Mich.) raising concerns about FCC voting on rules before order is ready, FCC is eager to be done with order, which was voted over month ago (April 9). Failure to get it out by May 8 forced FCC to take step last week of extending Fox network's expiring

one-year waiver from existing rules. Waiver is now good until new rules take effect. Without waiver, Fox would have been in technical violation of existing rules prohibiting networks with more than 15 hours of programming per week from being in syndication business. Fox will be exempt from new rules because they apply only to networks with more than 15 hours of prime time entertainment programming, ceiling Fox currently has no problem staying under.

Getting together

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is meeting Tuesday (May 14) with Commerce Secretary Robert Mosbacher to discuss administration's policy on telco entry. Administration opposes Markey's cable reregulation bill and instead has advocated lifting regulatory restraints that keep phone industry out of video business. Markey, who wrote Mosbacher asking him to elaborate further, may try to reach accommodation with administration in effort to recapture support from House Republicans to move measure out of

Commerce Committee.

Additions

Several amendments are in offing for cable reregulation bill when Senate Commerce Committee votes on it this week (see "Top of the Week"). Senator Wendell Ford (D-Ky.) wants to add provision that would give must-carry protection to some low-power stations. They would qualify for carriage only after full-power stations have been accommodated and they must provide locally originated programming. Slade Gorton (R-Wash.) is considering amendment that would keep cities from "unreasonably" denying second franchises.

Take a letter

CBS Chairman Laurence Tisch has called or written every member of Senate Commerce Committee soliciting support for broadcaster retransmission consent right. Committee votes this week on cable bill that includes provisions granting broadcasters right to control use of their signal (see "Top of the Week").

National Public Radio's 'All Things Considered' celebrated its 20th anniversary with a party at NPR's Washington headquarters May 6. A highlight of the party was the presentation of puppets resembling the show's hosts (l-r): Noah Adams, Linda Wertheimer and Robert Siegel.



WILSON WATCH

Hugh Wilson, whose comedy credits include *WKRP in Cincinnati* and most recently, short-lived CBS comedy, *The Famous Teddy Z*, has spent past year gathering research for dramatic five-hour mini-series, *Battle of Gettysburg: An American Epic* will focus on three days of pivotal Civil War battle. Project is for CBS and shooting was to have begun this summer, but Wilson said "exhaustive" task of research and his desire for complete accuracy has forced numerous delays. After taking short break from project Wilson expects to be able to begin shooting next summer. Actual battle took place in July and Wilson wants to duplicate conditions for mini-series. Movie was given go-ahead by Jeff Sagansky, president, CBS Entertainment, shortly after assuming position in 1990. Wilson expects to line up foreign co-financing deal to handle budget, which he says "will be bothersomely high when we finish." In addition to mini-series project, Wilson recently finished directing NBC pilot *Sunday in Paris* (previously titled *Fresher Pastures*) starring Debbie Allen. According to Wilson, he is not working on any series projects and is enjoying a break from episodic production. "I don't know how some of these people juggle several shows at once. It's like having three or four burglars in the house."

LOS ANGELES

Salhany to Fox



Word has it that Paramount Domestic [syndication] President Lucie Salhany will accept position at Fox Inc. this week, possibly as number two executive under Chairman Barry

Diller ("Closed Circuit," April 8), although it has been suggested she might accept network production post vacated by Twentieth Television network production president, Jonathan Dolgen, last year. According to Fox source, most likely post has Salhany overseeing network and syndication production under Fox's Twentieth TV banner.

New post

Buena Vista Productions, production arm of Buena Vista Television, has hired Robert Boden to oversee development and production of proposed new lottery game show that BVT hopes to launch in syndication in fall 1992. Boden joins BVP from ABC Entertainment, where he was director of daytime program development.

NEW YORK

Pay search

NBC and Cablevision's pay-per-view summer Olympics executives have narrowed choices of cable channels they are targeting to carry 1992 two-week event. They have eliminated Cine-

max and Disney from contention, since they found it was too difficult to use pay services. Main problem is that subscribers who purchased Olympics would not be able to get both at same time, said Marty Lafferty, PPV Olympics vice president. Cable networks still in running to give up their channel space are NBC's own SportsChannel America and its presumed future partner, Prime Network, and CNBC, as well as Discovery Channel, Family Channel and C-SPAN. Olympics executives sent letter last week to Continental Chairman Amos Hostetter, chairman of C-SPAN, trying to change his adamant opposition to plan (see "Closed Circuit," March 25). Lafferty said letter was not formal proposal, but outline intended to give Hostetter better picture of what PPV Olympics is trying to do.

Merger talk

Merger of SportsChannel America and Prime Network might not be good for two groups that handle regional networks' ad sales, Rainbow Advertising Sales Co. (RASCO) and Group W Sports Marketing. Merged entity may have its own in-house ad sales staff. Some observers close to situation have expressed disappointment with sports sales efforts of both RASCO and GWSM.

In other news of merger, it looks like Jeff Ruhe, president and COO of SCA, will take up presidency of merged entity, although Prime will be managing partner. Merger announcement continues to be held up by Prime minority partners (Bill Daniels, Group W, Houston Sports Association)

desire to figure out details of merger, including which of two competing regional affiliates in both Florida and New York will carry programming of merged network. TCI and Cablevision appear to have settled most of their issues, including TCI purchase of stake in SportsChannel Chicago. Evidence of impending purchase is being seen on TCI Chicago systems, which are taking SC off \$1 negative option tier (and aborting plans for \$2 charge), and incorporating service into basic package.

Want of a nail

Importance of affiliates to networks' prime time rankings was especially evident in just-ended season, which saw two-tenths of ratings point separating each of TV networks. CBS in particular suffered from affiliation changeovers in Louisville, Ky., and Knoxville, Tenn., and prime time preemptions in other markets. One network executive said those two factors alone probably kept CBS from tying ABC for second.

Arbitrator

At request of broadcasters, FCC is exploring possibility of interceding in growing number of lawsuits in state courts in which political candidates are seeking refunds from broadcasters who they allege overcharged them for campaign spots. Suits are based on FCC rules requiring broadcasters to make advertising time available to candidates at lowest unit rate.

FCC would ask courts to allow it to litigate candidates' claims. Sticking point for FCC is uncertainty over whether it has authority to require stations to make refunds to candidates. FCC could fine stations, but that benefits federal treasury, not disgruntled candidates.

Spotty spot

National TV spot market is not turning around as quickly as reps had hoped. Market right now is—as one rep put it—"real soft" with clients taking credits more than ever before and reducing average lead time on spot buys. While April and May are traditionally soft months, spot is also losing dollars to syndication market, where rates have also been declining, and has been hurt by less spending by movie studios. One rep executive put the market this way: "We are meeting our lowered expectations."

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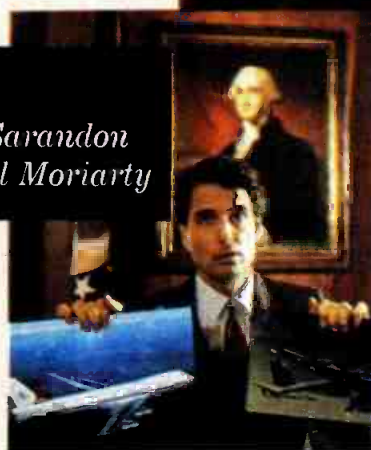
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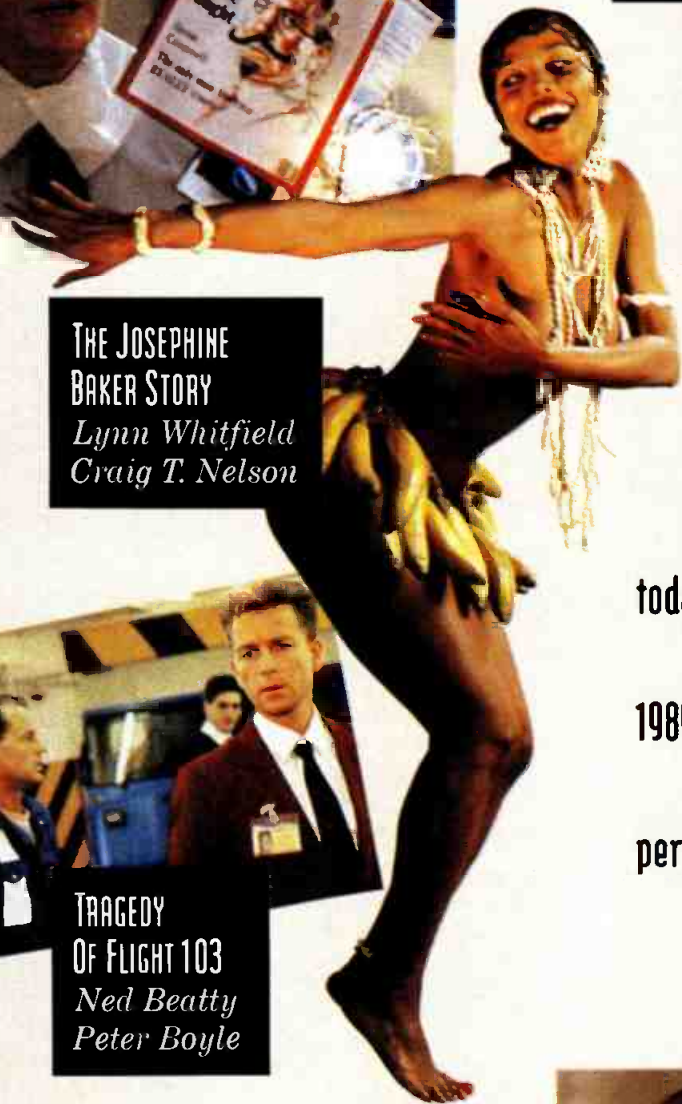
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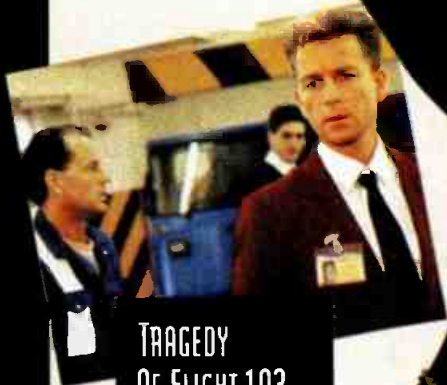
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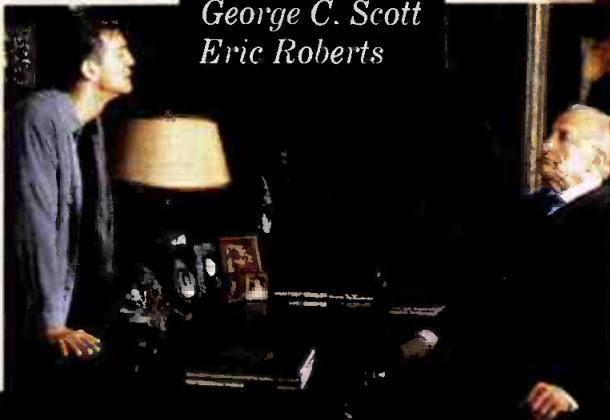
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MONDAY MEMO

A cable television sales commentary from Douglas Greenlaw, supervisor, ad sales, MTV Networks Inc., New York

Were dinosaurs killed by a giant meteor or did they die of starvation slowly over a long period of time, due to a global climate change and the consequent erosion of their primary food source?

If environmental scientists were in charge of network programming today, the food erosion theory would find abundant support. Anthropologists would describe a similar climatic change currently taking place in our media universe. We are witnessing history in the making as the marketing of television, as we knew it, has gone the way of the tyrannosaurus.

Gone are the days when NBC, CBS and ABC dominated and enjoyed a supply and demand advantage that created a seller's marketplace lasting four decades.

As network audience erosion continues at an increasing pace, the tremendous clout wielded over the years that staved off a corresponding revenue erosion is weakening. At some point, the revenues must correct.

1990 was supposed to be a big year for the networks—at least that was what the unprecedented volume of new program offerings led us to believe. The payoff for this huge investment was the worst season in the history of network programming.

Weakened by a disastrous 1989, flops like *Cop Rock*, *Life Stories*, *Ferris Bueller*, *Uncle Buck* and *American Chronicles* only made the 1990-91 picture look grimmer.

It seems unbelievable that Christmas week was won by NBC with a 10.6 average rating, its worst performance in the history of the network. The Big Three combined rating is down an additional 11% from last year.

These numbers are causing prime time panic in the halls of the networks. Revenue erosion at the broadcast networks is certain to follow. Simultaneous to their disaster scenario, alternative media are faring well, even during these recessionary, globally volatile times. Cable, syndication and other targeted media are achieving double-digit increases in audience ratings and revenue. As an example, network cable prime time share now is at 21%, a 31% gain from last year. A



significant statistic is that cable's share of revenue is only 7%. The ultimate revenue correction is looming on the near horizon with the 1991-92 upfront selling season.

Interestingly enough, the Gulf war did not bring viewer attention to the Big Three. Cable's own CNN was there first at many of the war's events. By mid-January, basic cable viewing in prime time had increased another 18%. The MTV Networks added an additional 1,821,000 subscribers. The cable universe continues to expand, pushing forward to 65% penetration by the end of 1991.

Now that just about everyone has accepted the fact that the nation's economy has slid into a recession, marketing executives are devising strategies for dealing with the slowdown. Just as economic classes are feeling the recession differently, regions are responding differently, too. A recent consumer confidence index shows that the closer you get to the Northeast, the worse things look. West Coast consumer confidence is rated at 93.9, a level well above that normally associated with recession. Next door, the mountain region rates an 81. The central region ranges from 64 to 75. When you get to the middle Atlantic states, which includes New York City, consumer confidence ratings drop to 60.7. In New England, it's a downright bleak 29.9. The big question on the minds of both econo-

mists and business people is how deep and how long the recession will be. The average length of post-war recession in the U.S. has been 11 months.

For marketers selling products in this confusing environment, micromarketing will be more important than ever. There is no such thing as a standard national advertising plan for the recession of 1991. Companies need to stay close to their consumers. The best way to accomplish this is with targeted media. In a world of specialization, targeting or micromarketing is essential. In 1970 there were 9,000 items available in a traditional supermarket; in 1990, there are in excess of 26,000. The ability to send a rifle shot message directly to a specific consumer is not a luxury, but a necessity.

The beauty of cable is that advertisers can seize the opportunity to speak directly with an upscale household. The buzz word of the '90s is effectiveness, not efficiency. As the demographics mean more to our clients than CPM's, networks such as Nickelodeon, MTV, VH-1, ESPN and CNN that program to specific demos within that valued cable household are even more beneficial to complex media strategies.

The final dynamic fueling the change we are experiencing is that this

year's upfront season is being planned by the new breed of media executives that are savvy and not opposed to straying from traditional upfront spending patterns. They will take a more fluid approach. The media department head at the client ad agency today is most likely a "TV baby," born and bred on the new media. The media innovator of the '90s will acknowledge and explore options, placing critical emphasis on the economies of value. By all accounts, this upfront will be different. Dollars will shift, but most significantly, the days of a seller's mentality have gone the way of the triceratops. Yes, it's 1991. The date reads the same in reverse. Maybe the date is the symbol for media's most significant reversal ever as we move into the buyer's marketplace.

"There is no such thing as a standard national advertising plan for the recession."

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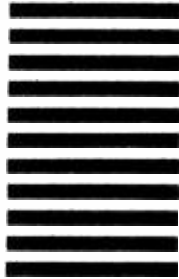
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May 13—George Foster Peabody luncheon, sponsored by *Broadcast Pioneers*. Plaza Hotel, New York. Information: (212) 586-2000.

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 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

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

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

May 14—Seminar on talk radio sponsored by *National Association of Broadcasters Employment Clearinghouse*. NAB headquarters, Washington. Information: Karen Hunter, (202) 429-5498.

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**—Women in Cable, *Washington chapter*, annual mentoring breakfast. Omni Shoreham Hotel, Washington.

■ **May 15**—Society of Broadcast Engineers, *chapter 15*, meeting. Topics: "Audio console design" and demonstration of digital audio mass storage by Wheatstone Corp. New York Times building, New York. Information: David Bialik (914) 634-6595, or Herb Squire (212) 633-7600.

MAJOR MEETINGS

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. 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.

Jan. 30-Feb. 2, 1992—Radio Advertising Bureau Managing Sales Conference. Nashville.

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, 1992—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.

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



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*It's an astronomical success story that keeps getting better! In 4 years, **Star Trek: The Next Generation** has grown 24% with Women 18-49 and as much as 42% with Men 18-49. And in our best February sweep yet, national ratings reached a higher dimension as more men and women than ever beamed aboard. That's why syndication's most successful hour gets more successful every year — generating more viewers, more excitement, and giving future generations something more to wonder at.*

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<i>FEB 1988</i>	<i>8.1</i>	<i>8.9</i>
<i>FEB 1989</i>	<i>8.4</i>	<i>10.8</i>
<i>FEB 1990</i>	<i>9.0</i>	<i>11.5</i>
<i>FEB 1991</i>	<i>10.1</i>	<i>12.6</i>

***STAR
TREK
THE NEXT GENERATION***



■ **May 15**—Opening reception of 34th annual New York Emmy Awards exhibition, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. New York Telephone Co., New York. Information: (212) 302-3399.

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**—*National Academy of Television Arts and Sciences, New York chapter*, "Young Professionals" host "An Evening of Dance and Choreography," featuring panel of choreographers. Steps Dance Studio, New York. Information: Genevieve Piturro, (212) 245-4680.

May 16-17—*C-SPAN* invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

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, AWRIT Star Awards, for commitment and sensitivity to the issues and concerns of women. Keynote address: Ted Turner, Turner Broadcasting System. Participants also include FCC Chairman Alfred Sikes and FCC Commissioners James Quello and Ervin Duggan. Silver Satellite Award will be presented to actress Betty White. 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.

ALSO IN MAY

May 19-21—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Se-

ERRATA

John Hendricks, Discovery Channel chairman and chief executive officer, was misidentified as president in April 29 issue.

attle. Seattle Sheraton, Seattle. Information: Peter Newman, (206) 448-3672.

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

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

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

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

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

■ **May 21**—*American League of Lobbyists* annual conference. Keynote address: Senator Al Gore. Participants include John Windhausen, Senate Subcommittee on Communications, and Gerry Salemm and Larry Irving, House Subcommittee on Telecommunications and Finance. Mayflower Hotel, Washington. Information: Patti Jo Baber, (703) 960-3011.

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 workshop. 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 23-24**—*Kentucky Broadcasters Association* spring convention. Keynote speaker: Senator Wendell Ford of Kentucky. Landmark Inn, Pikeville.

May 28-31—*Public Telecommunications Financial Management Association* conference. St. Louis. Information: Kathleen McDermott, (803) 799-5517.

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.

■ **May 31**—Deadline for entries in "Life in America" television awards, sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*, "saluting exceptional achievements in adult values-oriented television programs." Information: NAB, (202) 429-5425.

JUNE

■ **June 1**—*Country Radio Broadcasters* air personality workshop. Quality Inn Downtown, Atlanta. Information: (615) 327-4487.

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-Nite. 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 7-8**—*Wyoming Association of Broadcasters* annual convention. Holiday Inn, Casper, Wyo.

OPEN MIKE

DAB NOT READY

EDITOR: Like many other attendees of the recent National Association of Broadcasters convention in Las Vegas, I took the opportunity to ride what was termed "the Magic Bus" by several riders I spoke with, so that I could listen first hand to the Eureka 147 digital audio broadcasting system.

During this ride, I was made cognizant of what the term "digital" really means. That is; it is either on or it is off. There is no in between. Sure, there's no obnoxious multipath like in old analog FM. When Eureka's digital demodulator cannot cope with interference it simply squelches the audio. I counted no less than eight dropouts of audio during my short ride downtown. This was in Las Vegas, where multipath—according to my own listening tests using a top of line GM Delco AM stereo/FM stereo radio in my personal vehicle—did not seem to be

a noticeable problem.

The human ear and mind can cope with many things, noise and multipath among them, as long as the listener can still discriminate intelligence. The rapid loss and restoration of intelligence is a very foreign event in our lives and is most disconcerting. I wonder how in the world the American public will react to a broadcast system that simply goes away from time to time. Or cannot be received in one room of a home or office but presents "CD" quality in the next room or one foot to the right. As president of General Motors, would you install millions of radios in your cars that sound like something is wrong with them every few minutes? Would you want to deal with millions of irate consumers who "want this blasted radio fixed?"

I don't think so.

If the solution to these drop-outs is the installation of gap filler transmitters, who will pay for a national cellular tele-

phone type of interconnection with thousands upon thousands of additional transmitters?

DAB sounds very good. When you can hear it. When it's squelched, it is completely unacceptable. I think that a lot more research must be done in this area of technology before our industry races headlong into a hole in the ground.—*Bill Sepmeier, president, National Supervisory Network, Avon, Colo.*

BIRTHDAY WISH

EDITOR: Your April 15 trip down "memory lane" on the 30th anniversary of FM stereo was precious. Too bad someone in the FCC didn't also take an interest in the improvement of AM. Look what happened in the 1970's when the commission got hold of AM stereo.

For a living legacy of the brilliance of FCC regulation of that period, get in the

Straight Talk About Twisters

Getting accurate information about tornadoes won't stop their deadly force. But it can help survive them.

"Funnel Facts and Fables" is a 10-minute program that shows how, sorting out fact from fiction. It's serious, yet entertaining, with scenes featuring actors as well as experts.

Your TV station can receive a copy plus a 30-second PSA on tornado alerts, both produced for the National Coordinating Council on Emergency Management (NCCEM).

State Farm Fire and Casualty Company developed these non-commercial videos in the public interest.

To order, simply let us know and specify 1/2 or 3/4 inch.



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car and drive 30 miles out of town at night. Turn on the AM band and hit the "scan" button. You can hear three or four AM stations...all at the same time ...on the same frequencies.—*Harry R. Shriver, president, The Baltimore Radio Show Inc., Towson, Md.*

DUBIOUS DISTINCTION

EDITOR: On Monday, May 13, the University of Georgia will hold a ceremony to distribute the 1990 George Foster Peabody Awards, a great honor in the broadcasting industry. I am privileged to accept one on behalf of *Heat With John Hockenberry*, a nightly, two-hour program of ideas and live performance produced by my company, Murry Street Enterprise, with KQED-FM San Francisco, and distributed by National Public Radio. *Heat* shares something in common with other public broadcasting Peabody winners this year, notably WXPB-FM Philadelphia's *Kid's Corner* and PBS's *American Masters* series. They are all running or have run out of money. *Heat* is history; the other two will be there soon.

If this were an unusual situation for Peabody winners, it would be a notable anomaly in passing. Sadly, for public broadcasting it is increasingly common. The Peabody is the third award won by *Heat*. In eight short months on the air, the program was cleared in major markets representing nearly half of the available public radio audience. Audience testing, commissioned by the Corporation for Public Broadcasting, projected *Heat* as the new public radio venture most likely to bring in substantial numbers of new listeners, while increasing the time spent listening by the core public radio news audience.

Despite this strong promise, *Heat* was canceled due to lack of funding. The CPB Radio Program Fund passed on *Heat* three times because it was too risky, even though its cost-per-hour was

less than half that of comparable national programs, and one of the stated purposes of the fund is to underwrite innovation. Corporate America wanted to wait a year or so while the program "established itself."

The scarcity of money in public broadcasting for innovation and program development is hardly a new story. But it's getting worse. Do public broadcasting fans know that the play-it-safe attitudes of both public and corporate funders are putting fewer promising productions into the program pipeline? In today's funding atmosphere there is a very good chance that public broadcasting's cornerstone programs—like PBS's *Sesame Street* and NPR's *All Things Considered*—could not exist, because the money would not be obtainable to develop them.

As great an honor as the Peabody is, it is becoming a death knell for quality programming on public radio and TV. Surely, this is both sad and senseless, and is not what the University of Georgia had in mind.—*Steve Rathe, executive producer, Heat With John Hockenberry, New York.*

BEFORE ITS TIME

EDITOR: BROADCASTING's April 22 story about Paragould Cablevision contained information that can easily be misinterpreted. In 1986 the voters of Paragould authorized the Light and Water Commission to build a municipally owned cable system. BROADCASTING attributes this to "(voters') dissatisfaction with service." This is correct, but the dissatisfaction was with the system's owner at the time of the election and not with Paragould Cablevision.

Cablevision did not acquire the system until 1988, two years after the vote. Since then we have invested a substantial sum in improving the system, service and channel capacity. Today Paragould Cablevision is well regarded by

the community and is dramatically different from what it was under its previous owners in 1986.—*Bill Little, general manager, Paragould Cablevision, Woodbury, N.Y.*

MAD AS HELL

EDITOR: One wonders if there are enough broadcasters left in the industry who have what it takes to stand up to the god of Arbitron and say: "Enough!" To date, an occasional feeble voice is heard but quickly fades.

Arbitron uses methodology that is outdated and unreliable. The sample size is inadequate and causes violent swings from book to book. Through the years ARB has sold itself as the definitive source for ratings, and our industry has given aid and comfort to that illusion. What is needed is a solid sample base that will give a clear and consistent picture of the impact of each market station. What we have is gross undersampling in key demographics that effectively renders the book useless to all but the greedy time buyer who would use each artificial downswing to extract lower and lower rates.

Arbitron will reply that "we just didn't get enough return in that demo" or "a disproportionate number of books came in from HDBA, North, East, West, South side (choose one) and caused the book to skew urban, country, CHR, AC, N/T, oldies (choose one)." Then comes the infamous and long-standing "we are concerned about it." They are not concerned enough to reduce the amounts being paid to them in expectation of reliable data nor concerned enough, after all this time, to bite the bullet and take action necessary to correct the deficiencies that produce wild fluctuations.

The bottom line here is that we cannot continue investing millions of dollars to buy a station and hundreds of thousands yearly to promote it and then pray every three months that somehow Arbitron's flawed system will miss us and take down some other poor boob who's current on his payments to them. It is time to say "no" to Arbitron until "concern" manifests itself in its positive action. That will only happen if there are enough broadcasters left willing to stop paying for what they do not receive.—*Tom Joyner, president, Joyner Communications Inc., Cary, N.C.*

FOREIGN QUESTION

EDITOR: In your April 22 issue, I noted with interest Gary Christensen's call for foreign ownership of broadcast stations ("Monday Memo"), as well as a story

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Kristian Alfonso, star of "Days Of Our Lives" and "Falcon Crest" has signed on to host television's hottest selling reality strip, "Love Stories"!

about the FCC's approval of the government's Resolution Trust Corp.'s takeover of a Cape Cod TV station ("Big Brother Takes Over TV Station").

Both pieces are unsettling. There is no question that times are tough for broadcasters. Yet I am offended by the suggestion that we should therefore hand over the station keys to aliens and the government.

Section 310 (b) seeks to proscribe alien influence over this nation's radio spectrum. If we allow a citizen from a "friendly" country to purchase an AM station, how can we be sure that that person or that country will remain our "ally?" How do we identify "enemies?" Easily impressed young people cannot differentiate between propaganda and real news. Do we want even our allies, our economic competitors, to be sending "messages" directly to our youth?

If the answer, on First Amendment or policy grounds, is yes, do we want our own government to control the information we hear? Censorship by foreign masters or domestic officials at the RTC is equally likely under the FCC and Christensen proposals. I think that there should be substantial public debate before we continue down the road that they suggest.—*John E. Hoover, Washington.*

EDITOR: Gary L. Christensen hit the nail on the head in his April 22 "Monday Memo," calling for alien ownership reform of broadcast stations. He called for immediate help for those that need it the most...AM and independent UHF stations. C'mon, Mr. Christensen (and the others who slight LPTV by ignoring it as if it didn't exist), give us a break. LPTV deserves it. Having watched this service emerge since 1980, it's time that the LPTV broadcasters receive at least equal treatment. Lowering alien ownership restrictions for LPTV would help, as would cable carriage of LPTV stations that air a substantial amount of "local programming." And while we're at it, how about common four-letter call signs. If Congress and the FCC are truly concerned about localism in broadcasting (and you can't get more local than LPTV), then now is the time to act with inclusion of LPTV in forthcoming cable legislation and any future rules regarding alien ownership relaxation.

LPTV is in a unique position to provide local service to many communities across America, if given half a chance. I would urge those who want to learn more about LPTV, where it stands and where we hope to go, to contact our industry trade group, the Community

Broadcasters Association, at (414) 783-5977.—*J. Rodger Skinner Jr., president, Skinner Broadcasting, Deerfield Beach, Fla.*

QUESTIONS PROPRIETY

EDITOR: With regard to your April 29 story about the FCC putting two radio stations on indecency notice...doesn't it seem strange that you can publish the actual obscenities in your story while the stations receive fines for the same thing?

The broadcasting business is supposedly different from print, I'm told, but your magazine is called "Broadcasting," right?

Did you really have to print the words?—*Dick McMahon, general manager, KKVI(TV) Twin Falls, Idaho.*

STILL MORE DEFINING

EDITOR: There are some points that need addressing regarding your April 15 article, "Defining the Line Between Regulation and Censorship."

First, may I point out that the American University's panel on the subject was unfairly stacked. Three panelists were against the regulation of broadcast indecency and only one in favor. Considering the fact that the discussion will be aired over many NPR affiliates, the imbalance on such a crucial issue becomes even more objectionable.

Second, David Bartlett, president of the Radio-Television News Directors Association, claims that the FCC, by enforcing the law against indecent programming, is bowing to pressure from Congress. The truth is that the FCC's sworn responsibility is to implement laws passed by Congress—not to undermine them through nonenforcement.

Third, Bartlett said that protecting children from speech is "not a problem the federal government is equipped to handle." Since when, may I ask? Broadcast indecency and obscenity have been illegal since 1927, and history bears out the effectiveness of this federal law in protecting both children and adults from assaultive programming.

Finally, in reacting to the 6,000 complaints received by the FCC every year, Bartlett sarcastically comments: "There have probably been [6,000] people who think they saw Elvis alive." What arrogance and what contempt for Americans who care enough about preserving a modicum of decency over the airwaves to complain to the FCC about programs they find patently offensive! Such participation in the American process, in fact, is praiseworthy.—*Joseph J. Reilly Jr., president, Morality In Media, New York.*

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**"LOVE
STORIES"**

A Firm Go

For Fall '91!

DELIV

91 Markets

New York	WCBS	Pittsburgh	KDKA	Salt Lake City	KSTU
Los Angeles	KNBC	St. Louis	KMOV	San Antonio	KABB
Chicago	WBBM	Denver	KDVR	Norfolk	WAVY
Philadelphia	KYW	Baltimore	WJZ	Providence	WLNE
San Francisco	KPIX	Hartford	WFSB	Birmingham	WBMG
Boston	WLVI	San Diego	XETV	W. Palm Beach	WTVX
Washington	WDCA	Indianapolis	WXIN	Dayton	WKEF
Dallas	KXAS	Portland	KPDX	Jacksonville	WJXT
Detroit	WXON	Milwaukee	WVTV	Flint	WEYI
Houston	KPRC	Cincinnati	WSTR	Fresno	KAIL
Cleveland	WKYC	Kansas City	KCTV	Richmond	WRLH
Atlanta	WXIA	Charlotte	WCNC	Mobile	WJTC
Seattle	KSTW	Raleigh	WPTF	Toledo	TV5
Minneapolis	KMSP	Grand Rapids	WUHQ	Shreveport	KTBS
Miami	WCIX	Buffalo	WGRZ	Des Moines	KCCI

SIGNED! Kristian Alfonso.
SEALED! A Firm Go For Fall '91!
DELIVERED! 91 Markets Sold!

Now's the time to add your station
to the line-up and become part of syndication's
next big success story—"Love Stories"!

ERED!

ets Sold!

Syracuse	WIXT	Waco	KWKT	Traverse City	WGKI
Honolulu	KHON	Baton Rouge	WGMB	Bakersfield	KERO
Paducah	KBSI	El Paso	KTSM	Yakima	KCY
Omaha	WOWT	Savannah	WTGS	Beaumont	KFDM
Portland, ME	WPXT	Greenville	WFXI	Chico	KCPM
Lexington	WDKY	Montgomery	WHOA	Rockford	WQRF
Spokane	KAYU	Lansing	WSYM	Boise	KTRV
Cedar Rapids	KDUB	Augusta	WFXG	Wichita Falls	KJTL
Springfield	KSPR	Peoria	WYZZ	Erie	WICU
Tucson	KTTU	Santa Barbara	KSBY	Odessa	KMID
Chattanooga	WFLI	Tallahassee	WTLH	Minot	KBMY
Tri-Cities	WKPT	Ft. Smith	KPBI	Anchorage	KTBY
Las Vegas	KRLR	Eugene	KMTR	Utica	WFXV
Madison	WMSN	Corpus Christi	KDF	Gainesville	WFXU
Ft. Myers	WFTX	Duluth	WDIO	Lake Charles	KVHP
				Eureka	KVIQ



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LOVE STORIES

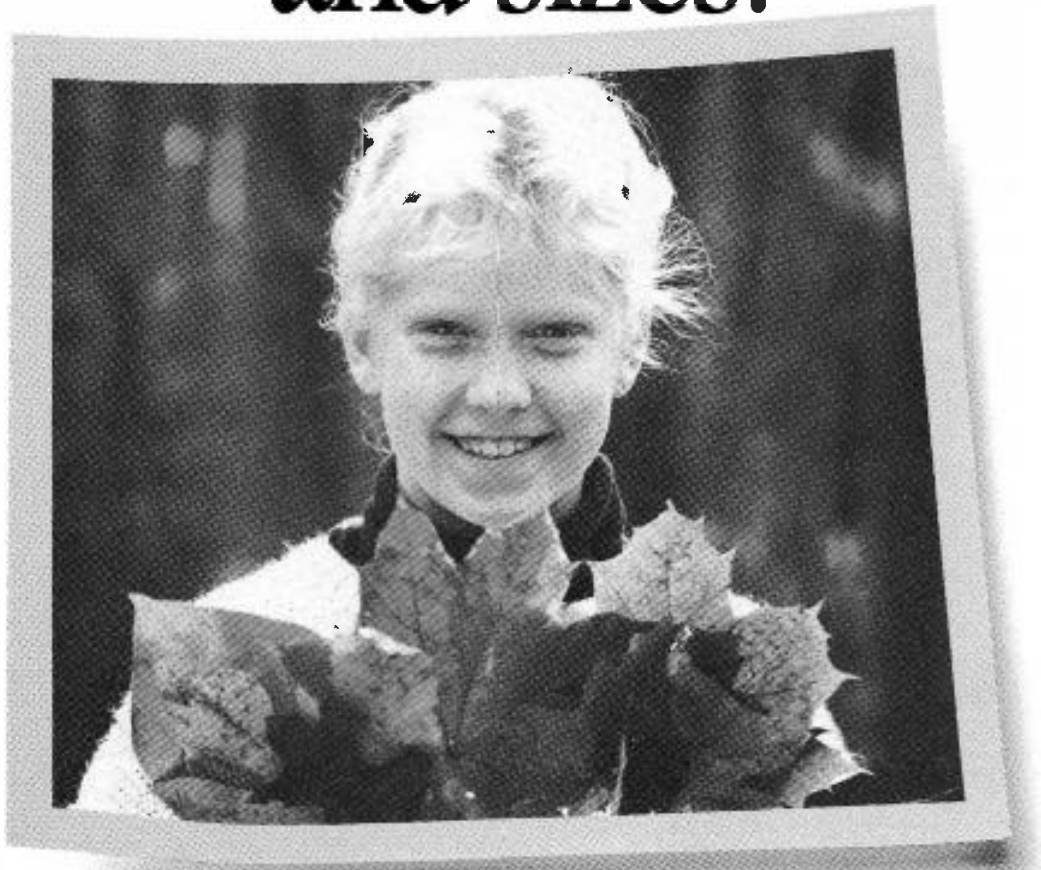
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TOP OF THE WEEK

NBC PRIMED TO RECAPTURE PRIME TIME SWEEPS

With the first two weeks of the May sweeps played out, NBC is not only in the lead, but executives at the network say its performance to date indicates a halt in the erosion the first-place network experienced for much of the past season.

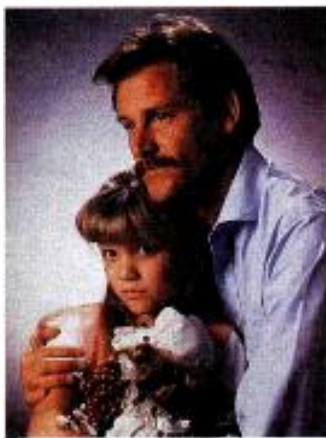
Through last Wednesday, NBC averaged a 13.2/23, a 7% increase over its performance in last year's May sweeps. CBS is averaging an 11.8/20, down 2% from last year, with ABC averaging an 11.2/19, down 1%, and Fox averaging a 6.5 rating thus far, down 4% from last year.

Although CBS is in "a fairly solid second place," said Peter Tortorici, senior vice president, program planning, CBS Entertainment, "the thing is that when you've won one you want to win the next," referring to CBS's surprising win in the February sweeps. Although the sweeps race is only at the halfway mark, Tortorici said CBS has "a better shot of finishing second" than it does of winning. CBS thus far has been paced by the performance of the final episode of *Dallas*, which aired on Friday, May 3, and ranked as the number-two rated program for that week with a 22.0/38.

To counterprogram what was expected to be a large audience watching the *Dallas* final episode, NBC scheduled "Red Dragon: The Curse of Hannibal Lector." The movie,

based on the book "The Red Dragon," was originally released as "Manhunter," but NBC changed the title to capitalize on the popularity of the hit theatrical "Silence of the Lambs." "Red Dragon" failed to divert viewers from *Dallas*, however, averaging a 9.8/17 in the 9-11 time slot.

NBC's Beckman said the network's May performance is not being powered by sweeps-type programming. "It's encouraging from our point of view because it's not just from *Switched At Birth*," he said, referring to the two-part mini-series that aired Sunday and Monday, April 28 and 29, which averaged a 21.8/33. It was the highest-rated mini-series since May 1989, and part one finished as the number-one program for the first week of the sweeps, as did part two the next week.



NBC's 'Switched at Birth'

As for the rest of the sweeps month, Beckman says "it will probably be closer, but we'll probably win overall by six- or seven-tenths of a rating point. CBS has the final episode of *Knots Landing*, 'Crocodile Dundee II' and *The Miss Universe Pageant*, so it has a few more weapons to fire. ABC has the mini-series, *An Inconvenient Woman*, but it generally hasn't broken out with its Sunday movies. Overall, we expect to win by seven-tenths of a rating point over CBS and at least by a full rating point over ABC." And, Beckman added: "We'll probably show growth not only on a household basis, but on a demographic basis as well." —SC

GOING TO THE MAT OVER TOUGH CABLE BILL

Administration and cable opposition gather a few more votes, but not enough to block measure in Senate Commerce Committee; NAB and Media Group divided over retransmission consent provision

Despite strong protest by the administration and the cable industry, the Senate Commerce Committee is expected to pass S.12 this week. It is a tough cable reregulation bill that will likely include a retransmission consent right for broadcasters. Cable considers it to be even more odious than a measure the Commerce Committee adopted last year.

Even Vice President Dan Quayle buttonholed some of the committee's Republicans during a Senate Republican Policy Committee luncheon last Tuesday and urged them to oppose the legislation. There was also a possibility late last week that White House Chief of

Staff John Sununu might become personally involved in the fight.

Cable has been trying to build opposition against S.12 in committee, but it has been an uphill battle. There is broad support for the bill, especially since the National Association of Broadcasters, network affiliate organizations and CBS put their muscle behind it. Broadcasters came on board after Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) announced he would offer a retransmission consent amendment giving broadcasters control over the use of their signal, a proposal that makes the bill even more unacceptable to the National Cable Television Association.

The amendment would require must carry but would allow broadcasters to opt for retransmission consent rights and the ability to negotiate with cable systems for payments and other considerations for signal carriage. These rights for carriage or retransmission consent could be negotiated every three years.

However, there were signs the broadcast industry may be split on the issue. Late last Thursday, the Media Group, a coalition of companies with cable, broadcast and newspaper interests, wrote Inouye objecting to his amendment. The group said they could not support it unless certain concerns were resolved. They also said they are com-



Senate Commerce Committee members will decide fate of cable bill this week.

mitted to adopting must carry and channel positioning requirements and submitted such a proposal to the senator. And the group does not like provisions in S. 12 that would give cable competitors such as wireless cable, DBS, SMATV and TVRO guaranteed access to cable programming. They submitted a position paper on exclusivity to Inouye.

The Media Group thinks the retransmission consent amendment "could be viewed as undercutting the unique public interest character of 'free' television broadcasting and could undermine the constitutionality of must carry and channel positioning requirements." More-

over, they said the financial benefits from retransmission consent would likely be "illusory or very modest after taking into account that program suppliers would lay claim to all or a major portion of whatever benefits were bargained for." And they said there are practical complications such as the possible impact on consumers' cable rates.

Among the Media Group companies: Cox Enterprises, Hearst Corp, Heritage Communications, King Broadcasting, Knight-Ridder, Landmark Communications, Media General, Times-Mirror, Washington Post Co. and Multimedia. The letter noted that Gannett, which is a

member of the Media Group, does not support this position.

Just what impact the Media Group will have is unclear. The Television Operators Caucus endorsed the Inouye amendment. And NAB discounted the letter as being heavily influenced by cable. Said Jim May, NAB executive vice president for government relations: "We have presumed for some time that the Media Group has been acting as an extension of NCTA. Having read the letter and knowing that Mr. Mooney [NCTA President Jim Mooney] was a participant in the meeting when the position was adopted, our original presumption is now validated."

Reacting to Mays' charge, one cable source said: "First, they attack the administration, then they attack their own members and now they are taking down the names of senators who don't support them [on S. 12]. The testosterone level must be high over there."

As of late last week, it seemed the administration and cable had picked up a few more votes against S. 12 than they did last year, when it passed 18 to 1. Among the confirmed opposition: Senators Bob Packwood (Ore.), Conrad Burns (Mont.) and Ted Stevens (Alaska).

Among those supporting S. 12 are the committee's leaders, Chairman Ernest Hollings (D-S.C.), Inouye and John Danforth of Missouri, Commerce's ranking Republican. And Republicans Slade Gorton (Wash.) and John McCain (Ariz.) favor the bill. It is unclear where Republican Robert Kasten (Wis.) stands. Larry Pressler (R-S.D.) told broadcasters at the NAB's annual convention that he would vote for S. 12, but some think he could change his mind.

The Democrats appear to be solidly behind Hollings and Inouye in supporting the measure, although John Breaux (D-La.) and John Kerry (D-Mass.) are said to be on the fence. The cable industry has made clear its desire to see Breaux and Kerry split with the Democratic ranks.

-KM

HOME DISH DISCRIMINATION CHARGED BY FCC

The FCC said last week that satellite carriers charge home dish program distributors sometimes two to three times the amount charged to cable operators, SMATV or wireless cable operators for superstation and network distant signals. "In some cases" carriers failed to provide cost justifications for the discrepancies, a supplemental report on the 1988 Home Satellite Viewers Act will tell the Senate Commerce and House Energy and Commerce Committees of Congress. Common Carrier Bureau staff said they were not at liberty to divulge details of the report since carrier cost information was obtained with promises of confidentiality.

In a related development, three satellite carriers of distant signals—Netlink, United Video and Southern Satellite—filed confidential answers to the FCC last Friday (May 10), denying National Rural Telecommunications Cooperative private complaint charges of price discrimination in violation of the Communications Act. (The report to Congress ordered in the Home Satellite Viewers Act of 1988 sought to investigate potential violations of copyright law, said bureau staff.)

"This is a terrific decision," said NRTC attorney Jack Richards of the report to Congress. The NRTC has sought unsuccessfully for the past year to obtain freedom of information access to the carriers' cost documentation, he said, adding: "I'm totally unaware of any costs that would justify" the carriers charging what NRTC has claimed is commonly "four to eight to 10 times more than cable operators."

In answers to the NRTC complaint, said United Video attorney John Seiver, the carriers deny discrimination and continue to maintain they deliver fundamentally unlike services to home satellite as private, not common, carriers and are, therefore, out of FCC jurisdiction. United Video also provided basically the same confidential cost documentation provided for the FCC's report to Congress, as the carriers insist that additional uplink, back office, piracy and other costs justify higher prices to home satellite.

Richards said the NRTC looks forward to a decision on its "private" complaint "and recovery of damages suffered," since the Home Satellite Act took effect in January 1989.

FCC WANTS TO RAISE RADIO OWNERSHIP LIMITS

Rulemaking proposes increasing number of stations broadcaster could own, perhaps with national audience percentage cap; also under review are duopoly rules; limits on joint ventures and time brokerage deals

Sparking protests from citizens groups and Capitol Hill, the FCC last week launched a rulemaking aimed at relaxing limits on the ownership of radio stations.

Targets of the initiative include the multiple ownership rules, which prohibit a broadcaster from owning more than 12 AM's and 12 FM's, and the duopoly rules, which limit a broadcaster to no more than one AM or FM in a market.

FCC Chairman Alfred Sikes said the growing number of radio stations facing financial difficulties justifies a review of the rules. Profits are at historically low levels and the number of stations now "dark" is unprecedented, he said.

The rulemaking is the first step of Sikes's much heralded "attic-to-base-ment" review of broadcast structural regulations. The second step, which Stewart said will be taken this summer, will address television rules—multiple ownership, duopoly and broadcast-cable crossownership.

Jane Hinckley, the Mass Media Bureau attorney who presented the rulemaking, said radio stations, particularly AM's, are struggling to compete, not only among themselves, but also with other media. "One way to afford radio broadcasters the flexibility and wherewithal to successfully weather these new challenges and to improve their capability to serve the public is to allow individual owners to build wider, stronger bases of operation than are permissible under the current ownership rules," she said.

Although he voted along with Sikes and the other three commissioners for the initiative, FCC Commissioner James Quello expressed concerns about many of its proposals. The agency "must be careful not to place disproportionate emphasis on competition at the expense of public interest, localism, diversity and minority ownership," he said.

The rulemaking is not wholly deregulatory. The proceeding considers setting limits on joint ventures, by which separately owned stations combine advertising, technical or programming operations, and time brokerage agreements, by which one station in a market buys time and programs another in the same market.

The proposed limits or "safeguards" on joint ventures include limiting the number of stations that can be involved in them, requiring stations to retain edi-

torial control and requiring "mechanisms" for terminating the arrangements should one party decide "they are no longer consistent" with their public interest responsibilities, the FCC said.

Among the multiple ownership proposals:

- Raise or eliminate the 12-station cap for AM's, but retain it for FM's.

"The new rules will give Wall Street brokers more opportunities to sell limited partnerships to dentists on the golf courses."

—Andrew Schwartzman
Media Access Project

- Eliminate the distinction between AM's and FM's, but retain a cap on the total number of radio stations.

- Exclude from any numerical cap or caps stations with low ratings at the time they are purchased.

- Permit a broadcast group to exceed the 12-station cap (or any other new numerical limit) as long as the group's combined national audience share does not exceed a set percentage of the national radio audience.

- Permit a group to exceed any numerical cap if the group's "cumulative local audience shares, weighted by population, do not exceed a given percentage of the national radio audience."

- Exclude from any multiple ownership calculations stations in markets with at least 30 separately owned broadcast stations.

- Raise the radio caps for minority controlled broadcast groups from 14-14 to 20-20 as requested by several minority groups.

According to Hinckley, the proposals for reforming the duopoly or local ownership rules include permitting a broadcaster to own any number of AM's in a market if the cumulative local market shares of the stations fall below a given percentage, say 10%. The FCC is also considering imposing a numerical cap in conjunction with the audience share cap,

or adopting a higher audience share cap for small markets, she said.

Although the duopoly proposals focus on AM's, Hinckley said, the FCC is also inviting comments on whether the reforms should be extended to FM's.

In addition to proposing an increase in ownership limits for minorities, the rulemaking defers to minority concerns about its proposed reforms by asking what adverse impact they may have on minority ownership.

Although few radio groups are pressing the current multiple ownership rules, they are supporting the FCC's effort to raise the caps as well as to relax the duopoly rules (BROADCASTING, May 6). "A re-examination of the radio ownership rules is clearly in order, and we look forward to participating in the proceeding that we believe can benefit both broadcasters and the public," said National Association of Broadcasters President Eddie Fritts.

Not all broadcasters were happy. Jim Winston, head of the National Association of Black Owned Broadcasters, said relaxing the caps will allow groups with the "deepest pockets" to get back into the market and drive out small broadcasters who are trying to "trade up."

Leading the protests on Capitol Hill is House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.). Subcommittee aide Larry Irving has been warning the FCC that many members of Congress believe tampering with the structural regulations is unjustified and will benefit large broadcasters to the detriment of diversity and localism.

Irving said Markey was pleased the FCC at least raised the question of what impact the rule changes would have on minority ownership, but said the chairman would be watching the process closely to make sure the FCC is giving such concerns more than "lip service."

Public interest advocates felt the proceeding was misguided, likely to do more harm than good. The effect of raising the ownership limits will be to raise the price of radio stations beyond the reach of many trying to break into the business, said Andy Schwartzman, of the Media Access Project. "The new rules with the Wall Street brokers will give more opportunities to sell limited partnerships to dentists on golf courses," Schwartzman said. —MAJ

RADIO'S TOP 20 GROUPS

These are the top 20 groups in American radio, ranked by BROADCASTING. Group names are in blue, the number of its stations and the cumulative rating figure are in red. The ratings standard: Metro

cume, 12-plus, Mon.-Sun., 6 a.m.-midnight, reported by Arbitron. Ratings were not available for some stations, denoted by asterisks; absence of those figures tends to downgrade group's totals.

1. CBS

19 \square 13,676,500

WCBS-AM-FM New York (3,953,200)
KNX(AM)-KODJ(FM) Los Angeles (1,635,700)
WBBM-AM-FM Chicago (2,365,800)
KCBS(AM)-KRQR(FM) San Francisco (1,169,900)
WGLI-AM-FM Philadelphia (714,100)
WWJ(AM)-WJOL(FM) Detroit (1,090,200)
WLTT(FM) Washington (353,300)
KTXQ(FM) Fort Worth (411,300)
WODS(FM) Boston (403,100)
KLTR(FM) Houston (364,300)
KMOX(AM)-KLOU(FM) St. Louis (1,010,400)
WYNF(FM) Tampa (205,200)

2. Group W

18 \square 12,160,300

WINS(AM)-WNEW-FM New York (4,102,100)
KFWB(AM)-KTWV(FM) Los Angeles (1,955,800)
WMAQ(AM) Chicago (799,500)
KYW(AM)-WMMR(FM) Philadelphia (1,947,300)
WLLZ(FM) Detroit (453,200)
WCPT(AM)-WCXR-FM Washington (438,800)
KRSR(FM) Dallas (226,900)
WBZ(AM) Boston (480,100)
KILT-AM-FM Houston (606,700)
KDKA(AM) Pittsburgh (633,500)
KFBK(AM)-KGBY(FM) Sacramento (392,500)
KQXT(FM) San Antonio (123,900)

3. Capities/ABC

21 \square 11,935,800

WABC(AM)-WPLJ(FM) New York (2,881,000)
KABC(AM)-KLOS(FM) Los Angeles (1,997,300)
WLS(AM)-WYTZ(FM) Chicago (1,145,800)
KGO(AM) San Francisco (989,900)
WJZR(AM)-WHYT(FM) Detroit (1,407,000)
WMAL(AM)-WRQX(FM) Washington (846,900)
WBAP(AM)-KSCS(FM) Fort Worth (1,037,700)
WKHX-AM-FM Atlanta (294,700)
KQRS-AM-FM Minneapolis (536,600)
KRXY-AM-FM Denver (244,600)
WPRO-AM-FM Providence,RI (554,300)

4. Infinity

17 \square 6,943,700

WZRC(AM)*-WXRK(FM) New York (1,591,900)
KROQ-FM Pasadena,CA (779,500)
WJJD(AM)-WJMK(FM) Chicago (1,237,200)
KOME(FM) San Jose,CA (240,200)
WYSP(FM) Philadelphia (703,700)
WOMC(FM) Detroit (398,300)
WJFK(FM) Washington (223,000)
KVIL-AM-FM Dallas (505,700)
WBCN(FM) Boston (465,100)
KXYZ(AM) Houston (112,100)
WLIF-AM-FM Baltimore (366,600)
WQYK-AM-FM St. Petersburg (320,400)

5. Emmis

8 \square 6,263,600

WFAN(AM)-WQHT(FM) New York (2,848,500)

KPWR(FM) Los Angeles (1,279,700)
WKQX(FM) Chicago (785,200)
WCDJ(FM) Boston (268,200)
WENS(FM) Indianapolis (205,700)
KSHE(FM) St. Louis (372,500)
WAVA(FM) Washington (503,800)

6. Cox

14 \square 5,794,600

KFI(AM)-KOST(FM) Los Angeles (2,103,700)
WCKG(FM) Chicago (895,700)
KLRX(FM) Dallas*
WIOD(AM)-WFLC(FM) Miami (736,900)
WSB-AM-FM Atlanta (991,700)
WSUN(AM)-WWRM(FM) St. Petersburg, FL (531,800)
WSOC-AM-FM Charlotte, NC (250,800)
WHIO(AM)-WHKO(FM) Dayton, OH (284,000)

7. Bonneville

14 \square 5,675,900

WNRS(FM) New York (1,498,400)
KBIG(FM) Los Angeles (970,100)
WTMX(FM) Chicago (612,700)
KOIT-AM-FM San Francisco (611,400)
KAAM(AM)-KZPS(FM) Dallas (442,200)
KIRO(AM)-KSEA(FM) Seattle (659,800)
KMEO-AM-FM Phoenix (274,900)
KMBZ(AM)-KMBR(FM) Kansas City, MO (345,400)
KSL(AM) Salt Lake City (261,000)

8. Gannett

14 \square 5,260,200

KHIS-AM-FM Los Angeles (1,756,200)
WGCI-AM-FM Chicago (1,100,500)
KOAI(FM) Denton, TX (Dallas) (247,400)
KKBQ(AM) Houston (461,200)
KSDO-AM-FM San Diego (436,400)
KUSA(AM)-KSD-FM St. Louis (474,200)
WDAE(AM)-WUSA(FM) Tampa (385,600)
KCMO-AM-FM Kansas City, MO (398,700)

9. Malrite

10 \square 4,934,000

WHTZ(FM) Newark (2,189,000)
KLAC(AM)-KZLA(FM) Los Angeles (780,900)
KNEW(AM)-KSNM(FM) San Francisco (519,600)
WEGX(FM) Philadelphia (618,500)
WDGY(AM)-KEEY(FM) Minneapolis-St. Paul (424,700)
WHYK(AM)-WMMS(FM) Cleveland (401,300)

10. Viacom

13 \square 4,581,800

WLTW(FM) New York (1,836,700)
WLIT-FM Chicago (592,700)
KDBK(FM) San Francisco and
KDBQ(FM) Santa Cruz (259,000)
WLTJ(FM) Detroit (394,300)
WMZQ-AM-FM Washington (454,200)
KIKK-AM-FM Houston (555,000)
KBSG-AM-FM Tacoma, WA (231,000)
KHOW-AM-FM Denver (258,900)

11. Great American

18 \square 4,060,400

WRIF(FM) Detroit (417,900)
WKLS(FM) Atlanta (363,800)
WDVE(FM) Pittsburgh (376,900)
WXTB(FM) Clearwater, FL (128,800)
KBPI(FM) Denver (240,000)
KEX(AM)-KKRZ(FM) Portland, OR (562,600)
WDAF(AM)-KYYS(FM) Kansas City, MO (486,400)
WLZR-AM-FM Milwaukee (192,600)
KSEG(AM) Sacramento (128,900)
WKRC(AM)-WKRO(FM) Cincinnati (466,900)
WTVN(AM)-WLVO(FM) Columbus, OH (411,600)
WNDE(AM)-WFBQ(FM) Indianapolis (284,000)

12. Greater Media

14 \square 3,930,200

WGSN(AM) Huntington and WCTO(FM) Smithtown,
both New York (203,500)
WCTC(AM)*-WMGQ(FM) New Brunswick, NJ (134,900)
KRLA(AM)-KLSX(FM) Los Angeles (1,049,500)
WPEN(AM)-WMGK(FM) Philadelphia (967,200)
WHND(AM) Monroe and WCSX(FM) Birmingham,
both Michigan (Detroit) (470,400)
WWRZ(AM)-WGAY(FM) Washington (623,300)
WMEX(AM)*-WMJX(FM) Boston (481,400)

13. Summit

11 \square 3,484,100

WRKS(FM) New York (1,655,200)
KHVN(AM) Fort Worth and KJMZ(FM) Dallas (443,400)
WAOK(AM)-WVEE(FM) Atlanta (535,900)
WCAO(AM)-WXYV(FM) Baltimore (398,000)
KLZ(AM)-KAZY(FM) Denver (230,600)
WONE(AM)-WTUE(FM) Dayton, OH (221,000)

14. Susquehanna

16 \square 3,037,300

KNBR(AM)-KFOG(FM) San Francisco (909,600)
KPLX(FM) Fort Worth (477,000)
KKZR(AM)-KRBE-FM Houston (427,000)
WAPW(FM) Atlanta (454,700)
WRRM(FM) Cincinnati (167,700)
WGH-AM-FM Newport News, VA (100,900)
WFMS(FM) Indianapolis (78,300)
WARM(AM) Scranton and WMGS(FM) Wilkes Barre,
both Pennsylvania (181,700)
WTKN(AM) Pinellas Park and
WHVE(FM) Sarasota, both Florida (96,100)
WSBA(AM)-WARM(FM) York, PA (144,300)

15. EZ Communications

14 \square 2,981,300

WIOQ(FM) Philadelphia (660,400)
WHQT(FM) Coral Gables, FL (318,100)
KMPS-AM-FM Seattle (319,200)
KYKY(FM) St. Louis (369,400)
WBZZ(FM) Pittsburgh (421,500)
KAMJ-AM-FM Phoenix*; KRAK-AM-FM Sacramento (286,400)
WEZB(FM) New Orleans (262,800)
WMXC(FM) Charlotte, NC (120,900)
WOKV(AM)-WKQL(FM) Jacksonville, FL (222,600)

16. Nationwide

15 □ 2,930,100

KMGC(FM) Dallas (195,900)
KHMV-FM Houston (531,300)
KISW(FM) Seattle (210,900)
WPOC(FM) Baltimore (277,300)
KZZP-FM Mesa, AZ (Phoenix) (264,700)
WGAR-FM Cleveland (278,200)
KZAP(FM) Sacramento, CA (165,600)
WNCI(FM) Columbus, OH (298,300)
WOMX-AM-FM Orlando, FL (168,800)
WKZL(FM) Winston-Salem, NC (119,600)
KLUC-AM-FM Las Vegas (148,300)
KNST(AM)-KRQQ(FM) Tucson, AZ (271,200)

17. Shamrock

14 □ 2,913,700

KABL(AM) Oakland and KABL-FM San Francisco (400,500)
WCXI(AM)-WWWW(FM) Detroit (555,600)
KZFX(FM) Lake Jackson, TX (Houston) (286,600)
WFOX(FM) Gainesville, GA (Atlanta) (389,600)
KXRX(FM) Seattle (221,600)
WVSW-AM-FM Pittsburgh (399,800)
KMLE(FM) Chandler, AZ (Phoenix) (164,100)
KXKL-AM-FM Denver (250,700)
WHB(AM) Kansas City, MO KUDL(FM) Kansas City, KS (245,200)

18. Noble

18 □ 2,899,600

WBAB(AM) Freeport* and
WBAB-FM Babylon, both New York (336,600)
KYOK(AM)-KMJQ(FM) Houston (493,200)
WKKU(AM) Boston and
WSSH-FM Lowell, both Massachusetts (419,900)
KIXI(AM)-KMGJ(FM) Seattle (315,300)
XETRA-AM-FM Tijuana, Mex. (San Diego) (460,000)
KMJM(FM) St. Louis (226,200)
KBKO-AM-FM Boulder, CO (222,400)
KBZR(AM)-KBEG(FM) Kansas City, MO (259,000)
WVKS(FM) Toledo, OH (31,200)
WAVZ(AM)-WKCJ(FM) New Haven, CT (135,800)

19. Booth American

18 □ 2,824,400

WJLB(FM) Detroit (504,700)
WWWE(AM)-WLTFFM) Cleveland (634,100)
KRZN(AM)-KXLT(FM) Denver (205,900)
KSMJ(AM) Sacramento and
KSFM(FM) Woodland, both California (234,700)
WSAI(AM)-WWNK-FM Cincinnati (225,400)
KONO(AM)-KSRR(FM) San Antonio, TX (229,700)
WZPL(FM) Greenfield, IN (Indianapolis) (252,700)
KBTS-FM Killeen, TX Austin (147,200)
WTOD(AM)-WKKO(FM) Toledo, OH (137,900)
WSGW(AM) Saginaw and
WIOG(FM) Bay City, both Michigan (193,700)
WZZP(FM) South Bend, IN (58,400 in spring 1990 survey)

20. Evergreen Media Corp.

6 □ 2,712,500

KKBT(FM) Los Angeles (696,900)
WLUP-AM-FM Chicago (1,364,400)
KHYI(FM) Arlington, TX (Dallas) (456,600)
WVCG(AM) Coral Gables, FL
WAPE-FM Jacksonville, FL (194,600)



NBC President Bob Wright leaving U.S. Bankruptcy Court last week

CNBC'S BID FOR FNN CHOSEN

In what could soon be the end of a months-long battle that has seen three media giants fighting over an independent, financially beleaguered cable network, a U.S. Bankruptcy Court judge last week awarded Financial News Network to CNBC for \$154.3 million, including \$145 million in cash, \$9.3 million in assumed liabilities and an offer of 50% of the projected revenues, in excess of \$227 million, of the combined operations of CNBC-FNN from 1992 through 1994. FNN has liabilities of \$145.5 million and \$75 million in assets. With the acquisition of FNN, NBC will have sunk nearly \$250 million into CNBC since it was begun in April 1989.

U.S. Bankruptcy Judge Francis Conrad awarded FNN to CNBC over Dow Jones-Group W's competing offer of \$125 million in cash, \$32.8 million in projected revenues payable in 1994, with guaranteed payment of at least \$10 million, and assumption of \$9.3 million in liabilities. Dow Jones-Group W's investment banker, Dillon, Read & Co., jumped in with an additional \$17 million in cash in exchange for \$26 million of the projected revenue, bringing the total immediate cash offer to \$142 million.

But an appeal and antitrust issues still remain, despite the FTC's 3-1 decision several weeks ago not to oppose the sale of FNN to CNBC on antitrust grounds. Both Dow Jones-Group W and the state of Illinois filed antitrust suits in separate U.S. District Courts last week, but both actions were bounced back to the jurisdiction of the bankruptcy court. Both those suits, as well as an antitrust action

filed by Pennsylvania and Delaware on behalf of 13 other states, will be heard by Judge Conrad on Monday, May 20.

Both parties have agreed to keep their existing bids on the table through the May 20 hearing. Dow Jones has also filed an appeal of Judge Conrad's decision in district court. No date has yet been set for when, or even if, that appeal will be heard. If CNBC is successful in opposing these suits, the earliest it could close the deal would be May 21, since Judge Conrad filed the order of sale to CNBC last Friday, and the order stipulates at least an 11-day wait before the sale can be closed. It is likely CNBC will absorb FNN within a matter of days following the closing.

Although the bids were not far apart, if Dow Jones-Group W's bid had been chosen, more than \$10 million of that offer would have gone to CNBC in breakup and legal fees, since CNBC had signed a \$105 million definitive agreement for FNN before the network filed for Chapter 11. Judge Conrad had previously ruled that CNBC was entitled to a breakup fee of \$2 million plus 10% of the purchase price, as well as legal fees. "The breakup fee is the only rationale for picking their bid," said Peter Skinner, Dow Jones senior vice president.

Both CNBC and Dow Jones-Group W began last week with \$115-million bids. At an all day, packed hearing on Tuesday, attended by NBC President Robert Wright and Dow Jones President Peter Kann, Dow Jones-Group W started and ended the day with all the elements of its final bid except the \$17 million offered

by Dillon, Read. CNBC raised its bid to \$140 million in cash and assumed the same \$9.3 million in liabilities. Judge Conrad pronounced the bidding closed and delayed his decision for a day or so.

But on Thursday, Dillon, Read (which had testified on behalf of Dow Jones-Group W on Tuesday) offered immediate cash of \$17 million to FNN in

exchange for \$26 million of the revenue cash potential. Judge Conrad ruled this a clarification of the original bid, and opened it up for CNBC to raise its own bid, which it did, by adding an additional \$5 million in cash, and 50% of projected revenue after \$227 million. Judge Conrad seemed none too pleased with the Dillon, Read offer that prompted the

bid's reopening, saying: "CNBC got bushwhacked here."

Dow Jones-Group W will appeal on the fact the judge should not have let CNBC bid on Thursday, when the bidding was deemed closed, since the judge ruled that Dillon, Read's offer was a clarification of Dow Jones-Group W's existing bid, not a new bid. **-SDM**

J. LEONARD REINSCH DIES; BROADCAST-CABLE LEADER

James Leonard Reinsch, retired head of Cox Broadcasting and a pioneer in radio, television and cable, died of heart failure May 9 after a five-week hospitalization at Johns Hopkins Medical Center in Baltimore. He was 82. His wife of 55 years, Phyllis McGeough Reinsch, died Feb. 8 ("Fates and Fortunes," Feb. 18).

Reinsch was born June 25, 1908, in Streator, Ill. By age 16, he was the interlocutor for a minstrel show on Chicago's WLS(AM), which offered him a full-time job as an announcer in 1928; a year later he moved into sales.

Reinsch received a BS in commerce from Northwestern University in Evanston, Ill., in 1934. He moved to Dayton, Ohio, that year to help put WHIO(AM) on the air with its owner, Ohio Governor James M. Cox. Serving as general manager until 1939, Reinsch moved to Atlanta with a new assignment as director of co-owned WSB(AM) and later was appointed director of the then three Cox

Broadcasting stations: WLS, WSB and WIOD(AM) Miami. He was chairman of Cox Broadcasting from 1939 until his retirement in 1973.

In addition to his responsibilities at Cox, Reinsch was a political player, advising four presidents: Franklin D. Roosevelt, Harry S. Truman, John F. Kennedy and Lyndon B. Johnson. He was radio adviser to the White House from 1945 to 1952; TV and radio consultant to the Democratic National Committee and executive director of the Democratic national conventions of 1956, 1960 and 1964, and was arrangements director of the 1968 convention.

In addition, he was TV-radio director of the 1960 Democratic presidential campaign, and as such was instrumental in the first televised presidential debates, which were instrumental in Kennedy's win.

Reinsch founded National Cable Inc. in 1983 and served as its president until his death. National Cable currently pro-

vides cable service to 44,000 subscribers in Palm Beach County, Fla. Geoff Gill, National's vice president, commented: "This is a great loss to us and to the communications industry. Leonard was an outstanding leader and visionary. He always displayed a genuine compassion and love of people. All those whose lives were touched by Leonard will greatly miss him."

Among other recollections by colleagues last week:

Frank Stanton, CBS president emeritus: "Leonard Reinsch and I go back to World War II. We worked together in radio, Muzak, television, USIA, and we were partners in a Florida cable venture. Leonard was a leader. He took James M. Cox into radio before World War II and was one of the first to move into television before the freeze. He had the vision about cable and built the Cox empire. The industry will miss his leadership. I will miss a friend."

James C. Kennedy, chairman, Cox



Reinsch (above) with (clockwise from lower left) Johnson and Kennedy; Nixon; Carter, and on air at WHIO(AM) Dayton, Ohio, in the 1930's.

Enterprises Inc.: Leonard said he believed in 'Get thar fustest with the mos-test' [coined by Confederate Gen. Nathan Bedford Forrest]. The Cox family is proud of the number of times the company was able to do that under Leonard's leadership."

Edward O. Friets, president, National Association of Broadcasters: "Leonard Reinsch will be sorely missed. Not only was he an innovator among broadcasters, but in the political arena as well."

Larry Taishoff, publisher of BROADCASTING: "The Fifth Estate has lost a great visionary. He was one of those broadcasters who were not shortsighted about cable. He embraced it and made both media better."

Reinsch was the recipient of many awards from a variety of organizations, including the National Association of Broadcasters (Distinguished Service Award in 1978), the American Women in Radio and Television (1975), the International Radio and TV Society (Gold



Reinsch (second from right) with Truman and broadcasters at the White House.

Medal, 1973), Cable Pioneers and Sigma Delta Chi. He was a member of the Carnegie Commission on the Future of Public Broadcasting and was the author of "Radio Station Management" (1948) and "Getting Elected" (1987). He was

appointed chairman of the Advisory Committee on U.S. Information by Presidents Kennedy and Nixon.

Survivors include his daughter, Penelope Bohn of Atlanta, and a son, James L. Reinsch Jr. of West Palm Beach. —JS

HBO, CINEMAX TO SPLIT SERVICES INTO THREE CHANNELS EACH

Move is effort to limit churn by giving subscribers more choice

Looking to stem the tide of subscribers cancelling their pay movie service, HBO announced plans last week to turn HBO and Cinemax each into three-channel services. The move is an effort by HBO to deal with the problem of subscribers who complain that what they want to watch is never on when they want to watch it.

"This is a response to what we see coming right around the corner," said Michael Fuchs, president and chief executive officer, HBO. "This is built for an explosion of channels. Compression is not a fantasy. Fiber optics is not a fantasy."

HBO executives hope the channel expansion plan will increase retention efforts by 10%. HBO now loses about 850,000 of its 17.4 million subscribers every year and has to find new ones just to keep growth flat.

Starting in August, TeleCable, a top-25 MSO, will begin testing the three-channel services in systems ranging in size from 34,000 to 73,000 subscribers in Overland Park, Kan.; Plano, Tex., and Racine, Wis. Cox Cable will also test the plan in its Saginaw, Mich. system. Continental is talking about testing as well, and Fuchs said Cablevision Systems' chief, Charles Dolan, has talked to him about testing the concept.

But for now, most operators do not have the channel capacity to accommodate three-channel pay networks. John Billock, HBO executive vice president, predicted the three-channel service will be more widespread in mid-to-late 1992 when more channels become available. Fuchs said some operators have told him HBO's plan will be added incentive to expanded channel capacity. But Continental's Rob Stengel, senior vice president, programing, predicted widespread carriage would possibly not be available for the services for more than three years.

Cable operators will not be charged additional costs for carrying HBO as three channels (HBO currently charges operators \$4-\$5), and HBO executives made clear they do not want rates to be raised. "This is value added, not revenue added," said Fuchs. Operators, for now at least, seem to agree with him. "The whole point is not to raise rates or incur additional costs," said Continental's Stengel.

Fuchs said both HBO and Cinemax have enough product to program the three channels and that all product would be run on each network's three channels. For example, one channel would show a film skewed to a female audience, one to a male audience and

one to teens and/or kids. Fuchs said he has called the major movie studios about the plan and "the reaction has been pretty positive." As to how many times HBO can air certain titles under current contracts, he said, "We're sort of in the ballpark with this."

In response to a question as to whether HBO's main competitor, Showtime Networks, could come up with a similar channel expansion plan, Fuchs replied, "I don't think that they have the product volume to do this. We are uniquely qualified to do this."

Showtime says it applauds HBO's efforts to help the pay category: "We support the bringing of added-value services for pay television to the marketplace," said McAdory Lipscomb, senior vice president, corporate affairs, Showtime Networks. "It's nice not to be the lone voice pushing the agenda for adding value to the premium category."

Lipscomb said Showtime itself has talked about doing a venture along the lines of what HBO is planning but has not reached a conclusion. HBO's test "will give us some indication" of what direction Showtime will proceed in following a plan similar to HBO's and/or possibly launching a low-priced pay network similar to Tele-Communications Inc.'s Encore. —SDM, RB

MINOW LOOKS AT 'WASTELAND' 30 YEARS LATER

In speech to Gannett Foundation, former FCC chairman gives broadcasting 'C' for serving audience, 'A-plus' for technology

Thirty years after rocking the industry by describing television as a "vast wasteland," former FCC Chairman Newton Minow last Thursday (May 9) said TV continues to short-change viewers in children's programming and a number of other areas.

It was in 1961 that the young chairman stood before the annual convention of the National Association of Broadcasters and criticized TV executives for failing to honor the public interest they were licensed to serve. Three decades later, Minow remains critical of TV programming and offered his suggestions on how to improve the medium.

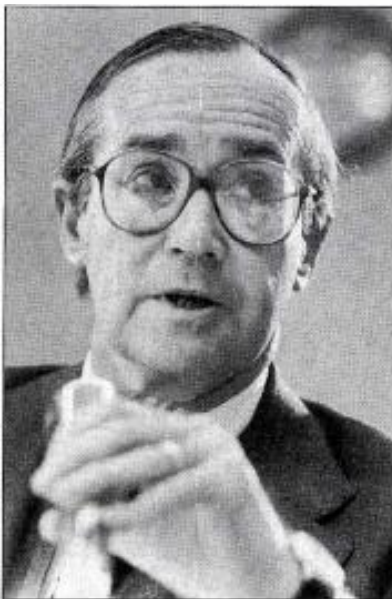
Filling out the industry's report card over the last 30 years, Minow gave the television marketplace an "A-plus" for technology and a "C" for using that technology to "serve human and humane goals." Minow said television is still a "dim light" in education, has not fulfilled its potential for children, has neglected the needs of noncommercial TV and has "cast a dark shadow" on the electoral process.

"I think the most troubling change over the past 30 years is the rise in the quantity and quality of violence on television," said Minow. "In 1961, I worried that my children would not benefit much from television, but in 1991 I worry that my grandchildren will actually be harmed by it."

Minow applauded Congress and the FCC for recent efforts at improving children's television, although he criticized as "long overdue" any such efforts. "If they would give the same time and attention to policies for children's television as they give to industry fights about the financial interest and syndication rules, our children would begin to receive the priority concern they deserve," he said.

Minow did praise some programming, such as the Public Broadcasting Service's *Sesame Street* and *The Civil War*, but said such shows are "exceptions" to standard programming fare. He suggested that the broadcast and cable industries join together to "produce a unique program to be on all channels that will have enduring importance to history," such as assembling the five living U.S. presidents to discuss the future.

Technologically, Minow said television has succeeded in offering viewers more choices, one of his primary objectives while working at the commission in the early 1960's. But those choices



"I think the most troubling change over the past 30 years is the rise in the quantity and quality of violence on television."

-Newton Minow

are not necessarily available to all viewers, he added.

"Although some viewers have gone from a vast emptiness to a vast fullness, others have been excluded," said Minow. "Choice through cable comes at a price not all can afford, and cable is still not available to the entire nation."

Minow also said more choices have not necessarily resulted in better choices. "One evening as I watched, with my remote control in hand, I flipped through the channels and saw a man loading his gun on one channel, a different man aiming a gun on a second, and another man shooting a gun on a third."

He criticized society for allowing public TV to remain a "stepchild" in the role of "perpetual beggar." He suggested that Congress create an annual spectrum-use or franchise fee for all

commercial broadcast and cable operators to fund public broadcasting on a permanent basis. He said another source of revenue for public TV could be to add a \$5 tax on the sale of new TV sets and VCR's and earmark the funds to match private contributions.

He warned programmers to keep increased channel capacity in check, noting: "As this new technological world unfolds, the risk remains that we will create information overload without information substance or analysis, of more media with fewer messages, of tiny sound bites without large thoughts, of concentrating on pictures of dead bodies instead of thinking human beings."

Looking ahead to election coverage, Minow said candidates should be given free air time to "stop them from getting deeply in hock to special interests in order to pay for television commercials." He said broadcasters might also consider "voters' time," spots purchased with public funds at half the commercial time rates and given to candidates. Also, on the political front, Minow said presidential debates should be institutionalized and free of journalist panels.

"If we still believe in the concept of the public interest, we can use television to educate, we can stop shortchanging our children, we can fund public broadcasting properly and we can provide free television time for our political candidates," he said.

Minow rejected the position that the marketplace is capable of regulating itself, pointing to the results of the free market approach in the case of the savings and loan industry, the airline industry and the junk bond financing industry.

"If television is to change, the men and women in television will have to make it a leading institution in American life, rather than merely a reactive mirror of the lowest common denominator in the marketplace," he said.

Minow has held a number of positions in television since leaving the FCC in 1963, ranging from PBS chairman to a member of the board of directors of CBS. Currently director of the Annenberg Washington Program in Communications Policy Studies of Northwestern University and counsel at Sidley & Austin, Minow delivered his 30th anniversary speech, "How Vast the Wasteland Now?" at the Gannett Foundation Media Center in New York. -BB

PROGRAMING

CPT SELLS 'DESIGNING WOMEN' ON BARTER BASIS

Columbia's new marketing plan is first for launch of off-network sitcom in syndication

Columbia Pictures Television has unveiled a marketing plan for *Designing Women* that is a radical departure from the way previous off-network sitcoms have been sold in syndication. Some in the industry believe the all-barter plan may be the start of a trend.

The show is being sold on a straight barter basis (a first for the launch of an off-network sitcom), for a two-year license, which is less than half the typical 4½-plus license term for such shows.

CPT will keep three minutes of barter time per episode, leaving stations 3½ minutes. CPT has already sold the show to three station groups, including Tribune (all but WGN-TV Chicago), and a total of six network affiliates from Westinghouse and Hearst, covering close to 30% of the country. Tribune Entertainment will sell the barter time in the program, which becomes available for fall 1992.

In a separate development last week, CBS said it picked up the daytime network rights to the show starting May 27, when it will air the show at 10 a.m. CPT syndication president Barry Thurston said the daytime network run will cease no later than the summer of 1992.

CPT is positioning the show *Designing Women* as a prime-access comedy-block vehicle for independents in the top-50 markets, and as a counter to talk shows in early fringe for affiliates in the top 50. Below the top 50, CPT will target access time periods on affiliates. Stations are offered the option of double running the show for an hour block, or in different dayparts.

"The marketplace literally seems to be changing by the week," said CPT's Thurston. He said the plan reflects feedback from a number of stations that they have less money, generally, to spend on programing in the current marketplace. That's a function of the soft economy as well as the debt loads many stations are servicing because of buyouts.

The plan also gives stations and CPT flexibility at a time when the industry is at something of a crossroads, with uncertainty about the outcome of the financial interest and syndication rules, and



other rules regulating affiliate stations, said Thurston.

"But stations still need good programing," said Thurston. "Neither one of us [stations or CPT] wants to be tied up for a long period. If somebody can

tell me what [the marketplace] will look like in two years, I'd love to hear it."

For months, CPT has been mulling various off-network options for *Designing Women*, which tied with *Empty Nest* as the eighth-ranked network show of

PETERS FORMS NEW COMPANY UNDER CPE UMBRELLA

Jon Peters, co-chairman, Columbia Pictures Entertainment, since October 1989, has stepped down from his position to establish a new entertainment company to produce films, music and television exclusively for Columbia Pictures Entertainment ("Closed Circuit," Aug. 20, 1990). Sony, Columbia's parent company, made the announcement last Wednesday (May 8). "I have asked Sony to convert my employment arrangement and establish an entertainment company which will be tied exclusively to Columbia Pictures Entertainment," said Peters.

According to a source, talks regarding Peters' leaving the day-to-day duties of CPE began less than two weeks before the announcement. At this point, no one from Columbia is expected to join Peters in the new, unnamed company.

"After lengthy consideration and discussion, we have approved Jon's proposal to establish an independent entertainment company," said Michael P. Schulhof, president, Sony Software Corp. "Through his creative expression, we are certain he will make an even greater contribution to Columbia Pictures Entertainment and the Sony family," he said.

According to Peter Guber, who will now be the sole chairman and chief executive officer of Columbia Pictures Entertainment, Peters' new company will operate completely outside of CPE. "In this new endeavor, he has my unbridled support. Peters' new company will be fully staffed in its own independent headquarters and will have the highest level of autonomy in developing, producing and marketing its product. CPE looks to Peters to become among its primary sources of product over the next decade," said Guber.

the 1990-91 season (16.7 rating), and the sixth-ranked comedy. The company held talks with both USA and Lifetime about a possible cable pickup, but ultimately decided the show could generate more revenue in broadcast syndication.

Estimates as to how much revenue the show will generate as a barter property over two years vary. But some in the industry suggest that it may generate \$500,000 or more per episode in its two-year barter run. After that, sources say, CPT could follow with a cash deal to stations or cable and collect perhaps another \$500,000 per episode.

But the sources stress those figures are educated guesses and that it is really hard to pinpoint now what the show will yield. "Obviously, they're betting there will be some turnaround in the economy by fall, 1992, and that's a reasonable guess," offered one executive on the advertising side of the business.

CPT briefed the rep community on the plan last week. Those contacted by BROADCASTING last week said the plan made sense for the current marketplace. There were some questions, however,

about whether the show's male appeal, which has been fairly strong on the network run, would hold up in syndication.

"As stations shy away from premium prices for off-network product we can expect to see other distributors follow Columbia's lead," said Mitchell Praver, vice president, director of programming, Katz Continental Television. "The strategy maximizes revenue in a cash-poor marketplace."

Dick Kurlander, vice president and director of programming, Petry Television, said the two-year license term should prove attractive for stations not wanting to get locked into long-term deals during a period of uncertainty in the marketplace. As to the show itself, he said, "I see its strength primarily as an early-fringe vehicle on affiliates."

Another rep executive said stations taking the show should negotiate a ratings performance clause that would allow them to boot the show to a less valuable time period if it did not generate a minimum rating.

Station executives who have purchased the show so far said they were

unphased by the fact they were giving up almost half the time in the show to CPT. "You're going to pay for the show one way or another," said one executive at a station who has purchased the program. "And you know that Columbia is going to weigh in with some major league promotional support because their sole source of revenue is tied directly to audience levels for the show."

Thurston agreed with that notion but stressed the promotion effort would be a "partnership" with stations, which will be required to pony up certain amounts of on-air promotion time for the show, to be determined in market-by-market negotiations.

John Conomikes, vice president of the Hearst Corp. and general manager of the company's broadcasting division, said he probably would not have taken the show on an all-cash or cash-plus-barter deal. In essence, he said, the time his stations are giving up, or at least part of it, would have gone unsold at the local level. "This deal affords us the opportunity to rest other programs," he said. -SM

KNOXVILLE TV DROPS ITS LATE NIGHT NEWS

It substitutes syndicated entertainment programming for newscasts

In the latest move by an affiliate to cut back its local news efforts, CBS affiliate WKXT-TV Knoxville, Tenn., has dropped its 11 p.m. weeknight and weekend newscasts in the nation's 64th market. While other stations might consider replacing news with more profitable entertainment programs during difficult economic times, some observers warn that such a move could ultimately hurt a station's identity in the market.

WKXT-TV is not the first network affiliate to drop one or more of its newscasts, and the station could follow others that have made the move and have managed to find some success by substituting syndicated entertainment programming. But at least one station that tried dropping its late evening newscast has since reinstated the program, noting its importance in maintaining the station's identity.

"You make this decision in great jeopardy to your long-term standing in the marketplace," said David Smith, manager, TV consultation, Frank N. Magid Associates Inc., whose clients include WKXT-TV's competitor, WATE-TV, the local ABC affiliate. "They'll have no image, there's no anchor, there's nothing to tie them to the community now. They might just as well be a super-station coming in via satellite."

"I have the same concern, but I perceive that we are thought of for a lot of other reasons besides news," said Lewis F. Cosby III, general manager of WKXT. The station dropped its 11 p.m. newscast and reportedly laid off 10 newsroom employees on April 19, replacing the show with *Night Court* reruns.

Market observers noted that the station was working at a disadvantage against the other network affiliates in the market because the station did not have parity with the competing signals and had not been on the air as long. The station was a weak third at 11 p.m., which Cosby said caused problems for national advertisers that wanted at least a three rating. "We were spending a whole lot more than what we were getting back," said Cosby. "We've put our effort into the 6 o'clock news where we were showing progress."

At ABC affiliate WNWO-TV Toledo, Ohio, which dropped its 11 p.m. newscast a year ago and replaced it with *The Arsenio Hall Show*, management is eager to point out that the station's market share continues to outpace its news efforts at that hour. When the station switched in June 1990, WNWO saw its share among women and men 18-49 during the 11 p.m.-11:30 p.m. time period

jump from a 3 share in both categories to a 13 and a 10 share, respectively.

WNWO's market share in the 18-49 demographics continued to grow in the 11 p.m. slot until the February 1991 book, which station vice president and general manager Brett Cornwell attributed to the temporary change in viewing patterns tied to the Persian Gulf war. He said WNWO has found that programming an 11 p.m. newscast would be a misdirected effort because the station has never been a force in news. "It's like marketing 101," said Cornwell. "Do you bang your head against that wall, or do you establish your own franchise?"

Ratings-wise, dropping news programming appears to have also paid off at ABC affiliate WUHQ-TV Battle Creek, Mich., a UHF station battling with three VHF stations in the market. Four years after eliminating its news in a cost-cutting move, the station is doubling its earlier news ratings with such entertainment programming as the syndicated *People's Court*. News shows on the station had earned 1 average and 1 share, while entertainment programs average at least a 2 rating and a 4 share, said Jerry Colvin, general sales manager. "While it's not much, it's salable; and news wasn't salable," he said.

"It was done because we couldn't make inroads in the marketplace," said Colvin. "We would very much like to be in the news business, but the price of doing that is prohibitive. We'd like to, but we just don't have the horses."

At least one station, ABC affiliate WTXL-TV Tallahassee, Fla., dropped its 11 p.m. newscast in a cost-cutting move only to reinstate the program three years later.

"I think the station felt all along that that was not in the best interest of the community," said Jerry Kelly, general sales manager, referring to the period when WTXL-TV was without a late-night newscast. The station also found that

dropping its 11 p.m. newscast affected the growth of its 6 p.m. newscast.

Five years ago, when WTXL-TV dropped its 11 p.m. newscast and replaced it with *M*A*S*H* reruns, Kelly said the station's ratings in the timeslot jumped from a 5 share in the November 1986 ADI to a 10 share in February 1987. However, he added, the 6 p.m. newscast for the same period showed the station dropping from a 7 share to a 5 share.

WTXL-TV is in a news market dominated by CBS affiliate WCTV-TV, which in February 1991 averaged a 53 share at 11 p.m. and a 62 share at 6 p.m. The NBC affiliate in the market, WTWC(TV), re-

cently dropped its one and only newscast at 6 p.m. in the face of the competition. WTXL-TV's efforts in the February 1991 book managed to show a six share in its 6 p.m. newscast and a seven share during the 11 p.m. news.

While some network affiliates are eliminating newscasts and experimenting with less news product, Magid's Smith brushed off the possibility of a trend and said he was optimistic that the tendency will likely be toward more news programming. The total number of newscasts nationally will actually grow as the economy improves, particularly as Fox affiliates launch their own newscasts, he said. **-RB**

'WISEGUY' IS CASH AND CARRY FOR CANNELL

With the official sales launch of *Wiseguy* kicking off this week, Cannell Distribution President Pat Kenney is marketing the off-network drama on a weekly straight cash license basis for initial one-year contract terms, starting in fall 1992. In limiting the off-network series' exposures on a weekly, rather than strip basis, Kenney is confident that renewal interest will be strong enough to warrant single-year deals in succeeding years.

"We're going to offer *Wiseguy* on a market-by-market basis, and we'll be looking to negotiate cash terms that station executives feel comfortable with, in relation to the acquisition of a top quality action-adventure," said Kenney, who added that some stations have been experiencing local spot inventory shortages from the abundance of first-run strip programming. "There are no option terms or any other clauses tied to station renewals. Renewals will be signed on separate contracts for each succeeding season," he said.

John Rohr, vice president and director of programming, Blair Television, found it more than "interesting" that Cannell's cash licensing plan "runs an exactly opposite road" to Columbia Pictures Television's announced straight barter offering of its *Designing Women* (see story, page 35).

While suggesting that Cannell's single-year offering of *Wiseguy* "reflects" a continuing lack of support for the hour or long-form programming market, Rohr said stations could benefit from taking up the syndicator on short-term cash deals.

"What we're seeing is creative marketing," said Rohr. "Cannell recognizes that it is still a lean market for hour

dramas, but we'll keep the exposures of *Wiseguy* to a minimum and price it as first-run [weekly license] programming. If it performs well, stations will be expected to renew it at first-run pricing, of course."

Cannell is targeting *Wiseguy* at stations' 4-5 p.m. early fringe slots as counter-programming to half-hour sitcoms and first-run talk shows.

Only 75 episodes of *Wiseguy* were

produced for CBS during its 1987-90 prime time run. One other "unique spin" Kenney said will be offered is customized editing of seamless two-episode, two-hour movies for miniseries-style theme weeks in prime time. "There are several story arcs from the series that attracted top-name theatrical stars like Ray Sharkey, Kevin Spacey, Jerry Lewis and Tim Curry," Kenney said. **-MF**

'JACKSON' PARED BACK

Quincy Jones Entertainment and Warner Bros. Domestic Television Distribution have confirmed that freshman weekly, "The Jesse Jackson Show," will return as series of specials next season. Adam Clayton Powell III, executive producer of hour-long public affairs forum, said paring show back does not stem from lackluster ratings performance, which is 1.6 season-to-date (NTI) rating (according to Katz Communications Research). Powell said Jackson's "increased traveling schedule" has forced him to pare back involvement with talk show, but does not necessarily mean that Jackson is planning run for presidency. "All I know is that Quincy [Jones] has asked me to stay with the show, and I know that I am delighted to be coming back next season," said Powell.

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Baltimore	– WBAL (CBS)
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Milwaukee	– WISN (ABC)
New Orleans	– WGNO (IND)

LOD!



DESIGNING *Women*

Television's Hottest Property



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

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 4/29	ABC 12.1/19		MACGYVER (47) [11.0/18] 10.3/17		ABC MONDAY NIGHT MOVIE—COLUMBO (32) [12.6/19] 11.6/17			13.4/22
	CBS 12.4/19		EVENING (20) SHADE 13.9/23	MAJOR (16) DAD 14.9/23	MURPHY (26) BROWN 13.2/19	DESIGNING (34) WMN. 12.5/18	N. EXPOSURE (51) [9.8/15] 10.1/15	9.4/15
	NBC 19.5/30		FRESH (32) PRINCE 12.6/21	BLOSSOM (37) 12.2/19	NBC MONDAY NIGHT MOVIE—SWITCHED AT BIRTH II (1) [23.1/35] 21.6/32 22.9/33 23.6/36 24.4/40			
	FOX 9.1/14		FOX NIGHT AT THE MOVIES—DIE HARD (60) [9.1/14] 7.1/12 9.0/14 9.5/14 10.2/15 9.6/14					
TUESDAY 4/30	ABC 12.2/20		WHO'S THE (40) BOSS 11.6/21	BABY (44) TALK 11.3/19	ROSEANNE (4) 17.0/27	STAT (23) 13.6/21	THIRTYSOMETHING (54) [9.7/17] 9.8/16 9.6/17	
	CBS 11.9/20		RESCUE 911 (29) [12.8/21] 11.9/21	13.7/23	CBS TUESDAY NIGHT MOVIE—THE ACCUSED (43) [11.4/19] 9.9/16 10.5/16 12.3/21 12.6/23			
	NBC 13.2/22		MATLOCK (21) [13.7/23] 13.0/23	14.4/24	HEAT OF THE NIGHT (17) [14.4/23] 14.0/22	14.8/23	SHANNON'S DEAL (40) [11.6/20] 12.0/20 11.2/20	
WEDNESDAY 5/1	ABC 9.9/17		WONDER (44) YEARS 11.3/21	GROWING (47) PAINS 11.0/19	DOOGIE (29) M.D. 12.8/21	MY LIFE & (66) TIMES 8.5/14	GABRIEL'S FIRE (71) [8.0/14] 8.2/14 7.8/15	
	CBS 9.3/16		SNOOPY'S (73) REUN. [7.7/14]	DAFFY (74) DUCK [7.3/12]	JAKE AND FAT MAN (47) [11.0/18] 10.3/17 11.6/19		48 HOURS (55) [9.4/17] 9.6/16 9.1/17	
	NBC 13.7/23		UNSLVD. MYSTERIES (8) [16.1/28] 14.8/27	17.4/30	NIGHT (29) COURT 12.8/21	DEAR (39) JOHN 11.9/20	QUANTUM LEAP (34) [12.5/22] 12.3/21 12.8/24	
THURSDAY 5/2	ABC 8.9/15		FATHER DOWLING (64) [8.6/15] MYS. 8.0/14	9.2/16	AMERICAN DETEC. (58) [9.3/15] 8.7/14	10.0/16	PRIMETIME LIVE (63) [8.7/15] 8.6/14 8.7/15	
	CBS 9.5/16		TOP COPS (69) [8.4/15] 7.4/13	9.4/16	ANTAGONISTS (75) [7.1/11] 6.7/11	7.5/12	KNOTS LANDING (27) [13.1/22] 12.9/21 13.3/23	
	NBC 16.9/28		COSBY (14) 15.2/27	DIFFERENT (7) WORLD 16.3/28	CHEERS (3) 20.8/33	SEINFELD (11) 15.7/25	L.A. LAW (5) [16.8/28] 16.7/27 16.8/29	
	FOX 8.9/15		SIMPSONS (40) 11.6/20	BABES (77) 6.7/11	BEVERLY HILLS, 90210 (64) [8.6/14] 8.2/13 9.0/14			
FRIDAY 5/3	ABC 12.1/21		FULL (14) HOUSE 15.2/30	DINOSAURS (19) 14.4/26	FAMILY (25) MAT. 13.4/23	PERFECT (46) STRAN. 11.2/19	20/20 (59) [9.2/16] 9.5/16 8.8/16	
	CBS 17.7/31		GUNS OF PARADISE (61) [9.0/17] 7.6/15	10.4/19	DALLAS (2) [22.0/38] 20.8/35 22.2/37 22.3/38 22.6/40			
	NBC 9.4/17		UNSLVD. MYSTERIES (66) [8.5/16] SP. 8.2/16	8.7/16	NBC MOVIE OF THE WEEK—RED DRAGON (51) [9.8/17] 9.7/16 9.9/17 9.9/17 9.8/17			
	FOX 3.4/6		AMR'S MOST WANTED (87) [4.4/8] 4.2/8	4.6/8	DEA: SP TASK FORCE (90) [2.4/4] 2.4/4 2.3/4			
SATURDAY 5/4	ABC 7.2/14		YOUNG RIDERS (72) [7.8/15] 7.1/16 7.5/15 7.9/15 7.9/15 8.7/17				AMER. SAT. (85) NIGHT 5.0/10	
	CBS 7.6/15		FLASH (81) [5.5/12] 5.4/12	5.7/11	CBS SATURDAY NIGHT MOVIE—FLETCH LIVES (70) [8.3/16] 6.7/13 7.7/14 9.2/18 9.8/20			
	NBC 13.2/26		AMEN (55) 9.4/21	DOWN (50) HOME 9.9/20	GOLDEN (11) GIRLS [15.7/30]	EMPTY (13) NEST 15.6/29	CAROL & COMPANY (24) [13.5/27] 13.1/25 13.8/28	
	FOX 4.6/9		TOTALLY (88) H. VD. 3.8/8	YEAR- (89) BOOK 3.5/7	COPS (83) 5.2/10	COPS 2 (80) 5.7/11		
SUNDAY 5/5	ABC 12.6/21	LIFE GOES ON (66) [8.5/16] 7.8/15 9.2/17	AMR. FUN (10) VIDEO 15.8/26	DINOSAURS (19) 14.0/22	ABC SUNDAY NIGHT MOVIE—NIGHT OF THE HUNTER (21) [13.7/23] 13.3/20 13.4/21 13.5/22 13.8/24			
	CBS 14.3/24	60 MINUTES (6) [16.5/31] 15.4/30 17.5/32	MURDER SHE WRT. (9) [16.0/26] 15.1/25	16.9/27	CBS SUNDAY MOVIE—VICTIM OF LOVE (38) [12.0/20] 12.3/19 12.2/19 12.2/20 12.0/21			
	NBC 9.3/16	SUPER BLOODS (78) [6.0/11] 5.3/10 6.8/12	EXPOSE (78) 6.0/10	REAL LIFE (62) J.P. 8.9/14	NBC SUNDAY NIGHT MOVIE—WHITE HOT MYS. (36) [12.3/20] 12.1/19 12.0/19 12.5/21 12.4/22			
	FOX 7.5/13	TRUE CLR. (86) 4.7/9	P. LEWIS (83) 5.2/9	IN LIVING (55) COLOR 9.4/16	GET A LIFE (75) 7.1/11	MRD. WITH (28) CHILD. 13.0/20	TOP OF (51) HEAP 9.8/16	SUNDAY COMICS (81) [5.5/10] 6.0/10 5.1/9
WEEKLY PRIME TIME AVERAGE			ABC 10.8/18	CBS 12.0/20	NBC 13.5/23	FOX 6.9/12	YELLOW = 1/2 HR WINNER	
SEASON PRIME TIME AVERAGE			ABC 12.3/21	CBS 12.2/20	NBC 12.6/21	FOX 6.4/11	*—PREMIERE	
NIGHTLY RATING / SHARE			(#)—RANKING	(#)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN		

WASHINGTON

FCC AFFIRMS LIBERAL 'ONE-TO-A-MARKET' POLICY

Affirming a two-year-old policy, the FCC acknowledged last week it expects to grant most requests for waiver of its "one-to-a-market" rule to allow the formation of new radio-TV combinations as long as they are in the top 25 markets with at least 30 separately owned stations or involve financially failing stations.

However, the agency said it "reserves the right to review such cases, particularly in light of a well-pleaded petition that establishes that following the general standards might not be consistent with the public interest..."

The affirmation was part of an 11-page response to questions about FCC policies raised by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) two weeks ago.

The FCC also addressed so-called "time brokerage" agreements, basic character qualifications for broadcast licensees and the obligations of broadcasters to report prices in sales applications.

The policy governing time brokerage agreements, by which one station programs another in the same market, is being reviewed in a rulemaking launched last week (see "Top of the

Week").

The rulemaking, aimed primarily at revisiting radio's multiple ownership and duopoly rules, could "alter policy, rules and practice concerning time brokerage," the FCC said. Among other things, it said, the proceeding will consider "whether to set a limit on the number of radio stations in the same market (or service) a single station program supplier may serve and the extent to which such joint operations may have both positive and negative implications."

Although the FCC has adopted a liberal policy toward time brokerage, the FCC said stations receiving programming are still expected to meet their obligations as broadcasters, including "their duty to exercise ultimate control over their facilities at all times. A failure to comply with these requirements could leave a licensee vulnerable to petitions to deny its renewal applications."

In weighing license renewal applications, the FCC said it will not review time brokerage agreements on its own accord. The FCC "does not consider programming issues (which may encompass time brokerage) in the course of the

routine license renewal," it said. "If, on the other hand, time brokerage takes on the extreme form of control transfer, a more aggressive approach will be warranted."

Although price information in a sale contract is "rarely, if ever, a critical factor" in deciding whether to approve it, the FCC said it continues to require it. In the "rare instances" where the applicant does not submit it, "we have requested and obtained it before approving any sale, and it is, of course, typically part of the public record."

Responding to the question of what impact a broadcaster's entering into a consent decree with a government agency would have on the broadcaster's qualification to be a licensee, the FCC answered: none. "Because...a consent decree does not imply wrongful conduct, it generally would not affect a licensee's entitlement to a renewal expectancy."

The FCC also reassured Dingell that it is fully capable of enforcing its common carrier regulations, despite the decline in the agency's budget over the past several years, "by making maximum use of its resources." —NAJ

NEW ALLEGATIONS COMPLICATE FM INDECENCY CASE

FCC is 'looking into' complaint saying Oregon station misrepresented facts surrounding broadcast that commission cited for indecency

What started out as a simple case of broadcast indecency could end up as a messy case of misrepresentation that could cost an Oregon FM its license, or at least another stiff fine. Along the way, it serves as a case history of the trouble a station can get into.

Chuck Kelley, chief of the FCC Mass Media Bureau's enforcement division, said his office is "looking into" allegations that KCNA(FM) Cave Junction, Ore., misrepresented the facts surrounding a broadcast the FCC cited for indecency four weeks ago.

Guy Kemp, a former disk jockey and program director at the station, leveled

the allegations in an April 26 complaint, saying station owner Chuck Knerr "has lied to the FCC." Contrary to what Knerr indicated to the FCC last summer, it says, Kemp had nothing to do with the 1989 broadcast that led the FCC tentatively to fine the station \$2,000. "[I]n fact...Chuck Knerr was the sole person on the air at the time," the complaint says.

According to Kemp's complaint, on Nov. 3, 1989, during the 6 a.m. to 10 a.m. morning drive slot normally occupied by Kemp and his talk-and-rock show, Knerr was at a microphone when a tape of a telephone conversation between Kemp and an employee at another

station a few days earlier was played. In it, Kemp was heard to say "fuck" several times.

"I...was at my home at the time of these indecent broadcasts and had no prior knowledge of any intentions by Chuck Knerr to air these private taped conversations," the complaint says.

"Since that lie...my career and livelihood has been put in serious jeopardy and has been damaged beyond repair," it says. Kemp has not worked full time in radio since being fired by KCNA in August 1990, but he does a weekly two-hour talk show for the American Radio Network.

In a telephone interview with BROAD-

CASTING, Knerr admitted he aired the tape and said he did not intend to mislead the FCC in any way. He said he has never disputed putting the tape on the air. "I think the transcript and the tape [of the broadcast] clearly show that... I'm not in the least worried about that. There has been no misrepresentation," Knerr said.

But if the FCC determines there has been, KCNA could be in serious trouble. "It has historically been the thing that can get a station into the most trouble," said Roger Holberg, an attorney with the FCC's enforcement division. "We have to be able to rely on the candor of our licensees." In cases of "deliberate material misrepresentation," Holberg said, the FCC has the option of launching a license revocation proceeding or could hit the station with a fine.

Although Knerr accepts responsibility for the broadcast, he said Kemp is far from innocent in the affair. Contradicting Kemp's story, Knerr said Kemp was not only in the studio on the day of the broadcast, but was also on the air for a live interview and helped direct the program.

According to Knerr, he had taken over Kemp's morning slot after ordering Kemp to take a few days off following his "total meltdown" on the air Oct. 31 in discussing threatening phone calls he and his family had been receiving. The telephone harassment "was too much of a stress on him," Knerr said.

During the Nov. 3 show, Knerr said, he decided to expose the threatening calls Kemp was allegedly receiving from an employe at another radio station in the market. It was in that context he aired the taped phone conversation that got the station into hot water with the FCC, he said.

Kemp denies using "fuck" on the air, although he admits that callers—and guests—occasionally did. He estimates the word may have been heard on his show no more than 15 times in 18 months. That frequency would have been less, he said, if Knerr had complied with his request for a seven-second delay.

Kemp said he does take responsibility for a segment of his Oct. 17, 1989, show that led to the FCC's hitting KCNA with another \$2,000 fine. That segment comprised Kemp's telling homosexual jokes about Liberace.

Even though he fired him last summer, Knerr said, Kemp continues to cause trouble. In addition to the FCC problems, he said, the Kemp legacy includes libel suits and the antagonism of other broadcasters who were often the targets of Kemp's abusive on-air style. "I regret every bit of it," Knerr said. "I regret the whole thing." —NAJ

PRIVATE BROADCASTERS CONCERNED OVER GOVERNMENT TASK FORCE

The task force President Bush appointed to consider changes in U.S. government-sponsored broadcasting agencies has some private sector broadcasters and broadcast engineers worried that the panel is ill-equipped to deal with its stated mission, and may in fact raise some First Amendment questions.

High on the list of complaints of some is the lack of broadcasters and broadcast engineers on a bi-partisan panel well-stocked with lawyers, syndicated columnists and Republican insiders. The problem, as broadcast engineer George Jacobs, president of George Jacobs & Associates Inc., and former USIA and BIB engineer, sees it, if one has to wait until the task force report has been released to complain, it's too late.

Also on the list is that the task force's objectives seemed to have changed during the Gulf war in response to the success of private news agencies such as CNN and other news services such as BBC radio.

The task force has three objectives: to determine a more efficient organizational structure for all government broadcast services, to formulate technical and service strategies for improving government broadcast competitiveness with other world news services and to explore possible synergies between government and private sector broadcasters in the international arena.

Potential problems are found mostly with the second and third objectives, some said, which were said to have been created in response to the government's inability to compete with or control American news services from providing information that may not have been consistent with U.S. foreign policy. There are concerns, albeit from a small number of people, that the third objective raises potential First Amendment questions and may lead to structural changes in the laws regarding government broadcasts.

Engineers, like Jacobs, familiar with international broadcasting needs have concerns regarding the task force's qualifications to deal with technical standards and strategies for remaining competitive to other overseas news services.

Other concerns center around many of the laws regulating the government's information services, especially those pro-

visions saying that many functions were to be turned over to private sector providers when it became feasible. Sections of the United States Information and Educational Exchange Act of 1948 said technical and other services should be done by private sector companies when possible, while another section said the government services should be reduced when "private information dissemination is found to be adequate."

But instead of being turned over, some broadcasters and engineers fear the Bush Administration may be trying to merge the two as a means of influencing future private broadcasts by American organizations to be more consistent with U.S. foreign policy objectives. Part of those objectives are the continued broadcasts of "telling America's story" and "democracy how to's," as former USIA director Bruce Gelb put it, to foreign listeners—private and governmental—emerging from centralized dictatorships.

The task force, which is setting up offices, will make its recommendations in about six months, said Douglas Davidson, White House Assistant press secretary. He said the idea for the panel grew out of a National Security Council recommendation that U.S. broadcast services—including the various functions of both the United States Information Agency (USIA) and the Board of International Broadcasting (BIB)—might benefit from a structural reorganization that put all broadcast services under one roof.

The task force will be headed by former USIA director John Hughes. Other members include Richard Allen, national security advisor to President Reagan; Rita Clements, chairman of Tourism Advisory Council for the Texas Department of Commerce; former FCC Commissioner Abbott Washburn; David M. Abshire, president of the Center for Strategic and International Studies; Ben Wattenberg, syndicated columnist; Stuart Eizenstat, President Carter's domestic policy advisor, and Peggy Noonan, former Reagan speech writer.

The questions raised, the broadcasters and engineers concede, may prove to be unwarranted. The panel may in fact adequately address the issues. But skeptical Fifth Estaters fear too much is being left to chance. —PJS

WASHINGTON WATCH

NEW NAME: THE FREEDOM FORUM

The Gannett Foundation, a Washington-based nonprofit organization dedicated to fostering First Amendment freedoms, has approved selling its 10% stake in the Gannett Co. back to the Gannett Co. for \$670 million and changing its name to The Freedom Forum. The shift of its assets from Gannett common stock to "higher paying investments" will permit expansion of its on-going programs and exploration of new ones, the organization said. Foundation Chairman Allen Neuharth said the Freedom Forum name not only suits its mission statement but also reflects the intent of founder Frank E. Gannett's will: "To do the utmost

to maintain freedom of the press, freedom of speech and the freedom of religious worship—the most precious heritage we enjoy." The name change will become effective as soon as legal approvals are obtained.

MOVING THE SPECTRUM

The House Telecommunications Subcommittee passed spectrum reallocation legislation (H.R. 531) by voice vote. The measure would reallocate 200 mhz of government spectrum for private use. (The spectrum would be located below 5 ghz.) Republicans Michael Oxley (Ohio) and Don Ritter (Pa.) have introduced a similar bill on behalf of the administration that would

permit spectrum auctions, but they agreed not to push their bill after Markey promised to hold hearings on the concept of spectrum auctions. The measure was amended to permit the immediate reallocation of 30 mhz and would allow up to 20 mhz of the 200 mhz to come from the 5-6 ghz band.

GERMAN TALKS

A U.S. State Department delegation will travel to Germany in June to discuss possible areas of cooperation between the two countries, including regulation, standardization and international management in telecommunications. The U.S. will be led by Ambassador Bradley P. Holmes.

UCC STUDY SAYS BROADCASTERS ARE NOT GIVING VIEWERS ENOUGH LOCAL PROGRAMING

Study will be presented at House hearing this week on public interest standard

Are broadcasters meeting their public trustee obligations? The United Church of Christ plans to prove that when it comes to providing local programing, broadcasters are not living up to those obligations. UCC will unveil a study at a House Telecommunications Subcommittee hearing this week that shows there is a dearth of locally originated programing carried by TV stations.

Today and Wednesday (May 15), the subcommittee will hold hearings on the public trustee concept of broadcast regulation. The hearings are in response to a request from subcommittee members last fall who expressed concern about FCC Chairman Al Sikes's planned "attic to basement" review of broadcast regulations. Just last week, the FCC began a review of the multiple ownership and duopoly rules for radio (see "Top of the Week"). FCC officials were not invited to testify.

According to the subcommittee's senior counsel, Larry Irving, the hearings will look at the public interest standard and what it "means to consumers and the industry." "This is not a hearing to harangue or congratulate," said Irving. Rather, he described the proceeding as an "inquiry," where members hope to

ascertain what the status of the industry is. Most importantly, he said the subcommittee wants to determine whether changes in the marketplace along with deregulation are inhibiting broadcasters' ability to carry out their public interest responsibilities.

Beverly Chain, director of the Office of Communication for the United Church of Christ, will present the Church's study on Wednesday. UCC's Anthony Pharr said the study looks at how much locally originated programing there is. It will document that the marketplace has failed to promote localism, he said. Also testifying is a spokesman for the U.S. Catholic Conference and Andrew Schwartzman of the Media Access Project.

Schwartzman is convinced the hearings will demonstrate the "shortcomings" of the FCC's deregulatory policies. And he believes the hearings will lay the groundwork for legislative reform to restore the public interest standard.

Ralph Nader, another industry critic, will appear on Monday. Nader is expected to reiterate his call for the creation of an "Audience Network."

But the National Association of Broadcasters will present a different pic-

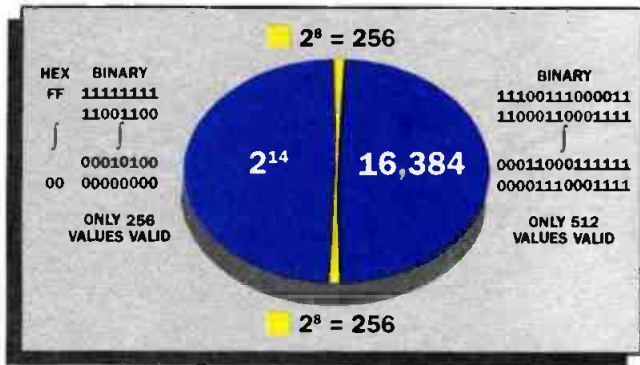
ture. A seven-minute video on the industry's public service activities will be aired on Wednesday. Plus, NAB has compiled a broad sample of letters to stations that substantiate broadcaster involvement in their communities. And NAB will document state by state some of the public interest programs and projects stations have produced.

"This is a marvelous opportunity to show the extensive amount of public service activities conducted in every market," said National Association of Broadcasters President Eddie Fritts. Nor does he see the hearings as a "prelude" to legislation. Fritts will be joined at the witness table by Richard Novik of WKIP (AM) Poughkeepsie, N.Y., and Ron Townsend, president of the Gannett Television Group. Novik is vice chairman of NAB's radio board, and Townsend is vice chairman of the Television Board. Jim Hedlund, president of the Association of Independent Television Stations, is also testifying.

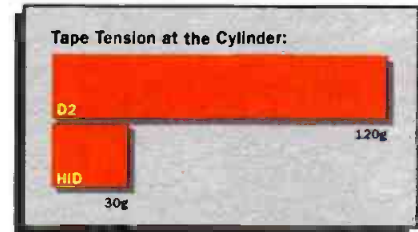
Fritts said a "broad diversity of groups are helped by broadcasters...I think members will be pleased by both the depth and breadth of the activities we are documenting. This is the largest collection of data we've ever done," Fritts told BROADCASTING.

—KM

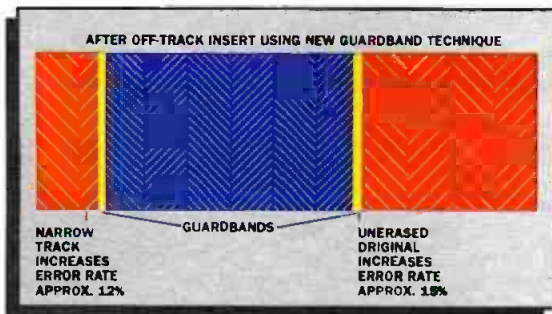
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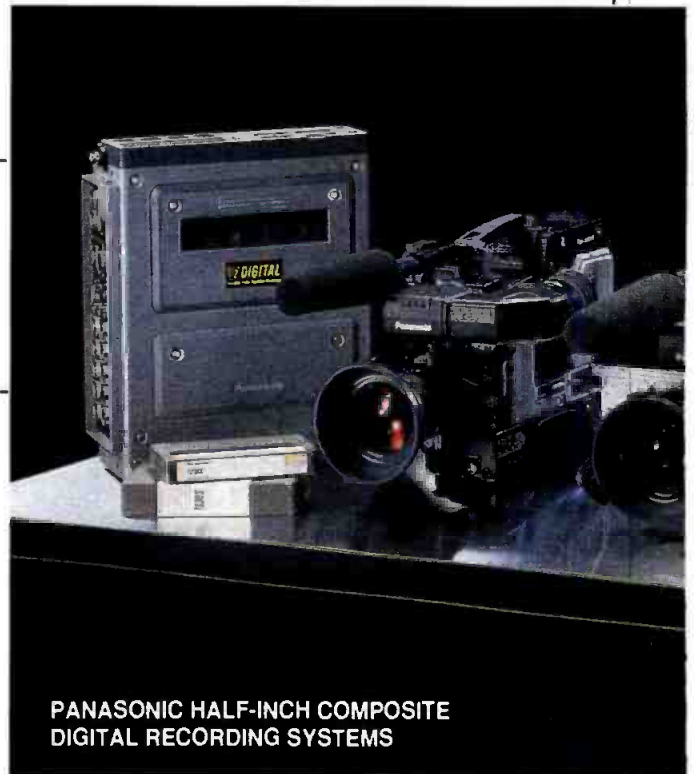
ROBUST 8-14 CHANNEL CODING



LOW-TENSION TAPE TRANSPORT



GREATER EDIT PRODUCTIVITY



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Panasonic's Half-Inch Composite Digital is the first *complete* digital recording system. From a one-piece all-digital camera/recorder to a digital M.A.R.C. cassette library system, Panasonic's system is digital from start to finish. Using today's advanced electronic designs and materials, Panasonic's Half-Inch Composite Digital system includes recorders designed specifically for each application.

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Audio editing with Panasonic's Half-Inch Composite Digital is as it should be. A flying erase head and a new approach to audio recording allow true cross fades and perfectly natural audio search in post. All Half-Inch Composite Digital recorders support 4-channels of PCM audio.

Panasonic's Half-Inch lives up to the technical reliability and economic promise of digital. It employs a new 8-14 channel coding method for lower tape consumption with a packing density 2.5

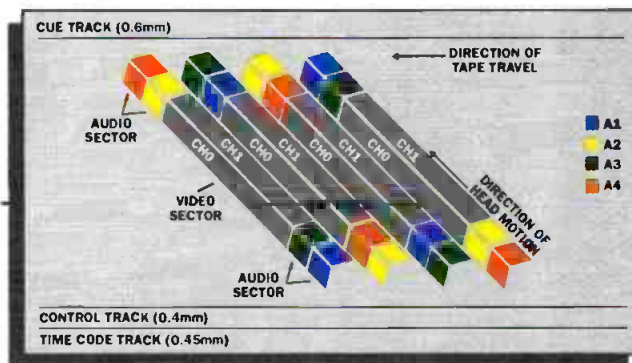
AT WORKS.



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JOURNALISM

PEABODYS BID FOND FAREWELL TO MCDOUGALD

There will be more to the 51st annual presentation of the Peabody Awards in New York this week than the broadcasting industry's annual salute to excellence in journalism. It will mark the end of an era, as the man who has come to embody the awards program, Worth McDougald, steps down as director after 22 years. His departure coincides with his retirement from his faculty position at the school of journalism at the University of Georgia, where he has taught for the last 42 years.

Along the way, McDougald has taught several generations of journalists. His longevity is such that students inform him that he not only taught their parents, but also their grandparents. By McDougald's estimate, he has taught more than 200,000 students, many of whom have gone on to prominent positions in the media business. At least 50 Georgia graduates are employed at CNN, including CNN President Tom Johnson and reporter John Holliman, of Baghdad fame. Other distinguished alumni include NBC *Today* show co-anchor Deborah Norville and NBC's Betty Hudson, vice president, corporate and media relations.

"He certainly brought great distinction to the University of Georgia and to the Peabody program particularly," says Johnson, who was a print major at the university. "He tried to show me the mistakes of my ways," Johnson remembers fondly. When his professional journalism career came back to television as CNN president, McDougald was one of the first Johnson called.

"Worth has been an inspiration to those who have worked with him," says Johnson. "He's always shown a great deal of personal, individual attention to his students and to his classroom."

Through all he's seen and done, it has been the contact with people that has meant the most to McDougald. "The most rewarding thing connected with Peabody has not been my ability to know the leaders of the industry, as important as that has been, but my association with members of the Peabody board. Our program has brought the school and the university a tremendous entre into the field of broadcasting." University leaders cite the Peabodys as "the best public relations



University of Georgia's Worth McDougald

effort of the university," says McDougald. "I strongly believe that it is.... It has meant an ability to help our graduates get the opportunity to get in to see the people who are doing the hiring" at media companies.

McDougald was born in Statesboro, Ga., and grew up working on the family farm. But journalism was in his blood. His father was a columnist for the local paper and Worth's brother, Michael, went on to become president and chief executive officer of McDougald Broadcasting, owner of WGRA(AM)-WQTU(FM) Rome, Ga.

After a short stint at a Statesboro radio station, McDougald agreed to join the then four-member journalism faculty department at the University of Georgia in 1949. Among his duties: sorting through Peabody entries. When John Drewry, the journalism school professor who was the first Peabody director, retired in 1969, McDougald was a natural choice as his successor.

Broadcasting was changing rapidly in the late 1960's, and McDougald made sure the awards program kept up with the times. One change was to instill new blood into the program. The policy of unlimited terms for board members was changed to two, three-year terms. The board was expanded to 15 and new members were chosen to represent a wider geographic and minority mix.

Even as McDougald is winding down his career, he is looking ahead. The university has more than 30,000 Peabody-

related programs in its library and is working to collect, catalog and copy that and other acquired broadcast material that is increasingly important to scholars. "We're seeing more and more research into the collection," says McDougald.

Although McDougald says his Peabody stewardship has been very rewarding, he's always insisted "that I not lose my relationship as a member of the teaching faculty. The thing that stimulates me is the constant challenge...to prepare the student for the world as it will exist when he graduates, not as it exists the day we teach the class."

McDougald sees two different kinds of journalism schools developing, one concentrating on hands-on experience, which is fine as far as it goes, he says. But a more complete journalism education, says McDougald—one that provides students with the ability to think, reason and understand how political and economic forces influence technical developments—is needed to prepare tomorrow's journalists.

The Persian Gulf war earlier this year presented journalists with "one of the most intriguing dilemmas that I've seen in all my years," says McDougald, "and that is [that] our technological ability to disseminate news has become so politically and sociologically important that it boggles your mind." Speaking of CNN's war coverage, McDougald said, "I know perfectly well in my own mind that there was no bent to mislead the American people...yet I saw the quandary the American citizen is in of not understanding why we did this." No doubt, many stories from the war will be in the running for next year's awards competition.

Although the Peabodys have given McDougald a prominent Fifth Estate stage, his legacy will be as much tied to the students he taught as to the national awards program he oversaw. "He cared and cared deeply for the development of people and didn't stop once they left the campus," says CNN's Johnson. "Those of us who've been touched by him along the way are really proud of the mark he left on us."

No professor could ask for a better grade. —MS

INTERNATIONAL

PANELISTS LOOK AT THE FUTURE OF UK AND U.S. PUBLIC BROADCASTING

Noncommercial broadcasting should get off the ideological defensive and begin actively promoting a democratic elitism in its programming, FCC Commissioner Ervin Duggan told a Washington audience last Tuesday.

"It's time for public broadcasting to go on the offensive," said Duggan. "I would like to hear someone defend elitism, not an arrogant elitism, but a democratic elitism, a Jeffersonian idea of excellence."

Duggan, who joined other panelists in a seminar sponsored by British Broadcasting Corp. on public broadcasting in Britain and America, added that in an increasingly diverse media world, public television could serve as a binding agent. "I love the idea of public TV as the electronic hearth," he said.

The commissioner also voiced the FCC's support for public broadcasting, saying that while deregulation has minimized discussion about program content, "if anything survives of the public interest, it is in support of the enterprise of public broadcasting." He added: "[While] only shreds and shards of public interest standards exist, I hope in the future we can reinform and reinvest the idea of a public interest standard with meaning."

Regarding a boost in funding for public broadcasting, Duggan could offer no specific plan but said he would like to see a change in funding mechanisms that would provide more for public broadcasting.

Fellow panelist Bruce Christensen, Public Broadcasting Service president and chief executive officer, argued that one approach to boosting federal funding for public broadcasting would be a system of fees from commercial users of the radio spectrum. Audience members added that such a system could also be used to further relieve commercial broadcasters of public interest requirements, which in effect could be filled for them by public broadcasters.

Duggan, however, noted that pending legislation in Congress on spectrum auctions would return all proceeds to the

general revenue and not to public broadcasters. He also said that while he was "intrigued" by the idea of making public television the public interest conscience of commercial TV, he was not prepared to endorse the idea.

"I have a problem with vicarious virtue," the commissioner said. "If I say we have a class of broadcasting saints and the rest can do as they please, that would be unfortunate."

"If anything survives of the public interest, it is in support of...public broadcasting."

-Ervin Duggan

Lawrence Grossman, Christensen's predecessor as PBS head and now senior fellow with the Gannett Center for Media Studies at New York's Columbia University, said he does not have much optimism for the future of public TV, here or abroad. But, added Grossman, if the form is to survive, public television must "identify priorities...Public TV cannot be rooted on a populist base. It needs to very specifically isolate niches."

Christensen defined public television's goal as "to provide programming that is largely ignored or is uncommon on commercial TV," with particular emphasis on children's TV, news and public affairs, American drama and education.

Another, more successful example of noncommercial public TV was provided by panelist Michael Checkland, director general of BBC, who detailed that service's approach both during the seminar and during a National Press Club speech that preceded the gathering.

Checkland argued that unlike PBS, BBC found its programming strength in providing a wide range of offerings. "Public service to us means serving the

whole public, not drawing arbitrary lines between majorities and minorities," said Checkland, later adding that minority programming combined with a popular base together are "a general fabric of range and variety that we feel we have to provide. The future still lies, even within a fragmented market, with that type of mixed programming."

Checkland, in his press club speech, focused on the distinctions between U.S. and British broadcasting, which he said are "summed up in the way we refer to the broadcaster's relationship with the audience. Here broadcasters talk of "delivering" audiences to advertisers and sponsors. In Britain, we deliver programs to audiences. In essence, this means that the function of broadcasting is to serve viewers and listeners. Its obligation is to those who watch and listen to its programs. Not to advertisers, sponsors, governments or any other interest group."

The BBC chief pointed out that BBC is neither commercial or state-controlled, but rather gets its funding through license fees paid by set owners, giving it an arms-length distance from government. Although its current government charter is up for renewal in 1996 and BBC will undergo intense scrutiny over its funding and program mission, Checkland expressed confidence its role would not be fundamentally altered.

"Is there a future for public service broadcasting? Is there a future for the BBC?" asked Checkland. "I believe the answer to both questions is an emphatic yes. But it may be a different future. And it certainly won't be an easy one, as the American networks found when new entrants came along to challenge their supremacy."

Checkland added: "What is so distinctive about the BBC that it deserves to be kept in existence in this way? The fact is the BBC is a national asset. It has set a standard for public service that I believe must be preserved, not in the BBC's interest but in the interest of Britain as an informed, mature and civilized society."

-AAG

RADIO

CLASSICAL'S AUDIENCE KEEPS THE FORMAT HEALTHY

From a pure ratings standpoint, classical music radio stations never rank at or near the top of their markets. Yet classical music stations continue to prosper and play an important role. As any classical music broadcaster will tell you, it's not the size of the audience, but who that audience is, that matters. Further proof seems to be the rising number of stations making the switch to classical, a 25% increase since 1989 (63 in 1989 vs. 79 in 1990), and the health of both long-established stations and relative newcomers.

According to John Major, owner of KCMA(FM) Broken Arrow, Okla. (Tulsa), and president of the Concert Music Broadcasters Association, 40% of com-

mercial classical stations have been in the format for less than 10 years, and 50% have been classical for 20 years or more. Of that 50%, 24 have been in the format 40 years or more.

Commercial classical broadcasters will be gathering in Seattle, May 19-21, for the annual meeting of the CMBA. Chief among the topics for discussion: the promise of digital audio broadcasting. The association has invited John Abel, executive vice president, operations, National Association of Broadcasters, to explain the effects and status of the new technology and what it can mean for the format.

Classical music broadcasters stand to gain from the enhanced technology since

the music they play is characterized by a wide dynamic range. Furthermore, since most classical music audiences are in the higher income brackets, they may be the most able to afford the investment in new receiver equipment that will be needed. As one broadcaster pointed out, classical music listeners also tend to be audiophiles.

Other issues to be discussed include the traditional versus the nonconformist presentation of classical music on the air.

Among those long-established stations ranks one considered by many to be the paradigm of traditional classical music radio: the New York Times Co.'s WQXR-AM-FM New York. According to the fall 1990 Arbitron survey, the simulcast stations are the highest cuming classical stations (654,300) in the country. They've been programming classical music since WQXR(AM) signed on the air Dec. 3, 1936 (the FM signed on in 1939).

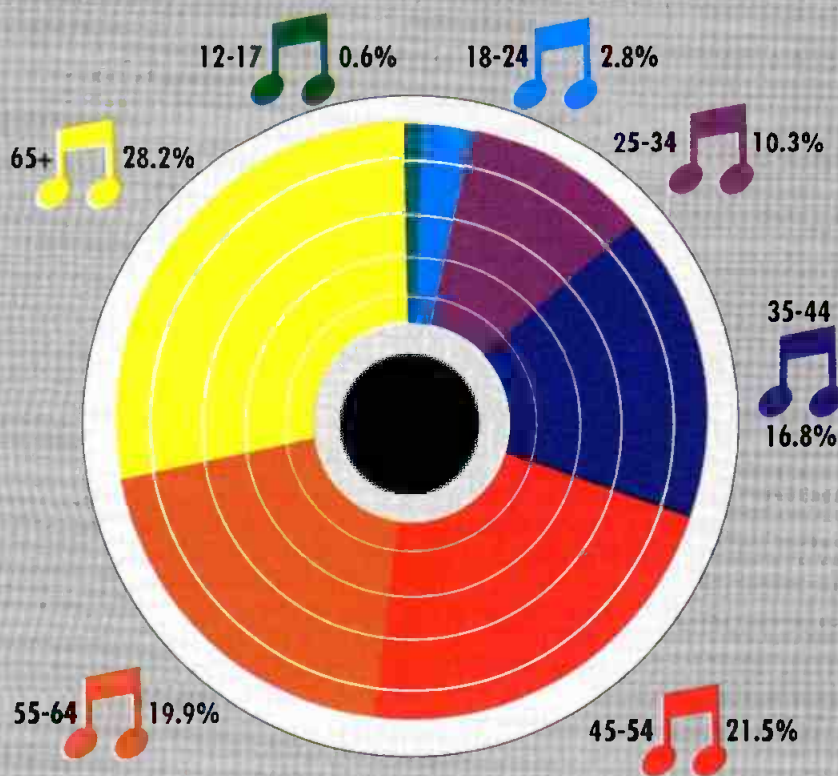
"It is the nature of our audience that gives us our strength," says Warren Bodow, president and general manager. "The people who turn to classical are, for the most part, educated, responsible—the upper market portion of our society." The station uses the caliber of its audience and its loyalty to the music and the station to develop advertiser relationships. "Nearly half of our revenue is derived from the sale, not of spot advertising, but of program and feature sponsorships," said Bodow. "I believe we are the leaders of what is called relationship advertising—rather than transactional advertising."

There are advertisers who wish to establish a relationship with a particular program and the station for extended periods of time. "The goodwill that is engendered rubs off in any number of ways that supercede cost per point," Bodow said. The station has advertisers that have been with it for 20 years.

If there is a dominant issue in classical music today, it is the issue of presentation. Stations such as WQXR exemplify the traditional presentation, but there are stations that take a lighter, less formal approach.

Woody Tanger, president, Philadelphia-based Marlin Broadcasting Inc.,

CLASSICAL FORMAT AUDIENCE PROFILE



Average quarter hour audience composition; % of 12+ audience, Mon.-Sun., 6a.m.-12 mid.

Source: Interep Radio Store, research division. Arbitron, fall 1990, 95 continuously measured metro markets.

operates a group of such stations. "We are very contemporary in our presentation," said Tanger, "because we live in a changing world. Our audience demands the maximum amount of music with a minimal amount of musical indoctrination."

The contemporary presentation is profitable as well, said Tanger. "Classical music is the only format that is distinctly a way of life," he said. "We

have created a bond with our listeners that is a way of life. And our future depends on taking our single greatest strength—our bonding—and effectively communicating that to advertisers."

Another area of change for classical music stations has been a lessening dependence on syndicated product and an effort to localize the programing. "Ten years ago, syndicated programing on classical music stations was far more

successful than it is today," said Bodow. "A number of the orchestras that had distribution and sponsorship 10 years ago are having a hard time finding distribution today." He cited the example of Philadelphia, Boston and New York as orchestras still seeking sponsorship for their radio broadcasts. Even if they eventually get sponsorship, added Bodow, there are some stations who may not accept the programing. **4C**

QUALITATIVE RESEARCH: RADIO TIE-BREAKER

Ratings compression, competitive pressures lead stations to use qualitative data to differentiate themselves from pack

As radio audiences continue to fragment and ratings compression increases competitive pressures, more stations are looking for ways to differentiate themselves, above and beyond the quantitative data produced by Arbitron and Birch/Scarborough.

Enter qualitative. Loosely defined as any research other than that broken out by age and sex, qualitative increasingly is becoming a fixture in the battle for ad dollars on both a national and a local level. "Qualitative provides a look at what a station offers in terms of its audience," said Rick Ducey, National Association of Broadcasters senior vice president, research. "With qualitative, broadcasters who want to get in on a buy can demonstrate how they can deliver results to the advertiser."

Unfortunately, confusion arises from anything new, and that extends to qualitative research, Ducey said. This confusion has led NAB to conduct two quali-

tative research summits to educate broadcasters and advertisers about the uses and abuses of qualitative information. "Qualitative introduces a new set of tools, concepts and uses, as well as a new set of shared understanding as to what all the information means," Ducey said. "The confusion with the data mostly comes from what information is being used under what circumstances it is being used and what limits exist within that information."

In a "four-share world," whereby a number of stations are clustered in a rather nondescript pack, "nearly everyone needs some sort of method by which they can differentiate themselves from stations that have the same number," according to Gerry Boehme, Katz Radio Group's senior vice president, director of research. Qualitative research provides the means to do this because data is split according to product consumption, type of audience, psychographics and lifestyles, he said. "Radio often has

to convince advertisers that radio is an effective medium for their message and that radio stations deliver the people who are going to consume their products," Boehme said. He added that qualitative helps the broadcaster communicate in terms that the client or buyer can understand, "by talking about generating in-store traffic or consumption, and therefore creating good advertising and marketing value."

Two basic challenges in producing usable qualitative data are sample size and inconsistent presentation of that data, said Boehme. As research suppliers pull more data out of a sample size that many critics charge already is too small, reliability and consistency of the data becomes more suspect. "When you survey a population and start asking them a bunch of qualifying questions, the sample size shrinks significantly by the time you narrow it down to the number of McDonald's customers are within a specific station's afternoon drive AQH au-

SOURCES OF QUALITATIVE RESEARCH FOR RADIO

Differences in sample size, sampling procedure and research methodology can play a significant role in qualitative information.

This chart illustrates the variables in the qualitative product supplied by some of the radio-oriented qualitative research organizations.

	BIRCH	MA-RT	MEDIA AUDIT	M.R.I.	SCARBOROUGH	SIMMONS
No. of mrkts surveyed	158	79	42	(1.) U.S. (2.) 10	55	Total U.S.
Geographic area	Metro	Metro	Phone book	Total U.S.	ADI	Total U.S.
Msmnt freq. (per year)	1,2 or 4	1	1,2 or 4	1	1	1
Sample size	250-3,000	5,000-18,000	800, 1,200, 1,600	20,000	2,000-7,000	19,874
Minimum age	18+ (same 12+)	14+	18+	18+	18+	18+
Sampling procedure	Phone int.	Self-adminstrd questionnaire	phone int.	Prsnl int. (phase 1)	Phone int.; diary, questionnaire	Personal Int. questionnaire
Data collection	Yesterday recall	Stations listened to	Past 7-day recall	Yesterday recall	Yesterday recall	Yesterday recall (or two-day diary)

Compiled from information supplied by Katz Radio Group, New York

dience," he said. "The broadcaster has to ask himself how representative this is in giving a station a good indicator on the number of McDonald's AQH audiences it really has."

Add to this the refusal of some respondents to answer specific questions—such as income questions—and the data become even more suspect, Boehme said. In such cases, "the research services have to ascribe these answers based on responses from similar people who answered that question," Boehme said. "It's mainly a data consistency/reliability sample size question, which is really a pretty major concern if you wonder how believable this stuff is."

Presentation of the data to the advertiser/agency also becomes suspect if a broadcaster massages the numbers to put the station in the best possible competitive position. According to Boehme, data can be looked at in terms of raw audience for a particular consumer category, either by AQH or cume; composition of audience in that category, by AQH or cume; or indexed compared to the norm, again by AQH or cume.

"You also can take qualitative aspects, merge them with a different qualitative source and apply the results on a raw number, composition or index basis," Boehme said. Because most stations typically examine the data every way to see what looks best, national agencies are growing increasingly cautious, because every station comes out on top.

As a result, some agencies and advertisers now are setting the parameters, requesting a specific basis for comparison, daypart, ranked according to a specific category and consumer group, Boehme said. This limits the ways a station can manipulate the data. "Manipulation is a real problem, and a lot of people who really don't know what they're doing are ranking things that really don't make any sense," he said.

In a perfect world, qualitative data would be a perfect radio sales tool. Unfortunately, current qualitative information available to radio stations is far from perfect, according to Jhan Hiber, a Carmel, Calif.-based research/programming consultant. Because of this, the broadcaster must study the research and the vendor to determine whether the qualitative is of any quality. These questions include when the survey was conducted, what methodology was used and whether the survey was conducted randomly.

Said Hiber: "You need to ascertain whether every demographic group, every ethnic group, every zip code has a proportional chance to be included in the survey, or is it skewed to certain key locations such as malls, street corners or intersections?" These questions certainly should be addressed whether the research has already been conducted or will be conducted in the near future, Hiber said.

An additional caveat: don't be lured by sample size alone. As more broadcasters become convinced that bigger is

better, they should remember that "bad data that is produced through a large sample size only produces more bad data," Hiber said.

Constraint is crucial to the supply and use of qualitative information, NAB's Ducey said. According to his "Law of the Hammer," which suggests that any little boy with a hammer suddenly finds that everything needs to be hammered, suppliers tend to view qualitative in terms of all the products they have for sale, rather than in terms of what products are needed.

Broadcasters similarly see qualitative research as a body of knowledge with which they can account for virtually any audience characteristic.

Ducey said that broadcasters and advertisers have come to expect a lot more out of research information today than they did 10 years ago. "As competition increases, they feel a need to try to extract more information. They're trying to really work those numbers over, and instead of mining big chunks of gold, they're going after dust that's still valuable," he said. -REB

RAB BOARD APPROVES NEW DUES PACKAGE

The Board of Directors of the Radio Advertising Bureau held its semi-annual board meeting May 5-6, in Sarasota, Fla. At the meeting, directors approved a new revenue-neutral dues package for member stations, eliminated the membership group rule, passed a resolution supporting the Arbitron Radio Advisory Council resolution and announced the theme for the 1992 Managing Sales Conference.

The revenue-neutral proposal, set to go into effect July 1, 1992, redistributes dues based on the "economic vitality" of individual markets. It also establishes a flat fee for all stations within five classes of markets, categorized by radio revenue. The existing dues structure based fees on a multiple of the station's average midday rate.

The board also voted to change the RAB bylaws to eliminate the "Group Rule" regarding station membership, to take effect immediately. The rule required commonly owned radio groups to have all their stations in membership if any were to be members. The new rule will allow individual stations to join the RAB, regardless of the membership status of the other stations in their group. The board also amended the bylaws to require full-group membership as a prerequisite for representation on the RAB board.

The board voted to support efforts by the Arbitron Radio Advisory Council to improve the reliability and accuracy of radio audience measurement surveys (BROADCASTING, March 25).

The RAB also announced that the 1992 Managing Sales Conference will have as its theme: "Full Speed Ahead: Maximizing Your Share of the Economic Recovery." The conference is scheduled for Jan. 30 through Feb. 2, 1992, at the Opryland Hotel in Nashville.

NATIONAL SPOT UP

National spot billing for March 1991 was \$99,698,700, a 35.6% increase over the unadjusted March 1990 figure of \$73,534,200, and an 8.5% increase over the adjusted figure for March 1990 of \$91,917,800. Year-to-date billings were \$213,398,900, a 10.1% increase over the unadjusted figure for the same period in 1990 (\$193,812,200), and a 1.6% increase over the adjusted figure of \$209,963,200. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

AD REVENUE DOWN

Despite gains in national spot billing, the Radio Advertising Bureau said last week that radio ad revenue for the first quarter of 1991 was down 5.2% over the same period in 1990. Local radio revenue was down 3.6% in January, 7.3% in February and 9.9% in March, compared to the same months in 1990. The accounting firms of Miller, Kaplan, Arase & Co. and Hungerford, Aldrin, Nichols & Carter provide the figures for more than 100 markets that the RAB uses to calculate revenue index.

PUBLIC RADIO: NEW AUDIENCE, OLD PROBLEMS

As industry prepares for annual conference in New Orleans, key issues are ways to hold onto new listeners and hang on to funding

More than 800 attendees of this year's Public Radio Conference will share good and bad news at the Sheraton New Orleans May 15-19. Noncommercial radio's audience and its willingness to write checks to stations have been on the rise during the winter and spring of 1991. But economic and political forces, some station executives fear, may make building on those gains impossible in the near future.

National Public Radio's Persian Gulf coverage, including the addition of round-the-clock updates, has extended its reach into new homes and cars, say station managers, many of whom report 20% increases in audience and pledge drive revenue, as well as 30% increases in average hours tuned in, between the fall 1990 and spring 1991 Arbitron books.

Said Stephen Steck, president of WMFE-FM Orlando, Fla.: "The question now is, while we have new audience, what resources are we going to put in to keep them?"

NPR membership's answer to Steck's question, as measured by current station support for NPR's proposed fiscal year 1992 budget, is a qualified 'more'—specifically 8% more in NPR dues approved last month by the board, which had originally proposed a 14%, then a 10% increase, only to find board member opposition.

The limited increase means \$2.2 million in news division cuts, including elimination of a documentary unit which, said NPR President Doug Bennet, would have raised the quality and quantity of reporting for the core news services—*Morning Edition*, *All Things Considered* and hourly newscasts—which NPR will preserve.

"The war put us in a position to move up another rung, but it looks like resources are going to prevent us from getting there," said Dale Ouzts, NPR Chairman and general manager of Ohio State University's two radio and two TV stations. The 8% dues increase, he said, represents "the most that stations can pay, and the least that NPR needs to maintain services."

Since February, members have demonstrated their belief in NPR by contributing more than \$634,000 to an ad hoc war coverage fund—enough to "close out our war coverage in the black," said NPR spokeswoman Mary Morgan.



Steck



Roth



Ouzts



Davis

But at the stations in several regions, additional revenues coming in the private sector door are balanced by losses in state government support. Public broadcasting is appearing on hit lists from Alaska to New York to North Carolina, where appropriations committees in both houses of the state legislature have recommended eliminating support of the five-station University of North Carolina public radio system by July 1, 1992.

"I think we're on the cutting edge, so to speak, of a trend that will spread wherever states are looking to cut costs," said Thomas (Bill) Davis, general manager of WUNC-FM, Chapel Hill, N.C. In addition to adding a second annual pledge drive (raising \$185,000 this spring), Davis's station has already cut \$140,000 from its 1992 budget in anticipation of state cuts that will make up 20% of its current \$1.5 million annual resources. The station has laid off two full-time staffers, cut another to three-quarters time, left a news production position open indefinitely and eliminated its classical music production.

For WNAA(FM) Greensboro, N.C., the state funding cuts this July and next, totaling \$96,000, will add up to more than half its total budget. And, said Davis, two other stations which, like WNAA, are licensed to traditionally Afro-American schools and provide unique

formats to a smaller audience, will suffer losses of more than 40%. Of the five UNC stations, he said, only WUNC and WFAE(FM) Charlotte, N.C., can hope to offset state support cuts with increased listener support.

In Ohio, as of last week, the legislature appeared willing to cut public broadcasting support by 10%-12%, rather than the 26% proposed by the governor's office, said Ouzts. But reductions in state support there for public broadcasting, higher education and public education could still hit WOSU-FM's annual \$1.25 million budget to the tune of \$150,000 to \$200,000. Ouzts said two of his stations' five corporate underwriters dropped out this year. And even continuing to reach pledge drive targets in the next year "will not pick up any of these losses," he said.

Even without losses in public revenue, some stations will defer growth to maintain status quo. Even if a federal grant pays for 75% of its new transmitter, said Patricia Cahill, general manager of KCUR-FM Kansas City, Mo., any "new 'money'" will have to go to the \$55,000 remaining costs. "So where is that extra money coming from?" she asked. "Cuts or increased revenue. Those are the two choices. We'll do a little of both."

Local and private sector losses will also beget federal cuts. The formula for federal support, in the form of Corporation for Public Broadcasting grants, is based on a station's nonfederal support. Jennifer Roth, general manager of WBFO(FM) Buffalo, N.Y., said her station could lose up to \$100,000 from an annual \$750,000 station budget if Governor Mario Cuomo's proposed 50% public broadcasting (and other education) cuts pass the legislature. The cuts, she said, would mean staff and service reductions in 1992 and would translate to \$10,000-\$20,000 less from CPB in 1993.

The cuts will also force WBFO to forego acquiring the *Fresh Air* series from WHYY-FM Philadelphia—an indication that station and independent producers may also suffer a ripple effect.

Nevertheless, said Bennet, "I don't see this as a time for deferring dreams; it is a time for caution. We face a systemwide adjustment to a decade-old evolution toward less tax funding.... And all our funders continue to count on us to reach beyond the status quo," he said. —PDL

CABLE

PRO LEAGUES READYING TO ENTER PPV WATERS

NHL, NBA may be first in; others see NFL as lucrative opportunity at \$19 per game for out-of-market contests

Hit movies may not be the only showcase programming on the expanded PPV lineups of cable systems in the 1990's. A significant block of those PPV channels could be set aside for access to the regular season games of the four major sports leagues. PPV experiments from the National Hockey League could begin next fall, and from the National Basketball Association and the National Football League as early as 1992.

Rising sports salaries and the high prices owners are paying for franchises are two chief reasons driving the leagues to look at PPV as a new revenue stream. Cable could provide a big assist in offering enough channel capacity—through digital compression—to offer up to 30 games per night to targeted subscribers. The trick for the leagues is to protect their existing national and local revenue streams from broadcast and cable television, and placate members of Congress and the public who are worried about the migration of sports from over-the-air to cable.

But sports observers, such as Comsat Video Enterprises President and CEO Robert Wussler, believe the leagues can construct packages to serve the displaced fan who lives in a different city than his hometown team, without hurting the local team. For instance, a monthly package of Los Angeles Lakers games could be sold in the East, to be shown after local teams have completed play. Such packages may have little effect on existing rights packages and would provide more choice, not less, for consumers, it is argued.

Joel Nixon, vice president, broadcasting, NHL, said the league is looking at PPV "since there is no question that no basic cable network can carry our heavy load of games...we need some other forms of distribution." The league is in negotiations for a new rights contract that will likely include a PPV component targeted to dish owners, initially, but also cable subscribers, Nixon said.

"We're looking to get games to the displaced hockey fans," he said. He ac-

knowledged that "you would have to have some territorial demarcation" so local contracts would be protected. "We would ideally not conflict anymore than we do currently," he said, "but some conflict is already done."

NBA Commissioner David Stern, who was at NCTA in March for a Nickelodeon press conference, got a firsthand look at cable's compression advances and what it could mean to the NBA. Stern said that although the NBA's broadcast and cable contracts are



their primary mode of distribution, the league is thinking about scrambling games. "We're studying the opportunities presented by compression, so we will have the opportunity to deliver more games at a lower cost once we decide that it's time to scramble," said Stern. "Now is that PPV? I think we're probably talking about a monthly charge. When you have 1,100 games that are mostly televised, I don't think any one game is going to justify a PPV package. We're talking about developing a monthly program service that can give those who would like more NBA games than they are currently getting the opportunity to get those games.... I don't think we're talking about anything that's going to happen any earlier than at least a year from now."

Stern said the PPV revenue won't be a bonanza in the short run. "Anything here is going to be more experimental. I would rush to add that we experimented in 1979. We had a package on the USA

Network that we got \$400,000 for. In 1990 that \$400,000 was yielding \$70 million. So we think, in the short run, the monthly package on DBS using compression ratios is going to be small, but I'm not prepared to predict what it's going to be 10 years from now."

The commissioner said protecting existing rightsholders is important. "All of our projections are to protect the existing NBC package, TNT package, local over-the-air and local cable," he said.



"We're looking for something that is additional, but which does not attack the very investment the teams and cable operators and regional sports networks have made."

NFL Commissioner Paul Tagliabue has said the NFL is looking to experiment with PPV near the end of its present contract season. That has touched off a series of letters between the commissioner and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who is concerned about sports migration.

A Major League Baseball spokesman said the league "is not even considering it on a nationwide basis." In addition to being wary of the heat the NFL has drawn, MLB points out it has more

games on national television than any other sport, so access is less of a problem. In addition, MLB says, "local broadcasting is more important to our sport than any other sport," both financially and promotionally. Unlike football, where there is no local market territory, well over 80% of the U.S. is considered home territory to some MLB teams. The league is not ruling out the form of PPV where the Dodger fan in New York can see Dodger games, but it is not a high priority.

Despite the various levels of enthusiasm among sports leagues, there are those who believe all of them will be involved with PPV by the end of the decade. CVE's Wussler believes PPV "will happen a little bit differently in each one of the four leagues." On the NFL: "Let's say I live in Washington. I'm going to get two, maybe three, games. I'm almost certain to get the Washington Redskins and I'll probably get another game featuring an NFC East team, because that's the traditional rival-



ry of the Washington Redskins.... But let's say I'm a Los Angeles fan or I'm a Chicago Bears fan and those games aren't coming into my marketplace. It would seem to me if the NFL could put together some kind of a sales package offering what we generally refer to as out-of-market games for PPV, that this is probably a very solid business." Wussler says that what viewers will see in the early years of the league's experiment will be different five and six years in. "Someday, I think all games will be available on PPV with the exception of your home team if you happen to be in either the visiting city or the away city," said Wussler. There may even be PPV games available at the same time teams are playing. "It's not going to happen in the first or second year," he said, "but as more teams are sold, and more new owners are pressed to make payments because they have spent a lot of money to buy into a club, they are going to

realize that PPV revenue—even when it does compete with your own home team—is going to be new-found money."

Ed Frazier, president of Prime Network, has done NBA playoff games on PPV for a number of seasons, with an uneven track record. But he is cautiously optimistic that some pro sports will work on PPV, such as the NFL.

"The NFL, regionally, should go PPV now," said Frazier, "especially in markets where the addressable universe is significant—certainly Dallas-Fort Worth, where there are 400,000 addressable homes.... We've done a great deal of study on it and you've got the blackout restrictions, so if the team doesn't sell out, PPV is a good way to go because you can adjust the retail pricing to protect their gate. If it does sell out, they've got to take it off of broadcast and put it on PPV and we'll have a real winner in terms of revenue. I think everybody will win—the operator and the teams. Some people might question



MAJOR LEAGUE BASEBALL®

whether the viewer might win in that situation."

Frazier said his company has tested the NFL at various price points. "We've done a lot of research with the price sensitivities with the NFL—\$19 to \$30 down to \$10. The optimum number seems to be \$19 on an NFL game."

Frazier's NBA PPV experience is directly related to how well the club is performing. "We went from a half of a percent buy rate one season with the Dallas Mavericks...to a 4% buy rate doing five games," he said, charging between \$10 and \$15 per game. "PPV...is really tied to the performance of the team. If the team is performing well, you can expect a growing number of accelerating buy rates."

As to the regular season, Wussler foresees the day when a Lakers package is sold in the East, for instance, at \$3-\$5-\$7 per game, would "drive quite a bit of money."

"Regular season PPV in all sports has not worked very well unless the team is particularly hot," said Frazier. "MLB has probably tried more things with PPV than anything. You had the San Francis-

co Giantsvision, the Padres had PPV, the Cardinals had PPV and all those are gone today.... The Padres are on their own sports channel now, [but] it's really not a true PPV."

One key to launching PPV is having a sufficient number of addressable homes in a region. Frazier said a region needs a minimum of 300,000 addressable homes to make the NBA work, and maybe 250,000 for the NFL. "It's just a critical mass issue, really," he said.

But as cable gets closer to that critical mass, the more attention PPV may receive from Capitol Hill. Representative Tom McMillen (D-Md.), a member of the House Telecommunications Subcommittee, is a former player with the Atlanta Hawks and is writing a book on America's obsession with sports. "I think it's a natural evolution that we're going to see more PPV," but there are "are a lot of concerns in the Congress," especially if more events migrate from over-the-air to pay television.

McMillen feels that with the next baseball contract, "players' salaries are going to decrease and that owners of baseball teams are going to find their franchises are not worth as much because, quite honestly, the networks are not going to pay what they paid.... The only way you can keep this crazy game going is through PPV. Now whether the players who are making an average of \$850,000 or the owners who have \$100 million franchises are going to have a lot of friends in Congress, I don't know. It's going to have to be delicately handled.... If it's handled the wrong way, it could have a backlash that would impede a burgeoning industry that will be very important in the future."

"I believe in PPV, but I also believe in network TV and part of my job as a public policymaker is to maintain the balance. We are not going to allow the networks to become dinosaurs in this country and have everything on your TV that you have to pay for. The American people will not sit by idly and get \$100 television bills."

So PPV proponents will face a balancing act, relating to the number of games and the types of packages that are offered and the price points consumers might be willing to accept. The likelihood, a year ago, that operators would soon be facing those decisions was remote. But digital compression advances have changed that. It now appears the pro leagues will be involved in PPV sooner, rather than later, and that through compression, cable operators won't necessarily have to take a backseat to DBS for delivery of sports PPV.

—MS

"A Service You Can Afford to

All the Records You Can Eat

"I started out as a disc jockey in Ponca City, Oklahoma making \$300 dollars a month — plus all the records you could eat. It was a typical small-town radio station operation. I did everything. I wrote the copy. I made the sales. I played the music. I did the news — whatever was required. But after I discovered that the owner of the station had three sons who were eager to follow in his footsteps, I decided a career change was in my best interest. And luckily for me, this was right around the time cable television was making its debut.

Hams and Rattlesnakes

"When I became a manager of the Gainesville, Texas operation in 1964, I had never even seen a cable system. It was tough selling cable back in those days. When I kicked off the system, I knocked on every door in town and promised free installation — and a ham — for every home that signed up that day. Let me tell you, I ended up eating quite a few hams.

"After we got the system off the ground, we began working with the community. We did a lot of public service announcements. We covered the local elections. And we started doing local origination programming. The concept of L.O. was something new for a small market that never had television. One March, we decided to air a rattlesnake hunt. At that time of the year the snakes were asleep...hibernating, you know. That is, until we turned those television camera lights on them. The next thing we knew, there were 30 rattlesnakes crawling loose out there on the studio floor. I remember looking up and seeing the cameraman standing on top of a cabinet!

Service Is Our Business

"In 1968 I left to help start up the Midland, Texas system. After that, I worked for CPI and Prime Cable in Austin. Three years ago I hooked up with Sammons Communications in Fort Worth, Texas.

"My typical day as GM begins by looking at the subscriber telephone calls from the night before. We want those calls responded to within 24 hours. In the cable business all we have to sell is service. If we forget that, we might as well consider a different career. We'd all be mowing a highway right-of-way if we forget that service is our business.

Case Study

"We have to tell folks about the variety of services cable offers. Take C-SPAN, for example. This network brings Washington to the people. And everything that is done on Capitol Hill impacts subscribers. C-SPAN also provides a means of communication for the representative or senator to the constituents back home. It's a way for Congressmen Pete Geren and Joe Barton to talk to their people in Fort Worth. This is a valuable public service, and it's funded entirely by the cable industry. Now that's something we should shout about.

Back to Basics

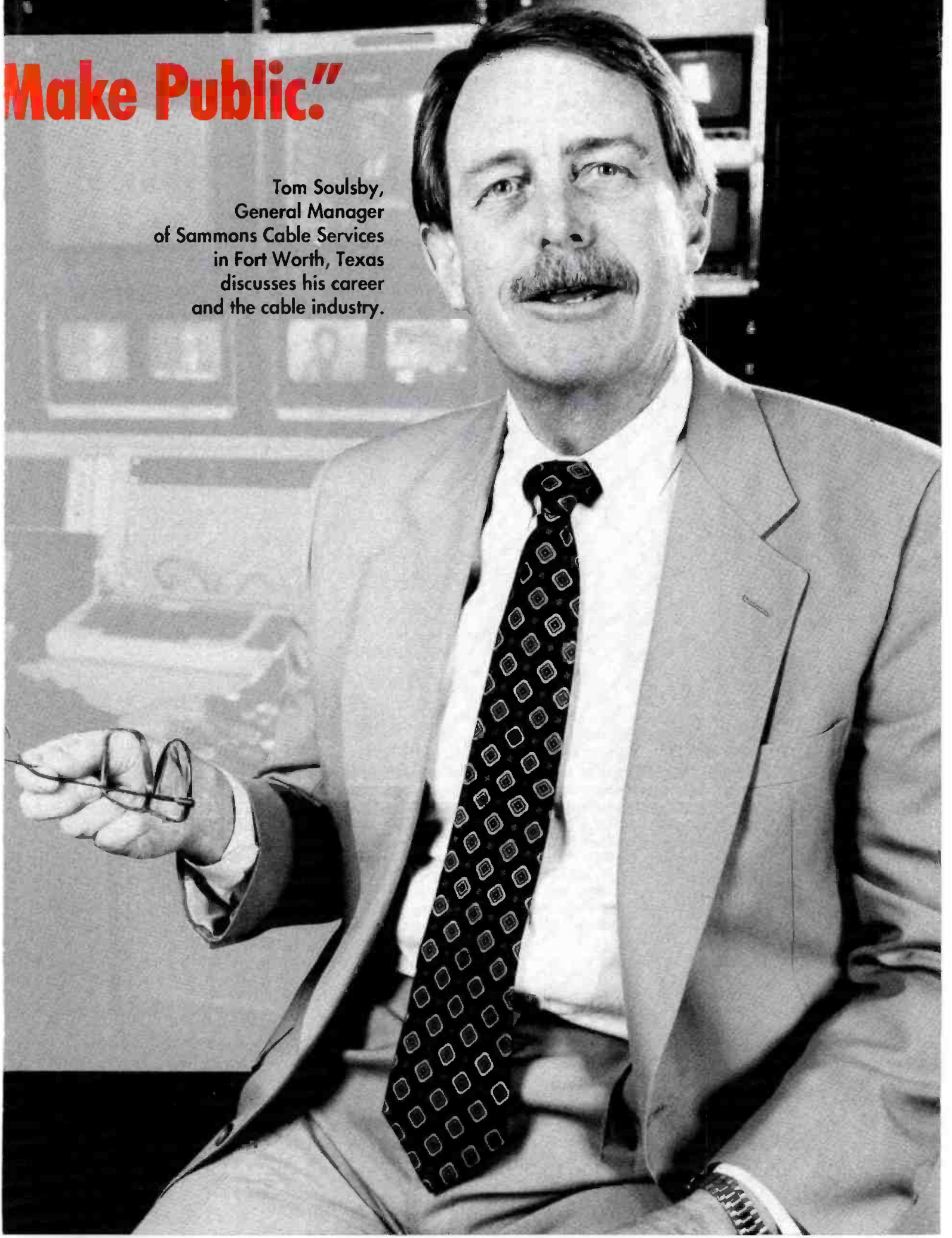
"A lot has changed since I started in the industry 28 years ago. We don't need gimmicks like hams and rattlesnakes any more, but the basics still apply. We have a responsibility to provide a quality service — one that is reasonably priced, and one that is responsive to our customer's needs. And we also have a responsibility to our community. That's where C-SPAN comes in. It's a service you can afford to make public, because, let's face it, all Americans should be able to see their government in action. At Sammons, we think every operator ought to have C-SPAN on their systems. We believe in this product and we use it."

C-SPAN

PRIVATELY FUNDED TO SERVE THE PUBLIC BY AMERICA'S CABLE TELEVISION COMPANIES.

Make Public."

Tom Soulsby,
General Manager
of Sammons Cable Services
in Fort Worth, Texas
discusses his career
and the cable industry.



TRIAL BY TELEVISION: WILL COURT TV SUCCEED?

Summer launch of network could heat up with celebrated trials

Scheduled to launch July 1, Court TV will likely start its life covering a case more notorious than the cable network's creators could have imagined—the trial of Los Angeles cops accused of beating black motorist Rodney King. July 1 also marks the first day cameras will be allowed in federal courts on an experimental basis. One of the first cases in that experiment could be the “Golden Buddha” trial, in which it is alleged Imelda and Ferdinand Marcos gained their wealth by stealing someone else's buried treasure. “Everything is working our way,” says Steven Brill, chief executive officer of Court TV, and president, American Lawyer Media, a Time Warner subsidiary.

Court TV may be looking to open the musty doors of the courtroom and change the course of justice and journalism, but it is unlikely it will change the state of cable television. Few things will, as the medium becomes increasingly niched. “Court TV probably won't ever be a superstar service, but it will fill a nice niche,” says John Mathwick, group vice president, marketing, Jones Intercable.

Not every trial will be worth national headlines, and Court TV will find it has to prove itself largely in how mesmerizingly it presents less celebrated cases. During daytime hours, the channel will cover anywhere from one to three live trials, depending on the number of trials available, and whether one will be enough to hold audience interest. In prime time, the channel will use trials it has been taping for months and others it will continue to tape, to develop two-hour programs that follow the case from start to finish. Two broadcast networks (one, not surprisingly, is part-owner NBC), are interested in creating specials or series based on those two-hour programs. Discussions are ongoing with the networks, but Brill says his first priority is Court TV itself, not ancillary businesses.

Reporting on trials will also be a priority for Court TV's CEO. Brill says he will cover trials, at least in the early stages of the network. While he is wearing his press hat, his boss, Bob Pittman, president, Time Warner Enterprises, can mind the store and a board comprising Court TV's myriad of owners—NBC, Cablevision, Time Warner and soon to be, officially, Tele-Communications Inc. The partners, though, do not have much day-to-day control over the network. “We meet infrequently and talk on the phone occasionally,” says Brill.



Steven Brill, Court TV's CEO and president of American Lawyer Media

The involvement of TCI, with less than a third of a stake in the channel (NBC and Cablevision have about the same amount and Time Warner retains the controlling stake), is likely to prove a boon and help convince skeptics—cable operators, in particular—that Court TV has something to offer. The participation of TCI “is a seal of approval. It says we are a real player,” says Merrill Brown, Court TV vice president. Although Brill is reluctant to “make any promises and predictions” about how many homes Court TV will launch in (and who will launch it), he sounds less conservative these days about the service's potential subscriber count than he did months ago. TCI's involvement in the service, he admits, “is helping us a lot.”

But Court TV does not need TCI for something of which every start-up service dreams: a Manhattan launch, on Time Warner systems. When E! Entertainment Television and Comedy Channel (now Comedy TV), also co-owned by Time Warner, launch this summer in Manhattan, they will have waited more than a year to make it into Manhattan. Court TV also will likely be seen at launch in other big urban markets where TCI, Cablevision and Time Warner have systems. Court TV is also slated to launch on TCI Chicago and on systems in Los Angeles. “Before the end of the year, you'll see significant launch announcements,” said Brill.

The channel's subscriber fees, considered high for a start-up service, could

mean that many operators will stay clear of the channel, particularly when basic networks such as the Sci-Fi Channel or Monitor Channel are being given away or for just a few cents. But Brill says he is sticking by his per-subscriber rate for all cable operators, which is 11 cents per subscriber for the first five years for charter affiliates (those who sign up within six months of launch). For operators signing up after that, the price per subscriber starts at 13 cents and rises by three cents every two years thereafter.

With start-up costs pegged at \$60 million to \$70 million, Court TV is spending most of that money to make sure the product looks good, but is “still staying pretty lean,” says Brill, particularly in advertising and affiliate sales functions. Since most new cable networks do not start with much advertising anyway, that's not too uncommon. The cable service is hiring its small affiliate sales staff, primarily from FNN.

Money is being spent not only for the programming to look good, says Brill, but to make sure “we do it all right. We're dealing with very difficult subjects that can be handled in an exploitative or careless way. We aren't going to risk our standards in any way.”

The two main anchors already announced, former CBS Supreme Court correspondent Fred Graham (also Court TV's managing editor) and former PBS producer Cynthia McFadden, will be joined by Jack Ford, an attorney who also does on-air commentary for WCBSTV in New York.

—SDM

CABLECASTINGS

LIFETIME GETS ORIGINAL

Lifetime's first original night of programming is set to begin Tuesday nights at 9 p.m., starting July 23. Tuesday was the night "we thought we had the best chance," not only to counter-program network television, but basic cable networks as well, such as USA Network, which shows wrestling on Tuesdays, according to Pat Fili, Lifetime senior vice president, programming and production. The shows will be reshown Saturdays from 10 p.m. to midnight.

The shows, which follow an 8 p.m. *L.A. Law* lead-in, follow a thematic thread: mystery. Additionally, "all of the shows have a stylized feel," said Fili. *Veronica Clare*, produced by Hearst Entertainment Productions, is a one-hour mystery series beginning at 9 p.m. about a female detective who also owns a jazz nightclub. "The Hidden Room" at 9:30 is an anthology series produced by Hidden Room Productions that deals with "women's secret fears and desires," said Fili. Actresses lined up for episodes include *L.A. Law*'s Amanda Plummer and *Twin Peaks*' Lara Flynn Boyle.

At 10:30: "Confessions of Crime," produced by Chris Pye Entertainment Ltd. and hosted by actress and crime victim Theresa Saldana, is a reality-based show offering insights into the criminal mind. Production on the series, all of which have commitments for at least 13 episodes, begins this month.

Depending on the success of this original programming night, Lifetime has several series in development for a second night of original programming. Comedy may end up being the theme for that night, according to Fili.

SYSTEM MAPPING

Prime Ticket last week unveiled a plan designed to give advertisers information they need to buy local cable advertising and insure the audience they want to reach. The system could also potentially pave the way for better audience measurement for regional cable networks and cable systems across the country.

Prime Ticket, in conjunction with the A.C. Nielsen division,

Donnelley Marketing Information Services, devised a new cable mapping system developed for use in Prime Ticket's Los Angeles DMA, but is applicable in other DMA's nationwide. The system essentially makes DMA's cable-friendly by creating new boundaries based on individual cable systems and analyzing penetration in each.

Higher-penetrated areas give advertisers more information about the location and demographics of their potential audience. "The highly penetrated areas represent a new consumer universe that differs from the total market," said Nick Rhodes, Prime Ticket's research director.

Having the capability to determine high penetration could also be the first step in better determining audience measurement as well by proportionately sampling viewing based on penetration. For example, 3% of the viewing sample should be done where there are 3% of viewer's homes, said Rhodes.

Prime Ticket will begin showing the new system to advertisers starting next month, just in time for upfront buying.

BLOCKBUSTER SALE

Cox Cable is putting up for sale its 82 Blockbuster Video stores as well as its rights to build 122 more, as its corporate parent decides to concentrate on its core businesses of newspaper, cable and broadcast.

A Cox spokesman said the company felt it had to expand the business in order to grow and has decided to put its resources elsewhere. Cox bought one million shares of Blockbuster in 1989, only to sell those shares one year later, while still retaining rights to the stores.

L.A. AD TAX DEFEATED

Los Angeles cable operators won a victory last week in their efforts to defeat Mayor Tom Bradley's proposal to extend the city's 10% utilities tax to cable bills. The city council voted 11-1 to reject the proposal.

KIWI CABLE BUY

Tele-Communications Inc., Time Warner, Ameritech and Bell Atlantic have combined to purchase 51% of Sky Entertainment Television of New Zealand, a three-channel UHF pay television service serving Auckland. The service provides movies, news and sports. Plans are to extend the service to Wellington and Christchurch later this year.

NOTES FROM ALL OVER

Sunshine Network has passed its three million subscriber mark.... C-SPAN has kicked off its 1992 election coverage with *Road to the White House*, carried Fridays at 5-6:30 p.m.

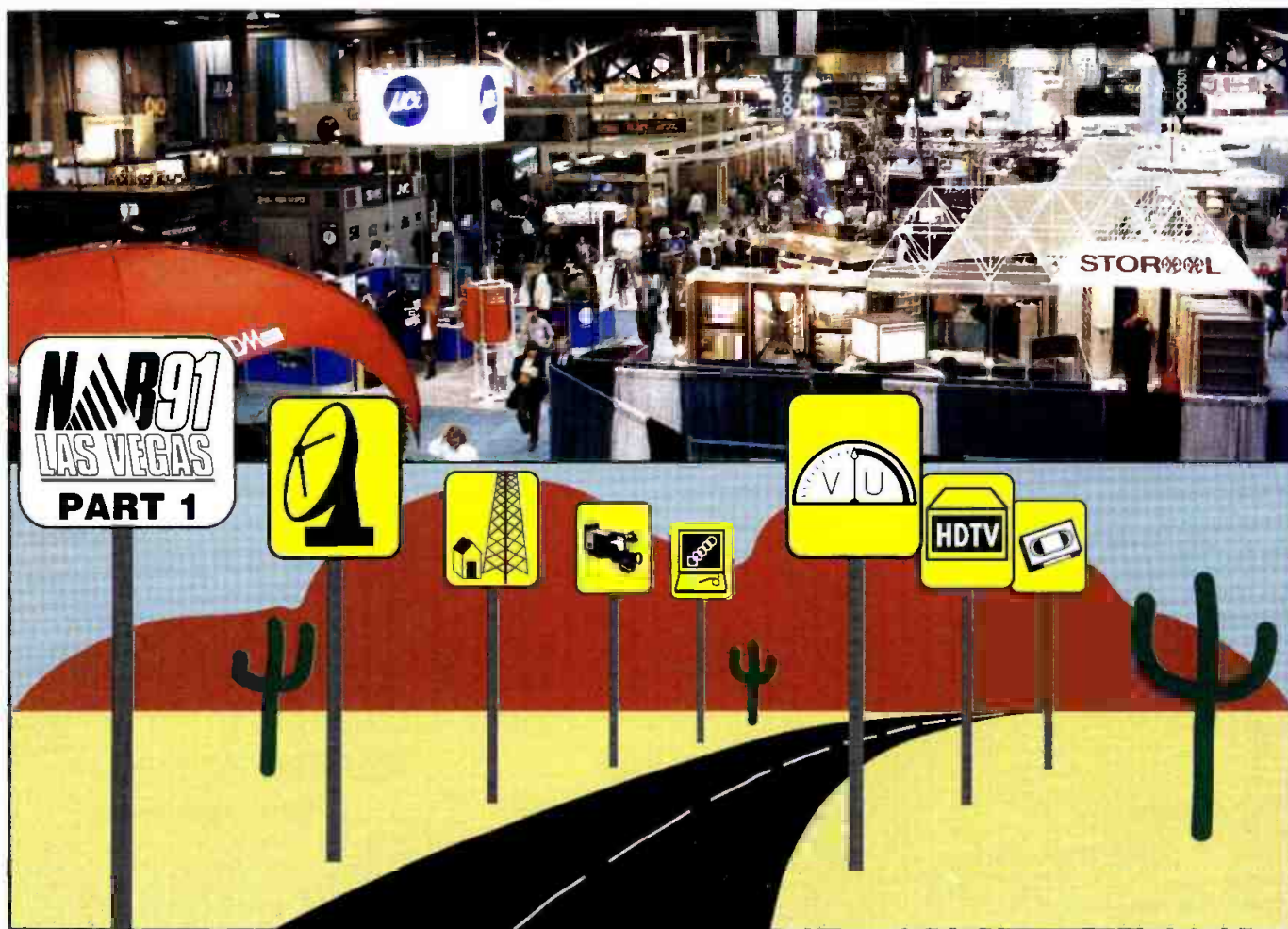
MTV GOES TO ASIA

MTV has landed on yet another continent. Starting next September, 24-hour MTV Asia will be available via HutchVision Limited's satellite service STAR TV (Satellite Television Asian Region). The agreement to bring MTV to Asia is described as "an affiliation agreement" between Hong Kong-based HutchVision and MTV Networks. The specific ownership structure and start-up costs of the new venture have not been disclosed yet, but an MTV spokeswoman said that "each party will provide resources in its area of expertise." MTV specifically will provide research, marketing, production and programming resources.

MTV Asia, which will be headquartered in Hong Kong, will be an English-language service, which, in addition to worldwide MTV videos and personalities, will include Asian music videos and on-air talent.

HutchVision's Star TV, which gets off the ground next fall, is a C-band satellite service that plans to have a minimum of five advertiser-supported channels. One of those channels is a joint venture between HutchVision and U.S. regional sports service Prime Network, which signed a deal last March. The remaining channels will be a news service, plus a Japanese-language and Chinese-language channel. HutchVision said the satellite service will reach 31 countries, or more than two billion people.

TECHNOLOGY



THE ROAD REVISITED: SIGHTS AND SOUNDS OF NAB '91

The National Association of Broadcasters equipment exhibition is a pivotal point in the year for manufacturers of radio and TV equipment. The record attendance of 51,217 for the 1991 show in Las Vegas last month (April 15-18) made for an especially good showcase for new product introductions.

In "On the Road to NAB" (Feb. 18-April 1), BROADCASTING reported the major pre-show equipment announcements. Many of the products and technologies reported in the series—such as the HDTV World exhibition, digital tape formats, Sony's Hyper-HAD CCD cameras, Ampex's ADAPT video layering device, the Eureka and USA Digital digital audio broadcasting technologies—succeeded in capturing the attention of

thousands.

Over the next two weeks, BROADCASTING will review some of the more prominent products unveiled at the exhibition. This week: a look at video graphics and effects, where computer and television technologies meet, and the latest digital audio studio systems. Next week: TV cameras, videotape and satellite and terrestrial transmission.

Video graphics

Companies introducing new video graphics and special effects equipment at the NAB convention in Las Vegas last month were stressing economy and enhanced performance. Application-spe-

cific integrated circuits (ASIC) and other advanced semiconductor technologies are being used to improve performance, miniaturize systems and lower manufacturing costs. Optical disk and hard drive technologies are improving storage and computer speed.

One of the places where the video-computer marriage was in evidence was the Rank Cintel booth, with the introduction of D.I.V.A. (Designer's Integrated Video Animation), an electronic graphics and animation system. It is unlike other all-digital video systems because it "is not pixel-based" and is "resolution-independent," said Rank Cintel President Arnold Taylor. D.I.V.A. computer-generated and stored images are also not limited by



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“...and in thousands of other homes where our signal quality had been poor. Recently, we installed a new Andrew TRASAR® antenna. We know that plenty of homes are wired for cable, but usually only one set in each home. Our advertisers are buying the potential of reaching everyone in the house — Mom, Dad, and the kids. Because of the Andrew Trasars circular polarization, we believe that we can more easily reach those second, third and fourth sets, plus all the non-cable homes in our coverage area.

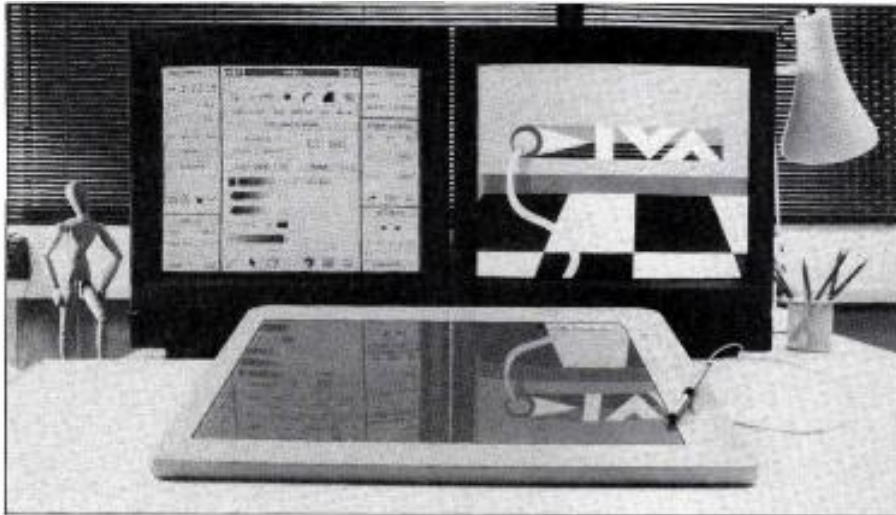
“Today, we face more diverse competition than ever before. Every additional set we can reach is part of our competitive edge. Upgrading our broadcast signal is an investment in our future that's paying off today.”



*John Dorkin
President and
General Manager
WDRB-TV
Louisville, Kentucky*


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D.I.V.A. (Designer's Integrated Video Animation Studio)

format. Output is up to 800 horizontal lines, suitable for any conventional video or HDTV format, or for 35 mm film prints.

Used in conjunction with Rank's URSA telecine, D.I.V.A. can produce full film-to-film editing with 2-D graphics and animation. Character generator, special effects, still store and "clip store" functions are also built into the system. Clip store archives several frames of animation in an application similar to the still store. D.I.V.A. is being marketed to broadcast stations as a news graphics tool.

Abecus Video Systems, Redwood City, Calif., used proprietary ASIC's to lower the price of its new A51 digital effects systems. The company claims its system will achieve all the effects of most higher-priced systems, including

three-dimensional corner pinning, freeze field or frame and component/composite color inputs and outputs. A51 sells for \$24,500 in a package including a control panel with three-axis joystick, forward/reverse fader bar and external effects storage with a 3.5-inch floppy drive. Deliveries will begin in September.

Pinnacle Systems Inc., Santa Clara, Calif., introduced the DVEator (digital video effects animator), an extension of its Prizm Video WorkStation (introduced last fall) and designed for simplified, real-time, three-dimensional video modeling. The system, priced under \$45,000, does the work of more complex systems costing more than \$100,000, according to Pinnacle.

DVEator Creation Kit, a software package developed by Pinnacle in cooperation with Santa Clara-based Crystal-

Graphics Inc., was introduced with the DVEator. The software allows an operator to do off-line digital effects on an IBM personal computer or Pinnacle's 3000 Series Graphic Design WorkStation. The package will be marketed by Pinnacle and priced at \$9,990.

Along with the news of its possible acquisition by either the Montage Group, Keene, N.H., or Carlton Communications of London (BROADCASTING, April 29), Chyron Corp., Melville, N.Y., had some new product news as well. It unveiled the name of its new low-end character generator (announced before the show) as the MAX!>. The new system is dual-channel capable, full-color and has a library of over 1500 typefaces and a graphics generator compatible with Chyron's mainstay product, the iNFiT!. MAX!> starts at \$29,000 and will begin shipping next month.

An even lower priced (approximately \$4,000) addition to the character generator line, CODI, was also shown for the first time by Chyron. The system is designed for remote operation from a computer terminal for small production houses, TV stations or cable systems.

Pesa International, Cambridge, England, claims about 25% of the European character generator market. At NAB, Pesa introduced its new CG4733 character and graphics generator. "There are a number of tasks that are very processor-intensive" in the CG477, said Visk Vasudeva, corporate marketing manager. The system includes two 32-bit microprocessors designed to facilitate the latest real time software. Standard on-line storage and networking are provided with a 40 megabyte hard disk drive. More storage can be added with a 1.2 megabyte floppy disk drive. Pesa is now working to develop interfaces with Basys and Dynatech NewStar newsroom computer systems, Vasudeva said.

Among the video editing systems introduced, Montage demonstrated its Montage III, an advanced version of its seven-year-old Montage Picture Processor. The all-digital, nonlinear video and film editing system incorporates a proprietary digital compression scheme for real-time work with digitized audio and video. Standard interfaces for half-inch or three-quarter-inch PAL or NTSC VTR's are built in.

Another proprietary feature of Montage III is the "Electronic Logbook, designed for hierarchical organization of picture, sound and data material into a database. The system can be configured as a desktop PC system or video editing workstation. The workstation design is streamlined to fit easily into a small of-

S-A ON SATELLITE

Engineers at Scientific-Atlanta's NAB booth provided updates on its SEDAT (Spectrum Efficient Digital Audio Technology) digital audio satellite delivery system, introduced in prototype at NAB's Radio '90 convention (BROADCASTING, Sept. 24, 1990). "The news is that we have a product. It is real, it works, we've tested it...By August, there will be 5,000 stations running with the SEDAT system," said Kent Malinowski, director, broadcast radio and data systems. Affiliates of CBS Radio and ABC Radio will all be supplied with the SEDAT decoders. With a 5,000-station head start, Scientific-Atlanta believes, the SEDAT algorithm should be considered for a DAB-to-home transmission system. The company is looking for a potential licensee for such a system. "It would clearly be in the industry's interest. We want to make it easy for the industry to have this technology," Malinowski said. Scientific-Atlanta claims the SEDAT algorithm provides slightly lower audio quality than MUSICAM (the algorithm currently used for the Eureka 147 system and USA Digital's Acorn) but with much greater flexibility in implementation. Transmission, for example, may be in either stereo or mono mode. Scientific-Atlanta was running a "SEDAT Challenge" on the NAB floor, comparing digital audio source material (DAT player) and SEDAT compressed signals. Most listeners could not consistently hear the difference between them, Malinowski said.

fice. Montage III sells for \$42,000-\$100,000 depending on configuration and will be available for delivery this summer.

Montage's bid to acquire Chyron could change the status of Chyron's CMX Corp. subsidiary, Santa Clara, Calif., which specializes in video editor production. It also introduced a new editor at NAB 1991, the CMX 3500 large-scale system, designed to replace its earlier 3100B system. It will control up to eight external devices, including seven VTR's, an effects switcher or audio switcher.

Avid Technology Inc., Burlington, Mass., showed its new Avid 2000 Media Composer series of video editing systems, featuring JPEG video compression. "Pictures on disk take up less space than our older pictures, which were of lesser quality," said Avid's Mark Overington. The new series also has improved sound with 48 khz response on 24 tracks and digital inputs, outputs and mixing. Several levels of 2000 series configurations are available, ranging from the Model 300D (selling for \$39,000) to the Model 500 (\$79,500), which includes additional software enhancements, higher-resolution displays and additional audio inputs and outputs. Users of the original Avid/1 system can upgrade to the 2000-series level for less than \$10,000. Shipping will begin next month, except for the Model 500, which will begin shipping in October.

The Avid 2000 series is fully compatible with the 200 series, a second line of editors introduced by Avid. Like the 2000, the system includes JPEG compression, 24-tracks of digital audio and various configurations, ranging in price from \$25,000 to \$49,500. All versions of the 200 series will be available for delivery next month.

Audio on display

As broadcasters debate whether future digital audio signals should be transmitted by satellite or by terrestrial transmitter, in the AM and FM bands or on a new one near 1500 mhz, digital studio equipment is fast becoming a part of the radio studio. Most of the ear-catching new audio productions shown in Las Vegas were digital systems. "There is no other direction to go but digital," said Roy Ridge, vice president, market development, Harris Allied Broadcast Equipment, Quincy, Ill.

Perhaps the most prominent audio product announced before the show was the Studer D750 compact disk recorder from Studer Revox America, Nashville



Denon DN-7700K

(BROADCASTING, March 18)—"probably the most important product I've seen at the show this year," said Dave Bowman, director, professional dealer products.

A second recordable CD system was announced and demonstrated at the show by Denon America Inc., Parsippany, N.J. The DN-7700R CD Cart Recorder holds up to 63 minutes of 44.1 khz audio on a standard CD. Disks recorded on the system can be played back on Denon's DN-970 CD Cart Player or any other CD player. Earlier disk recorders did not allow for playback on other machines without assignment of a table of contents. By providing the option of not including a table of contents at the end of recording, the DN-7700R can rerecord over previously used disk space.

The DN-7700R interfaces directly with other digital sources and will accept inputs from, and will output to, analog recorders through the Denon BU-0170A interface (\$4,000). A multi-unit interface (also \$4,000) is available for linking chains of up to 10 audio recorders. The DN-7700R is list priced at \$16,000 and will be available for delivery this summer with the BU-0170A.

Studer Revox had other digital systems to display besides the D750. The Revox C221 CD playback-only unit also made its North American debut along with the Studer A728 CD system controller. A728 is designed to work with earlier introduced Studer CD players for complex audio editing tasks and simultaneous programming of on-air playback. It will control up to three CD players.

The Studer D920 digital mixer allows radio stations to edit all magnetic, optic and satellite digital inputs entirely in the digital domain and combine them with analog signals. The system includes seven digital stereo and one analog stereo input and two digital stereo outputs, contained in a 19-inch, rack-mounted box.

"There is more digital in this booth than any other booth on the floor," Harris Allied's Ridge said. Among them was the Audiometrics CD10 compact

disk cart machine, which is being distributed by Harris Allied in North America. Among the CD10's main features are an instant start button that cuts lag time to under 200 milliseconds and a programmable end-of-message indicator to signal when a cut is ending.

The Dynamax DCR 1000, a floppy-disk-based digital audio recording and playback system, was introduced by Fidelipac Corp., Moorestown, N.J. The system incorporates three components—a master player (\$2,750), subplayer (\$1,650) and record module (\$2,600)—in a system designed to function as simply as current magnetic tape cart machines. Audio is recorded at a 44.1 khz sampling rate on 2 megabyte (for playback of 30-second stereo spots) or 4 megabyte (74 seconds) high-density floppy disks. Up to 4 minutes, 56 seconds of mono audio at 22.05 khz can be recorded on the 4 megabyte disk. Fidelipac expects to begin DCR 1000 deliveries by mid-summer.

Computer Concepts Corp., Lenexa, Kan., introduced an "entry level" version of its Digital Commercial System (DCS), introduced at NAB 1990. DCS records jingles and commercials on a hard-disk system with variable, user-selected sampling rates of 16 khz, 32 khz, 44.1 khz and 48 khz. Frequency response is up to 15 khz (less than CD-quality). The scaled-down entry level version (list priced at \$7,995) includes a 180 megabyte hard drive (with capacity for 170 minutes of mono), 2 megabyte RAM, 1.2 megabyte floppy disk drive and stereo audio board. With an additional \$2,000 2x2 stereo audio switcher the DCS can be used for complete commercial playback automation and automatic recording of satellite-delivered material. The system is expandable for external workstation application with an additional \$1,295, 180 megabyte hard drive.

The Unity 2000 digital FM audio processor was introduced by Cutting Edge Technologies Inc., Cleveland. The system stands out, says Cutting Edge, because of the "unity processing" concept of its design. An equalizer, limiter, stereo generator and four other audio components are combined into a single 19" x 14" x 7" box. The combination allows for greater user-friendliness or "format flexibility," said Cutting Edge President Frank Foti. Settings for one form of audio programming can be changed to another automatically. "We can go from the settings of a classical station to Top 40 with the touch of a button," Foti said. Unity 2000 can also be controlled with an IBM PC. Units are now shipping at a list price of \$7,995. —RMS

BUSINESS

DEBT CONTROVERSY AT THE FCC

Dispute is over if, and how easily, lenders should be able to obtain license upon station owner's default

The growing debate over whether FCC licenses can be used as collateral is, so far, taking place at an abstract level. But the question concerning the relationship between broadcasters and their lenders is relevant to dozens of current situations involving billions of dollars of debt. Among the issues are whether creditors are being scared away from financing station acquisitions because of the "imperfection" of their collateral, absent an FCC license, or whether, instead, broadcasters are in danger of being strong-armed by their lenders should the FCC permit the latter to transfer the license in the event of a default, technical or otherwise.

Within the past several weeks, comments and reply comments have been filed at the FCC in response to two petitions. The first, from the Washington-based law firm of Hogan & Hartson, requests that the commission make a declaratory ruling that a "...limited security interest in an FCC license" could be negotiated by borrowers and lenders. In such cases, the latter could, in the event of a default, "force a 'public or private sale' of the licensed facility, subject to FCC approval." Although not mentioned specifically, some lenders may not want to sell immediately and would want to run the stations until marketplace conditions improved.

Control of the license, said the petition, would stay with the borrower licensee, "even following an event of default, unless and until the FCC has approved an assignment of the license to a new party."

Another petition, actually filed more than three years ago by the Washington-based law firm of Crowell & Moring, generally raises the same issue but specifically refers to loans from the seller. Since current FCC rules appear to proscribe a license "reverting" to the prior owner, the petition asks for a "clarification" of the rules.

Those commenting in favor of the lender petition were essentially lenders or the law firms representing them ("In Brief," April 29). The Wireless Cable Association comments were also in support of the seller's reversion petition and further suggested that any FCC adoption apply to nonbroadcast licenses as well. The comments from broadcasters were either opposed or suggested at least a full rulemaking.

Those commenting agree that past FCC statements have served to prohibit the use of the FCC license as collateral. That impression has not kept existing lenders from trying to craft claims on the license or the "rights" to the license. Such was done, for instance, by the half dozen banks that lent money to Tak Communications. According to recent bankruptcy court filings, the banks said: "The security agreements expressly state that they grant security interests in...rights under all

Continues on page 66.

TAK AND BANKS ARGUE OVER LICENSE

Restructuring plan filed last week outlines group owner's financial situation; nothing may be resolved until court decides on banks' request for security interest

Group owner Tak Communications (three FM's, six TV's) does not intend to sell any of its properties to meet its debt obligations, according to the restructuring plan it filed in the U.S. Bankruptcy Court for the Western District of Wisconsin last week.

However, the restructuring plan may be in limbo until the outcome of a complaint filed in the bankruptcy court by the Bank of New England and other senior lenders seeking a security interest in the group owner's licenses and properties: WJQY(FM) Fort Lauderdale, Fla.; WUSL(FM) Philadelphia; WKIO(FM) Urbana, Ill.; WKOW-TV Madison, WQOW-TV Eau Claire, WXOW-TV La Crosse and WAOW-TV Wausau, all Wisconsin; KITV(TV) Honolulu, and WGRZ-TV Buffalo, N.Y.

Until the issue of security interest is resolved, Tak Communications President Sharad Tak "does not believe it either appropriate or even possible to submit any final plan for confirmation until these issues have been resolved...the plan of reorganization is necessarily contingent." (For more on banks having a security interest in FCC licenses, see story at left.) At least two-thirds of the creditors must approve the plan for the court to accept it.

The disclosure statement filed with the restructuring plan includes an offer for Tak's Madison and Wausau properties, from Dudley Communications. No price for the properties was included, but Tak said negotiations were "extensive." Dudley Communications is headed by broadcasting brothers Richard and John Dudley, who also own WXMJ(TV) Grand Rapids, Mich., and KPZZ(TV) Seattle. Richard Dudley is also former president and general manager of Wisconsin Valley Television and a member of Forward TV Inc. The letter of intent for the stations expires this Friday (May 15), and Dudley expects to announce a purchase agreement soon. Also, the state of Wisconsin has made an offer to buy the land that WKOW-TV Madison is on for \$2.1 million.

In the restructuring plan, Tak said senior lenders will be paid their principal in full and also would receive interest payments on the senior debt at a fixed interest rate of 8.5%, compared to the roughly 10.5% rate when the loans were issued. Full payment, according to the plan, would take place seven years from the restructuring plan's effective date. Tak currently has senior debt totalling \$177.5 million. Two of Tak's senior lenders, Norwest and Ameritrust, have filed a motion asking the court to allow them to transfer their claims to other companies. Possible companies mentioned include Cargill Financial and TCW Special Credits. The court will hold a hearing June 3.

Tak's subordinated lenders, the filing says, will also be paid

back in full in a combination of cash and equity. Subordinated lenders will be paid interest at the annual rate of 9% on the outstanding balance of their loans, compared to the original rate of 12% for senior and junior subordinated debt. Part of that interest will be paid in cash on a semiannual basis with the remainder accruing until the claims are paid in full. In 1992, Tak will pay \$1.5 million to subordinated lenders. That figure will increase by \$500,000 per year through 1994. After that, payments will be \$3 million annually until the final payoff in 1998. Besides cash and interest payments, Tak will also issue to both the senior and junior subordinated debt holders warrants to buy up to 41% of the group owner's outstanding stock. Tak has subordinated debt totalling about \$77 million.

The disclosure statement provides information on the privately held group owner's financial situation and projections as well as the history of the sometimes strained relationship between Tak and his lenders.

Tak had revenues in 1990 totalling \$63,791,568, compared to \$59,178,853 in 1989, according to its disclosure statement. Operating cash flow for 1990—before interest, depreciation and amortization—was \$23,805,599, versus \$21,468,367 in 1989. The group owner had net losses of \$10,294,413 and \$9,691,852, respectively.

The group owner apparently borrowed money in 1989 to help make interest payments. For the just completed years, its operating cash flow exceeded roughly \$20.5 million in cash interest, excluding \$11.5 million in noncash interest.

For 1991, Tak projects a decline in net revenues to \$60.42 million, but higher operating profits of \$24.46 million. In the first quarter, Tak had net revenues of \$12,869,000, down 1.9% from a year ago. While the TV division exceeded its projections, the radio division, hurt by weak advertising in the Fort Lauderdale market, missed its projections. The group owner's first quarter operating expenses totalled \$8,505,000, a drop of 4.6% versus 1990, and had an operating profit of \$4,364,000, up 3.9% from a year ago. Among the cutbacks in expenses was the decision to discontinue its Eau Claire news broadcasts.

Besides the complaint filed by the Bank of New England over security interest in the group owner's licenses and properties, there is also a difference of opinion regarding the worth of Tak's properties. The secured lenders, according to recent filings, value Tak's assets at \$216 million. Tak says the valuation is "incorrect" because, among other things, it includes the company's broad-

WILLIAM A. BRANDT, JR.

As Receiver for the assets of CAPE COD BROADCASTING COMPANY, LIMITED PARTNERSHIP, and TREASURE COAST BROADCASTING COMPANY, LIMITED PARTNERSHIP, in Case No. 90-5673 for the Superior Court of the Commonwealth of Massachusetts, County of Suffolk, offers:

FOR SALE

FLORIDA & CAPE COD RADIO MEDIA PROPERTIES

The businesses include WQRC-FM, Hyannis, Massachusetts, WGYL-FM and WTTB-AM in Vero Beach, Florida. The radio stations service the Cape Cod/South Shore and Treasure Coast/Vero Beach markets respectively. The assets of the estate consist of real property, broadcast production and transmitter facilities, equipment and fixtures, accounts receivable and customer lists, and intangible assets including, but not limited to, the Receiver's right, title, and interest in and to all broadcast frequencies, call letters, and FCC licenses, but excluding cash and cash equivalents.

The Receiver has entered into a Letter-of-Intent with a purchaser for the sale of the Receiver's right, title, and interest in substantially all of the assets of CAPE COD BROADCASTING COMPANY, LIMITED PARTNERSHIP, and TREASURE COAST BROADCASTING COMPANY, LIMITED PARTNERSHIP. The purchase price, under the Letter-of-Intent, is \$5,250,000 cash, which amount is subject to competitive bidding by any other interested parties. The Letter-of-Intent offers the purchaser certain forms of bid protection.

DEVELOPMENT SPECIALISTS, INC., the reorganization and management-consulting firm which is presently directing the operations of CAPE COD BROADCASTING COMPANY, LIMITED PARTNERSHIP, and TREASURE COAST BROADCASTING COMPANY, LIMITED PARTNERSHIP, will be conducting all aspects of the sale process on behalf of the Receiver. Parties interested in obtaining additional information or making a bid are urged to contact Mr. Joseph J. Luzinski at the Miami offices or Mr. Patrick D. Cavanaugh at the Chicago offices of DEVELOPMENT SPECIALISTS, INC., by May 15, 1991.

RECEIVER

William A. Brandt, Jr.
DEVELOPMENT SPECIALISTS, INC.
70 West Madison Street
Suite 2300
Chicago, Illinois 60602-4205
TELEPHONE: 312-263-4141
FACSIMILE: 312-263-1180

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cast licenses. Should the bankruptcy court determine that the banks do not have a claim to the licenses, the filing says, "it will limit the value of the company's remaining assets, which may be less than 20% of the company's value as an operating concern."

Tak Communications was founded by Sharad Tak in 1983, and in the next five years the native of India built a station group through, among other things, minority tax certificates. The Buffalo purchase—for \$100 million in 1988—appears to have put Tak over the edge. The group owner entered into a revolving credit agreement with a group of lenders for \$175 million and promptly used \$170 million to make the Buffalo purchase.

Besides broadcasting, Sharad Tak is also head of ST Systems Inc., a Vienna, Va.-based company involved in tracking satellites, computer software and image enhancement. He is also a limited partner in JOS, a consulting firm. In 1990, Tak paid back \$145,753 to ST Systems Corp. that he borrowed to help run the broadcast group. Tak Communications pays Tak \$300,000 annually. Tak also employs his brother, Chandra Tak, who receives \$60,000 annually. **-JF**

DEBT CONTROVERSY

Continued from page 64.

present and future authorizations, permits, licenses and franchises issues, granted or licensed...for the construction, installation or operation of television or radio broadcast stations and in general intangibles."

One mechanism to try to "perfect" the bank's interest in the security is to have the licensee set up several companies with each of their stocks pledged as security to the loans. One of those companies would have as its only asset the FCC license, thereby separating the license, and the secured creditor's claims on the rights of that license, from the other companies that would instead do the borrowing from unsecured creditors.

But these mechanisms may prove less satisfactory when there is conflict between the lender and debtor. And some lenders say that is increasingly the case, as debtors have been encouraged by "workout" experts to take a tougher line with their lenders (see story, page 64).

One problem, say the creditors, is that they ultimately end up with stock, which

is less preferable to attach than assets. Absent a direct lien on the FCC license, there may even be some confusion about the value of the station's other assets—and thus the senior creditor's collateral—if, licenseless, it could not be valued on a "going concern" basis. William R. Strickley, a vice president of the Bank of America, estimated the FCC license "...is commonly worth from 10 to 20 times the value of all other combined assets of the broadcast entity."

Since the general issue concerns negotiations among debtors, secured creditor and unsecured creditors, a change in the status quo may change the negotiating balance. The petitioners and their supporters suggest the change will be for the better, encouraging more lenders to provide loans to help broadcasters. The group owners opposing the lenders' petition disagreed: "The companies know of no instance in which financing has not been advanced due solely to the lender's inability to obtain a security interest in the license."

Comments filed by NAB, in fact, said more harm than good might come from a change because it would make lenders less willing to work with broadcasters in trouble: "If lenders were able to proceed directly against the broadcast license, their incentive to work with a broadcaster facing a cash flow problem may decrease, leading to increased chaotic transfers and diminished public service. Creditors who have a direct security interest in a license may be tempted to exercise greater control over a borrower station than lenders would presently contemplate, to the detriment of the independent judgment of the licensee."

Wilbur Ross, senior managing director at Rothschild Inc., who has advised bondholders in several broadcast-related workouts, agreed that from a policy point of view, the stability of the industry might be better preserved under the status quo: "If the goal is to try to prevent a Chapter 11, maybe senior debtholders could be provided with a negative pledge rather than a collateralization of the license. That would give senior creditors more motivation to make a deal."

At least one of the comments suggested that merely allowing a lien on the license would not be sufficient. General Electric Capital Corp. (GECC) said the FCC should also ease the prior approval requirements regarding transfer of the license in cases of default. They noted that even with a direct lien on the license, the process could still be dragged out through bankruptcy courts for months and years, impairing both the

Continues on page 69



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CHANGING HANDS

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

WNJR(AM) Newark, N.J. □ Sold by Sound Radio Inc. to N. John Douglas for \$6.75 million. Seller is headed by Raphael Diaz, Hugh McComas and Danny Stiles, and has no other broadcast interests. Buyer, Douglas, is majority shareholder of Douglas Broadcasting Inc., which controls licenses of KMAX(FM) Arcadia; KEST(AM) San Francisco; KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. WNJR is fulltimer with urban contemporary format on 1430 khz with 5 kw.

wwcs(AM) Pittsburgh □ Sold by Universal Broadcasting to WKYN Inc. for \$750,000 cash. Seller is headed by Marvin B. Kosofsky and Howard Warshaw. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Warshaw is partner with wife, Miriam, and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, N.C. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHe(AM) Mineola, N.Y.; WNDZ(AM) Portage, Ind., and WVXX(FM) Highland Park, Ill. (Chicago); WCBW(FM) Columbia, Ill. (St. Louis), and KPCC(AM) Pasadena, Calif. Buyer is headed by Robert M. Stevens, and also owns WKYN(FM) St. Marys, Pa. wwcs has classical format on 540 khz with 7.5 kw day and 500 w night.

WCLN-AM-FM Clinton, N.C. □ Sold by Sampson Broadcasting Co. to Willis Broadcasting Co. for \$650,000. Seller is

headed by Lawrence B. Carr and has no other broadcast interests. Buyer is headed by L.E. Willis Sr., and has interests in 12 AM's and 13 FM's. WCLN(AM) has adult contemporary format on 1170 khz with 5 kw day. WCLN-FM has adult contemporary format on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

KAWL-AM-FM York, Neb. □ Sold by Gleason Broadcasting Co. to Central Nebraska Broadcasting Co. for \$530,000. Price includes \$425,000 cash at closing, \$25,000 escrow deposit and \$80,000 10-year promissory note at 8%. Seller is headed by E. Louise Gleason and has no other broadcast interests. Buyer is headed by Tommy L. Gleason Jr. (50%) and Tommy L. Gleason Sr. (50%), brother-in-law and nephew of seller. They are minority stockholders in Community Service Radio Inc., licensee of KRVR(FM) Davenport and WIRL(AM)-WSWT(FM) Peoria, both Illinois. They also have interests in Galaxy Cablevision Management Inc., which operates systems in seven states. KAWL(AM) has C&W format on 1370 khz with 500 w day and 176 w night. KAWL-FM has adult contemporary format on 104.9 mhz with 2.75 kw and antenna 310 feet above average terrain.

WRBD(AM) Pompano Beach, Fla. □ Sold by Sunao Broadcasting Co. Inc. to Sepia Communications Inc. for \$500,000 cash. Station was purchased in 1985 for \$1.8 million ("Changing Hands," Dec. 23, 1985). Seller is headed by John Ruffin Jr., and has no other broadcast interests. Buyer is headed by Kenneth E. Harris (35%), Jerome Barney (25%) and George W. Halstead (40%). Halstead has interest in Ronin Broadcast Group Inc., applicant for assignment of WKXX(FM) Jerseyville, Ill. WRBD has Black format on 1470 khz with 5 kw day and 2.5 kw night.

KKUL-AM-FM Hardin, Mont. □ Sold by Michael K. Rapkoch, receiver, to Bruce Erikson for \$354,354 cash. Station was purchased in 1988 for \$550,000. Seller has no other broadcast interests. Buyer is headed by Erickson and Claude R. Erickson, president and chairman, respectively, of First Security Bank of Livingston (Montana), and has no other broadcast interests. KKUL(AM) is fulltimer with oldies format on 1230 khz and 1 kw. KKUL-FM has oldies format on 95.5 mhz with 100 kw and antenna minus 13 feet below average terrain.

For other proposed and approved sales see "For the Record," page 70.

SOLD!

WKQB/WQIS, Charleston, South Carolina, has been sold by Trident Communications to Low Country Media, Inc., Ronald Hoover, Principal for \$1,200,000.

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$8,163,749 □ 8

FM's □ \$234,171 □ 4

AM-FM's □ \$1,534,354 □ 5

TV's □ \$0 □ 0

Total □ \$9,932,274 □ 17

Year to Date:

AM's □ \$28,428,246 □ 87

FM's □ \$71,942,205 □ 90

AM-FM's □ \$117,538,408 □ 75

TV's □ \$209,394,000 □ 31

Total □ \$426,302,859 □ 283

For 1990 total see Jan. 7, 1991 BROADCASTING.

FOCUS ON FINANCE

Media stocks were mixed for week ending last Wednesday in which overall market indices were mostly flat. Biggest mover was thinly traded Outlet Communications, which fell 32% to \$8. One trader said reason for move was not clear but speculated that ongoing advertising weakness spelled problems, along with impression that company does not intend to sell its two TV stations in near future. Stock of FNN gained slightly, to 3/8, following final competing bids for company.

Several other small cable programming stocks, such as Video Jukebox and QVC Networks, also gained. United Artists Entertainment was up 1/4, to \$15.

At least half-dozen lawsuits have been filed challenging offer from Tele-Communications Inc., and some investors may think it will be sweetened. Time-Warner was up 9%, to 122 1/2, as market rumors about equity investment in debt-laden company resurfaced.

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

	Closing Wed May 8	Closing Wed May 1	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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BROADCASTING

A (BHC) BHC Comm.	57	3/8	57	1/4	1/8	00.21	13	1,635
N (CCB) Cap. Cities/ABC	474		482	1/2	- 8 1/2	- 01.76	17	7,991
N (CBS) CBS Inc.	160	1/4	162	1/2	- 2 1/4	- 01.38	37	2,119
A (CCU) Clear Channel	14		13	3/4	1/4	01.81	-233	80
O (JCOR) Jacor Commun.	2	7/8	2	7/8		00.00	-2	28
O (OSBN) Osborn Commun.	9	3/4	9		3/4	08.33	-13	68
O (OCOMA) Outlet Comm.	8		11	3/4	- 3 3/4	- 31.91	10	52
N (PL) Pinelands	14	7/8	14	7/8		00.00	-40	251
A (PR) Price Commun.	7/16			1/2	- 1/16	- 12.50	133	7
O (SCRIP) Scripps Howard	44	3/4	45		- 1/4	- 00.55	15	462
O (SUNNC) SunGroup Inc.	3/4			3/4		00.00	-16	5
O (TLMD) Telemundo	4	3/4	4	7/8	- 1/8	- 02.56	-2	108
O (UTVD) United Television	30	3/4	30	3/4		00.00	3	334

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30	1/2	30	5/8	- 1/8	- 00.40	19	566
A (AK) Ackerly Comm.	3		3	3/8	- 3/8	- 11.11	-2	46
N (AFL) American Family	23	1/4	24	1/2	- 1 1/4	- 05.10	16	1,893
O (ACCMA) Assoc. Comm.	32	1/4	32		1/4	00.78	56	601
N (CCN) Chris-Craft	29	3/4	29	7/8	- 1/8	- 00.41	2	766
O (DUCO) Durham Corp.	32	1/2	32		1/2	01.56	16	274
N (GCI) Gannett Co.	44		42	5/8	1 3/8	03.22	18	7,043
N (GE) General Electric	72	3/4	72	1/2	1/4	00.34	15	63,836
O (GACC) Great American	2		2	1/8	- 1/8	- 05.88		71
A (HTG) Heritage Media	4	1/2	4	1/2		00.00	-6	203
N (JP) Jefferson-Pilot	44	1/2	42	5/8	1 7/8	04.39	10	1,565
N (LEE) Lee Enterprises	30	5/8	30	3/4	- 1/8	- 00.40	16	706
N (LC) Liberty	41	1/4	42	1/8	- 7/8	- 02.07	13	323
O (LINB) LIN	69		70		- 1	- 01.42	-15	3,544
N (MHP) McGraw-Hill	60	1/4	60	1/2	- 1/4	- 00.41	17	2,947
A (MEGA) Media General	20	3/8	20	7/8	- 1/2	- 02.39	20	527
N (MDP) Meredith Corp.	28	5/8	26	7/8	1 3/4	06.51	16	481
O (MMEDC) Multimedia	27	1/8	27		1/8	00.46	6	313
A (NYTA) New York Times	22	1/2	22	1/2		00.00	26	1,738
N (NWS) News Corp. Ltd.	14	3/8	14	3/4	- 3/8	- 02.54	9	3,859
O (PARC) Park Commun.	14	3/4	14	1/2	1/4	01.72	16	305
O (PTZ) Pulitzer Pub.	25		23	3/4	1 1/4	05.26	20	261
O (SAGB) Sage Bsg.	1	1/4	1	1/4		00.00	-1	4
O (STAUF) Stauffer Comm.	116		116			00.00	48	144
N (TMC) Times Mirror	29	1/2	30		1/2	- 01.66	21	3,791
N (TRB) Tribune Co.	47	5/8	44	1/2	3 1/8	07.02	30	3,053
A (TBSA) Turner Bestg. 'A'	13	1/8	13	3/4	- 5/8	- 04.54	-31	1,957

	Closing Wed May 8	Closing Wed May 1	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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PROGRAMING

N (WPO) Washington Post	224		219	1/2	4 1/2	02.05	15	2,660	
N (WX) Westinghouse	27	1/8	27	1/4	- 1/8	- 00.45	29	7,906	
O (IATV) ACTV Inc.	2	1/2	2	1/2		00.00		2	
O (AACI) All American TV	1	5/8	1	5/8		00.00		3	
N (CRC) Carolco Pictures	6	3/4	6	3/4		00.00	14	181	
O (DCPI) dick clark prod.	4	1/4	3	7/8		3/8	09.67	22	35
N (DIS) Disney	119	1/2	117	5/8	1 7/8	01.59	19	15,524	
A (FE) Fries Entertain.	3/4			7/8	- 1/8	- 14.30		3	
A (HHH) Heritage Ent.	11/16			11/16		00.00		5	
N (HSN) Home Shop. Net.	6		6	1/4	- 1/4	- 04.00	22	522	
O (IBTVA) IBS	1	1/8	1	1/8		00.00	14	3	
N (KWP) King World	31	7/8	30	3/8	1 1/2	04.93	14	1,207	
O (KREN) Kings Road Ent.	1/8			1/8		00.00		0	
N (MC) Matsushita	125	1/2	128	1/4	- 2 3/4	- 02.14	15	261,069	
A (NNH) Nelson Holdings	1		1	1/16	- 1/16	- 05.88		4	
O (NNET) Nostalgia Net.	23/32			11/16	1/32	04.54		4	
N (OPC) Orion Pictures	9		8	3/8		5/8	07.46	-20	202
N (PCI) Paramount Comm.	39	1/4	38	3/4	1/2	01.29	20	4,617	
N (PIA) Playboy Ent.	5	5/8	5	7/8	- 1/4	- 04.25	70	77	
O (QNTXQ) Qintex Ent.	1/8			1/8		00.00		26	
O (QVC) QVC Network	10	1/8	9	1/2		5/8	06.57	-10	176
O (RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	-16	85	
O (RPICA) Republic Pic. 'A'	8	7/8	8	1/2		3/8	04.41	52	37
A (SP) Spelling Ent.	5		4	7/8		1/8	02.56	35	165
O (JUKE) Video Jukebox	6	7/8	5	5/8	1 1/4	22.22	-52	72	
O (WONE) Westwood One	2	5/8	2	1/8		1/2	23.52	-2	39

CABLE

A (ATN) Acton Corp.	5	5/8	5	3/4	- 1/8	- 02.17	-1	8
O (ATCMA) ATC	43	3/4	43	1/4	1/2	01.15	39	4,771
A (CVC) Cablevision Sys. 'A'	29		29	1/4	- 1/4	- 00.85	-2	649
A (CTY) Century Comm.	10		10	1/8	- 1/8	- 01.23	-10	653
O (CMCSA) Comcast	16	7/8	16	3/4	1/8	00.74	-10	1,944
A (FAL) Falcon Cable	8	5/8	8	3/8	1/4	02.90	-5	55
O (JOIN) Jones Intercable	11	7/8	11	1/2	3/8	03.26	-6	141
N (KRI) Knight-Ridder	55	7/8	54	7/8	1	01.82	19	2,756
T (RCI.A) Rogers 'A'	12		12			00.00	-17	349
O (TCAT) TCA Cable TV	17	1/2	18		- 1/2	- 02.77	72	428
O (TCOMA) TCI	15	7/8	15	3/4	1/8	00.79	-26	5,651
N (TWX) Time Warner	122	1/2	112	7/8	9 5/8	08.52	-9	7,040
O (UAECA) United Art. 'A'	15		14	3/4	1/4	01.69	-18	2,106
A (VIA) Viacom	31	1/4	31	5/8	- 3/8	- 01.18	-37	3,335

Continues from page 66.

value of the other assets and the value of service.

One way to shorten the process, suggested GECC, is to include default as a form of "legal disability," a status which currently permits an involuntary transfer of the license and use of the commission's "short-form" process.

The NAB objected to the use of short forms outside of the bankruptcy court determination, saying it "would involve the commission in difficult and perhaps lengthy disputes over questions of default and rights under loan agreements which must be interpreted under state law." Much of the debate over the petitions deal with the current interaction between FCC and commercial law, and what that interaction would be if the status quo changed.

There were several other justifications for the petitions mentioned in the comment filing. One is the assertion that FCC prohibitions have no specific support in the Communications Act.

Proponents of the change also note that courts have approved creditor attachments on at least some other government issued licenses or privileges, such as FAA-approved landing slots, liquor licenses and Forest Service special-use permits.

-6F

PATHE TO SELL 40% OF STUDIO

\$107 million loss reported for 1990

Pathe Communications Corp.'s chief lender, Credit Lyonnais, is pushing the entertainment company to sell a 40% stake in MGM-Pathe by Dec. 1 of this year. If that is not done, Pathe's agreement with its chief lender and majority shareholder allows the bank to sell 51% of Pathe.

According to Pathe's 10-K filing with the Securities and Exchange Commission, the company entered into an agreement with Credit Lyonnais that granted the European bank the right to vote on 98.5% of the outstanding common stock of MGM-Pathe and 89.5% of parent company Pathe Communications's common stock. The bank's voting rights will be removed only if Pathe reduces its bank debt to \$125 million. According to the filings, the bank has loaned Pathe \$250 million and will loan the studio another \$145 million if the bankruptcy petition against the company is dismissed. If it is not dismissed by May 28, the principle amount of more than \$360 million of the company's note and debentures will be due and payable. Giancarlo Parretti's resignation from the

chairman and chief executive officer position of MGM-Pathe and CEO of Pathe and Alan Ladd Jr.'s subsequent appointment to chairman and CEO of MGM-Pathe and Ceasate De Michelis's appointment to CEO of Pathe was also part of that same agreement. Ladd's employment with MGM-Pathe provides him with an annual salary of \$750,000 through March 1995 plus \$250,000 for each film for which Ladd serves as executive producer. The studio is also going to pay Ladd \$2.5 million annually in production fees. Ladd will also receive 10% of all profits from MGM-Pathe subsidiary Pathe Entertainment.

For the year ended Dec. 31, 1990, Pathe Communications lost \$107 million on revenue of \$525.9 million. For the eight weeks ended Dec. 29, 1990, MGM-Pathe lost \$61.6 million on revenue of \$281.5 million. Those losses include \$66.8 million of a provision for investments and loans. According to the independent auditors' report, "without additional financing, there would be substantial doubt about the company's ability to continue as a going concern."

STOCK INDEX (CONT.)

	Closing Wed May 8	Closing Wed May 1	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed May 8	Closing Wed May 1	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N (MMM) 3M	87 3/4	88 3/4	- 1	- 01.12	14	19,290
N (ARV) Arvin Industries	22	22		00.00	15	413
O (CCBL) C-Cor Electronics	6 1/2	7	- 1/2	- 07.14	11	29
O (CTEX) C-Tec Corp.	15 1/2	15 1/2		00.00	-25	255
N (CHY) Chyron	11/32	3/8	- 1/32	- 08.33		3
A (COH) Cohu	10 3/8	10 1/4	1/8	01.21	7	20
N (EK) Eastman Kodak	41 3/4	40 1/2	1 1/4	03.08	19	13,546
N (HRS) Harris Corp.	25 1/2	25 7/8	- 3/8	- 01.44	28	991
N (IV) Mark IV Indus.	11 7/8	11 1/2	3/8	03.26	6	169
O (MATT) Matthews Equip.	3 7/16	2 7/8	9/16	19.56	171	20
O (MCDY) Microdyne	10 3/4	9 1/2	1 1/4	13.15	-16	43
O (MCOM) Midwest Comm.	5/8	5/8		00.00	1	1
N (MOT) Motorola	62 1/4	63 3/4	- 1 1/2	- 02.35	16	8,198
A (PPI) Pico Products	11/16	3/4	- 1/16	- 08.33		2
N (SFA) Sci-Atlanta	14	14 3/4	- 3/4	- 05.08	9	316
N (SNE) Sony Corp.	45 1/4	46 3/8	- 1 1/8	- 02.42	22	15,019
N (TEK) Tektronix	23 7/8	23 3/8	1/2	02.13	-22	696
N (VAR) Varian Assoc.	45	47 1/4	- 2 1/4	- 04.76	1125	851
O (WGNR) Wegener	1 13/32	1 5/8	- 7/32	- 13.46	-3	10
N (ZE) Zenith	6 7/8	7	- 1/8	- 01.78	-2	200

SERVICE

O (AFTI) Am. Film Tech.	5 1/8	5 1/8		00.00	17	50
O (BSIM) Burnup & Sims	8 5/8	8 3/4	- 1/8	- 01.42	-26	108
A (CLR) Color Systems	3 1/4	3 1/2	- 1/4	- 07.14	-3	33
N (CQ) Comsat	28 1/4	28	1/4	00.89	-32	528
N (CDA) Control Data	11 7/8	11 7/8		00.00	204	505
N (DNB) Dun & Bradstreet	48 1/8	47 3/8	3/4	01.58	17	8,596
N (FCB) Foote Cone & B.	25 1/2	25 3/8	1/8	00.49	12	277
O (GREY) Grey Adv.	141	139	2	01.43	12	159
O (IDBX) IDB Commun.	8 1/4	8 1/2	- 1/4	- 02.94	825	52
N (IPG) Interpublic Group	44 3/8	45 3/4	- 1 3/8	- 03.00	18	1,506
N (OMC) Omnicom	28 1/2	30 1/2	- 2	- 06.55	14	796
O (RTRS) Reuters	40 1/4	41 1/8	- 7/8	- 02.12	19	17,351
N (SAA) Saatchi & Saatchi	1	1 1/8	- 1/8	- 11.11		158
O (TLMT) Telemation	1/4	1/4		00.00		1
O (TMCI) TM Century	11/32	11/32		00.00	-2	7
A (UNV) Unifil Video	9	9		00.00	12	13
O (WPPGY) WPP Group	7 3/8	7 1/8	1/4	03.50	2	303

Standard & Poor's 400 450.00 451.07 -1.07 -0.3%

FOR THE RECORD

As compiled by BROADCASTING from May 2 through May 8 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

- **KCVR(AM)-KWIN(FM) Stockton, CA** (AM: BAL910422EF; 1570 khz; 5 kw-D, 34 w-N; FM: BALH910422GG; 97.7 mhz; 3 kw; ANT 300 ft.)—Seeks assignment of license from Turnbaugh Communications Ltd. to Front Line Communications Inc. for \$675,000 ("Changing Hands," May 6). Seller is John Crowley, receiver, and has no other broadcast interests. Buyer is headed by Michael P. Murphy (51%) and Lawrence E. Murphy (49%), and has no other broadcast interests. Filed April 22.
- **KDKO(AM) Littleton, CO** (BAL910419EA; 1510 khz; 10 kw-D, 1.3 kw-N)—Seeks assignment of license from Peoples Wireless Inc. to Adams Radio of Denver Inc.; Adams Radio has agreed to forbear from taking possession of collateral in exchange for payment by Peoples Wireless, which is in default, of \$25,000. Seller is headed by James F. Walker, Patsye R. Walker and Marshall R. Hambric. Walker has interest in Tucson Wireless Inc., licensee of KTZR(AM) Tucson, AZ, and Southwestern Wireless, licensee of KQYT(FM) Green Valley, AZ. Buyer is headed by Adams Broadcast Group Inc. (100%), Matt Mills, Stephen Adams and Lewis Caster. Adams Broadcast Group Inc. includes licensees of KOOL-AM-FM Phoenix, AZ; KZOK-AM-FM Seattle; KCBQ-AM-FM San Diego; KHH(FM) Boulder, CO; KEZK-AM-FM Wood River, IL and St. Louis; WLAV-AM-FM Grand Rapids, MI; WBZN-AM-FM Racine, WI; KISS-AM-FM Terrell Hills and San Antonio, both Texas. It also has interests in Michigan Center Broadcasting, licensee of WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Michigan, and Adams Communications Corporation of Wilmington, licensee of WWAY(TV) Wilmington, NC. Filed April 19.
- **WRBD(AM) Pompano Beach, FL** (BAL910417EA; 1470 khz; 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Sunao Broadcasting Co. Inc. to Sepia Communications Inc. for \$500,000. Seller is headed by John Ruffin Jr., and has no other broadcast interests. Buyer is headed by Kenneth E. Harris (35%), Jerome Barney (25%) and George W. Halstead (40%). Halstead has interest in Ronin Broadcast Group Inc., applicant for assignment of WKKX(FM) Jerseyville, IL. Filed April 17.
- **WXKO(AM)-WKXK(FM) Fort Valley, GA** (AM: BAL910419HQ; 1150 khz; 1 kw-D; FM: BAPLH910419HR; 97.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from S & M Broadcasters Inc. to Middle Georgia Broadcasting Inc. for \$693,000 ("Changing Hands," April 29). Seller is headed by Lamar Studstill, and owns WLGC-AM-FM Mendota and WXKO-FM Pana, both Illinois. Buyer is headed by B. Ken Woodfin (34%), Milton Hirsch (33%) and Allen Joesten (33%). Woodfin and Hirsch have interests in WGSY(FM) Phoenix City, AL, and WGNE(AM)-WFSY(FM) Panama City, FL. Filed April 19.
- **KEDD(AM) Dodge City and KSCB-AM-FM Liberal, both Kansas** (KEDD: BTC910422ED; 1550 khz; 1.00 kw-D; KSCB(AM): BTC910422EB; 1270 khz; 1 kw-D, 500 w-N; KSCB-FM: BTCH910422EC; 107.5 mhz; 100 kw; ant. 511 ft.)—Seeks transfer of control from Theo C. Landon, executrix of Estate of Alf M. Landon to Theo C. Landon for no cash consideration. Theo Landon is principal of Seward County Broadcasting Co. Inc., licensee, and has no other broadcast interests. Filed April 22.
- **KTMA-TV Minneapolis** (BALCT910422KG; ch. 23; 1740 kw-V; 174 kw-A; ant. 1,150 ft.)—Seeks assignment of license from KTMA Acquisition Corp. to Minnesota TV Group Ltd. for \$4.815 million. Seller is headed by Donald R. Johnston, representative of estate, and has no other broadcast interests. Buyer is headed by Rand Levy and (42.6%) and Gary Marx (42.6%), and has no other broadcast interests. (Petition for rescission of acceptance for filing of this application has been filed by KTMA Acquisition Corp.) Filed April 22.
- **KKUL-AM-FM Hardin, MT** (AM: BAL910425EA; 1230 khz; 1 kw-U; FM: BALH910425EB; 95.5 mhz; 100 kw; ant. -13 ft.)—Seeks assignment of license from Michael K. Rapkoch, receiver, to Bruce Erikson for \$354,354. Seller has no other broadcast interests. Buyer is headed by Erickson and Claude R. Erickson, president and chairman, respectively, of First Security Bank of Livingston (Montana), and has no other broadcast interests. Filed April 25.
- **KQSK(FM) Chadron, NE** (BALH910425GI; 97.5 mhz; 100 kw; ant. 840 ft.)—Seeks assignment of license from Big Sky Company to KLOE Inc. for \$125,000. Seller is headed by Jess Pilkington, Gregg Donald Jones and Alan Greg Kath. Jones has 70% interest in Jackaloper Radio Inc., licensee of KWIV(AM) Douglas, WY, and 22.23% interest in Radio Broadcasters, licensee of KASL(AM) Newcastle, WY. Kath is 5% owner of Kath Broadcasting, licensee of KGOS(AM)-KERM(FM) Torrington, WY, and LPTV K244AR Pine Bluffs, WY. Buyer is headed by KAYS Inc. (60%) and Robert E. Schmidt (40%), and is licensee of KAYS(AM)-KHAZ(FM) Hays, KHOK(FM) Great Bend and KKCI(FM) Goodland, all Kansas. KAYS Inc. also owns cable systems in Kansas. KAYS Inc. also has interests in licensees of KFEQ St. Joseph, MO; KLOE Goodland, KS, AND KCOW(AM)-KAAQ-FM Alliance, NE; KOOQ(AM)-KELN(FM) North Platte, NE; KWBW(AM)-KHUT(FM) Hutchinson, KS. Robert E. Schmidt owns 49.33% of Beach Schmidt Inc., licensee of KVOP(AM)-KATX(FM) Plainview, TX. Filed April 25.
- **WNJR(AM) Newark, NJ** (BAL910422EG; 1430 khz; 5 kw-U)—Seeks assignment of license from Sound Radio Inc. to N. John Douglas for \$6.75 million. Seller is headed by Raphael Diaz, Hugh McComas and Danny Stiles, and has no other broadcast interests. N. John Douglas is majority shareholder of Douglas Broadcasting Inc., which controls licensees of KMAX(FM) Arcadia; KEST(AM) San Francisco; KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. Filed April 22.
- **KDEF(AM) Albuquerque and KMYI(FM) Ar-**
- mijo, both New Mexico** (AM: BAL910426ED; 1150 khz; 5 kw-D, 500 w-N; FM: BALH910426EE; 107.1 mhz; 50 kw; ant. 304 ft.)—Seeks assignment of license from Matteucci Broadcasting Co Inc. to KCST Inc. for undisclosed price. Seller is headed by Richard L. Matteucci, and has no other broadcast interests. Buyer is headed by George R. Chapman, A.C. Smith, George R. Chapman Trusts (50%) and A.C. Smith Trusts (50%). Filed April 26.
- **WBTB(AM) Beaufort and WZYC-FM Newport, both North Carolina** (AM: BAL910426EB; 1400 khz; 1 kw-U; WZYC-FM: BALH910426EC; 103.3 mhz; 100 kw; ant. 459 ft.)—Seeks assignment of license from BD Communications Inc. to Recycled Radio Co. Inc. for assumption of debt. Seller is headed by J. Phillip Goldman, who is vice president of Edens Broadcasting Inc., licensee of KOY-AM-FM Phoenix, AZ; WRBQ-AM-FM St. Petersburg-Tampa, FL; WRVA(AM)-WRVQ(FM) Richmond and WWDE-FM Hampton, both Virginia; and KKLQ-AM-FM San Diego. Buyer is headed by Benjamin S. Ball (43%), Nancy W. Scofield (21.66%), Bruce Naegelen (21.34%) and Philip A. Martin (14.0%). Martin currently owns 8.33% of Coastal Broadcasting Co. Inc. licensee of WNHW(FM) Nags Head, NC. Filed April 26.
- **WMXF-AM-FM Laurinburg and WQDR(FM) Raleigh, both North Carolina** (AM: BTC910412KI; 1460 khz; 5 kw-U; FM: BTCH910412KJ; 96.5 mhz; 100 kw; ant. 985 ft.; WQDR: BTCH910412KK; 94.7 mhz; 100 kw; ant. 1,200 ft.)—Seeks transfer of control from Durham Life Broadcasting Inc. to Donald W. Curtis for exchange of stock (see WPTF(AM) Raleigh, NC, below). Filed April 12.
- **WPTF(AM) Raleigh, NC** (BAL910412KL; 680 khz; 50 kw-U)—Seeks assignment of license from Durham Life Broadcasting Inc. to First State Communications Inc. for \$5 million. Seller is headed by George Womble, and is licensee of WQDR(FM) Raleigh and WMXF-AM-FM Laurinburg (see above), and WPTF-TV Durham, all North Carolina (also being sold). Buyer is headed by Donald W. Curtis (7.14%) and J.C.D. Bailey (14.29%). Bailey owns 60,100 shares (.71%) of Durham Corporation, which owns 100% stock of assignor Durham Life Broadcasting. Bailey is also president and 100% stockholder of Bailey Financial Group Inc., which owns 51,100 shares (.61%) of Durham Corporation. Curtis has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City; WCPA(AM) Tarboro; WGBR(AM)-WKTC(FM) Goldsboro, and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. Filed April 12.
- **WYBH(FM) McConellsville, OH** (BAPH910418HT; 100.9 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of CP from Trell Broadcasting Co. to Quiet Radio Inc. for \$7,671. Seller is headed by David L. Landefeld, and has no other broadcast interests. Buyer is headed by John A. Wharff Jr. (100%) and is president and sole owner of WMOA(AM) Marietta, OH. Filed April 18.
- **WIBF-FM Jenkintown, PA** (BTCH910419HS; 103.9 mhz; 340 w; ant. 1,000 ft.)—Seeks transfer of control from Elaine B. Fox, executrix of estate of William L. Fox, to Elaine B. Fox for no cash consideration. Fox and brother-in-law Irwin C. Fox each hold 50% interest in Fox Broadcasting, licensee. Filed April 19.
- **WYSH(AM) Clinton, TN** (BTC910423EA; 1380 khz; 1 kw-D, 500 w-N)—Seeks transfer of control of Clinton Broadcasters Inc., from James F. Stair to Ronald and Denise Meredith for \$138,749. Seller has interests in Stair Co., licensee of WLAF(AM) LaFollette, TN. Buyers, Ronald (50%) and Denise Meredith (50%), husband and wife, have no other broadcast

interests. Filed April 23.

■ **New FM 1 Montgomery, WV** (BAPH910424HU; 93.3 mhz; 4 kw; ant. 218 ft.)—Seeks assignment of CP from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for \$101,500. Seller is headed by George Waters. Buyer is headed by C. Farrell Johnson (100%), and is licensee of WVAR(AM) Richwood and WCWV(FM) Summersville, WV. Filed April 24.

Actions

■ **WYDE(AM) Birmingham, AL** (BAL901228ED; 850 khz; 50 kw-D, 1 kw-N)—Dismissed app. of assignment of license from Wyde Broadcasting Co. Inc. to Guardian Communications Inc. for \$1.05 million. Seller is headed by American General Media of Texas Inc. (holding company), headed by Anthony S. Brandon and Lawrence Brandon, father and son, and is licensee of WWWG(AM) Rochester, NY; KQXR(AM)-KERN(FM) Bakersfield, CA, and KGEE(FM) Monahaws and KLLF(AM) Wichita Falls, both Texas. Buyer is headed by Mark and Joann McNeil (69.6875%), Leonard and Dolores Koltiska (7.8125%), Richard and Debra David (7.8125%), David McNeil (4.0625%), Daniel and Leslie McNeil (4.0625%), Charles T. Lucas Jr. (3.125%), Pamela Anne Parker and Phyllis W. Spates (3.125%) and Jeff Oberholtzer (.3125%). Guardian Communications is licensee of KFEL(AM) Pueblo, CO, KKIM(AM) Albuquerque, NM; WCCD(AM) Parma, OH; WFEL(AM) Towson, MD, and WTSJ(AM) Cincinnati. Action April 26.

■ **WMML(AM) Mobile, AL** (BAL910311EF; 1410 khz; 5 kw-U)—Granted assignment of license from Lonnie M. Tillis to Albert L. Crain for \$25,000. Seller has no other broadcast interests. Buyer is headed by Albert Crain and Lois B. Crain, husband and wife. Lois Crain owns KGRW(FM) Friona, TX; WAVN(AM) Southaven, MS, and WHLE(FM) Holly Springs, MS. Albert Crain owns KAIR(FM) Crane and KWTa(FM) Electra, both Texas. Action April 26.

■ **WAVH(FM) Mobile, AL** (BAPLH901226GY; 96.1 mhz; 100 kw; ant. 1,141.4 ft.)—Granted assignment of CP from Marathon Communications Inc. to Atmor Properties Inc. Seller is headed by Patrick S. Shaughnessy. Buyer is headed by T.C. Wajnert and R.B. Lasken, and is wholly owned subsidiary of AT&T Commercial Finance Corp., which, in turn, is subsidiary of American Telephone & Telegraph Co. Buyer was also granted assignment of KBUL(FM) Carson City, NV (see below). Action April 9.

■ **KRVZ(AM)-KQAZ(FM) Springerville-Eagar, AZ** (AM: BAL910228EB; 1400 khz; 1 kw-U; FM: BALH910228EC; 101.7 mhz; 3 kw; ant. -97 ft.)—Granted assignment of license from Radio Paradise Inc. to Double Z Enterprises Inc. for \$130,000. Seller is headed by William S. Gardner Jr. and Michaelette Gardner, husband and wife, and has no other broadcast interests. Buyer is headed by Theodore M. Barbone (25%), Jack A. Fansher (25%), Bert H. Wunderlich (25%) and Michael J. Barbone (25%), and has no other broadcast interests. Action April 25.

■ **KYEL-TV Yuma, AZ** (BALCT910318KE; ch. 13; 316 kw-V; ant. 1,700 ft.)—Granted assignment of license from Beacon Broadcasters Ltd. to KB Media Inc. for \$1.4 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser, and recently sold WCFT-TV Tuscaloosa, AL ("Changing Hands" Jan. 28). Buyer is headed by John A. Radeck (33.3%), William H. Sanders (33.3%), Janice W. Radeck and Kenneth L. Bazzle (33.3%). Sanders is 80% stockholder of Martin Media Inc., general partner of Cal Valley Radio Ltd., licensee of KVFX(FM) Manteca, CA; 50% stockholder of Radeck Broadcasting Inc., general partner of Big Sky Broadcasting Ltd., licensee of KTVH(TV) Helena, MT; 5% shareholder of Downs Broadcasting Inc., licensee of WAFX-FM Prattville, AL, and KDXR-FM Borger, TX; .2% shareholder of Turner Broadcasting System Inc., parent of WTBS(TV) Atlanta; 50% stockholder of CDK Communications Inc., general partner of Kentucky Radio Ltd., licensee of WAXU(AM)-WTKT(FM) Georgetown, KY; 49% stockholder of Picus Broadcasting Corp. Inc., licensee of WZAZ(AM) Jacksonville and WZAZ-FM Green Cove Springs, both Florida; chairman and 85% shareholder of Chattanooga Radio, general partner of Tennessee Communications Ltd., li-

censee of WNOO(AM) Chattanooga and WFXS(FM) Saddy-Daisy, both Tennessee, and director of Jones Intercable Inc., which operates cable systems in 25 states. Action April 24.

■ **KGIW(AM)-KALQ-FM Alamosa, CO** (AM: BAL901207EA; 1450 khz; 1 kw-U; FM: BTCH901207EB; 93.5 mhz; 2.8 kw; ant. 130 ft.)—Granted assignment of license from Community Broadcasting Corp. to Dale K. Burns for no cash consideration; Darrell K. and Hazel Burns, husband and wife, are transferring their stock interest to son Dale as gift. Community Broadcasting Corp. is headed by Darrell K. and Hazel L. Burns, Dean K. and Gayle Burns, husband and wife, and Dale K. and Marilyn Burns, husband and wife, and is licensee of KRSN(AM) Los Alamos, NM (see below). Dean Burns is 100% shareholder of Torjaq Radio Inc., licensee of KNLA(FM) White Rock, NM. Action April 22.

■ **WKUN(AM) Monroe, GA** (BTC910318EB; 1580 khz; 1 kw-D)—Granted transfer of control from Community Broadcasting Co. to Linda Gail Lapann & John C. Poss for \$205,000. Seller is headed by Frank D. Morris Jr., and has no other broadcast interests. Buyer is headed by Lapann (45%), Poss (45%) and Frank D.

Morris Jr. (10%), and has no other broadcast interests. Action April 26.

■ **WBJC(FM) Baltimore** (BALED910228HT; 91.5 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Community College of Baltimore to New Community College of Baltimore for no cash consideration. Seller is headed by Community College board of trustees, and has no other broadcast interests. Buyer is headed by James D. Tschechtelin and Marion W. Pines, and has no other broadcast interests. April 22.

■ **WALI(AM)-WROG(FM) Cumberland, MS** (AM: BAL910305ED; 1230 khz; 1 kw-U; FM: BALH910305EE; 102.9 mhz; 3.5 kw; ant. 1,400 ft.)—Granted assignment of license from Tschudy Communications Corp. to James P. O'Leary, Robert H. Long Jr. and Alfred A. Ruscito for \$1.8 million. Seller is headed by Early Judy Jr., Robert S. Janney and Joyce Jenkins, and is also licensee of WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Westover, WV; WCRO(AM) Johnstown, PA, and WSKO(FM) Buffalo Gap, VA. Judy is president and 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG(FM) Mount Jackson, VA. Buyer is headed by O'Leary (40%), Long (35%)

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%

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

and Ruscito (25%). O'Leary is 50% stockholder and president of Laurel Broadcasting Co. Inc., licensee of WISL(AM) Shamokin, PA. Action April 25.

■ **KBUL(FM) Carson City, NV** (BALH901226GZ; 98.1 mhz; 75.9 kw; ant. 2.273 ft.)—Granted assignment of license from Marathon Communications Inc. to Atmor Properties Inc. Seller is headed by Patrick S. Shaughnessy. Buyer is headed by T.C. Wajnert and R.B. Lasken, and is wholly owned subsidiary of AT&T Commercial Finance Corp., which, in turn, is subsidiary of American Telephone & Telegraph Co. Buyer was also granted assignment of WAVH(FM) Mobile, AL (see above). Action April 9.

■ **KRSN(AM) Los Alamos, NM** (BTC901207EC; 1490 khz; 1 kw-U)—Granted transfer of control from Community Broadcasting Corp. to Dean K. Burns for no cash consideration; Darell K. and Hazel Burns, husband and wife, are transferring their stock to son Dean as gift (see above). Action April 22.

■ **WSYN FM Georgetown, SC** (BALH910301HR; 106.5 mhz; 50 kw; ant. 530 ft.)—Granted assignment of license from Beach Broadcasting of SC Inc. to Sunny Broadcasters Inc. for \$1.1 million. Seller is headed by Barry Brown, receiver, and has no other broadcast interests. Buyer is headed by Richard T.

Laughridge (33.3%), Charles S. Morris (33.3%) and J. Lewis Cromer (33.3%). Laughridge is general manager of WLTX(TV) Columbia, SC, owned by Lewis Broadcasting Corp. of Savannah, GA. Lewis Broadcasting also owns WJCL-FM-TV Savannah and WLTZ(TV) Columbus, both Georgia, and WSTZ-FM Vicksburg and WZRZ-AM Jackson, both Mississippi. Laughridge is vice president of but has no ownership interest in Lewis Broadcasting. Action April 24.

■ **KZMX-AM-FM Hot Springs, SD** (AM: BAL910228ED; 580 khz; 500 w-D, 310 w-N)—Granted assignment of license from Tracy and Valerie Bastian to Communication Systems Management Inc. for \$150,000. Seller has no other broadcast interests. Buyer is headed by Carl R. Cunningham (33.3%), David A. Shulman (33.3%) and John C. Messenger (33.3%), and has no other broadcast interests. Action April 25.

■ **KPOS(AM) Post, TX** (BAL901218EE; 1370 khz; 1 kw-D)—Granted assignment of license from American Indian Broadcasting Group Inc. to James G. Boles for \$250,000. Seller is headed by Jack W. Bursack and Lynwood H. Eaton, and is permittee of KKLK(FM) San Angelo, and licensee of KFJ(FM) Abilene, both Texas. Bursack is 98.6% shareholder of Smyrna

Broadcasting Corp., licensee of WKXB(AM) Smyrna, TN. Eaton is 100% shareholder of Wilson County Broadcasting Inc., licensee of WCOR(AM) Lebanon, TN. Buyer is headed by James G. Boles (100%), owner of KSEL-AM-FM Portales, NM. Action April 23.

■ **KROB(FM) Robstown, TX** (BALH910227HX; 99.9 mhz; 100 kw; ant. 289 ft.)—Granted assignment of license from Coastal Bend Broadcasting Corp. to KDOS Ltd. for \$600,000. Seller is headed by George Leon Gossage, and has no other broadcast interests. Buyer is headed by KDOS Radio Inc. (70% GP.P) Titchener Media System Inc. (26% P), Amador Garcia, (4% P), Luis Munoz (62% VS), Al Herrera (38% VS) and Amador Garcia. KDOS Ltd. is licensee of KUNO(AM) Corpus Christi, TX. Action April 24.

■ **WLL(AM)-WGOL(FM) Lynchburg, VA** (AM: BTC910226HF; 930 khz; 5 kw-D, 49 w-N; FM: BTCH910226HG; 98.3 mhz; 3 kw; ant. 240 ft.)—Granted transfer of control from Douglas Broadcasting Inc. to Hong-Cuthrell Communications Inc. for \$1. Transferor is headed by George B. Douglas III and Megan Douglas, and has no other broadcast interests. Transferee is headed by James M. Hong, Donald W. Cuthrell Jr., Charles E. Coreth, Hong-Cuthrell Com-

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munications Inc. (22.1%) and Hong-Management Corp. (43.7%), and has no other broadcast interests. Action April 24.

■ **WBNI(AM) Roanoke, VA (BAL910314EC; 910 khz; 1 kw-D)**—Granted assignment of license from Commonwealth Media Corporation to Perception Media Group Inc. for \$150,000. Station is currently dark. Licensee, Commonwealth Media, is headed by Michael M. Waldvogel, and has no other broadcast interests. Buyer is headed by Ben Peyton and Jozan Peyton, husband and wife, and Lacy G. Raines Jr. and Betty Raines, husband and wife, and has no other broadcast interests. Action April 25.

■ **KLDY(AM) Lacey, WA (BAL910207EA; 680 khz; 250 w-D)**—Granted assignment of license from Capital Development Co. to Help Ministries Inc. for \$75,000. Seller is headed by Robert L. and Dorothy L. Blume, husband and wife, and has no other broadcast interests. Buyer is headed by Richard Ellison (16.67%), James Overrein (16.67%) and George Hamilton (16.67%), and is general partner of Ferndale Radio Partnership, licensee of KNTR(AM) Ferndale, WA. Action April 22.

■ **KNSN Walla Walla, WA (BTCH901221HQ; 97.1 mhz; 50 kw; HAAT: ANT 1,360 ft.)**—Granted transfer of control from STL Inc. to Johnson Communications Inc. for \$105,400. Seller is headed by Mary Alice Taggart and Floyd M. Stevens, and has no other broadcast interests. Buyer is headed by Jerry L. Johnson, and has no other broadcast interests. Action April 19.

■ **WHSM-AM-FM Hayward, WI (AM: BTC910204GF; 910 khz; 5 kw-D, 75 w-N; FM: BTCH910204GG; 101.7 mhz; 1.45 kw; HAAT: ANT 466 ft.)**—Granted transfer of control from Lowrey Communications Inc. to Arlie L. Davison and Ross A. Fleischmann for \$20,000. Transferor is headed by Paul E. Lowery, and has no other broadcast interests. Transferee is headed by Ross A. Fleischmann (44.5%), Arlie L. Davison (44.5%) and Jerome Russo (11%). Fleischmann has 5% ownership interest in Foxfire Communications, licensee of KJFM(FM) Louisiana, MO. Action April 24.

NEW STATIONS

Applications

■ **Nome, AK (BPED910410ME)**—Catholic Bishop of Northern Alaska seeks 96.1 mhz; 1 kw; ant. -42 m. Address: 1316 Peger Rd., Fairbanks, AK 99709. Principal is also licensee of KNOM(AM) Nome, AK. Filed April 10.

■ **Milton, FL (BPH910402MC)**—Faith Bible College Inc. seeks 90.5 mhz; 6 kw; ant. 49 m. Address: 1207 Hamilton Bridge Rd., Milton, FL 32570. Principal is headed by Edwin M. Johnson, and has no other broadcast interests. Filed April 2.

■ **Crown Point, IN (BPED910409MF)**—The Moody Bible Institute of Chicago seeks 98.7 mhz; 27.5 kw; ant. 161 m. Address: 820 N. LaSalle Dr., Chicago, IL 60610. Principal is headed by Joseph M. Stowell, and is licensee of five AM and 10 FM noncommercial stations. Filed April 9.

■ **Vinton, IA (BPH910410MF)**—Kenneth C. Rosato seeks 107.1 mhz; 6 kw; ant. 100 m. Address: 303 Webster Ave., New Rochelle, NY 10801. Principal has no other broadcast interests. Filed April 10.

■ **Clearwater, KS (BPH910411MB)**—Clearwater Broadcast Group Inc. seeks 98.7 mhz; 2.51 kw; ant. 150 m. Address: 3500 N. Rock Rd., Wichita, KS 67226. Principal is headed by Britt G. Pate, Carman H. Pate Sr. and Emory A. Wadlow Jr., and has no other broadcast interests. Filed April 11.

■ **Clearwater, KS (BPH910412MD)**—Gary L. Violet seeks 98.7 mhz; 6 kw; ant. 100 m. Address: 331 N. Point Lookout, Hot Springs, AR 71913. Principal is licensee of KSUX(FM) Winnebago, NE; KSPG(AM)-KBUZ(FM) El Dorado, KS. Filed April 12.

■ **Pearl, MS (BPH910401MA)**—Addey Communications Inc. seeks 93.9 mhz; 3 kw; 100 m. Address: 2229 Bellingrath Rd., Jackson, MS 39211. Principal is headed by Hattie Mae Houston and William H. Deterly Jr. Filed April 1.

■ **Pearl, MS (BPH910401MB)**—Cynthia Grammar seeks 93.9 mhz; 6 kw; ant. 100 m. Address: 1668 Ravenwood Lane, Pearl, MS 39208. Principal has no other broadcast interests. Filed April 1.

■ **Asbury, MO (BPH910410MG)**—William Bruce Wachter seeks 103.5 mhz; 6KW; 100 m. Address: 1612 Woodland Terrace. Pittsburg, KS 66762. Principal has no other broadcast interests. Filed April 10.

■ **Butte, MT (BPCT910415KG)**—Big Horn Communications Inc. seeks ch. 18; 2712 kw; ant. 595 m. Address: 2116 Broadwater Ave., Billings, MT 59102. Principal is headed by Thomas Hendrickson, and is licensee of KOUS-TV Billings, KYUS-TV Miles City and KCTZ(TV) Bozeman, all Montana; KZMQ-AM-FM Greybull, WY, and LPTV K25BP Billings and translator K17AD Lewistown, both Montana. Filed April 15.

■ **Clovis, NM (BPH910409MB)**—Karen Ann Mainieri seeks 102.3 mhz; 25 kw; ant. 100 m. Address: Quarters 6306-C, USAFA, Colorado Springs, CO 80840. Principal has no other broadcast interests. Filed April 9.

■ **Newark, OH (BPED910412MA)**—Board of Education, City School District seeks 91.7 mhz; .6 kw-V; ant. 94 m. Address: 270 E. State St., Columbus, OH 43215. Principal is headed by John A. Middleton, and is licensee of non-commercial, educational WCBE(FM) Columbus, OH. Filed April 12.

■ **Reading, OH (BPED910412MC)**—Southwestern Ohio Seniors' Services Inc. seeks 89.3 mhz; .34 kw; ant. 73 m. Address: 11100 Springfield Pike, Cincinnati, OH 45246. Principal is headed by Michael A. Hirschfeld, and has no other broadcast interests. Filed April 12.

Actions

■ **San Carlos, AZ (BPH900117MR)**—Returned app. of Desert West Air Ranchers Corp. for 103.7 mhz; 6 kw; ant. 66 m. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is headed by Ted Tucker and Jana Tucker, and has no other broadcast interests. Action April 23.

■ **Guilford, CT (BPED880331MB)**—Granted app. of Fine Arts Radio Inc. for 91.5 mhz; 2 kw H&V; ant. 25 m. Address: C/O Friedman, Mellitz & Newman, 1 Eliot Place, Fairfield, CT 06430. Principal is headed by Kurt A. Anderson, and has no other broadcast interests. Action April 23.

■ **Fort Walton Beach, FL (BPH791114AD)**—Granted app. of Juanina Inc. for 96.5 mhz; 97.5 kw; ant. 300 m. Address: 17 Racetrack Rd., Fort Walton Beach, FL 32548. Principal has no other broadcast interests. Action April 24.

■ **Sarasota, FL (BPED880624MJ)**—Granted app. of Southwest Florida Community Radio Inc. for 89.1 mhz; 100 kw H&V; ant. 131 m. Address: 1860 Boycout Dr. #202, Ft. Myers, FL 33907. Principal is headed by Robert D. Augsburg, and has no other broadcast interests. Action April 25.

■ **Wailuku, HI (BPCT900730KE)**—Granted app. of Lesea Broadcasting Corp. for ch. 21; 44.25 kw; ant. -113 m. Address: P.O. Box 12, South Bend, IN 46624. Principal is headed by Lester Sumrall, et al., and is licensee of WHME-FM-TV South Bend and WHMB-TV Indianapolis, both Indiana; KWHB(TV) Tulsa, OK; WHKE(TV) Kenosha, WI; KWHD(TV) Castle Rock, CO; KWHE(TV) Honolulu and KWHH(TV) Hilo, both Hawaii; 69EK Oklahoma City; W15AM Grand Rapids, MI; and KWHR Honaunau, HI. Action April 25.

■ **Louisville, KY (BPH880126NZ)**—Granted app. of Derby Broadcasters Ltd. for 100.5 mhz; 50 kw H&V; ant. 150 m. Address: 910 E. Oceanview Ave. #9, Norfolk, VA 23503. Principal is headed by Patrick L. Mellon and James A. Crumlin, and has no other broadcast interests. Action April 23.

■ **Monroe, LA (BPED900730MF)**—Granted app. of Bible Broadcasting Network Inc. for 89.3 mhz; 1 kw; ant. 121 m. Address: P.O. Box 1818, 130 N. Battlefield Blvd., Chesapeake, VA 23320. Principal is headed by Lowell L. Davey. Action April 23.

■ **Saginaw, MI (BPH880825NO)**—Granted app. of Thomas M. Eells for 104.5 mhz; 3 kw H&V; ant. 100 m. Address: 10750 Cushman Ave., Los Angeles CA 90064. Principal has no other broadcast interests. Ac-

tion April 18.

■ **Farmington, NH (BPH880714MJ)**—Granted app. of Stephen E. Powell for 106.5 mhz; .376 kw; ant. 285 m. Address: Pinkham Notch Rd. Box 326, Jackson, NH 03846. Principal has no other broadcast interests. Action April 25.

■ **Old Forge, NY (BPH880714NQ)**—Dismissed app. of Fulton Chain Broadcasting Inc. for 99.7 mhz; 3 kw H&V; ant. 100 m. Address: 4907 Rutland Place, Alexandria, VA 22304. Principal is headed by Kathy G. Root, and has 8.25% voting stock interest in Petroleum V Nasby Corp., licensee of WSWR(FM) Shelby, OH. Action April 18.

■ **Hamlet, NC (BPH880428ML)**—Granted app. of Sherrell Jackson for 104.3 mhz; 3 kw H&V; ant. 100 m. Address: 420 Airport Rd. Rockingham, NC 28379. Principal has no other broadcast interests. Action April 22.

■ **Manchester, OH (BPH890223ME)**—Granted app. of Jewell Schaeffer Broadcasting Co. for 101.3 mhz; 3 kw; ant. 100 m. Address: 201 E. 5th St. Suite 1700, Cincinnati, OH 45202. Principal is headed by James P. Wagner, minor shareholder in Jacor Communications Inc. Garey A. Beckett, principal, is 20% shareholder in Foothills Communications Associates, holder of CP for new WBPK(FM) Flemingsburg, KY. Action April 22.

■ **Gloucester, VA (BPH880324MO)**—Granted app. of Robinson Communications Ltd. for 99.1 mhz; 3 kw H&V; ant. 100 m. Address: P.O. Box 634, Main St., Gloucester, VA 23061. Principal is headed by Thomas W. Robinson and William L. Fure, and has no other broadcast interests. Action April 22.

■ **Kelso, WA (BPH881215ME)**—Granted app. of Washington Interstate Broadcasting Co. Inc. for 94.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 90, Kelso, WA 98626. Principal is headed by Stephen Hanson, and has no other broadcast interests. Action April 24.

■ **Mosinee, WI (BPH881202MB)**—Granted app. of Peggie Post Mallery for 94.7 mhz; 50 kw; ant. 150 m. Address: 2299 River Forest Lane, Mosinee, WI 54455. Principal has no other broadcast interests. Action April 25.

FACILITIES CHANGES

Applications

AM

■ **Modesto, CA KFIV(AM) 1360 khz**—April 17 application for mod. of CP (BP890718AD) to augment nighttime pattern.

FM's

■ **Winton, CA KEAL(FM) 98.7 mhz**—April 22 application for CP to change ERP: 4.4 kw H&V; ant.: 117 m.; TL: Old Lake Rd., CA, 8.31 km from main post office in downtown Merced on bearing of 12.4 degrees (T).

■ **Tallahassee, FL WVFS(FM) 89.7 mhz**—April 19 application for CP to change ERP: 2.7 kw V; ant.: 53 m V.

■ **Rantoul, IL WLTM(FM) 96.1 mhz**—April 23 application for mod. of CP (BPH860924MB) to change ERP: 4 kw H&V; change ant.: 123 m.; TL: Rte. 4 Box 63, Champaign, IL 61821.

■ **Emporia, KS KEGS(FM) 101.7 mhz**—April 22 application for CP to change ERP: 39 kw H&V; change ant.: 169 m.; change TL: located in Rural Greenwood County, KS, 4.8 km W and 1.3 km S of Madison, KS.; change to channel 269C2 (per docket #90-65).

■ **Lafayette, LA KSJY(FM) 90.9 mhz**—April 22 application for CP to change ERP: 6 kw H&V; ant.: 145 m.; change class: C3.

■ **Leesville, LA KVVP(FM) 105.5 mhz**—April 22 application for CP to change ERP: 25 kw H&V; ant.: 100 m.; change TL: NE 1/4 of SE 1/4 of Twp. 1 S, range 8 W, section 19, 6 km S of Ft. Polk, Vernon Parish, LA, change to channel 289C3 (per docket #89-378).

■ **Collegeville, MN KNSR(FM) 88.9 mhz**—April 22 application for CP to change community of licensee (from Collegeville to St. Joseph, MN).

■ **Windom, MN KDOM-FM 94.3 mhz**—April 22 appli-

cation for CP to change ant.: 102 m.

■Sparta, MO KLTQ(FM) 96.5 mhz—April 22 application for CP to change ERP: 50 kw H&V; ant.: 149.9 m.; change TL: 1 km from Highlandville, MO., bearing from antenna site to Highlandville is 143 degrees, MO. 36 56 23N 93 17 15W; class: C2 (per Docket #89-449).

■Lawrenceville, NJ WRRR(FM) 88.5 mhz—April 22 application for CP to change ERP: .02 kw H&V; ant.: 11 m.; change TL: Student Center of Rider College Lawrenceville, NJ.

■Archbold, OH (no call letters) 89.5 mhz—April 23 application for mod. of CP (BPED880819ME) to change ERP: 20 kw H&V; change ant.: 100 m.; TL: S Side County Rd., "W", E of CO. Rd. 22, Henry County, OH. 3 km SE of Archbold; class: B1.

■Langston, OK KALU(FM) 90.7 mhz—April 23 application for CP to change ERP: .151 kw H&V; ant.: 61 m.; change FREQ: 89.3 mhz; TL: Langston University Campus, N of State Hwy. 33 in OK; class: C1.

■West Carrollton, OH WROU(FM) 92.1 mhz—April 24 application for mod. of CP (BPH860606MI) to change ERP: .89 kw H&V; change ant.: 182 m.; TL: 1731 Soldiers Home Rd., Dayton, OH.

Actions

AM

■San Mateo, CA KOFY(AM) 1050 khz—April 24 application (BP900226AE) dismissed for CP to change TL: .28 km NE of San Francisco-Oakland Bay Bridge Toll Plaza, Oakland, CA and make changes in antenna system 37 49 34N 122 18 38W.

FM's

■Bethel, AK KBTB(FM) 107.9 mhz—April 25 application (BMPH900821IA) granted for mod. of CP (BPH870615MD as mod.) to change FREQ: 98.3 mhz; ERP: 25 kw H&V; ant.: 34 m.; change class: C3 (per docket #89-281).

■Kingsburg, CA KJET(FM) 106.3 mhz—April 23 application (BMPH900911IB) granted for mod. of CP (BPH880912MD as mod.) to change ERP: 3.926 kw H&V; ant.: 121 m.; TL: W side of 9th Ave., 9.9 km SW of Kingsburg, CA.

■Santa Cruz, CA KFER(FM) 89.9 mhz—April 23 application (BMPED900705ME) granted for CP to change ant.: 8 m.; change TL: 199 Outlook Rd., Soquel, Santa Cruz, CA 37 00 45N 121 58 25W.

■Walnut Creek, CA KKIS-FM 92.1 mhz—April 23 application (BPH901204IA) dismissed for CP to change ERP: 1 kw H&V; change ant.: 246 m.; TL: N side of Kirker Pass Rd., 3.8 km SW of Pittsburg, CA.

■Key West, FL WAIL(FM) 95.5 mhz—April 10 application (BPH900322ID) granted for CP to change FREQ: 99.5 mhz; change ant.: 73 m. (per docket #21239).

■New Smyrna Beach, FL WJLU(FM) 89.7 mhz—April 23 application (BMPED900910MA) granted for mod. of CP (BPED900315IC) to change ERP: 5 kw H&V; ant.: 100 m.; change class: C3.

■Forsyth, GA WFXM-FM 100.1 mhz—April 23 application (BMPH901029ID) granted for mod. of CP (BPH880404IG) to change ERP: 2 kw H&V; ant.: 175 m.; TL: near Shi Rd., approximately .4 km E of intersection of Shi Rd. and King Rd., 6 km S of Smart, GA.

■Coushatta, LA KSBH(FM) 92.3 mhz—April 22 application (BMPH910118IE) granted for mod. of CP (BPH880415ME) to change FREQ: 94.9 mhz; ERP: 25 kw H&V; TL: located on Farm Rd., 1.1 km W of LA 485, 2.1 km SW of Powhattan, Natchitoches Parish, LA; class: C3 (per docket #89-447).

■Mount Pleasant, MI WCZY-FM 104.3 mhz—April 24 application (BMPH891013IC) granted for mod. of CP (BPH861002TK) to change ERP: 3 kw H&V; ant.: 100 m.; TL: 1160 E Remus Rd., Mount Pleasant, MI.

■Ypsilanti, MI WEMU(FM) 89.1 mhz—April 23 application (BMPED900330IA) granted for mod. of CP (BPED870317KC) to change other: change directional pattern.

■Branson, MO KRZK(FM) 106.3 mhz—April 24 application (BPH901224IJ) granted for CP to change ERP: 8.70 kw H&V; change ant.: 168 m.; TL: S side

of U.S. 160, .4 mi E of S.R. 176, 36 43 33N 93 10 05W; class: C3 (per docket #89-408). Original ARN of this application was BPH901130IB.

■Nags Head, NC WNHV(FM) 92.3 mhz—April 26 application (BPH901231IB) granted for mod. of CP (BPH900820IA) to change ERP: 25 kw H&V; ant.: 53 m.; freq: 92.5 mhz; class: C3 (per docket #90-317).

■Havertown, PA WHHS(FM) 89.3 mhz—April 23 application (BPED900608MP) granted for CP to change FREQ: 107.9 mhz; change ERP: .014 kw H&V; ant.: 49 m.

■Electra, TX KWTA(FM) 95.1 mhz—April 22 application (BMPH901224IC) returned for mod. of CP (BPH880614IC) to change ant.: 128 m.; TL: 1.5 mi NE of Haynesville, TX on Hwy. 25; other: request short spacing by .7 km.

■Clinchco, VA WDIC-FM 93.1 mhz—April 25 application (BMLH900706KE) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■Grand Coulee, WA KEYG-FM 98.5 mhz—April 24 application (BPH900828IC) granted for CP to change ERP: 100 kw H; 85 kw V; ant.: 302.75 m.; TL: in Lincoln County on Jack Wood Butte, 8.6 km N of Almira, WA; change to class C (per RM 6702).

■Seattle KING-FM 98.1 mhz—April 23 application (BPH861104IE) granted for CP to change ant.: 319 m.

TV's

■Waterloo, IA KFSC(TV) ch. 22—April 24 application (BMPCT901213KE) granted for mod. of CP (BPCT861216KZ) to change ERP: 883.4 kw (vis); ant.: 39 m; TL: 271 Vinton St., Waterloo, IA 42 29 43N 92 19 16W; antenna: Andrew ALP24ML-HSOC-22. (BT).

■Biloxi, MS WMAH-TV ch. 19—April 24 application (BPET901106KG) granted for CP to change ERP: 1.611 kw (vis); ant.: 478 m; TL: 19 km ENE of McHenry, MS; antenna: Dielectric TFU-30 JDA Custom Skull (DA)(BT) 30 45 14N 88 56 44W.

■Dayton, OH WPTD(TV) ch. 16—April 23 application (BPET901018KG) granted for CP to change ERP: 1,500 kw (vis); ant.: 350.4 m; 39 43 16N 84 15 00W.

■Portland, OR KCVF(TV) ch. 40—April 23 application (BMPCT901207KF) granted for mod. of CP (BPCT811019KG) to change ERP: 2100 kw (vis); ant.: 529.9 m; TL: 160 NW Miller Rd., Multnomah County, OR; ANT: Andrew Corp. ATW25H2-HT01-40H(BT); 45 31 17N 122 45 04W.

CALL LETTERS

Applications

Existing AM's

WJOC(AM) WDXB Tennessee Valley Sports Inc.; Chattanooga, TN

WZAO(AM) WQPN Praise Family Worship Center; Moundsville, WV

Existing FM's

KQNN(FM) KOPY Robert R. Bruton; Alice, TX

WWBS(FM) WFYR Major Broadcasting of Chicago Inc.; Chicago

WZZM-FM WSCG Target Market Radio Inc.; Corinth, NY

Grants

New FM's

WBJI(FM) Roger E. Paskvan; Blackduck, MN

WFSP-FM WFSP Inc.; Kingwood, WV

WFUA(FM) Oak Harbor Community Broadcasting Inc.; Oak Harbor, OH

WFUB(FM) Deanne Brothers Broadcasting Corp.; Orange, MA

WFUC(FM) Purdue University; West Lafayette, IN

WFUD(FM) Honeoye Falls Radio Inc.; Honeoye Falls, NY

WGOG-FM Appalachian Broadcasting Co., Inc.;

Walhalla, SC

WISQ(FM) John H. Hackman; Neillville, WI

WJZX(FM) Scranton Communications Inc.; Scranton, SC

WMJL-FM Crittenden County Broadcasting Co. Inc.; Marion, KY

WMUF-FM Benton-Weatherford Broadcast TN; Paris, TN

WONO(FM) TBJ Broadcasting Partnership; Walterboro, SC

WVRC-FM Star Communications Inc.; Spencer, WV

KASM-FM Barbara Gretsch; Albany, MN

KBHR(FM) Parallel Communications, California Ltd. partnership; Big Bear City, CA

KFTC(FM) Robert M. Mason; Great Falls, MT

KFTE(FM) JBC Inc.; Breaux Bridge, LA

KFTG(FM) Community Radio Inc.; Santa Fe, TX

KFTN(FM) Minnesota Public Radio; Sun Valley, ID

KNSQ(FM) Oregon State Board of Higher Ed.; Mt. Shasta, CA

KOSE-FM Pollack Broadcasting Co.; Wilson, AR

Existing AM's

KBLA(AM) KDAY Fred C. Sands Inc.; T/A Redi Media; Santa Monica, CA

KEIO(AM) KWVG Michael Venditti and Don Weringer; Hamby, TX

KZVE(AM) KXTN TK Communications Inc.; San Antonio, TX

WAZX(AM) WRAF Milton Broadcasting Co.; Alpharetta, GA

WBGs(AM) WTGR Point Pleasant Broadcasting Co.; Point Pleasant, WV

WBIZ(AM) WEUZ Americus Communications #1 Ltd.; Eau Claire, WI

WBNN(AM) WBYG Union City Radio; Union City, IN

WDTL(AM) WRDC Larry G. Fuss; Cleveland, MS

WGBB(AM) WBAB Noble Broadcast of New York Inc.; Freeport, NY

WSNI(AM) WSNI Thomasville Radio Inc.; Thomasville, GA

WTKT(AM) WZXU Kentucky Radio Ltd.; Georgetown, KY

WWHL(AM) WLRQ EZY Communications Inc.; Cocoa, FL

WXYB(AM) WGNB The Moody Bible Institute of Chicago; Indian Rock Beach, FL

WYFN(AM) WSIX Bible Broadcasting Network Inc.; Nashville

Existing FM's

KBXX(FM) KFMC Cook Inlet Radio Partners Ltd.; Houston

KDKS(FM) KWQI FM Broadcasting Corp.; Alexandria, LA

KIXS(FM) KZEU Radio Victoria Inc.; Victoria, TX

KMAT(FM) KCHP Susan E. Turgetto; Sutter Creek, CA

KMMA(FM) KZZF Liggett Broadcast Inc.; Hanford, CA

KPHR(FM) KMSD-FM Tobin Broadcasting Co. Inc.; Milbank, SD

KTKX(FM) KTJB Radio New Boston Inc.; New Boston, TX

KVRQ(FM) KVRK Clarke Broadcasting Corp.; Atwater, CA

KWMX(FM) KSEA Bonneville Holding Co.; Seattle

KXTN(FM) KZVE TK Communications Inc.; San Antonio, TX

CLASSIFIED



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). See last page of Classified Section for closing dates, box numbers and other details. And congratulations from all of us at BROADCASTING.

RADIO

HELP WANTED MANAGEMENT

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.

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.

General sales manager wanted for Florida medium market. Beautiful city. Excellent market. Apply now for June or July start. EOE. Box C-8.

Local sales manager wanted immediately by Jammin' 92 FM Cleveland, Ohio. Applicant must have successful experience working with vendor and co-op plans. We're looking for a person with good motivational, training and developmental business skills. CRMC a plus. Send resume and samples of successful retail presentations to: Carl Kitts, CRMC, General Sales Manager, Jammin' 92 FM, 2156 Lee Road, Cleveland Hts, OH 44118. EOE. M/F.

Highly qualified CFO needed to complete management team of newly forming radio group with aggressive growth plans. Must have successful group experience that has included station acquisition evaluation and negotiation, debt sourcing, negotiation, structuring and placement, and administration of corporate and station tracking systems. Top salary and equity position. EOE. Respond to Box C-9.

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 to 1 or 2 state areas. Send or fax resume to: International Broadcast Services, Inc., 167-B Belle Forest Circle, Nashville, TN 37221. 615-646-3628 (fax). EOE.

Aggressive GM for expanding group owner is being sought. Midwest opportunity for a manager seeking position with financially solid group operator. Send resume, references and compensation history to Mid-America Radio Group, Box 1970, Martinsville, IN 46151 or call 317-349-1485. EOE.

Sales manager: Currently or recently employed sales manager wanted for a Chicagoland AM station. This is an exceptional and lucrative opportunity for a creative, conscientious and ambitious person. Please send evidence of your ability to develop, maintain and motivate a six person sales team -- and a history of your sales results -- along with your resume and compensation history. All replies will remain confidential. Reply to Box C-24.

General sales manager wanted at KTHT-FM in Fresno, CA. Applicant must have experience in running a high performance sales department. People skills are a must. You must be able to operate your own department. Resumes to Randall L. Rahe VP/GM KTHT Radio, 2772 E. Shaw, Fresno, CA 93710. EOE.

General manager: Former group owner ready to tackle your most pressing problem. Let's talk and I'll tell you why. Write to Box C-23.

General manager, Albany, NY: Group broadcaster seeks general manager for WGNA-AM/FM. Outstanding facility, consistently great ratings. Needs experienced leader. Send resume and letter with income history in confidence to: David S. Gingold, President/COO, Barnstable Broadcasting, Inc., PO 9042, Waltham, MA 02254. EEO.

Sales manager needed: WOWO AM/FM, Fort Wayne. Aggressive, assertive motivator needed to take young sales staff to their top billing potential. Must have experience in radio sales management and AM full service/sports sales know-how a plus. Rush resume in confidence to General Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. EOE.

HELP WANTED SALES

Top performer wanted: Dominant AOR in Omaha, NE needs experienced, proven heavy hitter to find the \$40,000+ we are missing each month. Solid company, strong benefits, great opportunity. Aggressive, motivated candidates should mail or fax resume to: Taylor Walet, c/o KEZO, Suite 192, 11128 John Galt Blvd., Omaha, NE 68137. Fax: 402-592-4538. EOE.

HELP WANTED NEWS

Radio/TV news combo. Akron's #1 radio station, WNIR and the new TV 29 are expanding. We have openings for news director/anchor and anchor/reporters. Radio news background required. TV news background optional. Send tape and resume to Bill Klaus, WNIR/TV 29, Box 2170, Akron, OH 44309. EEO.

Anchor-reporter. Small market full-service/AC. Northeast. Minimum one year commercial experience. Reply "Right Direction," PO Box 3552, New Haven, CT 06525. EOE.

Producer: Minnesota Public Radio seeks an individual responsible for on-air material and presentation during assigned hours. Ideal candidate will have college degree; 3-5 years radio broadcast experience; previous on-air and/or long-form program production experience; public radio programming knowledge. Send letter, resume and audition tape (showing production and editing skills). Deadline May 18. No calls please. Human Resources/Producer, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. EOE.

News director, WUFT-FM, Gainesville, Florida. Coordinates, administers/implements computerized daily news service with heavy student involvement from nationally recognized college of journalism/communications. Recruits, auditions, trains and evaluates 50-student news staff and 2 news pros in public radio news production and techniques of good broadcast journalism. Monitor student/staff performance, team-teaches news gathering and presentation with staff and j-faculty. Reports to station manager, with cooperation of PD, Telecomm Chair to operate as member of overall station team. Uses ENR computerized AP wire, 9 computerized stations, news vehicle with 2-way and Marti and new facility. Requires bachelor's degree, master's preferred. Minimum 4 years broadcast journalism experience. Writing, fundraising, budget, computer knowledge, public radio experience and management experience are pluses. Demonstrated organizational people skills a must. Salary: \$31,386. Send current resume and 3 reference letters to: News Director Search Committee, WUFT-FM, 2008 Weimer Hall, University of Florida, Gainesville, FL 32611 by June 15, 1991. An EEO/AA employer.

Assistant producer: Minnesota Public Radio seeks an individual responsible for gathering and editing materials for ongoing programming. Ideal candidate will have college degree, 2-3 years radio broadcast experience, previous broadcast newsroom/reporting experience, public radio programming knowledge. Send letter, resume and audio audition tape (showing production and editing skills). Deadline May 18. No calls please. Human Resources/ASTPROD, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. EOE.

Anchor (part-time): Minnesota Public Radio seeks an individual to compile, write, edit and voice newscasts for both the Classical music and news & information services. Ideal candidate will have 3-5 years experience as a broadcast journalist and on-air producer; solid writing skills; quality on-air sound, ability to handle a variety of presentation styles; experience operating broadcast audio equipment; college degree in related field desirable. Send letter, resume and air-check. No calls please. Human Resources/Anchor, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. EOE.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

KMPC-AM in Los Angeles, flagship station of golden west broadcasters, seeks experienced play-by-play and color broadcasters for UCLA football and basketball. Minimum 4 years major market experience required. Send tapes and resumes to Personnel KMPC, PO Box 710, Los Angeles, CA 90078. EOE.

Public affairs director, announcer: Christian radio network seeks outgoing individual capable of producing a variety of public service programs, also regular on-air shift. EOE. Contact OM, Mars Hill Broadcasting, 4044 Makyes Rd, Syracuse, NY 13215. 315-469-5051.

SITUATIONS WANTED MANAGEMENT

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.

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.

In search of excellence? Your next GM/GSM is a trainer, motivator, team builder and goal oriented sales tactician. If your bottom line needs improving let's talk. Proven success record. Medium markets sought. Rod 719-520-1671.

Former station owner who hit the streets every day. Called on ad agencies, watched the budget, conducted sales and staff meetings to motivate his people to new heights. Monitored the other stations as well as his own. Took a hand in programming, even conducted a talk show in Atlanta. Wants back in broadcasting. Been out 12 years. Great delivery in M.B.W.A. (management by walking around). A leader not a director. 52 years young and a tough competitor. Equity a great incentive to me when I earn it. Investment possible. Let's talk. Reply to Box C-1.

Sale of stand-alone daytimer releases utility man; 16 years small-medium markets. GM, SM, corporate officer, production, programming, news, engineering. West preferred; available 6/1/91. 602-772-8837.

50% cash flow, 43% market revenue, in the black after 5 months with 117% increase in sales, 34.9 ratings share, #1 in 41 categories, 94% ratings increase in 6 weeks, dominating community involvement with 37 newspaper articles, personal local billing of \$516,000, sales trainer, CRMC former owner/president, VP of 2 chains. Winning at all properties. I want to be your next general manager. Top 100 markets only. Call Jay Martin at 915-672-6943.

Turnaround specialist. Have successfully turned around 5 properties in last 14 years. Current stations being sold, complete GM. Sales and programming background. Large and medium markets. Reply Box L-23.

SITUATIONS WANTED ANNOUNCERS

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Write Charles Urnie, PO Box 3055, Waterbury, CT 06705.

Young PBP voice looking for college/pro team. Has experience, passion for his work. 602-425-5523/602-425-4471 evenings.

SITUATIONS WANTED TECHNICAL

20 years experience: High power directional AM-high power FM-remote site. Tops in audio-organization-routine maintenance. Major market experience. Peter 603-268-0355.

Chief engineer many years of experience with RF and audio processing. 919-784-4502 leave message.

SITUATIONS WANTED NEWS

Radio talk show host, fully experienced, well versed in general subjects with money matters and finance a specialty. Prefer Western states location. Air check avail. Ted L. 331 Walnut Street, Costa Mesa, CA 92627. 714-631-1453.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Air check service: Air checks by request for Chicago market call evenings 312-685-8125.

TELEVISION

HELP WANTED MANAGEMENT

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.

General manager for 100-plus Central states affiliate. Seeking seasoned, community-oriented leader who can sell and respects the bottom line, and is ready to grab hold of a good facility and give it the success it deserves. State capital location. Please send background and references to: Business Focus Services, PO Box 126, Millwood, NY 10546. EOE.

Director of operations: Leading Fox affiliate seeking experienced manager, preferably with engineering background, for broadcast, production and facility management. We are a group owned station seeking someone who will grow with us. Reply in confidence, Box C-27. EOE.

General manager: Needed for KYMA, Channel 11, Yuma, Arizona, NBC affiliate. Strong sales background and skills in cost control required; salary commensurate with qualifications. Send resume to Personnel Director, Cindy Heinrich, Sunbelt Broadcasting Company, 1500 Foremaster Lane, Las Vegas, NV 89101 or call 702-642-3333. EOE.

HELP WANTED SALES

Local sales manager: Highly motivated individual needed to manage local sales team and generate substantial local revenue. Must possess knowledge of television research, sales training, developing and executing sales promotions, strong leadership and motivation skills combined with a minimum of 5 years successful television sales experience. Sales management experience preferred but not necessary. Resume and salary requirements to Andrew Shenkan, General Sales Manager, WCTI-TV, PO Box 2325, New Bern, NC 28561. EOE.

Account executive needed. Southeast CBS affiliate looking for aggressive go-getter who can develop new business. Media buying or sales assistant background helpful. Excellent training available. Reply to Box C-28.

WLS-TV, the Capital Cities/ABC station in Chicago is looking for a self-motivated, high achiever who has excellent communication abilities, possessing both good verbal and writing skills. Specifically, a minimum of three to five years major market broadcasting experience is desired where the account executive has called on major agencies and dealt on the buyer's and planner's level as well as with heads of agencies. Great opportunity for a career-oriented person to enter a major broadcasting company. No phone calls, please. Send resumes to Steve Scheu, Local Sales Manager, WLS-TV, 190 N. State St., Chicago, IL 60601. Equal opportunity employer.

Senior account executive: WKRN-TV, the ABC affiliate in Nashville has an immediate opening for a senior account executive. A minimum of three years of television sales experience plus a strong aptitude for new business development are requirements. If you have a desire to work for a growing station with supportive sales management please contact by resume only: Mickey Martin, Local Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting and an equal opportunity employer.

HELP WANTED TECHNICAL

WRDW-TV has an immediate opening for studio maintenance engineer. Requires proven ability to repair broadcast equipment to component level, a technical degree in electronic engineering and FCC General Class license or SBE certification. Send resume to Jim Myers, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

Electronic technician: Immediate opening for electronic technician to operate/maintain equipment for telecommunications facility in north central Indiana. Two years vocational-technical training in broadcasting electronics required. Associate of Bachelors degree in Electronics or related field, certification or FCC license preferred. Send resume and salary requirements to Box C-29. EOE.

Television director/technical director. WTVD is seeking a television director/TD with a minimum of 2 years experience directing and switching news programs, commercials and promotion. Operational knowledge of Grass Valley 300 switcher, Grass Valley kaleidoscope, Chyron CG and Harris still store a plus. Send resume and non-returnable tape to: Jeff Hester, Senior Director, WTVD-11, PO Box 2009, Durham, NC 27702.

HELP WANTED NEWS

Immediate weather opening, for experienced, weather person, solid computer skills necessary. A prime anchor spot, for charismatic, witty personality. Reply Box L-63. 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.

KTVN-TV Reno, Nevada, is looking for a news director who likes to manage. Successful candidate will bring personal understanding and strong focused leadership to all areas of the news department, be available to and motivate the staff, and work well as a member of KTVN's management team. Two years experience as executive producer or news director preferred. Forward resume with references to Lawson Fox, General Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

News director: Top 75 Texas affiliate is seeking an experienced news manager with proven leadership skills, a commitment to community service, and a desire to be part of a strong, competitive management team. Reply Box C-14. EOE, M/F.

Aggressive news director wanted for Midwest network affiliate. Good opportunity for a current assignment editor to make their move up. Range \$20 - \$30,000. Respond Box C-15. EOE.

Producer to take over one hour newscast. Minimum one year producing experience. Great writing, organizational and people skills a must. Resume and 3/4" non-returnable tape to Deborah York, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. Equal opportunity employer. Employment contingent on successful completion of substance screening.

News producer: Major market East Coast station seeks experienced producer. Ideal candidate has produced daily broadcasts and worked on special projects. Professional experience required. Send resume to: David Friend, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

News producer/writer with 5 years experience in consumer journalism or related fields to produce syndicated newscasts for television stations. Strong script writing and factual reporting are essential. Start June 1991. Southern Westchester (30 minute NYC commute). Send letter, resume, writing samples and/or tape to: Jennifer Levine, TV Dept., Consumers Union, 101 Truman Avenue, Yonkers, NY 10703-1057. EOE.

Co-anchor: CBS affiliate seeks someone with at least 7 years TV anchoring experience to complement existing female for M-F 10pm newscast. Knowledge of Hawaii very important. Send five minute anchor sample and resume to Steve Hunsicker, News Director, KGMB-TV, 1534 Kapiolani Blvd., Honolulu, HI 96814. EOE M/F.

Anchor/reporter for Alaska's #1 newsteam. Solid reporting skills & great attitude a must. We offer creative freedom for hard-hitting journalists fed up with fluff. Join the 1990 Edward R. Murrow award winners. Two years exp. min. No calls. Non-returnable tapes and resumes to: John Tracy, News Director, KTUU-TV, PO Box 102880, Anchorage, AK 99510. EOE.

News photographer with experience preferred. We're #1, and looking for person who loves to shoot and tell a story and loves to go live. Send non-returnable tape and resume to Mike Ludwinski, WJBF-TV, 1001 Reynolds Street, Augusta, GA 30903. EOE.

Senior director: Strong newscast director with 3 years experience and 2 years supervisors experience. Excellent planning and organizational skills a must. Point persons for big special projects. A proven leader with good people skills. Reply to: Production Manager, WTOL-TV, PO Box 715, Toledo, OH 43695. EOE/MF.

Director: Early morning newscast and commercial production. Must have excellent directing and people skills. Team player with can do attitude. Reply to Production Manager, WTOL-TV, PO Box 715, Toledo, OH 43695. EEO/MF.

Producer-number one, top quality, Northeast TV station seeking experienced and creative news producer. Candidates should be experienced in news journalism, have a thorough knowledge of state-of-the-art equipment and have the ability to apply it to the production of our newscast. Resume to: Box C-30.

Director for fast growing ABC affiliate with major commitment to news. Must have minimum of five years experience directing programs with multiple cameras, live shots and satellite feeds, etc. Looking for someone who is dedicated to directing newscasts and participating in the creative process. Send aircheck with call track and resume to Production Manager, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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

Creative services director: Medium market Fox affiliate seeks aggressive, organized, experienced creative services director. Good reel, strong team player, kids club experience helpful. Send resumes to: Box C-16.

Production supervisor: Houston Public Television seeks an organized motivator with superior technical and administrative skills. BA in Radio/TV and five years prior TV production experience with minimum three years in a supervisory capacity required. Extensive background in TV lighting design essential. Strong administrative and budgetary skills necessary. Minimum salary \$32,000./year. Resume with references, portfolio and tape to Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application deadline May 28, 1991. KUHT/UH is an equal opportunity employer.

Producer/director: Houston Public Television seeks a versatile individual who can demonstrate strong technical skills combined with proven creative ability. Minimum requirements: BA/BS degree in telecommunications and related field, or five years experience as producer-director. Three years actual producer-director experience in studio and location production. Supervise and direct production, engineering and design crews and camera talent. Direct multi-camera production. Create and manage all aspects of television production including writing and budgeting for studio and field projects. Minimum salary \$30,000./year. Resume with references and sample tape to Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application deadline May 28, 1991. KUHT/UH is an equal opportunity employer.

Morning show talent: New entertainment based program needs talent with 5 years experience in talk or magazine format. August start. Segment producing capabilities required. Send photo & resume to: Box C-25.

KVII-TV, the top rated station in Amarillo, Texas has four production positions open. Two full time for audio/video tape and Chyron/video tape requiring one to two years experience. Also need two part-time (30 plus hours/week) video tape/studio camera operators with some experience. Females and minorities are encouraged to apply. Resumes to Jackie Smith, Production Manager, KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

Graphic artist: Responsibilities include design and layout of print advertising, conception and execution of computer graphics for news and commercial applications and other related duties. Computer experience a must. Experience in AT&T tips, topas and organizational skills preferred. Resume and salary requirements to Ron Snipes, Production Manager, WCTI-TV, PO Box 2325, New Bern, NC 28561. EOE.

San Diego's largest post facility seeking experienced editor looking to move up. Two years on-line experience with ADO a must, experience with Ampex ACE editor and Chyron 4100 a plus. Salary depends on experience. Send resume to World Video Productions, 10625 Scripps Ranch Blvd., San Diego, CA 92111. Attn: Dan Rogers.

Graphics designer: If you want to live in a cool city... hear great music... and work with an award-winning creative team, we've got the job for you! Interested designers should have creative skills in both video computer and print graphics. Knowledge of Dubner Turbo Paint Box helpful. Send resume and tape to: Mary Nelson, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EEO.

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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.

25 years broadcast engineering, 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply to Box C-26.

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Meteorologist with on-air experience, exclusive professional broadcasting training, extensive knowledge of ColorGraphics products, seeks on-air weather position. Call Brian 314-432-2566/305-424-3950.

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

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Meteorologist: 3 years medium market experience anchoring weeknights and overseeing three man weather department. Informative weather presentations your audience can understand are my specialty. Upbeat, accurate, a real crowd pleaser. Call 601-332-5187.

SITUATIONS WANTED ANNOUNCERS

Young sportscaster looking for next step: TV or radio. Has experience, knowledge, PBP skills. Currently radio sports director in Southwest. Will travel. 602-425-5523/602-425-4471 (evenings).

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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.

Traffic/continuity/sales service. Experience in TV and radio, using Columbine, J.D.S., Bias and Marktron. Call George 908-417-1923. NY, NJ, CT area.

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Ph.D. preferred, MA considered. Teach four or five courses from the following: Beginning/Advanced Announcing, Broadcast News, News Videography, Copywriting, Film Analysis and Criticism, and undergraduate and graduate seminars. Expertise sought in television news production. Course load reduction possible for production responsibilities. Appointment for one academic year; possibility of renewal. Send resume, official transcripts and three letters of recommendation to: Dr. William R. Rambin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. EOE.

Director of communications for the Catholic Diocese of Raleigh. Responsible for hiring, training and supervising employees of Catholic Communications, and for systematic Diocesan communication planning. Minimum requirements: Understanding of, and involvement in current Catholic Church structures and programs; college degree or equivalent, preferably specializing in communications and media. Requires good personal communication skills and broad experience in utilization of printed media, broadcast radio and television, cable, audio and videotape, telephone systems, computers and the use of information networks. Send resume, no calls, to: Department of Human Resources, 300 Cardinal Gibbons Drive, Raleigh, NC 27606. Deadline for applications: May 21, 1991. AA/EEO.

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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. CASCOSM 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.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV producer/director: Administration Purdue University, West Lafayette, IN. Continuing Engineering Education (CEE) seeks candidates for producer/director - Administration with responsibility for all administrative aspects of the operation of the television production facilities of CEE including planning, design and coordination of all phases of assigned production projects. Bachelor's degree required in Mass Media, Education Media, Mass Media Production, Radio and Television Production, or a related field which included at least the equivalent of 16 semester hours in audio-visual production techniques and methodology or an equivalent combination of education and experience. Minimum of 3 years experience in media production. Interested candidates should send a letter expressing interest, resume, sample of producer/director work, and salary requirement to: M.S. Bonhomme, Assistant Director, CEE, 1312 Potter Engineering Center, Purdue University, West Lafayette, IN 47907-1312. An equal opportunity/affirmative action employer.

PGA TOUR Productions in Jacksonville, Florida is seeking an art director to fill a creative/management position with 3-5 years experience in computer graphics. Must have the ability to create and execute computer graphic designs and storyboards for all of PGA TOUR Productions. Knowledge of a computer paint system is essential. Send tapes and resumes to: Mrs. Beth Larson, PGA TOUR Productions, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32256 904-737-7001. EOE.

TV production position. Primary duties: Teach undergraduate courses in audio/video production and performance, additional duties include Intro to Mass Communications, area of specialty, and advising. Background in production essential, preferably with broadcast or commercial production house: MA required, Ph.D. and university teaching preferred. Rank and salary dependent upon qualifications. Facilities utilize state-of-the-art equipment with campus on-air Public Broadcast Station and NPR. Closing date: June 3, 1991 or until filled. Starting date: August 19, 1991. Send letter of application, curriculum vitae, resume tapes, and names, addresses, and phone numbers of four references to: Dr. Lee E. Scanlon, Chair, Search Committee, Station 3, Eastern New Mexico University, Portales, NM, 88130. ENMU hires only U.S. citizens and aliens lawfully authorized to work in the U.S. and is an AA/EEO employer.

SITUATION WANTED INSTRUCTION

Recent MA graduate seeks teaching position for Fall '91 semester. Interests include broadcasting, film & journalism history, audio production, broadcast journalism & introduction to the mass media. Contact: Daniel C. Wilhoft, Jr., PO Box #1082, South Orange, NJ 07079. 201-763-8843.

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AM transmitters: Collins 820E/F, 10KW (1974), Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), Harris BC10H, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972), McMartin BASK, 5KW (1980), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

FM transmitters: BE FM30, 30KW (1983), Collins 831G2, 20KW (1975), RCA BTA 20E1, 20KW (1973), BE FM10B, 10KW (1990), Harris FM10K, 10KW (1980), Cont. 814R-1, 2.5KW (1983), CCA 2500R, 2.5KW (1978), Harris FM1H3, 1KW (1976), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

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Friday, May 24, 1991.**

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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.**

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

FATES & FORTUNES

MEDIA



Nelson

Don N. Nelson, president, Nemesis Communications, joins WYNY-FM New York, as VP and general manager. **Peg Kelly**, station manager, WYNY, adds duties as station manager, co-owned WNEW(AM) New York.

Don Atyeo, from British Sky Broadcasting's music channel, joins HutchVision Group, Hong Kong, as manager, Satellite Television Asian Region music channel, being launched this September.

Earl McDaniel, general manager, KSSK-AM-FM Honolulu, and managing director, Bedford Broadcasting Co., Lafayette, Calif., named director of acquisitions and development, Bedford Broadcasting Co.

Nancy E. Anderson, senior VP, programming, Graff pay-per-view, New York, joins Jones Intercable Inc., Englewood, Colo., as director of pay-per-view services.

Doug McMillan, plant manager, Scripps Howard's cable system, Knoxville, Tenn., named area manager, Western Kentucky systems, Elizabethtown, Ky.

John W. Griffin, VP, Griffin Entities, Oklahoma City, named president.

Brian Wright, VP, programming, Leighton Communications, St. Cloud, Minn., joins WCUZ-AM-FM Grand Rapids, Mich., as operations manager.

SALES AND MARKETING

Susan S. Wynn, manager of finance and administration, advertising sales, Cox Cable Communications, Atlanta, named director of finance and administration.

Lee Gonsalves, assistant director, advertising and promotion, KTLA(TV) Los Angeles, named director, advertising and promotion.

Henry G. Loeser, account executive, KNBR(AM) San Francisco, named retail sales manager.

Andrew Capone, manager of Eastern spot sales, NBC Spot Sales, New York, joins WTVJ(TV) Miami, as director of sales.

Ed Ortelli, national sales manager, KTSP-TV Phoenix, joins WBRE-TV Wilkes-Barre, Pa. (Scranton), as general sales manager.

Mark Strachota, national sales manager, WTMJ-TV Milwaukee, named general sales manager.

Bob Cecil, sports marketing director, WBAL(AM) Baltimore, named local sales manager.

Cindy Arnhold, continuity director, KOMO(AM) Seattle, joins KZOK(FM) there as account executive.

Charles Scott Leslie, account executive, WTLV(TV) Jacksonville, Fla., joins WMC-TV Memphis, as national sales manager.

Cheryl Lynne Blackwill, producer, WOTV(TV) Grand Rapids, Mich., joins KING-TV Seattle, as writer and producer, marketing and advertising department.

DDB Needham, Chicago: **Martin Weiss**, producer and editor, Kresser/Craig Advertising, Los Angeles; **Susan Pranica**, art director, and **Diane Ruggie**, copywriter, named creative directors.

Gary A. Poole, from WCMH-TV Columbus, Ohio, joins WLWT(TV) Cincinnati, as national sales manager.

Mark J. Jollie, general sales manager, KBAK-TV Bakersfield, Calif., VP, marketing. **Christine Wertz**, account executive, KBAK-TV Bakersfield, Calif., named national marketing executive.

James Saylor, regional marketing director, Cooke Cablevision Inc., Tucson, Ariz., joins Jones Intercable Inc., Englewood, Colo., as director of sales.

Linda Fint, VP, Midwest regional sales, Lifetime Television, Chicago, named VP, regional sales. **Amy Vecchione**, account executive, Lifetime, New York, named VP, Eastern regional sales.

Ned Wilson, co-founder, NW Media, joins Seltel Inc., New York, as controller.

Mark Henderson, general sales manager, WGTO(AM) Cypress Gardens, Fla. (Orlando), joins KOOL-FM Oklahoma City, in same capacity.

Joe Fishleigh, account executive, MMT Sales, Cleveland, joins TeleRep Inc., there as sales manager.

Cliff Smith, local sales manager, WCTI(TV) Greenville, N.C. (New Bern), joins WILX-TV Onondaga, Mich. (Lansing), as general sales manager.

Michelle Stiens, account executive, KSEE(TV) Fresno, Calif., named national sales manager. **Julie Wood**, communications director, Fresno County and City Chamber of Commerce, joins KSEE(TV) there as account executive.

Mike Prater, sales manager, WJTC(TV)

NEW NONENGLISH TRADE ASSOCIATION FORMED

A new trade association has been formed to address the interests and concerns of providers and consumers of nonEnglish language programming in the U.S. The New York-based Multilingual Communications Association (MLCA) will inform the government, media, academia and public about nonEnglish programming, according to William Russell, MLCA executive vice president and former head of congressional relations and public affairs at the FCC during the Reagan administration. The new association will also promote the export of nonEnglish language programming produced in the U.S., he said.

The MCLA principals are Steven LeBow, MCLA president, who is also vice president and general counsel of Global Broadcasting Group, licensee of WNWK(FM) Newark, N.J. (New York); Tommaso Salamone, MCLA vice president, and New York businessman and chairman of the Federation of Italian American Organizations; Yash Paul Soi, vice president and treasurer, who is also an Indian-language radio programmer and concert promoter; Richard Walczweski, Polish-American program producer, WRHU(FM) Hempstead, N.Y. (Long Island) and WNWK(FM) and Mike Zapiti, Greek language program producer of WNWK(FM).

Pensacola, Fla., joins WKFT(TV) Fayetteville, N.C. (Raleigh-Durham), as general sales manager.

Lou Vespasian, sales manager, KQMJ(FM) Henryetta, Okla., joins KAYI(FM) Muskogee, Okla., (Tulsa), as general sales manager.

Jon Latzer, manager, Katz Radio, Philadelphia, named sales manager, Dallas.

Erik Hellum, account executive, Katz Radio, Boston, named sales manager, Philadelphia.

Dave Davis, sales manager, MMT Sales Inc., joins WTKR-TV Norfolk, Va., as general sales manager.

Charlie Thurston, general manager, Adlink, Los Angeles, named VP, sales and marketing.

Allen Wiese, local sales manager, KWQC-TV Davenport, Iowa, named national sales manager.

Colleen Thews, from KOME(FM) San Jose, Calif., joins KRQR(FM) San Francisco, as account executive.

Robert M. Houghton, general sales manager, KRLD(AM) Dallas, joins WBBM(AM) Chicago, in same capacity.

Mary Wells Ewen, account executive, KRTH-FM Los Angeles, joins KODJ(FM) there in same capacity.

Roger Dawson, account executive, Katz Radio, joins CBS Radio Representatives, New York, in same capacity.

New account executives appointed at WHTM-TV Harrisburg, Pa.: **Jacy Sipe**, general sales manager, WHP-AM-FM Harrisburg, Pa.; **Randy Ketchum**, from WHP-TV Harrisburg, Pa., and **Dan Revesz**, retail sales manager, Toys 'R' Us.

S. Jennell Trigg, senior account executive, WFLD(TV) Chicago, joins WBFF(TV) Baltimore, as director of marketing.

Kurt Elam, from WTVR-TV Richmond, Va., joins WBAL-TV Baltimore, as account executive.

New account executives appointed at WHEC-TV Rochester, N.Y.: **Carrie Snyder**, account executive, WCMF(FM) Rochester, N.Y.; **Andrea Rabideau**, account executive, WRMM(FM) Rochester, N.Y., and **Ann Spinosa**, account executive, WRMM(FM) Rochester, N.Y.

Chuck Hensley, account executive, WHO-TV Des Moines, Iowa, named local sales manager.

Terry Hurley, local sales manager, KAAL(TV) Austin, Minn., named general sales manager.

Wayne Gibson, senior art director and group creative head, Earl Palmer Brown, Bethesda, Md., named VP, creative group head.

Jim Leary, VP, regional operations, Katz Television Group, New York,

GOLDENSON GIFT

Leonard Goldenson, chairman of the executive committee, Capital Cities/ABC Inc., and retired chairman of the board, American Broadcasting Companies Inc., and his wife Isabelle gave Harvard Medical School \$1 million for cerebral palsy research. Given in honor of Dr. William Berenberg, professor of pediatrics emeritus, Harvard Medical School and vice president, medical affairs, United Cerebral Palsy was this year's winner of the Goldenson Award for Medicine and Technology. The gift will establish the Leonard and Isabelle Goldenson Research Fellowship.

named VP, national sales manager, Katz Independent Television's lancers sales team; at Katz Radio: **Jack Vincent**, advertising manager, *Esquire* magazine, Detroit, named account executive, Los Angeles, and **Maribeth Doran**, senior account executive, Atlanta, named manager of San Francisco office; at Katz Hispanic Radio: **David Marmol**, account executive, New York, named manager, Southwest region, Dallas, and **Ken Oceppek**, account executive, Chicago, named manager, Midwest region there; **Thomas Maney**, sales associate, Burrows & Associates, Laguna Niguel, Calif., joins Katz Independent Television's sports sales unit, Los Angeles, as account executive.

Dennis Leonard, manager, TeleRep Inc., Cleveland, named sales manager, St. Louis.

Peggy Law, national sales manager, KAKE-TV Wichita, Kan., named local sales manager.

Douglas Behm, associate creative director, DDB Needham, Chicago, named creative director.

Gary DeSantis, national sales manager, WOOD-AM-FM Grand Rapids, Mich., named local sales manager, succeeded by **Dick Stoimenoff**, from WOTV(TV) Grand Rapids, Mich.

PROGRAMING

Blair Television's long time vice president and director of syndication and network programing analysis, **Mayer (Mike) Levinton**, is retiring July 1. He will be succeeded by **John Rohr**, Blair's associate director of programing. Levinton has been at Blair post for 10 years and before that served 10 years as vice

president, creative services, at Telerep, New York. He began his career in 1952 in research and promotion for WOR-AM-TV New York. Rohr has also been at Blair's programing department for 10 years and was named a vice president in 1986. Rohr joined Blair in 1980 after serving as director of research for RTVR, RKO Television's in-house rep in New York.

Brad Johnson, VP, comedy development, Universal Television, Universal City, Calif., named senior VP, comedy development.



Segal



Levi

Terry L. Segal, senior VP and general manager, Turner Broadcasting System Inc., Atlanta, named executive VP and general manager. **Robert H. Levi**, executive VP, TBS, Atlanta, named executive VP, program administration, Turner Entertainment Networks.

David L. Meister, former president, FNN, joins Digital Planet, Los Angeles, as chairman of board and CEO, with additional duties as chief operating officer and board member of parent company, Digital Radio Laboratories Inc.

Brian Miller, production supervisor, DIC Enterprises, Los Angeles, named VP, production.



Duda

Matthew Duda, VP, program planning and film acquisitions, Showtime Networks Inc., named senior VP, program acquisitions and planning.

Joe Voci, director, current programs, CBS Entertainment, Los Angeles, named director of comedy development.

Dara Altman, associate counsel, Home Box Office Inc., named senior counsel, West Coast programing, Los Angeles.

Fran Calderone, freelance production consultant, Los Angeles, joins Reg Grundy Productions Inc., there as coordinating producer, *Dangerous Women*.

Meg Dower, story editor and assistant to director of development, Hearst Entertainment, Los Angeles, named manager of development.

Robin Sayetta, account supervisor, Hamilton Projects Inc., New York, adds duties as director of licensing. **Lisa Berlin**, from Shopping Center Network, joins Hamilton Projects, New York, as account executive.

Todd Powers, program director, WZTV(TV) Nashville, named manager of programming and marketing operations.

Brian Gregory, air personality, KVI(AM) Seattle, joins KZOK(FM) there as weekend air personality.

Rick Basso, from NBC-TV, joins Lifetime Television, Astoria, N.Y., as VP. **Jenifer Hosack**, sales planner, prime time news, NBC-TV, New York, joins Lifetime Television, Astoria, N.Y., as director, pricing and planning department, sales.

Amy Buckingham, assistant director of public relations, SportsChannel, New York, joins E! Entertainment Television, Hartford, Conn. **Jerry Schuman**, VP, research and development, Millennium Software, joins E! Entertainment Television, Los Angeles, as director of management informations systems.

Gary Nolan, program director and midday air personality, WYLT(FM) Raleigh, N.C., joins WKJY(FM) Hempstead, N.Y., as program director.

Pam Hynes, administrative assistant, News Travel Network, San Francisco, named account executive.

Ruth B. Mott, former associate producer, WGBH-TV Boston, joins Interregional Program Service, national program syndication services of Eastern Educational Television Network, Boston, as program associate.

Greg Mozingo, program director, WUSY(FM) Cleveland, Tenn., joins WESC-AM-FM Greenville, S.C., in same capacity.

NEWS AND PUBLIC AFFAIRS

Pat Shavin, producer, *The CBS Evening News with Dan Rather*, New York, named senior producer, *CBS This Morning*.

Reporters **Randy Meier** and **Inga Hammond**, KSTP-TV St. Paul, Minn., named weekend anchors.

Mike Anthony, sports reporter and anchor, WPEC(TV) West Palm Beach, Fla., named co-anchor, *Eyewitness News Daybreak*.

Jane Skinner, assistant, special assign-

ment investigative unit, Cable News Network, Washington, joins KBJR-TV Superior, Wis. (Duluth, Minn.) as general assignment reporter.

Stan Turner, anchor, KSTP-TV St. Paul-Minneapolis, and part-time anchor, All News Channel, joins All News Channel, there as prime time anchor.

David Rogers, weathercaster, WJBK-TV Detroit, joins KYW-TV Philadelphia, in same capacity.

Nancy Harrison, weekend assignments editor, KGUN(TV) Tucson, Ariz., named reporter.

Katie Tryon, administrator, BayHouse Community Living Residence, Winthrop, Mass., joins The Caption Center, Boston, as head of consumer affairs department.

Basrry T. Ogden, assistant production manager, WLWT(TV) Cincinnati, named production manager.

Larry Shenosky, executive news producer, KMOV(TV) St. Louis, joins WFLA-TV Tampa, Fla., in same capacity.

Gail Harris, former correspondent, *Nightline* and *World News Tonight*, ABC News, joins The Monitor Channel, Boston, as anchor, *Monitor News*.

Richard Hall, news director, WLTX(TV) Columbia, S.C., joins WKXT-TV Knoxville, Tenn., in same capacity, succeeded by **Jack Jones**, news director, South Carolina Network.

TECHNOLOGY



Houman

Jack Houman, sales engineer, Ampex, joins Quantel, Atlanta, as South-Central U.S. district sales manager, broadcast products.

Rick Brattin, controller, United Video, Tulsa, Okla., named general manager,

Back Office Software Systems (BOSS), new division serving businesses that sell programming to home satellite dish owners.

Larry L. Seehorn, founder and president, Seehorn Technology and Horizon Software, joins Alamar U.S.A. Inc.,

Broadcasting

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Campbell, Calif., as director of engineering.

David Crane, director of operations and technical services, Potomac Television/Communications Inc., Washington, named VP, operations and technical services.

William G. Robertson, senior product manager and marketing manager, Texscan MSI, joins Quanta Corp., Salt Lake City, as director of marketing.

Andy Kryworuchenko, former national sales manager, group accounts, Sony Broadcast, joins Canon U.S.A. Inc., Atlanta, as regional sales manager, Southeast.

John J. Nevin, CEO, Broadcast Electronics Inc., Quincy, Ill., adds duties as president, succeeding **Lawrence J. Cerwon**, retired.

Richard A. Reyes-Flores, executive VP, Guarantee Radio Supply Corp., Laredo, Tex., named CEO.

PROMOTION AND PR

Larry K. Freedman, art director, Valvoline Oil Co., Lexington, Ky., joins Keller-Crescent Co., Evansville, Ind., in same capacity.

Joan E. Kohn, promotion manager, WEWS(TV) Cleveland, joins *underhard public relations and marketing firm, Cleveland, as partner.

John Luma, VP, on-air promotion, NBC-TV, Los Angeles, joins Directions International Inc., there as partner and chief operating officer.

Christine L. Bryan, assistant marketing director, Century III Mall, joins DDF&M public relations, Pittsburgh, as account executive.

Susan O'Malley, marketing director, Protel Productions, joins The Caption Center, Boston, as promotion and client services coordinator.

INDEX TO ADVERTISERS

American Forestry Association 26 ■ Andrew Corporation 61 ■ Cannell Distribution Co. 4-5 ■ Classified ads 76-82 ■ Columbia Pictures Television 38-39, 40-41 ■ C-SPAN 56-57 ■ Development Specialists, Inc. 65 ■ Lehman Brothers 3 ■ Mahlman Co., The 66 ■ Media Venture Partners 67 ■ Orbis Communications 11, 12-13 ■ Panasonic 46-47, Cover 4 ■ Paramount Domestic TV 16-17 ■ Professional Cards 73 ■ Services Directory 72 ■ State Farm Insurance 19 ■ Tribune Entertainment Co. Cover 2 ■ USA Network Cover 1 ■ Warner Brothers Domestic TV Distribution 21, 23, 24-25 ■ Washington International Teleport 20 ■ WJYS (TV) 37 ■

CENTER FOR COMMUNICATIONS HONORS MUNRO



Several hundred industry executives turned out for Center for Communications Annual Award Luncheon in New York. Award this year was given to Chairman of the Executive Committee for TimeWarner Inc., Richard Munro. Pictured (from l-r) are TimeWarner chairman and co-chief executive officer, Steve Ross; Westinghouse Broadcasting chairman and chief executive officer, Burton Staniar, who is also chairman of the Center, and Munro.

ALLIED FIELDS

Genelle Williams, account executive, advertiser/agency services, Arbitron Co., Chicago, named national accounts supervisor.

Ellen Neill-Dore, VP, administration, Community Antenna Television Association (CATA), Fairfax, Va., named director of special projects. **Jill Harrison**, director of research and special projects, CATA, named congressional liaison.

Pamela V. Williams, national membership services manager, The Institute of Financial Education, joins Women In Cable Inc., Chicago, as executive director.

John Tinker, senior media and entertainment research analyst, Morgan Stanley & Co. Inc., joins County NatWest Securities USA, New York, as senior analyst, broadcasting, media and entertainment industries.

Sarah C. Gatton, publicity coordinator, Industry Communications department, National Cable Television Association, Washington, named assistant director, program publicity.

Kay A. Orr, former Nebraska Gov., named trustee, Gannett Foundation, Arlington, Va.

DEATHS

Wilfrid Hyde-White, 87, actor, died of congestive heart failure May 6 in Los Angeles. Hyde-White starred in ABC-TV's *The Associates* and NBC-TV's *Buck Rogers in the 25th Century*. He is survived by his wife, Ethel; daughter, Juliet; two sons, Alex and Michael, and four grandsons.

FIFTH ESTATE

MAC TICHENOR: BANKING ON HISPANIC RADIO

McHenry "Mac" Tichenor loves flying, scuba diving and tennis, but what keeps him most active these days is running one of the country's largest radio-only Spanish-formatted station groups. The decision to turn the diversified Tichenor Media Systems into a leader in Spanish radio was made by Mac, his father and grandfather in 1984, when Mac took over the presidency of the family-owned-and-operated business.

At the time, the company had interests in television, radio (both general market stations and Spanish-formatted ones), and audio and video production. "We sat down and looked at each of the businesses we were in and asked ourselves: 'Can we be a dominant player or leader in any of these fields?'" And although the Tichenor family is not Hispanic, they decided Spanish radio offered the most promise. "We saw an awful lot of opportunity there, based on what we were already doing. And we saw a lot of things we could do in other markets."

Tichenor drew up a mission statement and strategy for the company, the key-stone of which was to get into the top 10 Hispanic markets in the country and operate leading stations in those markets. "We have spent the time since divesting ourselves of the things that weren't in that field and expanding in Spanish radio," he said.

That expansion included the purchase of Marconi award-winning WQBA(AM) Miami and WADO(AM) New York. "WQBA is a legend. We had been after that station for some time, before Susquehanna decided they would consider selling it." The station is the top biller in Miami and has a news staff of 37, including correspondents in major U.S. cities and Central and South America. "I would put the station up against any news/talk station in the country," said Tichenor, "and the amazing thing about it is we have to do it all ourselves. There is no network at the top of the hour; there is no Charlie Osgood in Spanish—it is all produced locally and it is a tremendous job; we have some very talented people there."

Tichenor has also developed an "Action News Team" based at the group's San Antonio AM, KCOR. News



is received, edited and dispatched to the company's eleven other radio stations. The news is compiled from correspondents and newswires, as well as from all the Tichenor stations' newsrooms. Each station feeds local news to KCOR three times daily. "We see some network [programming] opportunities. Although it is not simple to do a network in Spanish, since there is more than one format."

Tichenor, whose field of study in graduate school was finance and marketing, enjoys the challenge of breaking new ground in Spanish radio with established techniques borrowed from the general market. The company's plan to be in the top 10 markets is nearly complete, with only two remaining. For now, Tichenor is focusing on Los Angeles. "The reason that is important, especially in Spanish, is that the ownership has been pretty fragmented. You've got some big operators but they are not national, and none of us that are in this part of the business has the critical mass to go out and do things that need to be done for the good of the industry, to promote it and to sell it to the advertisers who haven't yet discovered it."

"We want to work on Spanish radio as a format," he says. "What does it

need and what does it deserve?" Tichenor would like to spearhead a "professional, unified effort to promote Spanish radio."

Tichenor points out that many of the things they do are well-established broadcasting practices. "In the general market, there are millions of promoters of charities and so forth, and in the Spanish market there really haven't been—in many cases, events did not happen for our community until our radio station came along and did them." In San Antonio, for instance, KCOR awarded \$125,000 in scholarships to listeners in 1990.

Tichenor's hopes for the industry are fueled by the entry of more general market operators into the Spanish segment—CBS, Katz, Interep. "Anybody that has been in it as long as we have has got to be thrilled to see those kinds of names stepping up to the plate. It can only make our medium stronger."

The advantage in Spanish radio, adds Tichenor, is that operators are not usually fighting for every last tenth of a rating point. "We do have a more full service format in most of our stations. Of course, we have stations that are music machines, like everybody else, but in those same markets we have stations that are a lot closer to the community and a lot more action-oriented."

One area that Tichenor would like to see develop is marketing. With a full complement of stations in top markets, he says, Tichenor can use the position of those stations to market a product that hasn't targeted Hispanic audiences before.

Tichenor is working to educate advertisers on the loyalty and high incidence of medium use of the Hispanic audience. "The great thing about Spanish radio is that it is such an integral part of the community. For me it has been very rewarding to be able to work in a business where you can be successful and accomplish so much."

McHenry Taylor Tichenor Jr.

President, Tichenor Media Systems Inc., Dallas; b. July 27, 1955, Bethesda, Md.; BA, economics, University of Texas, Austin, 1977; MBA, University of Texas, 1979; enrolled in training program, assistant vice president, Tichenor Media Systems, Harlingen, Tex., 1979-1980; vice president, planning, 1980-1981; present position since 1981; m. Lisa Winton, July 21, 1979; children—Taylor, 6; Willie, 4.

IN BRIEF

Four networks are scheduled to make their fall schedule announcements between May 21-24, beginning with Fox on 24th. All of presentations will be made in New York in front of advertisers. Peter Chernin, president, Fox Entertainment, presents Fox lineup Tuesday, May 21. ABC follows on Wednesday, May 22, with Bob Iger, president, ABC Entertainment, handling announcement. Warren Littlefield, president, NBC Entertainment, handles chores for first time in post-Tartikoff era on Thursday, May 23. CBS will either announce on May 23 or 24, according to CBS spokeswoman. Jeff Sagansky, president, CBS Entertainment, will make announcement. NBC's announcement on May 23 coin-

cides with its affiliate meeting, also being held in New York. NBC officials will make separate announcements for advertisers and affiliates. CBS is expecting to provide satellite teleconferences to media on West Coast during or immediately following schedule announcements.

Daytime Emmy awards nominations were released yesterday, and CBS was at top of list, gathering 78 nominations. ABC had 37 nominations, followed by: syndication, 32; NBC, 29; PBS, 22; Disney, 8; Fox, 3; TBS, 3; HBO, 2, and Nickelodeon, 1. Among top 10 shows gathering multiple nominations, there were seven soap operas, two children's shows

and one game show: CBS's *Guiding Light*, 16; CBS's *Pee Wee's Playhouse*, 14; CBS's *The Young and the Restless*, 12; ABC's *All My Children*, 10 (including 12th best actress nomination for so-far-winless Susan Lucci); CBS's *As the World Turns*, 10; NBC's *Santa Barbara*, 10; NBC's *Another World*, 7; PBS's *Sesame Street*, 7; ABC's *General Hospital*, 6, and CBS's *The Price is Right*, 6.

Senator John McCain (R-Ariz.) has introduced bill, S. 1015, that would require World Series and Super Bowl to remain on over-the-air broadcasting. McCain said he also has concerns about Olympics becoming pay-only but did not address them in bill.

BUSY WEEK AT 1919 M STREET

The FCC last week modified its rules limiting settlement payments among competing applicants for new broadcast stations to permit such payments after the start of comparative hearings. In reforming the rules last December, the FCC limited settlement payments to "prudent and legitimate" expenses prior to the start of comparative hearings and prohibited payments after the start. On reconsideration, FCC said, it "was persuaded that an across-the-board limitation of settlement payments to expenses was sufficient to deter speculative applications." The agency also "clarified" that limits on settlements would not apply to "bona fide merger of the settling applicants."

In a modification of its 1990 policy on character qualifications for broadcast licensees, the FCC extended from 30 days to 90 days the period broadcast licensees have for reporting "any adverse finding" by courts or administration bodies that might affect their character qualifications. The FCC also dismissed Media Access Project's proposals to expand the scope of potentially disqualifying misconduct to include all civil judgments involving misrepresentation, non-serious misdemeanors and consent decrees.

FCC Mass Media Bureau Chief Roy Stewart said last week the bureau has begun preliminary work on a rulemaking to give comparative preferences in hearings for new broadcast stations to applicants who "find" a channel for stations. At the open meeting last Thursday (May 9), three commissioners—James Quello, Sherrie Marshall and Ervin Duggan—expressed support for a co-called "finder's preference."

Concerned that small broadcasters and other small companies may be getting lost in the bureaucratic and policymaking shuffle at the FCC, Commissioner Andrew Barrett proposed the creation of a new office to represent the views of small businesses. He also proposed the establishment of a small business advisory committee and an annual FCC-sponsored small business conference. FCC Chairman Alfred Sikes said he backs the idea and will work at getting clearances for it from other government agencies.

The FCC will sponsor a conference on June 14 on the agency's adjudicatory procedures, especially its latest comparative hearing reforms. The conference will feature members of the FCC Review Board, administrative law judges and communication lawyers.

Florida state attorney David H. Bludworth last week said he was considering filing charges against NBC News and other news organizations for disclosing name of rape victim in Kennedy estate case (BROADCASTING, April 22). Bludworth on Thursday charged Florida-based weekly supermarket tabloid *The Globe* with two misdemeanor counts of violating state law for naming victim in case.

UPI moved its broadcast news operation from Chicago to its headquarters in Washington last week. R. Michael Aulbaugh has been named vice president-UPI Broadcast Services, and Howard Dicus became UPI Radio Networks director. The eight staff members in Chicago were laid off. A UPI press release said the move was designed to create "closer links among print, broadcast, script and audio services."

Blair Entertainment has sold 90 markets (representing over 70% of U.S.) for its **Sept. 1991 first-run syndication debut of Studio 22**. KCBS-TV Los Angeles produced show for local debut in 1989, with remaining CBS O&O's picking up celebrity-driven magazine this season.

Nine broadcasters or organizations were winners of **Sigma Delta Chi awards** given annually by Society of Professional Journalists. Winners for work broadcast in 1990: KRTH(FM) Los Angeles for radio public service; WBBM(AM) Chicago (radio spot news reporting); KCBS(AM) San Francisco (radio editorializing and broadcast bicentennial award for series

ENGLAND COUNTS DOWN TO TV AUCTION

British broadcasting, in the culmination of a long and bitterly disputed deregulatory plan, will witness the auctioning off of the nation's 16 commercial broadcast franchises this week.

With just days to go in the independent television sweepstakes, speculation was heavy regarding the plans of prospective bidders, consortium partners and franchise incumbents. At least three U.S. companies—NBC, Walt Disney and United Artists—are thought to be among the participants.

Sealed-envelope bids and detailed management and financial plans are due this Wednesday, May 15. The UK TV regulatory body, the Independent Television Commission, will winnow out bids on program quality grounds this summer, but not select winners until next October. The winners will assume control of the franchises in January, 1993.

Although all 15 independent regional television franchises and the national morning service are up for auction, most analysts agree that only three or four franchises are likely to change hands. Among the most susceptible are those weak in regional programming and covering small regions, as well as large, but financially strapped, franchises.

Those considered most likely to fall include Television South, the national morning program TV-am, Wales region service HTV and northwest England's Tyne Tees. Thames, the weekday London franchise, is another expected to get a run for their money against consortiums possibly including Carlton Communications, MAI Broadcasting and Richard Branson's Virgin Broadcasting. TVS is also expected to face competition from MAI and its partner Central Television.

The CPV TV consortium led by Virgin, Charterhouse Bank and David Frost's group of independent producers has confirmed that they will bid for as many as three large south England franchises: Anglia, TVS and Thames.

TV-am is now considered the tightest contest in the ITV race. News service provider ITN is heading a consortium called Daybreak TV that includes NBC, Carlton Communications, the Daily Telegraph newspaper group and MAI. Another emergent challenger for TV-am, Sunrise Television, is headed by LWT and includes Walt Disney, Scottish Television and Broadcast Communications.

As many as four challengers are expected to put in a bid for the west England and Wales franchise, HTV. Most prominently, there is speculation that American cable and cinema group United Artists Entertainment may join the bid of media/oil firm Flextech for the beleaguered franchise, which is said to have three other likely challengers.

British publisher EMAP may also be considering joining with Luxembourg-based media company CLT in a bid for Anglia. So far, CLT is the only European company seriously considering a franchise bid, despite early hopes for more interest from the continent.

Other bids anticipated late last week included broadcaster Granada for Tyne Tees, East Midlands Electricity in a consortium to bid for Central (one of the largest ITV franchises, covering the Midlands region) and the Telegraph group backing a bid by independent production company TVF for Yorkshire.

It remains to be seen to what extent the regulatory body, ITC, will invoke the "exceptional circumstance" clause, a concession hard-won by ITV franchise holders that would allow larger bids to be set aside under special conditions to make way for a bidder offering notably better programming.

For all ITV franchises, the lifting of takeover restrictions in 1994 could mark an even graver threat, particularly with European media moguls such as Silvio Berlusconi contemplating a move for an ITV stake.

—Meredith Amdur,
European correspondent, with AAG

of editorials on importance of First Amendment); Bob Sands of WKY(AM) Oklahoma City (radio investigative reporting); WHDH-TV Boston (television spot news); WRAL-TV Raleigh, N.C. (network and top-40 markets public service reporting); KGW-TV Portland, Ore (small market public service reporting); KGTV(TV) San Diego (television editorials), and ABC's *Prime Time Live* (investigative reporting). Awards will be presented at SPJ annual convention Oct. 18 in Cleveland.

At **Capital Cities/ABC** annual meeting last Tuesday, CEO Daniel Burke told shareholders that three-network revenue in first quarter declined 7%. "Second quarter is showing some modest improvement, but the duration of the pick-up is uncertain," added Burke. At **CBS** annual meeting last Wednesday, Chairman Laurence Tisch told shareholders that Lowes Corp.'s 25% interest in company was not for sale. At meeting, during which moment of silence was held in memory of former chairman William S. Paley, Tisch also said management had

initially expected to lose \$30 million-\$40 million on baseball contract. Tisch reportedly said: "I'm not defending the baseball contract. If I had my druthers, I wouldn't do it again." **Pinelands Inc.**, parent company of WWOR-TV New York, held first annual meeting last Friday.

Turner Broadcasting reported 12% increase in revenue, to \$325 million, and operating profit increase of 10%, to \$56 million, in first quarter. Net income dropped slightly from \$4.3 million to \$3.8 million. Operating profits in news division fell from \$35 million to \$31 million, due to expenses in covering Gulf war. But increased ratings because of war coverage accounted for \$11.5 million of \$20 million rise in news advertising in quarter.

Cablevision Systems said revenues rose 9%, to \$145 million, and operating cash flow increased 15% to \$62 million in first quarter. Company's net loss dropped from \$74 million to \$52 million in quarter because of improved cash flow and one-time programming charges.

Action for Children's Television was expected to file petition for reconsideration today (May 13) on FCC's rules implementing Children's Television Act. In petition, ACT asks that public broadcasting licenses be covered by rules and that program-length commercials provisions be strengthened—including adoption of one-year waiting period between start of new program and introduction and marketing of related products. ACT petition will also ask for random FCC audits of broadcasters' records concerning commercial time limits, and that other records indicate specific age group stations' educational and informational programming was targeted to.

FCC has granted Strother Communications Inc., Hammond, La., temporary licenses to operate experimental digital audio broadcasting stations on UHF-TV band in Boston and Washington. Applications were approved in spite of challenges mounted by WETA-TV Washington (ch. 26) and Association for Maximum Service Television last year.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

'WASTELAND' REVISITED

In a speech last week at The Gannett Foundation Media Center, former FCC Chairman Newton Minow revisited the television landscape he labeled a "vast wasteland" 30 years ago when, as a young Kennedy appointee to the commission, he rocked the industry with a speech to the National Association of Broadcasters convention in Washington.

In his updated appraisal, Minow still found the medium wanting in a few areas, and would mandate that stations give away time to political candidates and tax commercial broadcasters to fund noncommercial ones. He did not explicitly extend his wasteland label to today's marketplace (although he did observe that it was a far vaster place than in 1961), nor did he erase the scarlet letter. In fact, he gave the last 30 years a grade of C for serving "human and humane goals," while giving them an A-plus for technology. If we assume Minow would give a wasteland at best a D, perhaps the medium has made progress in the eyes of the chairman from Camelot. (If, as we suspect, that progress is measured in such things as a children's bill that regulates content, it's the kind of progress toward censorship we could do without.)

Fortunately, Minow's observations come from the vantage of academe—he is director of the Annenberg Washington Program in Communications Policy Studies of Northwestern University—rather than the somewhat bullier—and more threatening—pulpit of the FCC chairmanship.

Although 30 years have passed, the flaw in Minow's approach remains the same. Broadcast programming must be shaped by a dialogue between the audience and the broadcaster, not dictated by federal bureaucrats, however well intentioned, with a mission to elevate broadcasting by force and the public by extension. A nation's primary communications medium must be free to operate independent of any political administration's shining vision. Far too often, that vision translates into content regulation, regardless of rhetorical protestations to the contrary. (In the 1961 speech, Minow proclaimed himself "unalterably opposed to government censorship" in a speech in which he also made clear he wanted to use the FCC's licensing authority to control program content.)

It is as true today as it was 30 years ago: The media must not become a lance for the idealist/bureaucrat, whether that idealist be a Lancelot or a Don Quixote.

A MAN WHO MATTERED

Another of those who distinguished the first generation of broadcasting has left us. J. Leonard Reinsch, the consummate Fifth Estater who was Cox Broadcasting and Cox Cable for so much of this century, died of heart failure last Thursday at 82. Transmitter tubes country wide must have dimmed at that moment.

This page was fortunate in having a special relationship with Leonard; we pretend to little objectivity about him. He was a

close friend to the late Sol Taishoff, our editor-founder, and to Frank Stanton, the legendary CBS president, who in so-called retirement partnered with Leonard in cable system ownership; the three were often called "The Three Musketeers," a bond forged by mutual respect, a love of the industry and friendship.

Reinsch embraced politics as well as broadcasting and cable. He was the principal radio-TV adviser to the Democratic party for years, performed yeoman service in setting up the first and subsequent "Great Debates" between presidential candidates and had a pivotal role in arrangements for coverage of the Democratic National Convention.

But it was the stuff he was made of that commends him to broadcast history. He was a gentleman. He was a broadcaster (who bridged the gap with cable when that time came). He cared deeply about his medium and his country, and he had a vision for both.

Somewhere, someday, someone should teach a course in Leonard Reinsch.

HARD SELL

The wisdom of the separation of church and state was suggested last week by the news that the United Church of Christ was among the several interested publics to be represented at congressional hearings this week on the public trustee concept. The church promises to come armed with a study that shows a dearth of broadcast localism. If so, it is news to us (and a few million viewers). In the 'Local Journalism' special report this magazine produced throughout the 1980's can be found hundreds of pages of "service to the community," including free health screenings; blood, book and clothing drives; hotlines; town meetings; investigative reports and their results in fines, arrests and new legislation; documentaries; debates, and dozens more categories. And even those represent only a fraction of the whole.

A dearth of localism? There were times when BROADCASTING writers, compiling the 40th page of that "dearth," might selfishly wish it were true.



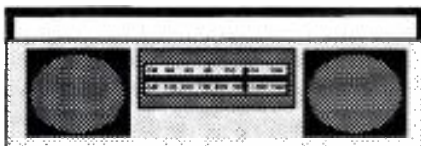
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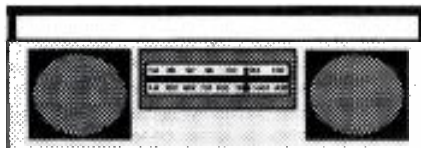
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June 24

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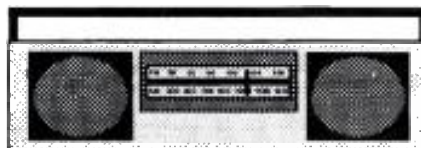
Radio '91 Convention



September 8

- Spotlighting Marketing and Sales, Advertising, Research, Station Trading, Programming and Technology.
- The Radio '91 convention agenda and advance.

Radio Business



November 11

- 1991 Radio revenues.
- Projections for the radio industry in 1992.
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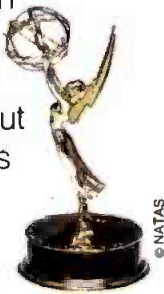
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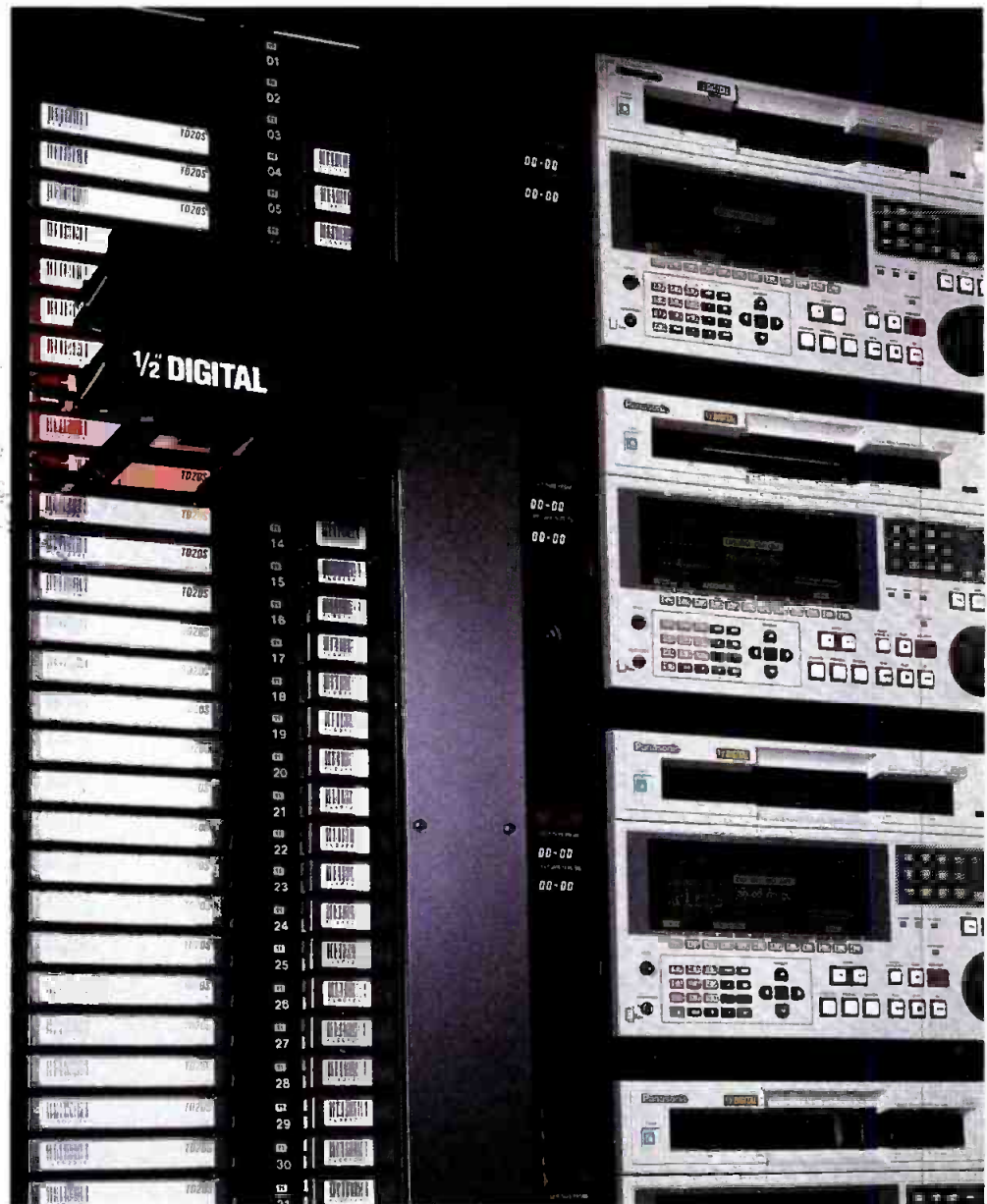


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