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60th Year 1991

TELEVISION / 50

Summer ratings dry spell has CBS, Fox, looking for relief

CABLE / 56

In first of three hearings on cable, competitors call for program access legislation

WASHINGTON / 55

Fin syn goes to court; Fox, CBS affiliates asking for court review

MEDIA / 59

BPME convention: Fox's Padden blasts network competition

UPFRONT

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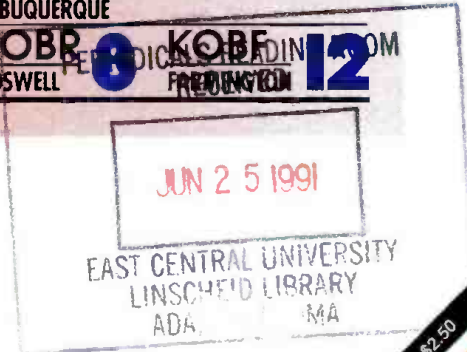


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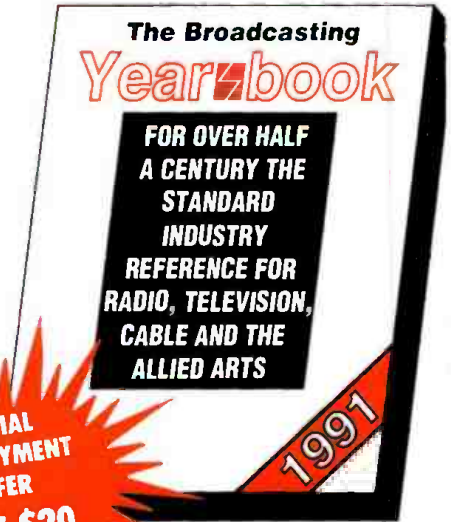
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Montreux 1991: digital developments dominate show (page 20)

19 / UPFRONT IN A DOWN ECONOMY

With the prime time upfront about two-thirds sold, the three networks and Fox are expected to take in between \$3.6 billion and \$3.8 billion from advertisers. That represents a 10% to 16% drop from last year's prime time total of \$4.35 billion. Not all the networks are willing to endure double-digit decreases. ABC is said to be betting on an economic recovery and is holding back inventory for the scatter market. Fox also is not selling as much, although that may also have to do with advertiser uncertainty over Fox's new 52-week schedule. ABC is not the only one holding out for scatter. Many advertisers have not set budgets yet and may also wait for scatter, to avoid a repeat of last year when scatter prices were 15% to 20% off from the upfront.

20 / MONTREUX: 1991

Digital video compression for conventional and high-definition television, new digital videotape formats and cable digital services and other new technologies demonstrated at the 17th International Television Symposium and Technical Exhibition in Montreux, Switzerland, are rapidly changing television engineering. The six-day conference (June 13-18) included roundtable discussion on compression and HDTV for broadcasters and cablecasters, new equipment demonstrations

and first transAtlantic satellite transmission of General Instrument's DigiCipher. Japanese producers working with 1,125/60 HDTV format stole the show at the concurrent International Electronic Cinema Festival.

21 / NAB LAB

The National Association of Broadcasters joint board is exploring the possible establishment of a research and development facility to promote the state of the art in broadcast technology. Special radio and TV committees on emerging technologies, to be formed by next month, will plan the facility. An industry summit on new technologies is to be held at the NAB winter board meeting. The board also discussed digital audio broadcasting, FCC's "attic to basement" review of radio regulations and the retransmission consent provision in the Cable TV Consumer Protection Act of 1991 (S. 12).

23 / CARSEY-WERNER SYNDICATION

The Carsey-Werner Co. said it is creating an in-house syndication sales division, with Bill Cosby set to headline a new first-run revival of *You Bet Your Life* for stripping in fall 1992.

24 / NETWORK COST-SAVING MEASURES

Although broadcast network news coverage of the 1992 presidential elections is still in the earliest planning stages, there has already been some talk of reducing convention coverage as a way to cut costs, and it appears there will be more pooling of resources among the networks than ever before.

27 / ALL-NIGHT NETWORK NEWS

To date, most stations have relied on rebroadcasts of their late news and other news services such as CNN

Headline News and the All News Channel to fill the overnight time period. But that competition is about to intensify as ABC News and NBC News each prepare an overnight news service for possible launch by early 1992, and CBS News continues to consider a similar plan.

29 / SPECIAL REPORT: CHALLENGES OF RADIO SYNDICATION

Economic belt-tightening, format fragmentation and a prized baby boom bulge have led to mounting challenges within the radio program syndication business. This special looks at how networks and program suppliers are meeting these challenges with innovative sales efforts and value-added marketing techniques, and by developing programs that are broad enough to cut across format lines while still enabling a station to maintain its market image. Also: a profile of more than 60 syndicators—including national radio networks that offer a full programming menu, independent program suppliers that focus on specific formats and/or audiences and smaller companies that produce just one or two highly specialized shows.

45 / CABLE TAX DECISION APPEALED

The U.S. government will appeal a tax court decision won by Tele-

Communications Inc. last November. The question of whether cable franchises are similar to commercial franchises will be argued before the 10th Circuit Court of Appeals. The tax benefits at issue could, for the cable industry as a whole, total in the hundreds of millions of dollars.

46 / INDUSTRY FORECAST

Current economic weaknesses are masking basic strengths in the communications industry, according to the fifth annual Veronis, Suhler & Associates industry forecast. The five-year outlook predicts that revenue will rise at a compound annual growth rate of 6.8%.

50 / SUMMER TV

CBS and Fox are making aggressive moves toward scheduling original programming for this summer. Fox is expanding episode orders for several series to provide original episodes during the summer. CBS is again using the summer as a launching pad for new series, which, if they perform well, will return to the schedule later in the season.

52 / VIACOM TEST

Viacom Enterprises is testing three new shows this summer that the company hopes will help establish it in the first-run entertainment strip business.



(page 59)



Special Report: radio syndication (page 29)

53 / NBC-ITC DEAL

NBC expands its syndication presence in a deal with ITC Domestic Television to have ITC distribute *The George Michael Sports Machine*, effective Sept. 15.

55 / FIN-SYN BATTLE MOVES TO COURTHOUSE

Four groups—three pro-network and one pro-Hollywood—have petitioned three different federal appeals courts to review the controversial new financial interest and syndication rules.

56 / CABLE COMPETITION

Using the first of three video marketplace hearings to advocate "modest regulation until true competition can be demonstrated," Congressman Ed Markey (D-Mass.) heard home satellite and wireless cable interests call for legislating access to cable programming at fair prices.

57 / EFFECTIVE COMPETITION UPDATE

It is unlikely that the bottom line of cable

companies will be materially affected by the FCC's effective competition decision, which will bring between 18% and 34% of cable subscribers under rate regulation.

58 / CAN WE TALK?

Talk TV Network will premiere with 12 hours of live programing Sept. 16. Six hosts have been lined up to handle two-hour talk segments, beginning at 1 p.m.

59 / PADDEN ROCKS BPME

Preston Padden, senior vice president, affiliates, Fox Broadcasting, criticized the competition during his keynote address at last week's meeting of the Broadcast Promotion and Marketing Executives and the Broadcast Designers' Association in Baltimore. Padden said he thinks "the real reason network scheduling meetings drag on for so long is that it takes time to figure out program moves best calculated to drive affiliate promotion executives crazy."

60 / BPME '91: PROMOTION AND THE BOTTOM LINE

This year's BPME-BDA speakers and panels focused on high-quality promotion in a low-budget environment. Attendance at this year's meeting was around 2,700, off slightly from last year.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate, *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Reg. U.S. Patent Office. Copyright 1991 by Broadcasting Publications Inc. Incorporating

The Fifth Estate TELEVISION Broadcasting Cable

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CLOSED CIRCUIT

WCCO-TV SALE TO CBS NEAR?

Speculation on possible purchase of Midwest Communication's WCCO-AM-TV and WLTE-FM, all Minneapolis, for estimated \$200 million resurfaced again last week. CBS, leading potential buyer, has declined to comment on any recent negotiations for stations, and Midwest Communication President James M. Rupp could not be reached. Speculation remains on whether deal will be struck this week and whether it will be cash or stock.

WCCO(AM), the CBS affiliate in Minneapolis, has dominated the market for years. Jim Duncan, publisher of Duncan's Radio Market Guide, bases \$58 million-\$65 million estimate of radio combo's worth on AM's ratings and reputation and stations' combined \$30 million revenue in 1990. Adding to value is absence of competitor WLOL-FM, sold to Minnesota Public Radio in January.

Purchase of WCCO(TV) would give CBS 22.26% share of U.S. TV market, moving it past NBC with 20.83% share and behind leading Capital Cities/ABC, which has 24.335% share, based on Arbitron's January 1991 market and ADI household figures. Since CBS presently owns FCC limit of 12 FM's, purchase would mean temporary waiver until FM could be spun-off.

WASHINGTON

Looking back, and ahead

Setting stage for planned July 11 launch of review of television ownership rules, FCC Office of Plans and Policy will release this week 150-plus page report on recent past and near future of TV broadcasting. Among findings: increasingly, competition from cable and other media will drive many stations off air, but many survivors will continue to be "very profitable."

FCC Chairman Alfred Sikes told reporters last week TV inquiry would cover national ownership cap (12 stations) as well as duopoly prohibition against owning two stations in same market. Also in play: broadcast-cable and network-cable crossownership bans.

On fence

Although CBS and NBC are firmly committed to challenging new FCC fin-syn rules on reconsideration and in federal courts, ABC is not so sure. Long seen as weak sister in fin-syn battle by other networks, ABC has been agonizing over whether it makes sense for it to continue fight or settle for opportunities afforded by new rules as written.

ABC reluctance is causing other networks some anxiety. They fear ABC's absence will weaken their case, particularly at FCC.

PHILADELPHIA

Court calendar

With experimental coverage of cameras in federal courts beginning July 1, news operations in test cities are lining up venues. Philadelphia news operations participating in historic return



of cameras to federal courts are planning pooled coverage of age discrimination case when experiment starts on July

1. New York cameras are likely to focus on case involving \$5 billion in taxes allegedly owed to federal government by bankrupt Drexel Burnham Lambert. Among frontrunners in Detroit is case brought against state by wife of inmate killed by fellow prisoner. Unclear are day one cases in Boston, Indianapolis and Seattle, other cities participating in federal court experiment.

BALA CYNWYD

Primestar count

It took act of congressman to reveal how successful Primestar has been in its first seven months. About 750 consumers have leased three-foot satellite dish to receive mid-power Ku-band

direct-to-home TV service launched in about 40 markets last October by TCI, eight other top MSO's and GE Americom—at least that was suggestion of Representative Billy Tauzin (D-La.), longtime champion of home dish industry. Planning national rollout in late July, Primestar has carefully guarded marketing results so far. But during House cable competition hearings last week (see page 56), Tauzin used "officially reported" 750 figure to counter one witness's claim that distribution of WGN-TV Chicago to home dishes via both C- and Ku-band demonstrates competition exists. WGN-TV is one of seven superstations in Primestar basic programming-equipment package.

LOS ANGELES

Do-it-yourself

Multimedia Entertainment is launching international sales division. Company had been represented overseas by International Broadcast Systems Inc., Los Angeles, but distribution agreement between two companies expired in May and is not being renewed. "IBS did a fine job for us," said Bruce Johansen, vice president, international sales and program development, Multimedia. "But we recently purchased the Orbis-Carloco first-run division and it really just made sense for us to beef up our own international operation." Sources said IBS generated \$4 million to \$5 million in revenues annually through sales of Multimedia product.

Lear update

NBC is in negotiations to acquire Norman Lear's *Love Child* project that was passed on by CBS. Pilot for half-hour comedy project, which stars John Forsythe, has already been shot with Academy award-winner Linda Hunt in lead role. However, due to mutual decision between Hunt and producers, role will be recast because Hunt "wasn't comfortable in the role," according to one source. NBC also has another Lear project in works, with pilot order for *The 8 O'Clock Show*, half-hour kid's variety show. Title was chosen as result of constant call from networks for "an 8 o'clock show that

A man in a dark suit, white shirt, and striped tie is smiling and holding a brown football. The background is dark with several hand-drawn annotations in blue and orange. Two blue 'X' marks are at the top corners. A blue arrow points from the top left towards the text. An orange arrow points from the text towards the football. There are also orange scribbles and a circle on the left side.

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WHAT'S THE SECRET WORD?

Early station returns on Bill Cosby as successor to Groucho Marx in Carsey-Werner Co.'s planned fall 1992 revival of *You Bet Your Life* (see story, page 23), are generally favorable. However, Los Angeles-based talent agency source says Cosby will not be first in recent years to try to fill Groucho's shoes. Source said that Carsey-Werner bought rights to *You Bet Your Life* from NBC Productions for "a very low price" only after NBC Entertainment Group Chairman Brandon Tartikoff had tested and rejected three other hosts for aborted network revival. Tartikoff apparently did test shots with comedian Buddy Hackett, who hosted previous syndicated version of *You Bet Your Life* in 1980, and former game show hosts Jeff MacGregor (*The New Dating Game*) and Richard Dawson (*Family Feud*). "Having Cosby's name attached to the show has immediate market recognition, but will he be able to carry a game show that has little of a game element to it, I don't know," said Carol Martz, programming director at KCOP-TV Los Angeles. "I think he has a better sense of humor than any of those others that were tested, but he's going to have to be awfully funny to knock *Wheel of Fortune*, *Jeopardy!*, *Entertainment Tonight*, *Hard Copy* or *Candid Camera* out of their prime access slots."

appeals to kids." Lear is also working on *Balls* for CBS, which has been given pilot order, and stars Raquel Welch and Robert Klein.

Rate review

Major cable operators are getting their first look at proposed new wholesale rate for CNN—one-to-two-cent-per-year rate increase. Turner had proposed voluntary payment earlier in year, in light of Gulf war costs, but backed off after number of major operators expressed concern. CNN's current rate card is in mid-20 to low-30-cent-per-month range, depending on MSO discounts.

Turning to Japanese?

Producer Lee Rich is working with New York-based investment banking firm Morgan Stanley in effort to raise estimated \$100 million. Rich, who currently is working on *America's Missing Children*, has been looking for some time to establish financing for television and theatrical film projects and is said to be focusing on finding "strategic" Japanese partner.

NEW YORK

Drive time success

Television Bureau of Advertising's aggressive membership drive may be paying off. Association expects to announce at least six new major-market station sign-ups by July 4. TVB President Jim Joyella said membership staff has worked recent affiliate meetings "very hard." Next board meeting is July 31 and association hopes to be

one-fourth of way through its membership drive which started month ago.

Taking stock

Check that old trunk or strongbox. Apparently, certain shares of one of first publicly held communications companies, The Marconi Wireless Telegraph Co. of America, still have value that should be redeemable through NBC parent company, General Electric. According to Stock Search International, San Diego-based firm that examines lineage of stock certificates, significant



Edie Adams was on hand at Museum of Television & Radio in New York last week for ceremony honoring late husband, comedian and TV pioneer Ernie Kovacs. As part of ceremony, Comedy Central cable network donated 16½ hours of classic Kovacs TV shows. Network will feature week-long tribute to Kovacs beginning today.

number of Marconi shares were not turned in at time of that company's merger with RCA. Although RCA shares were subsequently bought out by General Electric, those who did not tender "unstamped" Marconi shares should still be eligible for some cash consideration, according to Stock Search President Micheline Masse.

ADL advice

Add Anti-Defamation League of B'nai B'rith to list of those keeping close watch on cable. League has just released report, "Electronic Hate: bigotry Comes to TV," that lists 57 cable programs "preaching racial and religious hatred...on public access channels in 24 of top 100 largest markets." Report lists shows and systems carrying them.

Among suggestions in report for counteracting such shows and their messages was that cable systems put disclaimers on them, and that at franchise renewal time, systems might consider changing public access channels, over which they cannot exercise editorial control, to community access channels, which are not under same restrictions. According to ADL spokesman, report will go to systems on list, and may also be sent to all cable systems in top 100 markets.

ATLANTA

Point/counterpoint

Cable News Network is planning to sponsor or cosponsor series of debates throughout primary season in 1992, possibly on eve of primaries. CNN has already hammered out deal with League of Women Voters to cosponsor debate on eve of first primary, New Hampshire, on Feb. 25.

SEATTLE

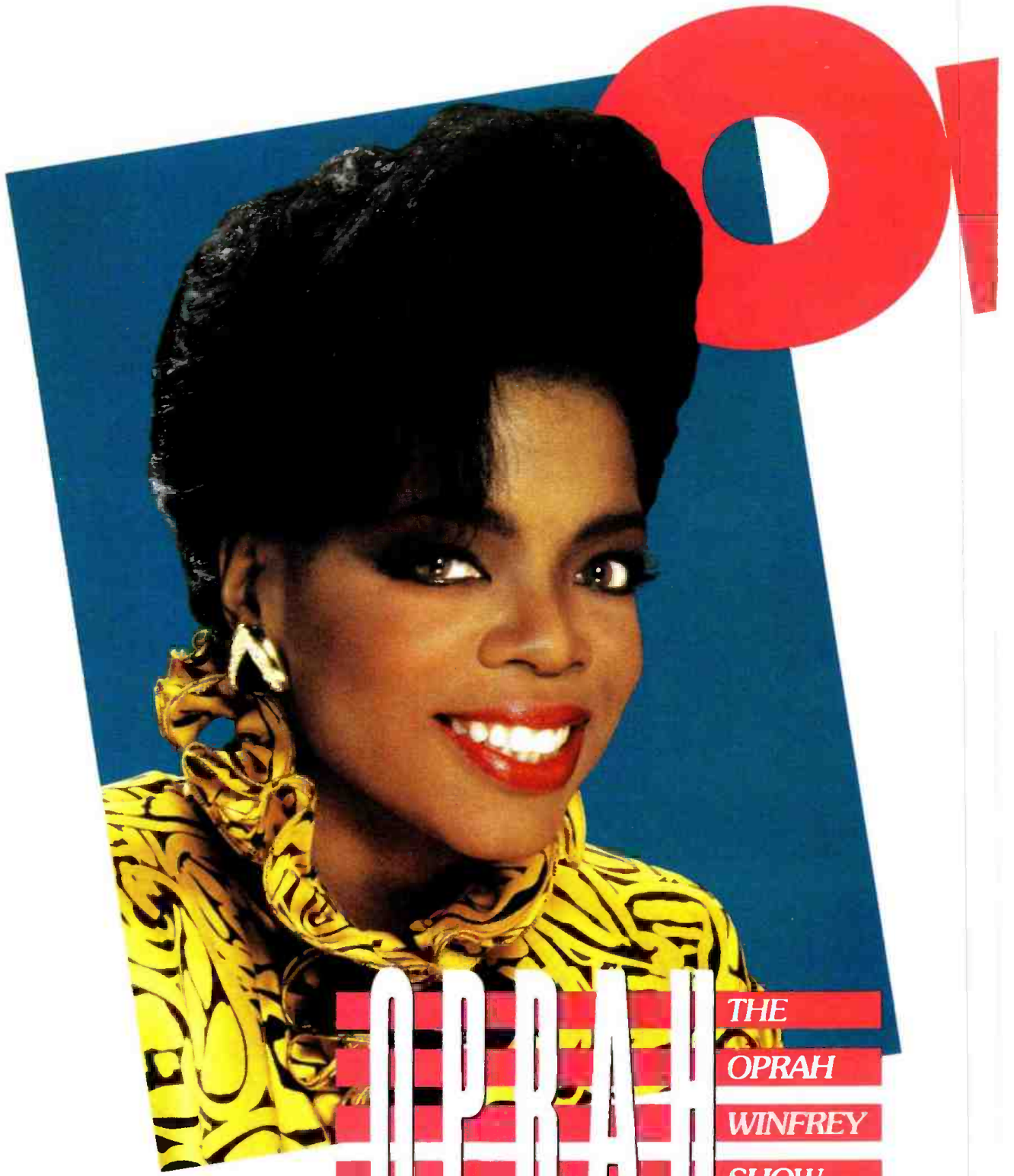
Food for thought

Although MTM canceled *The Graham Kerr Show* last week after just one season, it looks like the 170 episodes of Kerr's *Galloping Gourmet* series will ride again. Discovery cable channel is said to be negotiating with MTM to rerun cooking series, and Kerr, who holds foreign rights, has just sold episodes in Japan, New Zealand and United Kingdom. Kerr's Seattle-based production company, West 175 Enterprises, is also planning weekly version of show for national distribution.

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DATEBOOK

■ Indicates new listing or changed item.

THIS WEEK

June 23-27—Videodisk Design Workshop, sponsored by *Nebraska Videodisk Design/Production Group*. Nebraska Educational Telecommunications Center, Lincoln, Neb. Information: (402) 472-3611.

June 25-Sept. 10—"Basics of Radio Time Sales," summer course at *UCLA Extension*. Boelter Hall, UCLA, Los Angeles. Information: (213) 825-2012.

June 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "Building Comedy Central...The New 24-Hour Advertiser-Supported Basic Cable Service Formed Through the Merger of HBO's The Comedy Channel and Viacom's Ha! The Comedy Network." Copacabana, New York. Information: (212) 768-4510.

■ **June 26**—"New Directions for a New Decade: The Emerging Technologies," sponsored by *David Sarnoff Research Center*, on "major business opportunities presented by the convergence of video, computing and communications, and how the promise of LCD's, the new integrated chip revolution and optoelectronics has come to fruition." Helmsley Ho-

tel, New York. Information: (609) 734-2507.

■ **June 26**—"Marketing to Minorities," seminar sponsored by *Advertising Club of Metropolitan Washington*. Washington Hilton, Washington. Information: (301) 656-2582.

June 26-28—*Montana Broadcasters Association* annual convention. Big Sky, Mont.

June 26-28—*Washington State Cable Communications Association* 19th annual convention and business meeting. Sheraton Tacoma Hotel, Tacoma, Wash. Information: Kari Spencer, (206) 473-9697.

June 26-30—*Florida Association of Broadcasters* 56th annual convention. Colony Beach and Tennis Resort, Sarasota, Fla. Information: (904) 681-6444.

June 27—Telecast on CBS-TV of 18th Annual Daytime Emmy Awards sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York.

June 27-30—*Virginia Association of Broadcasters* annual summer meeting. Williamsburg, Va.

June 28—Deadline for paper proposals for 14th annual *Pacific Telecommunications Council* conference, "Regional Interests and Global Issues: The Challenge of Telecommunications Integration for the Pacific." Information: (808) 941-3789.

June 28-30—*Alabama Broadcasters Association* annual summer convention. Gulf State Park Resort, Gulf Shores, Ala.

JULY

July 1—Deadline for entries in "Oscars in Agriculture," awards program recognizing excellence in agricultural reporting, administered by *University of Illinois Office of Agricultural Communications and Education*. Information: (217) 333-4782.

July 1—Deadline for entries in New York Festival's 34th annual competition for television and cinema advertising and public service announcements, sponsored by *International Film and TV Festival of New York*. Information: (914) 238-4481.

July 7-10—*New England Cable Television Association* annual convention and exhibition. Speakers include FCC Commissioner Sherrie Marshall; Disney Channel President John Cooke; Colony Communications CEO Jack Clifford; Turner Networks' Terry McGuirk; Providence Journal Co. President Trygve Myhren, and Continental Cablevision President Mike Ritter. Newport Marriott and Sheraton Islander, Newport, R.I. Information: (617) 843-3418.

MAJOR MEETINGS

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

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

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

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

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

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

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

Oct. 3-6—*Society of Broadcast Engineers* fifth annual national convention. Houston. Future convention: Oct. 14-17, 1992, San Jose, Calif., and Oct. 13-16, 1993, Richmond, Va. 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.

March 2-4, 1992—*Television Bureau of Advertising* 37th annual meeting. Las Vegas Hilton,

Las Vegas. Information: (212) 486-1111.

March 4-7, 1992—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville.

■ **April 5-7, 1992**—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York.

April 8-11, 1992—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla.

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.

May 27-30, 1992—*American Women in Radio and Television* 41st annual convention. Phoenix.

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

July 9-11—*Idaho Cable Television Association* summer convention. Templin's Resort, Post Falls, Idaho. Information: (208) 345-0362.

July 10—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (818) 792-0421.

July 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jerry Baldwin, senior vice president, Synchronal Corp., on "Infomercials: What They Are and Where They're Going." Copacabana, New York. Information: (212) 768-4510.

July 10-12—*Pro Audio Asia '91*, third international trade exhibition for professionals in the recording, public address, sound reinforcement, installation/contracting, sound-for-vision, broadcast and duplication industries in Asia, organized by *Business & Industrial Trade Fairs Ltd.* World Trade Center, Singapore. Information, in Hong Kong: 575-6333.

June 10-12—*National Cable Television Cooperative* eighth annual meeting. Marriott's Tan-Tara-Resort, Lake of the Ozarks, Mo. Information: (913) 599-5900.

July 11-13—*Satellite Broadcasting and Communications Association* trade show. Opryland Hotel, Nashville. Information: (800) 654-9276.

July 11-14—16th annual Upper Midwest Communications Conclave. Theme: "Life Is Hard. Radio Is Harder." Radisson Hotel South, Minneapolis, Minn. Information: (612) 927-4487.

July 12-14—*Oklahoma Association of Broadcasters* annual summer convention. Shangri La Resort, Grand Lake, Okla.

July 13—Deadline for entries in Westinghouse Science Journalism Awards, administered by *American Association for the Advancement of Science*. Information: (202) 326-6440.

July 13-16—*California Broadcasters Association* 44th annual summer convention. Hyatt Regency Monterey, Monterey, Calif. Information: Vic Biondi, (916) 444-2237.

July 13-16—*Arbitron Television Advisory Council* meeting. San Diego. Information: (212) 887-1300.

July 13-17—Fourth annual International Teleproduction Society forum and exhibition, featuring presentation of International Monitor Awards. Waldorf-Astoria, New York. Information: (212) 877-5560.

July 17—*USA Network* local ad sales workshop. Princeton Forrestal Village Marriott, Princeton, N.J. Information: Tracey Muhlfield, (212) 408-9170.

July 17—"New Business Technologies in CATV," and "PCN's Digital Audio Box," seminar sponsored by *Society of Cable Television Engineers, Penn-Ohio meeting group*. Cranberry Motor Lodge, Warrendale, Pa. Information: Rich Flanders, (716) 664-7310.

July 17-18—*Wisconsin Broadcasters Association* annual summer convention. Holiday Inn, Stevens Point, Wis.

July 18-20—*Idaho State Broadcasters Association* annual convention. Sun Valley Resort, Sun Valley, Idaho. Information: (208) 345-3072.

July 19—*USA Network* local ad sales seminar. Kansas City Airport Marriott, Kansas City, Mo. Information: Karen Yashon, (312) 644-5413.

July 19-21—*Idaho State Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

July 21-23—*Wireless Cable '91*, annual conference and exposition sponsored by *Wireless*

Cable Association. Sheraton Denver Tech Center, Denver. Information: (202) 452-7823.

July 21-24—*New York State Broadcasters Association* 30th executive conference. Gideon Putnam and Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 24-26—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville. Information: (703) 549-4200.

July 24-28—*National Federation of Local Cable Programers* annual convention and presentation of Hometown USA Video Festival awards. Portland Marriott, Portland, Ore.

July 25—Rita Ellix, Arts and Entertainment Mentoring Breakfast sponsored by *Women In Cable*. Opryland Hotel, Nashville, Tenn. Information: Lora Di Padova, (312) 661-1700.

July 25-27—*South Dakota Broadcasters Association* annual convention. Sioux Falls, S.D.

July 28-Aug. 2—"Democracy in the Information Age," seminar sponsored by *Aspen Institute, Program on Communications and Society*. Aspen, Colo. Information: (202) 637-6677.

July 30-Aug. 1—*Florida Cable Television Association* annual convention. Hyatt Grand Cypress, Orlando, Fla. Information: (904) 681-1990.

July 31-Aug. 2—*National Religious Broadcasters, Southwest chapter*, annual convention. Dallas. Information: (602) 254-5001.

July 31-Aug. 2—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

AUGUST

Aug. 1—Deadline for TV program entries in *New York Festivals* 34th annual awards competition for TV programming and promotion. Information: (914) 238-4481.

Aug. 1-4—*North Carolina CATV Association* annual meeting, to be held jointly with *South Carolina Cable TV Association*. Grove Park Inn, Asheville, N.C. Information: Kelly Edwards, (919) 821-4711.

Aug. 2-3—*South Carolina Broadcasters Association* 44th annual summer convention. Myrtle Beach Martinique, Myrtle Beach, S.C.

Aug. 6-8—*Cable Television Administration and Marketing Society* service management master course. Denver. Information: (703) 549-4200.

Aug. 7-9—*Iowa Cable Television Association* annual convention. The Inn, Lake Okoboji, Iowa. Information: Tom Graves, (515) 226-5522.

Aug. 10-12—*Georgia Association of Broadcasters* 57th annual convention. Callaway Gardens, Ga.

Aug. 11-13—*Arkansas Broadcasters Association* annual convention. Excelsior Hotel, Little Rock, Ark.

Aug. 11-16—*National Association of Broadcasters* development seminar for television executives. Northwestern University, Evanston, Ill. For information: (202) 429-5368.

Aug. 15-17—*Colorado Broadcasters Association* 42nd annual convention. Breckenridge, Beaver Run, Colo.

Aug. 22-25—*West Virginia Broadcasters Association* 46th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (304) 344-3798.

Aug. 25-27—*Nebraska Broadcasters Association* annual convention. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Aug. 25-27—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 252-2454.

Aug. 25-30—"Leadership in Photojournalism," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

SEPTEMBER

Sept. 6-10—*Beijing International Radio & TV Broadcasting Equipment Exhibition '91*, organized by *China Central Television and Chinese Institute of Electronics*. China World Trade Center, Beijing. Information (in Hong Kong): 575-6333.

Sept. 8-13—"Media Criticism," seminar for broadcast and print media critics, ombudsmen, news directors and producers, sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Sept. 11-14—*Radio '91*, sponsored by *National Association of Broadcasters*. Programing keynote: recording executive Quincy Jones. Moscone Convention Center, San Francisco. Information: (202) 429-5420.

Sept. 12—*Ribbon-cutting ceremony* for scheduled opening of new building for *The Museum of Television and Radio* (formerly known as Museum of Broadcasting). 25 West 52nd Street, New York. Information: (212) 752-4690.

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ERRATA

Archie comics artwork in June 3 issue is copyrighted by Archie Comics, New York, 1991.

It was incorrectly reported in June 3 issue that Damon Wayans, Keenen Ivory Wayans and Eric Gold were producers of **Twentieth Television's Kick It With The Fly Girls**, which is being pulled from syndication sales market for fall 1991 despite 59% domestic coverage. Ivory Ways Productions is listed as producer, but company did not specify individuals as producer.

Sept. 12—Second entry deadline (for commercials produced during summer of 1991) for 34th annual New York Festivals, annual awards competition for television-cinema advertising and public service announcements. Information: (914) 238-4481.

Sept. 12-13—C-SPAN invitational seminar. C-SPAN, Washington. Information: (202) 626-4853.

Sept. 14-16—Showbiz Expo East, production industry exhibition for feature film, broadcast television, cable, advertising and corporate video. Meadowlands Convention Center, Secaucus, New Jersey. Information: (213) 668-1811.

Sept. 20-21—Radio Advertising Bureau radio sales university. Holiday Inn/Downtown, Providence, R.I. Information: (212) 254-4800.

OPEN MIKE

TEAM PLAYER

EDITOR: Thank you for the great honor which you and your fine magazine bestowed upon me on your editorial page in the June 10 issue. You gave me far more credit than I deserve. Our [DBS] effort has been a team effort; and it has involved many people, including my family, especially my sons, Stanley and Rob. Our team also included players such as Frank Magid, Ward Quaal, Marv Rosenberg, the great Robert E. Lee, Wally Jorgenson, Herb Schlosser, Rick Newberger, George Greenberg and many others.

Part of the time I have been coach; part of the time I have been the point man, and a great deal of the time I have been a cheerleader.

In any event, I thank you on behalf of a great team, which is only beginning to fly.—*Stanley S. Hubbard, president and chief executive officer, Hubbard Broadcasting Inc., Saint Paul.*

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MONDAY MEMO

An East Europe broadcasting commentary from Gene Mater, VP, broadcasting, International Media Fund, Washington

Will independent, commercially supported broadcasting make it in the emerging democracies of East Europe? The answer is an unequivocal yes, depending in large measure on our involvement.

That's a value judgment made after nine broadcasters completed two-week broadcasting training seminars in Prague and Bratislava in the Czech and Slovak Federated Republic under the auspices of the International Media Fund and the National Association of Broadcasters. They taught much; they learned much.

Vesta Brandt, vice president and general manager, KNUZ(AM)-KQUE(FM) Houston, and Mark Bench, vice president and general manager, WNSR(FM) New York, taught station management and sales. Robert J. Dunphy, vice president, programming, WNSR, and Bob Henabery, a radio consultant previously in programming and operations with ABC and RKO, covered programming and research. Ray Reich, owner-general manager, WDXY(AM)-WIBZ(FM) Sumter, S.C., and James Sragitto, chief engineer, WNSR, offered engineering and operations training. David Bartlett, president, Radio-Television News Directors Association, and Donald S. Watson, consultant and a news and management veteran of several stations and NBC, discussed news. As cruise director, I participated in most of the above. The seminars were an unqualified success. We reached an estimated 300-plus people, some of whom came from miles away to learn about our system of broadcasting.

The Czech Republic has taken the lead in licensing new independent radio stations. As of this writing, 15 such stations have been licensed, with another five or six due in the coming weeks. But that's the easy part.

The new stations fall into three categories: those that probably will make it with or without further help from us, those that will never make it unless we actually manage their stations and the broad middle group that will make it if we provide some additional, literally hands-on, how-to, one-on-one, short-term instruction. Bear in mind that in many ways these are people just emerging from the dark ages. We're dealing with a couple of generations of people who do not understand competition and



a market economy, who lived where the state ruled supreme and brooked no thought of there being any system but the state system. The primary areas of essentially needed assistance include:

■ *Station management.* How to make it all come together efficiently and in a cost-effective manner in a competitive marketplace. Perhaps it was best said by one seminar participant who asked: "Teach us how to make money." At least one goal is understood.

■ *Programming.* The concept of the audience programming the station was more foreign to the participants than fast food restaurants. Up to now, the state knew what was best—and that was the only way. One instructor managed to get their attention every time by contending that programming was like fishing—you bait the hook with what the fish like to eat, not with what you like to eat.

■ *Advertising.* This is an absolutely brand spanning new approach to the competitive marketplace as my colleagues painstakingly explained how it's done in New York and Houston—and why. Was it understood? Only in theory. But we consider it essential that these stations be financially independent, beholden to no government, no political movement. What better way than advertiser-supported?

■ *Market research.* This cuts across all of the above, is new and not understood.

■ *Engineering and operations.* This

went far beyond how to set up a studio. Accustomed as they were to the vastly overstaffed state radio operations, they were amazed to learn that one person could run the board, watch the dials, check the transmitter, insert a cartridge and use a microphone—all at the same time.

Then there's news, which is a problem involving self-censorship and various forms of government oversight. Perhaps the lack of understanding is best exemplified by this actual question: "What do you do when you get a story from a mayor or town council that you know and your audience knows is not true?" That's more than Journalism 101; it's an entirely new philosophy of life.

Having said all that, let's come back to the basic question: Will they make it? The answer also is a definite yes—provided that we offer them the expertise they want and we can provide. It is not a question of transporting our system of

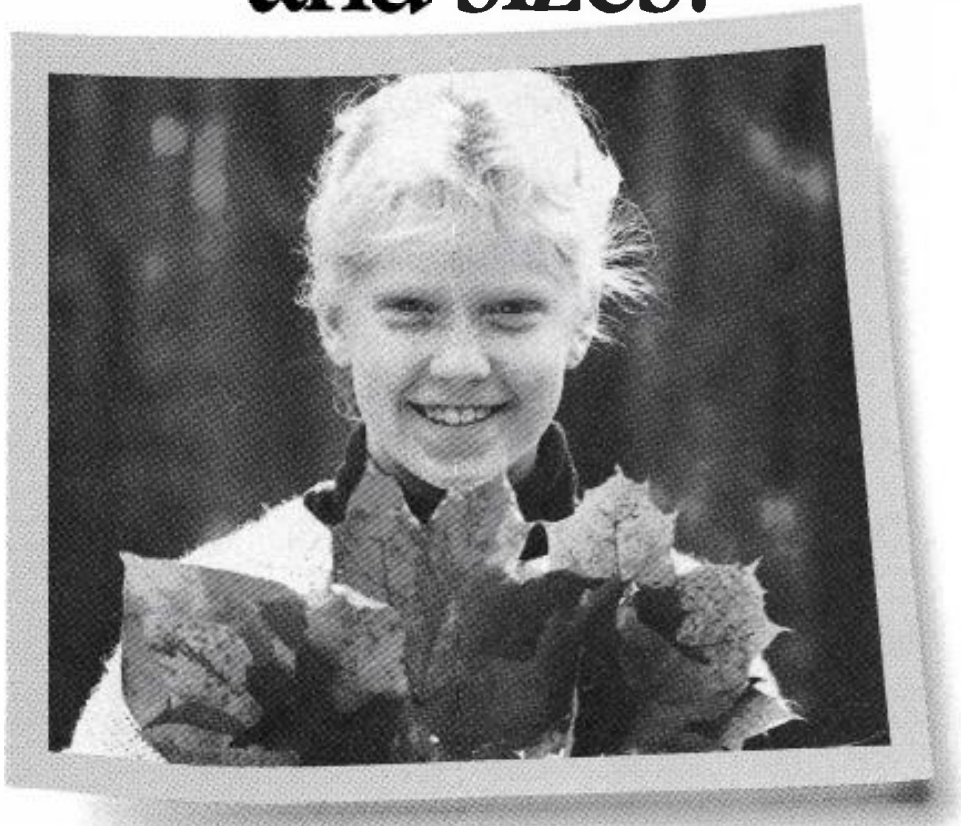
broadcasting to Prague or Bratislava or to any place else in East Europe.

The International Media Fund, a private, nonprofit organization dedicated to the establishment of independent media in East Europe, is now getting ready to take the next step. With a limited budget provided by the government, we are going to send small teams of knowledgeable broadcasters to work with the new stations in Prague and Ceske Budejovice, in Warsaw and Poznan, and wherever else we are invited and needed, to teach the willing students how "it" is done in the U.S. We're going to show them how studios operate, how sales calls are made, how stations are programmed to serve the public, how broadcast news works in a democratic society.

As I have explained to various government officials and would-be private broadcasters in East Europe, our hidden agenda in all of this isn't really a secret. A stable East Europe is in our best interests. What better way to help assure the development of Western-style democracies than with an active, viable, independent broadcast press?

"We're dealing with a couple of generations of people who do not understand competition and market economy."

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TOP OF THE WEEK

HARD TIMES FOR UPFRONT SHIFT FOCUS TO SCATTER

Estimates for prime time spending \$3.6 billion to \$3.8 billion, down 10%-16% from 1990; network strategies diverge

To no one's surprise, this year's upfront marketplace will not be a memorable one for the networks, cable or syndication. With network prime time upfront about 75% sold, spending this year could be off anywhere from 10% to 16%. Different selling strategies from the three networks are emerging as they try to cope with advertisers reluctant to buy upfront without double-digit discounts for fear of again watching scatter prices plummet. Meanwhile, cable and syndication executives are—for the most part—stuck playing the waiting game while advertisers watch how the networks package themselves before thinking about any alternatives.

Current forecasts have this year's prime time upfront spending in the \$3.6 billion to \$3.8 billion range, compared to last year's record \$4.35 billion upfront. Unlike previous years when the upfront resembled a fever ready to break in the middle of the night, this year's market for all dayparts will most likely drag at least into late July and probably August.

ABC saving time for scatter

It appears that not everyone is willing to cut prices by double-digits to fill inventory. While CBS and NBC are said to be selling very aggressively, ABC is taking a chance that the economy will improve and is holding back a chunk of inventory for the scatter market. The inventory that ABC has sold, according to agency and network executives, has been sold at single-digit discounts compared to a year ago. Fox is also not selling as much inventory in this year's upfront, although that may have more to do with advertiser concern about Fox's new 52-week scheduling plan and a decline in ratings from a year ago.

Reaction to ABC's decision to hold back inventory is mostly positive. Although media buyers don't like the idea of paying more in the scatter market, they prefer that to watching scatter prices pace 10% to 15% below upfront prices as happened last year. Alan Gottesman, a Paine Webber analyst, said that considering the current marketplace, ABC is right to hold back inventory. Said one media buyer: "I hope ABC is right. It means that there could be a strong rebound and advertising budgets will increase all around. We will know only when it gets going." As for the situation today, the buyer said advertisers are not willing to commit out of fear from last year. One network executive agreed that "this is the year to hold out for scatter; it looks like the economy will get

stronger."

One agency executive said he was not sure the read on Fox is right. "Fox is priced reasonably. It is unfair to say that Fox is having a bad upfront—this is in line with where they expected to sell themselves." Not everyone sees it that way. "Fox had a free ride last year because [they steered clear] of the households-using-television and people-using-television issue, and everything they touched turned to gold. That's not the case anymore because of the ratings disappointment," said a media buyer.

**Prime time estimate:
\$3.6 billion-\$3.8 billion**

With more than two-thirds of prime time inventory sold, preliminary estimates on how the three networks and Fox will do in terms of total dollars are starting to emerge.

If the early estimates are right and the prime time market ends up somewhere between \$3.6 billion and \$3.8 billion, ABC, NBC and CBS should each pull in over \$1 billion in gross revenue, with Fox expected to sell between \$350 million and \$400 million worth of inventory.

Last year in prime time, NBC sold \$1.5 billion, ABC \$1.4 billion, CBS \$1 billion and Fox accounted for \$550 million.

Although there was a lot of talk about a big pre-upfront buying spree taking place a few weeks ago, that appears to have been greatly exaggerated. Earlier reports had advertisers spending as much as \$2 billion on the networks and Fox. A more reasonable figure might be between \$300 million and \$500 million. Also, many of those deals were long-term contracts from last year that had to be renegotiated to compensate

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HOLD FOR SCATTER

for changes in the marketplace.

Daytime is doing well

One daypart that's moving fast is daytime, which according to media buyers is about 75% sold and still a bargain compared to the other network dayparts. The three network total, one buyer estimated, will be about \$930 million, flat compared to a year ago; but since then NBC has cut back on its daytime schedule, meaning that the numbers might actually be up. Among the three networks, ABC is again expected to be the leader with \$375 million worth of

inventory sold, compared to \$360 million last year. All three are said to be seeing high single-digit increases.

Syndication and cable

As for cable and syndication, many media buyers think the pricing there is not "attractive." Said one buyer: "They are expecting rate increases in a minus market." Not everyone is overly concerned. Tim Duncan, executive director of the Advertiser Syndicated Television Association (ASTA), said there are a number of factors in syndication's favor including the

strong (\$200 million) syndication kid's upfront. According to ASTA, first-run syndication audiences are up 5%; however, Duncan knows that drastic network reductions will affect syndication. "We are not immune to the big three price cutting, but our guys are resisting equal percentage cuts. We were already discounted to begin with." In years past, syndicators have tried to move as much inventory as they could in upfront. This year, however, many are expected to wait for scatter. So far, many advertisers also appear willing to take the same risk. —JF

DIGITAL DEVELOPMENTS DOMINATE IN MONTREUX

Component digital small formats, HDTV compression scenarios, digital cable services are stars of 17th International Television Symposium

The radical changes in television engineering made possible by digital technologies were demonstrated and debated in full at the 17th International Television Symposium and Technical Exhibition, which ended last Tuesday (June 18). Leading TV engineers from Europe, North America and Japan met in the small Swiss town of Montreux to discuss the implications of coming digital transmission and recording technologies for both conventional and high-definition television.

Starting with Montreux 1991, "small-format component digital" has become the catch phrase in video recording. Panasonic, Sony Corp. and Ampex Corp. each discussed plans to independently develop, demonstrate and begin deliveries of new component digital videotape equipment within the next two years ("Closed Circuit," June 17).

There are now three mature digital formats on the market for the video production and broadcast worlds: D-1 (three-quarter-inch, component color); D-2 (three-quarter-inch, composite), and D-3 (half-inch, composite). Now equipment manufacturers say there may be a D-4, D-5 and D-6 by the opening of the Montreux symposium in 1993. George Merrick, Ampex executive vice president, said its new format would be shown for the first time and be ready for delivery by the end of next year. Panasonic and Sony both targeted 1993 for completion of their systems.

The D-1 format was the first digital format to be standardized by the Society of Motion Picture and Television Engineers (SMPTE). The document outlining D-1's digital recording parameters, CCIR 601, approved by the International Radio Consultative Committee in the mid-1980's, was the first worldwide



Video compression, digital video formats and HDTV were featured technologies at the Center des Congrès et d'Expositions in Montreux, Switzerland

video recording format. But D-1's widespread acceptance by the world's engineering bodies did not lead to commercial success. It was all but ignored by video equipment customers worldwide because of the cost and size of the D-1 VTR's. Its high-quality video capabilities found only a small niche among high-end video post-production studios. Sony and Broadcast Television Systems (BTS) have been the only equipment companies to carry D-1 VTR's in their product lines.

Sony's new component digital system will be a small cassette format (half-inch) using approximately the same design as its Beta SP component analog format, now widely used by broadcasters worldwide for electronic newsgathering, program playback, automated satel-

lite program recording and most other videotape applications. Well-established Beta SP tape libraries at many TV stations will not become obsolete with the introduction of "digital Betacam," said Peter Dare, vice president, product management, Sony Broadcast Products Co., Montvale, N.J. The new VTR's will play back existing Betacam SP materials as well as record digital video.

Panasonic's parent company, Matsushita Electric Industrial Co.; would only say its new component format will also be a half-inch system. Both Dare and Masahiko Kajitani, Matsushita director, audio and video systems division, denied a rumored alliance among Sony, Matsushita and other Japanese companies to develop a component digital format. "Can you imagine Sony and Mat-

sushita working together on a video format?" Dare asked.

Merrick said Ampex's new format will be compatible with CCIR 601 parameters, but he declined to specify whether it would be a half-inch system, and he would not set a timetable for proposal of the format to SMPTE. The system will have all the capability and quality of one-inch Type C equipment, Merrick said, but he would not say whether the system will be applicable to ENG. "I think we've alluded [in past months] to the need for a cost-effective digital component VTR and the digital strategy of moving to an all-component environment. There's a tremendous need for that, especially in Europe" where most TV studios are built for component formats, Merrick said. In the meantime, Merrick said Ampex is continuing to develop enhancements to D-2.

Sony and Panasonic executives were mildly surprised by Ampex's intention to deliver a new component digital system a year ahead of them. Gordon Rafferty, director, Panasonic Broadcast Europe, was also skeptical, citing the technical difficulties Ampex had in its development and introduction of D-2.

Advancement in video compression was Montreux's other digital theme. Among the highlights was first international transmission of General Instrument Corp.'s DigiCipher, a digital compression system for conventional and HDTV broadcasting. Four compressed NTSC signals were transmitted on Ku-band at a 16-degree angle over Pan Am Sat-1 from GI's VideoCipher Division in San Diego to Montreux, where they were displayed live throughout the six-day symposium with almost no digital errors being detected. GI also displayed computer simulations of compressed PAL (European-standard) and HDTV pictures.

World engineers discussed the movements toward digital transmission—terrestrial, cable and satellite—in their corners of the world. While U.S. representatives discussed plans for all-HDTV delivery soon after the FCC's decision on a standard in 1993 and multiple digital NTSC over satellite and cable within months, the rest of the world's digital plans are not as well defined.

The European Broadcasting Union is considering all-digital technologies for HDTV satellite and terrestrial transmission, to be implemented early next decade. But some fear satellite transmission of digitized PAL will be delayed in Europe because much of the region's satellite spectrum is being reserved for HD-MAC analog high-definition trans-

mission in the mid-1990's. Japan is developing a digital HDTV system for satellite but a terrestrial system is not anticipated because too little spectrum is available in Japan to implement a U.S.-style simulcast allocation plan.

Digital representations of the various high-definition production formats continue to be debated and prepared for standardization. Many producers have already begun working with the early digital versions of 1,125/60 and 1,250/50 videotape recorders. As more high-definition video is produced for commercial videos, producers want and expect to have at least the same flexibility and quality in digital graphics and special effects as is now available in PAL and NTSC production.

Many of the latest high-definition video productions were presented at the International Electronic Cinema Festival, a five-day competition held concurrently with the Montreux symposium. Awards were given to productions in nine categories. Japanese producers working in the 1,125/60 format dominated by winning five of nine categories. European producers, working in the younger and less established 1,250/50 format, made up nine out of 38 competitors and three of the winners. Barry Rebo of Rebo

High Definition Studio, New York, was the only American winner, taking the "commercial advertising and promotional announcements" category.

"Cable seems today to be on the verge of experiencing the rewards of strategically useful technology breakthroughs which will allow us to develop new forms of our existing business while not running the blind risks posed by entering completely uncharted waters," said James Mooney, president of the National Cable Television Association, in the keynote address to the Montreux symposium.

The cable television industry sees digital transmission technologies, combined with planned fiber optic trunk installations, as providing not only an ideal method for HDTV distribution, but for services such as still and full motion video storage and pay per view, compact-disk quality sound (already being distributed on some coaxial systems); voice communications through the proposed personal communications services (PCS) and high-speed data transmission of business customers.

-RMS

Next week: A full report on proceedings and new equipment at Montreux.

NAB PLANS BROADCAST LABS

Joint board decides to create committees for possible establishment of R&D center for radio and TV; radio board supports limited relaxation of duopoly rules

The joint radio-television board of the National Association of Broadcasters, meeting in Washington last Friday, decided to begin planning for a research and development laboratory to develop new technologies important to the future of broadcasting.

NAB will immediately form committees to study new radio and TV technologies and organize the labs, according to NAB officials. An industry summit in early 1992 will be an intermediate step in the lab's formation.

"If you take a look at the major issues facing broadcasting today, what comes to mind is DAB, HDTV, a notice of proposed rulemaking on interactive television," said Gary Chapman, president, LIN Television Corp., newly elected joint board chairman. "All of these are very much technologically driven," he said. "We obviously want to be a part of that landscape."

Meeting earlier in the week, the radio

board voted to urge the FCC to eliminate its national ownership limits on radio (12 AM's and 12 FM's), but only to relax the local "duopoly" rules to permit common ownership of two AM's or two FM's in the same market. Today's rules allow only AM-FM combinations.

The radio ownership rules as well as joint ventures and time brokerage agreements among stations in the same market are the focus of a generally regulatory rulemaking launched last month by the FCC.

Not willing to go nearly as far as the FCC in liberalizing the local rules, the radio board said the FCC should consider combinations other than AM-AM and FM-FM on a case-by-case basis only.

The board also voted to ask the FCC to make clear the obligations of stations that enter joint ventures and time brokerage arrangements, so as not to damage their license renewal prospects.

NAB President Eddie Fritts said he



Michael Conly, senior vice president, television, Harte-Hanks Communications, and Richard Harris, retired chairman-consultant, Group W Radio, are the new faces on the NAB executive committee. As reconstituted last week during the association's board meeting in Washington, the committee includes (back row, l-r): NAB President Eddie Fritts; Conly, elected vice chairman of the TV board; Lowry Mays, president and CEO, Clear Channel Communications, who remains on committee as immediate past joint board chairman; Martin Franks, VP, Washington, CBS, the committee's network representative; Harris, who defeated Kentucky broadcaster Walter May by what was described as a "comfortable margin" for the radio board vice chairmanship; (front row, l-r) Richard Novik, WKIP(AM)-WRNQ-FM Poughkeepsie, N.Y., radio board vice chairman, elected radio board chairman; Gary Chapman, president, LIN Television Corp., and joint board vice chairman, elected joint board chairman, and Ronald Townsend, president, Gannett Television Group, and TV board vice chairman, elected TV board chairman.

was "very pleased" the NAB radio and television members enthusiastically embraced the idea of a research lab.

"Yes indeed, there is a CableLabs," Fritts said. "Yes indeed, you have Bellcore [Bell Communications Research, the telco R&D lab]. Over the past years, those companies in the broadcast industry that have been leaders in research and development either leave the industry entirely or substantially reduce their involvement in this area."

Separate committees on emerging technologies for both radio and TV are expected to be formed before the July 29 meeting of NAB's executive committee. The committees will be about the size of NAB's DAB task force (about 10 members) formed during the June 1990 radio board meeting.

The committees will compile detailed studies of the various technologies now being developed by different labs and companies likely to affect broadcasters. "We may be testing concepts and new technologies that we don't even know about today," Chapman said. NAB will

then expand upon the studies' findings during the industry technology summit on Jan. 14, during the next winter board meeting. "We'll take probably a full day and bring in analysts, political experts, a whole range of people who have done work in this area," Fritts said.

Once before, NAB investigated the possibility of establishing a broadcast technology research lab. In 1987, Fritts proposed the Broadcast Technology Center (BTP), a facility to be run through the association's for-profit subsidiary, NAB Technologies Inc., which was to focus on the development of high-definition television technologies (BROADCASTING, Sept. 28, 1987). That initiative eventually led instead to the establishment of the Advanced Television Test Center (ATTC) in Alexandria, Va., a partnership of NAB, the three major broadcast TV networks, the Public Broadcasting Service, Association of Independent Broadcasters, and Association of Maximum Service Telecasters, formed to test proposed HDTV transmission systems in cooperation with the

FCC's advisory committee on advanced television service. (The Electronics Industries Association also later joined.)

The ATTC "is very narrowly focused [on HDTV]. You can think of this on a broader scope," Chapman said. Fritts said BTP was not used as a model for the latest NAB R&D lab proposal. BTP "was an idea, as opposed to a plan," he said. Decisions on the lab's budget, whether it is nonprofit or for-profit and whether NAB will operate on its own or in a partnership similar to the ATTC organization will be issues saved for the two technology committees, Fritts said.

One of the issues surely to be faced by the new radio technology committee will be digital audio broadcasting. There was a "long debate" on DAB during the NAB radio board meeting last week, Chapman said. In spite of the debate, the radio board unanimously voted to hold to its current DAB policy.

A significant minority of radio group executives in recent months have aired their opposition to the association's DAB position, which seeks to obtain additional spectrum outside of the current AM and FM bands to provide each current AM and FM existing with a corresponding digital frequency.

Part of the NAB's position has been to seek about 60 MHz of L-band spectrum (frequencies near 1500 MHz) to establish terrestrial DAB service. But Fritts said last week's FCC recommendation to the State Department to support international allocation of only 32 MHz in L band and 28 MHz in S band (frequencies above 2000 MHz), where most engineers believe DAB terrestrial transmission will be inefficient, was not considered a loss. The recommendation, which will be used to formulate the U.S. position at the 1992 World Administrative Radio Conference, is a preliminary position and may be subject to change in domestic implementation.

A key TV board issue was the status of the retransmission consent provision within S. 12, the Cable Television Consumer Protection Act of 1991. Jim May, NAB executive vice president, government relations, expressed disappointment with a letter from the Motion Picture Association of America sent to Capitol Hill on differences between broadcasters and Hollywood on retransmission (see "In Brief"). The letter, written by MPAA President Jack Valenti, "came out on the same day that we had reached essential agreement on some report language which satisfied all their concerns," May said. He could not say whether the letter was written and delivered before or after the MPAA-NAB meeting.

-RMS, NJ

CARSEY-WERNER SIGNS COSBY TO 'YOU BET YOUR LIFE'

The Carsey-Werner Co. announced late last week that it is creating an in-house syndication sales division, with Bill Cosby set to headline a new first-run revival of *You Bet Your Life* for stripping in fall 1992. Cosby, who has provided Carsey-Werner and NBC with a perennially top-ranked prime time sitcom since the 1984 debut of *The Cosby Show*, according to Stuart Glickman, vice chairman of Carsey-Werner, will maintain commitments to both shows through 1992-93.

Providing few specifics, Glickman would say only that Carsey-Werner will be setting up syndication sales offices in Los Angeles and New York, with announcements forthcoming of senior sales executives hired to sell *You Bet Your Life* next season. Several sources identified independent consultant Bob Jacobs, who was president of marketing and sales at GTG Entertainment (which launched the failed *USA Today: On TV* in 1988-89), as a long-time adviser who could emerge as the head of C-W's syndication sales.

Producers Marcy Carsey and Tom Werner (whose success with *The Cosby Show* served as the building block for NBC's prime time dominance in the second half of the 1980's) have a current sitcom stable of *A Different World*

(NBC), *Roseanne* (ABC) and *Davis Rules* (ABC), but both are continuing to diversify their business interests. (Werner has an ownership interest in the San Diego Padres.)

The decision to enter the syndication business represents a significant loss of potential business for Viacom Enterprises, which handled the record-setting 1988-89 off-network syndication launch of *The Cosby Show*. It has long been estimated that the first-cycle gross licensing revenues of *The Cosby Show* were in excess of \$600 million, but the second-cycle marketing of that show with the off-network launch of *A Different World* hit a brick wall (BROADCASTING, Oct. 30 and Nov. 13, 1989). Although Carsey-Werner did not re-sign for another distribution deal with Viacom three years ago, the New York-based distributor still holds distribution rights to *Cosby*, *A Different World* and *Roseanne*.

(If *Davis Rules* should be ordered for another three seasons by ABC, Glickman said Carsey-Werner will take the show out to syndication itself.)

One source with close ties to Carsey-Werner and Viacom said the relationship between both companies had grown "testier" over the last several years: "They are not the best of friends." The

source added: "Carsey-Werner is making a power play to grab a share of the syndication market with Cosby's marquee value, but I think the days of boutique syndication shops are over."

Glickman emphasized that Carsey-Werner, like other independent production companies, is "facing the realities of changing fin-syn rules, where one has to find different ways for a small company to survive against the networks' growing clout in syndication."

Glickman and William Morris agent Larry Auerbach stressed that Cosby will likely stay with *The Cosby Show* for a ninth season in 1992-93, with Glickman suggesting that Cosby will "compress" tapings of *You Bet Your Life* to fit into 40 days a year (five shows per day) and continue with *Cosby Show* tapings.

However, the C-W/Viacom source said that Cosby, with the completion of *The Cosby Show*'s eighth season on NBC in 1991-92, would "crown Viacom's eight-year marketing plan," guaranteeing Cosby \$90 million in net syndication revenues (which does not include what he earns from NBC's licensing fees). "I have heard that Cosby has said he's growing tired from the grind of rehearsals and wants to move on to other projects," said a Los Angeles-based talent agency source. -MF

GROUP W BUYS 'WOOLERY' FROM ORION

Last week, the *Chuck Woolery Show*, scheduled to debut in syndication this fall, became a Group W Production property. After weeks of haggling, Orion Television, which developed the project and cleared it in 80% of the country, sold the rights to Group W, which already had a deal to sell the show's barter time.

Group W is betting \$10 million (roughly the first year's production budget) that *Woolery* will be a long-term franchise. The company also hopes the show will become the anchor for a two-hour talk show block in 1992.

Currently, Group W is taping a five-episode test of a talk show with Vicki Lawrence at KPIX-TV San Francisco, with David Fine and Nancy Alspaugh producing. "It's an experiment to test drive the format," said Derk Zimmerman, president, Group W Productions. "If it works, we'd go forward with it in '92, keying off the success of *Woolery*."

Zimmerman confirmed that Orion, and producer Eric Lieber, will retain equity positions in the show. That way, Group W doesn't need as large a cash outlay to acquire the program, and Orion has an opportunity to get some return on its investment for developing the show. Sources said it cost Orion about \$1 million to develop and clear it.

Woolery is cleared on four of five Group W Stations, the exception being KDKA-TV Pittsburgh. In the top three markets, the show is cleared by WCBS-TV New York, KCAL-TV Los Angeles and WMAQ-TV Chicago.

Group W bid for the show after talks between Orion and Warner Bros. ended without a deal. When Warner was considering the show, sources said the company asked stations if they would be willing to renegotiate the barter split, which heavily favors stations with nine minutes of local ad time and four minutes of national. But Zimmerman said Group W would not seek to alter the barter terms in the existing station contracts.

With the *Woolery* show in place, there will be about a dozen new and returning talk shows in syndication in various dayparts next year. Some analysts believe that last season's game show debacle, where five new, highly promoted games all failed, will repeat itself in the talk show area.

With the completion of the deal, sources said, the cash-strapped Orion will likely close its television production units for both network and syndication by the end of the week, resulting in layoffs for a dozen or so staffers. The company is expected to maintain a pared-back syndication arm to distribute movie packages.

Gary Nardino, Orion Television chairman, is expected to move shortly to Lorimar Television as an independent producer (BROADCASTING, June 10). What happens to the company's two prime time projects has not been resolved. Fox pulled the new adventure-comedy series *Bill & Ted's Excellent Adventures* a week after it was announced. But there has been some talk that Lorimar may acquire the property. -SM

CHANGES ON THE CAMPAIGN TRAIL

TV networks eye cutbacks to save money on '92 coverage

Cost-saving measures at the broadcast networks in 1992 are likely to dictate significant changes in presidential campaign coverage. There has already been some talk of reducing convention coverage, and it appears there will be more pooling of resources among the networks than ever before on the campaign trail.

Network news coverage of the election is still in the earliest planning stages, largely because no one is quite sure yet exactly who the players will be. ABC News, for example, has not scheduled any substantial conversations on the subject until after Labor Day. But one pattern is becoming clear—the network news divisions, still smarting from estimated losses of more than \$50 million each in connection with Persian Gulf war coverage, will be watching costs more carefully than ever as election year rolls around.

The possibility of sharply reduced convention coverage by the networks was raised last month at the Broadcasting/Cable Interface V panel in Washington, where *NBC Nightly News* Executive Producer Steve Friedman predicted that the networks will look to save money next year by providing fewer hours of convention coverage (BROADCASTING, June 10).

"In all likelihood there will be fewer hours than there were in the past, but we really need to see what's happening in the campaign at that point," said William O. Wheatley, director of political coverage for NBC News.

CBS News's executive producer of special events, Lane Venardos, declined to offer specifics on his network's plans, but he acknowledged that CBS News's coverage of the 1992 campaign trail would bear little resemblance to that of past election year coverage. He said CBS plans to have fewer staffers involved in the coverage, and network pooling is likely to play an important role. And although it's still early in the game, CBS News executives clearly anticipate fewer hours of convention coverage.

"The economic and programing necessities have and will continue to cause major changes in the way we cover things," said Venardos.

Network news executives more and more are finding themselves questioning the newsworthiness of the conventions, which cost the networks each about \$7 million to cover in 1988 and have tradi-



Network TV coverage of political conventions may be much different than in the past

tionally preempted valuable prime time entertainment programming. Over the last two decades, the conventions have become more a place to ratify than to nominate candidates, said ABC's Jeff Gralnick, executive producer and vice president for special broadcasts. Or, in the case of incumbents, the conventions have become what he described as a "coronation."

"We've grown up to treat conventions for what they are," said Gralnick. "Our coverage in '92 is going to come closer to covering the news events."

Covering the Democratic Convention at New York's Madison Square Garden in July 1992 also poses a logistical problem for the networks, which were told that due to limited space in the arena, they will not be permitted to have anchor booths near the action on the floor. Networks will be allowed to set up anchor booths in skyboxes high above the floor, said ABC's Gralnick, but the boxes "are difficult to use and inelegant at best."

Some pooled campaign coverage is possible not only for monitoring a Bush candidacy but also for any democratic candidates, said NBC's Wheatley. "We're all thinking about ways that we can save some money without hurting the coverage," he said.

Network news executives have already had some "very preliminary" discussions about pooled coverage of routine events during the campaign,

according to CNN's Tom Hannon, director, executive producer, political unit. "That's the way the business is headed these days," he said.

Pooling will also come in the form of research by Voter Research & Surveys, the four-network research pool designed to cut costs and ease coverage. The 1992 race will mark the first time that VRS will put its polling technology to use in a presidential election year. The service was first used in the 1990 election by the four networks along with 58 television stations and several major newspapers.

The four networks are spending an estimated \$12 million to carry VRS through the 1992 election, a substantial savings from the more than \$5 million that each network is said to have previously spent per election night for vote tabulation and projections. The system is designed to eliminate the traditional network race to tabulate election numbers and allow users to compete on a more analytical level. It also gives CNN some parity with the networks, since CNN has never had its own election exit-polling unit during a presidential election.

"I guess it's a pretty monumental change," said Warren Mitofsky, director of VRS and a long-time director of CBS's election and survey unit, looking ahead to 1992. The data should be particularly helpful in coverage of caucuses, he said, because VRS will be collecting data on all primaries and caucuses. In previous campaigns, said Mitofsky, individual networks would be selective and would not necessarily cover each caucus. The problem became particularly apparent during the 1988 campaign, he said, when the networks failed to cover the Rev. Jesse Jackson victory at the Michigan caucus.

"A consortium like this will enable us to cover it all," said Mitofsky. He said the networks have already been meeting to begin to outline VRS plans for 1992.

Hannon said VRS is just one way that the 24-hour cable news network will be expanding its campaign coverage in 1992. While talk at the broadcast networks has leaned toward a scaling back, CNN appears to be in an expansion mode. Also moving full speed ahead is C-SPAN, which began its *Road to the White House* coverage on April 30 and has once again scheduled exhaustive coverage of the caucuses, primaries, conventions and election day.

"Generally, we will do much of what we did in 1988 and more," said CNN's Hannon, who is currently preparing a budget for the network's election coverage. "Nothing we're planning at this point represents a scaling back." —BB

HILL HEARS HOME SHOPPING MUST CARRY DEBATE

Amendment to S. 12 that would deny must-carry status to shopping stations is contested by broadcaster witnesses at Communications Subcommittee hearing

The home shopping battle between HSN and QVC concerning the must-carry provisions of S. 12 was played out before the Senate Communications Subcommittee last Thursday (June 20). And although members of the panel had reservations over whether home shopping stations should be held in the same regard as other local broadcasters, it was unclear whether an amendment denying them must-carry status had the votes for passage.

At issue is the proposed amendment to S. 12 by Senator John Breaux (D-La.) that would prohibit must-carry status for broadcast stations carrying program-length commercials. Broadcasters oppose the amendment. National Association of Broadcasters President Eddie Fritts said it "would establish a content-based test for must-carry protections, which would jeopardize the entire must-carry scheme in the courts." The proper policing mechanism for whether licensees are meeting public interest rules is the FCC, he said.

Jim Hedlund, president of the Association of Independent Television Stations, expressed concerns because some INTV stations carry home shopping programming from 2 to 6 a.m., or real estate programming on Sundays. "The proposal would ultimately lead to some 'arbitrary' line drawing as to how much commercial programming is enough to negate a station's must-carry protection," he said.

But Breaux, who was critical of the FCC's oversight of broadcasters, said there is a serious question of whether home shopping stations that carry 55 minutes of commercials each hour "really meet" public interest tests met by other local broadcasters. "I can't understand how the public interest is met," said Breaux, when the same four minutes of public interest programming is repeated.

FCC Chairman Alfred Sikes said if that was representative of a station's programming, they probably wouldn't meet the requirement, but he went on to say that since the FCC threw out its program-length-commercials rules in 1984, the only area over which the commission has authority concerning commercials is children's programming. Sikes said the HSN cases have not risen to the level of harm to warrant government oversight.

Bruce Llewellyn, chairman and chief executive officer of Queens City Broadcasting and Garden State Cable, and also a board member of QVC and C-SPAN, said that without the amendment, a "congressionally mandated shopping channel" will be created, discriminating against other broadcasters, C-SPAN, BET and other cable services. Such

shopping segments, "a substantial portion" of which is locally produced, Sutton said, typically more than that of other UHF stations in comparable markets. Sutton said each station produces an average of 37 new IYI segments each month.

The battle with QVC is a battle with cable, Sutton pointed out, since 40% of homes in HSN TV markets "are denied access to our programming" because cable operators, specifically Liberty Media (TCI) and Comcast, are partial owners of QVC. (TCI submitted comments saying eight million of its 12.7 million subscribers receive HSN programming. While Sutton said he did not have a chance to study TCI's letter, he pointed out that HSN has no carriage contract with TCI. Llewellyn said Garden State carries HSN full time and QVC part time, but that "both are profit centers for us.")

Sutton was asked about local news, both by Breaux and by Subcommittee Chairman Daniel Inouye (D-Hawaii), and said that HSN stations carried crawls during the Persian Gulf war, and other advisories when necessary. The other two independents in Tampa don't carry news, Sutton pointed out, and he said HSN stations don't have the people to do news. Additionally, he said he wasn't sure "how many people would watch ours after watching the network shows."

Breaux asked why, since HSN was profitable, did it need must-carry status? Sutton answered: "We'd always like to make more money" and added that if his stations weren't on must carry, "that would hurt us."

Breaux also probed Sutton on the nature of affiliation contracts with HSN's minority partners, many of whom were at the hearing. Breaux asked whether HSN wasn't buying air time from affiliates it helped put into business in exchange for programming. Sutton described the situation as akin to the broadcast network affiliation agreement with stations. "I'm happy to pay them," he said. "They are our partners." Breaux asked what would happen if the minority partners did not want to affiliate. Sutton said he would have to check the wording of existing contracts, but Llewellyn interjected that there would be some quid pro quo for the minorities involved in HSN stations to continue carrying HSN programming. -MS

AT ISSUE:

An amendment offered by Senator John Breaux (D-La.) to S. 12 that would prohibit must-carry status for broadcast stations carrying program-length commercials, primarily directed at Home Shopping Network stations.

SUPPORTERS:

QVC, MAP

OPPOSERS:

HSN, NAB, INTV, NBMC

preferences would be unconstitutional, since commercial speech would be afforded more protection than opinion, he said.

He called HSN's use of minorities for station ownership "an arrogant misuse" of the minority ownership rules. "When you fought to advance the cause of minorities in broadcast television, were you fighting solely for the right of HSN's limited number of hand-picked minority partners to get rich quick, or did you intend to promote minority programming and employment opportunities?" he asked.

But HSN President Robert Sutton said the amendment would harm HSN and its 101 affiliates and threaten the existence of 10 minority-owned stations. If shopping stations are targeted, said Sutton, then religious or ethnic stations could also be singled out for discriminatory treatment.

He said HSN meets its public interest obligations through its hourly, four-and-a-half minute "In Your Interest" segments, as well as the four other hours of weekly nonshopping programming it carries. The FCC has seen fit to renew nine HSN stations, he said. "We are a licensed TV station," Sutton said. "We have fulfilled every obligation of the FCC."

Each HSN-owned station devotes 10.3% of each broadcast week to non-

SENATORS PONDER END RUN AROUND S. 12

Packwood-led group is considering developing alternative language that would be 'pro-competitive' and allow some telco entry

A small group of Republican Senators is trying to piece together substitute cable legislation they hope will preempt the Senate's likely passage next month of highly regulatory cable legislation (S. 12) or at least demonstrate enough support in the Senate to sustain the threatened veto of S. 12.

Most cable operators and the White House, which are mutually pledged to oppose S. 12 and a similar measure now pending in the House Telecommunications Subcommittee, say they are taking a wait-and-see attitude toward the substitute strategy.

They are wary of backing any cable legislation, no matter how benign in its original draft, fearing it could evolve into a clone of S. 12 as it wends its way through the legislative process.

Among those working on the substitute is Bob Packwood (R-Ore.), who is adamantly opposed to regulation in any form. An aide to the senator said the effort is still in the discussion stage. "There's still some question about whether it's the way to go," the aide said.

But if it is determined a substitute makes sense, the aide said, the senators would hope to get something in writing out within the next two weeks. With S. 12 headed for the floor next month, the aide said, "it can't be too far down the road."

According to Hill and cable industry sources, the substitute would be positioned as a "pro-competitive" measure containing some kind of provision aimed at fostering competition to cable from the telephone industry, but probably not complete repeal of the telco-cable cross-

ownership ban. "That would be attractive to some of the senators who oppose...[S. 12] and the administration," the Packwood aide said.

Others reportedly involved in the effort are Ted Stevens (R-Alaska) and Conrad Burns (R-Mont.). Like Packwood, they voted against S. 12 in committee. The office of Senate Minority Leader Robert Dole (Kan.) is said to be monitoring the situation.

National Cable Television Association President James Mooney said the association will make no decision regarding a substitute until it sees some language. Until then, it will proceed along its current course, he said. "We are going to fight," said Mooney. "We don't think there should be legislation."

What that means is intensifying lobbying efforts on Capitol Hill and at the grassroots level in an effort to turn as many senators against the bill as possible, said various cable sources.

Cable will try to keep it off the floor, the sources said. Failing that, they said, it may attempt to plant amendments with friendly senators aimed at either weakening S. 12 or loading it up with so many controversial provisions that the bill collapses under its own weight.

Proponents of S. 12 expect to move the bill to the floor after the Fourth of July recess and win passage of it. They expect vigorous efforts to amend it, not only from pro-cable Republicans seeking to water it down, but also from Democrats wishing to strengthen its regulatory elements. "It could turn into real sausage," said one Senate aide.

The Senate push is led by John Danforth (R-Mo.). "Danforth is hell-bent on

punishing the industry," said one cable lobbyist. "It doesn't matter how good a job you do in running your systems."

If a substitute is not offered, most observers believe S. 12 will win Senate passage by a large majority. Such an outcome was foreshadowed by the 16-3 vote in the Senate Commerce Committee.

Even if the substitute cannot muster votes to preempt S. 12, its proponents hope it will "provide cover" for the dozens of senators who do not like the regulatory nature of S. 12, but are fearful of voting against a bill widely portrayed in the press as pro-consumer.

And if the substitute garners at least 34 votes, the substitute's sponsors will have made the point that a veto of S. 12 could be sustained. It takes a two-thirds majority (67 votes) to override a veto.

Passage of S. 12 and the media coverage that will flow from it will put considerable pressure on the House to follow suit.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) wants to report out H.R. 1303, but it is bottled up by a combination of Republicans sympathetic to the administration and House Energy and Commerce Committee Chairman John Dingell's (D-Mich.) insistence on the subcommittee reporting out a bi-partisan, consensus bill.

Matthew Rinaldo, the ranking Republican on the subcommittee, told BROADCASTING last week the House should forego action on legislation until new FCC rules reempowering 60% of the nation's cable system to regulate basic cable rates are given a chance to work. Criticism of the FCC rules for not going far enough in reining in rates has been "premature," he said.

The White House is keeping the heat on to hold the line against the the legislation, Rinaldo said: "They've already had one meeting in my office and are pushing for another."

Rinaldo's go-slow talk echoed that of a statement by four of his Republican colleagues on the subcommittee issued two weeks ago following the FCC adoption of its new rules (BROADCASTING, June 17).

Larry Irving, a subcommittee aide, said Markey "would like to do a consensus bill, but intends to move legislation soon."

-MAJ

S. 12 CHAIN LETTER

A group of 13 basic cable programmers led by Turner Broadcasting System sent letters to every senator calling on them to oppose legislation reregulating cable (S. 12), that is headed for the Senate floor and likely passage next month. The group also fired off a letter to President Bush expressing gratitude for the administration's stand against the bill.

"The potential of S. 12 to hurt the quality of programming offered by basic cable far outweighs any savings the bill could shave from the cost of a \$20 service," the group said in its Senate letter.

Signing the letters were top executives of Turner, Lifetime, Showtime Networks, Nashville Network, Discovery Channel, Black Entertainment Television, USA Network, Nickelodeon/Nick at Night, Video Jukebox Network, Rainbow Programming, Family Channel, QVC Network and Landmark.

TV NEWS: OPEN ALL NIGHT

Networks are getting into overnight news delivery, but some local stations are already doing it their way

The overnight time period, once the domain of old movies, is proving fertile ground for stations seeking to build a news identity through additional newscasts. The network news divisions are looking to catch up on the trend by developing their own overnight services, but the effort might be too late for some stations already enjoying success in the time period.

Most stations to date have relied on rebroadcasts of their late news and such news services as CNN Headline News and the All News Channel to fill the overnight news hole. But that competition is about to intensify as ABC News and NBC News each prepare an overnight service for possible launch by early 1992, and CBS News continues to consider a similar plan (BROADCASTING, May 20).

"For stations currently carrying another news service, candidly, we expect to be a lot better," said Bob Horner, president of the Charlotte, N.C.-based NBC News Channel, which is overseeing the project. "We sort of assume that a lot of people would take us rather than All News Channel or CNN."

But while the networks might gain entry into the overnight time period with stations not already in the business, a sampling of the many stations already programming overnight news found contentment with current configurations.

"It doesn't make sense for us to stop what we're doing to clear a network's newscast," said Bill Bauman, news director at NBC affiliate KCRA-TV Sacramento, Calif. KCRA-TV, unlike many other stations that carry packaged overnight newscasts, produces everything locally with the help of outside news footage. Bauman said the station can afford to produce the newscasts locally through automation, which has enabled them to limit staffing to one tape editor, one anchor, one weathercaster, three producers, one writer and minimal engineering and production personnel.

KCRA-TV two years ago launched its overnight news service on weekdays (2 a.m.-5:30 a.m.) and last year added weekends (2 a.m.-early afternoon, depending on the NBC sports schedule). The early morning weekday newscasts average a 2 rating; the weekend service averages an 8 rating on Saturday mornings and has jumped as high as a 17 during such major news events as the ground invasion of Kuwait.

"For a station that wants to build on its identity as the news station in the market, this is phenomenal," said Bauman. "This thing has been successful beyond any of our expectations, in terms of building on our news image."

Agreeing with Bauman is Robert Feldman, news director at NBC affiliate WMAR-TV Baltimore, which programs its overnight with a rebroadcast of its late evening news and CNN Headline News. "If you're going to have the image of a station that's dedicated to news, it's an advantage," he said. "It identifies the station as a news source that is available around-the-clock."

Stations have found that overnight newscasts offer advertising opportunities not otherwise available, said Paul Catoe, general sales manager of NBC affiliate WFLA-TV Tampa-St. Petersburg, Fla., which programs news and syndicated reality programming throughout the early morning hours. He said the station regularly monitors cable and radio stations in the market to target smaller budgeted advertisers that they have not been able to target before.

"Overnight news makes sense from an image standpoint and a dollars-and-cents standpoint," said consultant Steve Ridge of Frank N. Magid Associates. "We're seeing a 1 or 2 rating all night, and there's money to be made there."

An overnight news block is an ideal advertising vehicle for convenience stores and other 24-hour businesses, said Garry Ritchie, vice president and general manager at CBS affiliate WYOU(TV) Scranton, Pa. The station, through its affiliation with the All News Channel, airs news throughout the overnight peri-

od with four minutes of local news and weather breaks every half hour. "We've been able to sell it because our pricing is much lower than during the broadcast day," he said.

Ritchie said the station is breaking even on its overnight news service, which has now been on the air for a year. "In these days of increasing competition, particularly on cable, we need to look like the competition or better than the competition," he said. "News seemed to be the way to go because we wanted to be perceived as the news station."

Ritchie and some other station executives with overnight newscasts said they would consider signing with a network to receive anchored service, but added they would have to carefully weigh such offerings against the success they have had with existing services.

Terms would be a primary consideration. NBC News, for example, plans to split commercial time in the news block 50-50 with local affiliates. ABC News plans to share its costs with affiliates, possibly through station fees. Among existing services, the All News Channel generally works on a cash-plus-barter basis with its 65 affiliate TV stations, most of which program some type of overnight news.

CNN offers its services on a cash basis to its 240 affiliates, the majority of which do not air Headline News during overnight. CNN, seeking to maintain viewership levels for its own overnight offerings on cable TV, limits station use of Headline News to a maximum of four half-hours daily (coincidental to the overnight activity proposed by the broadcast networks, CNN has just added live news cut-ins between 3 a.m. and 5 a.m. on the 24-hour cable network).

Terms aside, the ideal for stations should be to find the news service that will best allow for localization, said Magid's Ridge. "Stations should always explore all options," he said. **—RB**

ATTC TEST SCHEDULE

The Advanced Television Test Center (ATTC) has released the final draft of its laboratory test schedule for six proposed high-definition television transmission systems. The first proponent on the schedule, the Advanced Television Research Consortium (ATRC, a co-venture of NBC, North American Philips, Thomson Consumer Electronics and the David Sarnoff Research Center), will begin moving gear for its Advanced Compatible enhanced-definition television system into the ATTC lab around July 1. Actual testing on the system will start July 12 and conclude Sept. 3.

The schedule continues with: Japan Broadcasting Corp.'s Narrow MUSE, Sept. 10-Oct. 24; the American Television Alliance's (ATVA, a co-venture of General Instrument Corp. and the Massachusetts Institute of Technology) DigiCipher, Nov. 14-Jan. 7, 1992; Zenith Electronics Corp./AT&T's Digital Spectrum Compatible HDTV, Jan. 14-March 2; ATRC's Advanced Digital TV, March 9-April 22; ATVA's Progressive System, April 29-June 15.



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In the rapidly changing radio marketplace, program networks and syndicators are faced with the ever-increasing challenge of producing and distributing long- and short-form features that cross format boundaries, cover broad demographic groups, appeal to listeners, maintain station image and fulfill advertisers' needs. Network sales departments that once focused on numbers and tonnage now look to novel marketing techniques and value-added packaging to sell their products. Meanwhile, programmers are becoming more conservative in their development of new programs and more experimental in the evolution of old standbys, increasingly targeting the listeners that advertisers want with shows that stations will air. Business is tight, competition is fierce and the close proximity of the bottom line calls for innovation and creativity.

AUDIENCE CHANGES POSE CHALLENGE FOR SYNDICATORS

Format fragmentation, baby boom bulge create obstacles for program networks, syndicators

As advertisers increasingly target a 25-54 audience, more stations are looking for their small piece of that very large pie. Onetime mainstream formats are splintering into narrowly defined micro-niches, striving to find distinction in the growing market milieu. And as stations pit their own share of the 25-54 audience against that of their competition, confusion continues to mount.

On the national level, this confusion has become a pressing challenge. In a business based primarily on numbers, radio networks and syndicators are encountering difficulty producing programs that can clear enough stations across micro-format lines to yield a large enough audience that advertisers will want to buy. "As advertiser interest shifts toward the 25-54 audience, and as mainstream formats continue to fracture, we have to reassess our programming efforts," said Frank Murphy, vice president, programs, CBS Radio Networks. Because such formats as AC and AOR are becoming highly splintered, networks have to concentrate on programs that are "high concept, easy to sell, easy to clear on a variety of stations."

Corinne Baldassano, vice president, programming, ABC Radio Networks, suggested that format fragmentation is due more to a diverse audience psychographic than to a change in demographics. "Advertisers are buying 25-54, but they're also still buying 18-34 and 18-49," she said. "Our challenge is to provide programming that hits the right people in those demos." This thinking has led ABC to create the oldies-oriented *American Gold with Dick Bartley*, which targets a specific segment of the adult demo, and *Hot Mix*, which targets a specific psychographic in the youth demographic, Baldassano said.

Still, because of the advertiser scramble toward the 25-54 demographic, many syndicators have been forced to reassess programming targeted to younger listeners and to adapt innovative approaches to programming and marketing. Foremost among these is the growing trend of packaging diverse programs that appeal to a diverse demographic group. For example, if an advertiser wishes to cover the 25-54 demographic, a syndicator can package format-specific programs that appeal to both younger- and older-skewing stations in that broad segment.



Baldassano



Feigenbaum



Murphy



Ferro

"An advertiser knows his product and who uses it, and that product's profile is not necessarily congruent with the profile of any one station," said Ed Salamon, president of programming at Unistar Radio networks. "In such cases we combine listeners of several stations in a market by selling a package of programs." Still, because advertisers won't buy what they don't want, syndicators need to strike a balance between the station and the advertiser. "We can only produce what they both want," Salamon said. "We try to find out what advertisers and stations want, what they need. And when those wants and needs are the same, we have an opportunity."

While packaging is important to attracting advertisers, every show needs to be assessed on its own merits, according to Josh Feigenbaum, president of New York-based MJI Broadcasting. "Every show has to stand on its own as far as its lineups, its time periods and its overall quality," he said.

Lest radio syndication be driven strictly by the bottom line, Feigenbaum

insisted that radio programmers on a national and local level should not lose sight of the creative factor. "The fundamental challenge of radio programming is to be perceptive about what listeners want to hear and what radio stations need," he said. "The creativity and innovation ultimately are the elements that will be attractive to advertisers, but the station always comes first."

Short of producing cookie-cutter programs, syndicators need to know which trends and formulas remain strong and which are fading. While countdowns are still popular with listeners, stations and advertisers, concerts are losing interest, according to Feigenbaum. "For years concerts were a proven formula, but they've become unwieldy and expensive and there are only a handful of superstar groups that radio stations want." Because of format micro-fragmentation, many stations are cautious of committing to shows that focus on unproved artists or fringe acts, he said.

Not necessarily so, according to Thom Ferro, executive vice president.

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Westwood One Radio Networks. He said that diminishing interest in concert programming may be attributed to the lack of acts on tour this year, "and if you don't have the superstar acts, stations may balk at concert specials." He insisted that concert programming still works, "but it depends who the artist is."

In such cases where fragmentation has fractured a format, tailor-made versions of the same program can be packaged to blanket a broad range of stations. For instance, Westwood One Radio Networks produces three versions of its AOR-oriented *In Concert* series: "the original mainstream version, a 'new rock' version and a 'high voltage version,'" said Ferro. "Advertisers still are buying one program, but they're getting three different radio stations," sometimes in the same market. Westwood One has tried this tactic with other programs and is considering an alternative version of *Casey's Top 40 with Casey Kasem*.

As broad-based programming is becoming increasingly difficult to fit into a niche format, suppliers also need to cross format boundaries, said CBS's Murphy. The Spectrum Network targets a 25-54 audience, but affiliates range from Classic Rock to Country, "so we provide elements that cut across several formats," Murphy said.

While advertisers and stations clamor aboard the 25-54 baby boom bandwagon, they should remember that the 25-54 demo, while large, still is a finite segment of the entire audience picture, cautions Martin Raab, Satellite Music Network vice president, marketing. "There are only so many pieces of the 25-54 pie, and the smart broadcasters are looking at the periphery," he said. The thirtysomething crowd may have more expendable income than the 18-34 segment, but younger people tend to be in more of an acquisition mode, Raab said. "They're recently out of school, they've got a job, they're buying their first house or apartment or brand new car," he said.

Rather than be hung up on gross rating points or cost-per-thousand, advertisers need to take a look at the tangible qualities of a national audience, Raab continued. "Sheer numbers don't necessarily create an image or lead to a buy," he said. "A tire dealer needs to know if your listeners buy tires, not how many 25-54's you have."

Wherein lies the future? Despite strong interest in older listeners, advertisers shouldn't ignore teenagers and adults. "Right now the magic demo is 25-54, but advertisers are wrong to blow off all the 12-24-year-olds—because they're going to come back in favor at some point," he said.

Advertisers and agencies also are showing interest in program exclusivity, said Baldassano. "We're beginning to see interest from advertisers in owning their own show, which really hasn't been the case since the Texaco Star Theatre," she said. While Baldassano doubts this portends a trend, she does

consider it an indication of a growing commitment to radio. "It shows that agencies...are looking in terms of buying radio as a program rather than as a bunch of bodies with ears. It shows that we can get into more concept selling, instead of selling tonnage, which is what we do on a national basis." —REB

RADIO SYNDICATORS: MORE THAN JUST PROGRAM SUPPLIERS

Radio syndication is relying more on marketing, promotion to beat increased competition

The state of the art of radio program syndication has expanded over the last few years to include the words promotion and marketing in its definition. Along with 24-track studios, satellite delivery and digital audio recordings, syndicators on the leading edge also have developed or honed their promotional skills and staffs.

Promotion and marketing are not new to radio. And in an era when advertisers demand added value for their advertising budgets, radio stations have been capitalizing on the medium's strengths as a promotional vehicle. But more and more, radio syndicators are putting their contacts and resources to work to produce the promotions and events that even the major market stations can't get for themselves.

"The event has to be high profile—very showcase," said Kraig Kitchin, executive vice president, Premiere Radio Networks. "The promotion has to be good because local promotions at radio stations have become much more savvy—not only in generating a response from listeners, but in generating a response from local advertisers as well." In the past, added Kitchin, an acceptable promotion could be something as easy as a trip for two to New York City for dinner and a show.

But with the increased competition, a promotion has to meet a series of criteria before it can even hit the planning stages. "Now it has to tie in thematically with the format, it has to tie in thematically with the client, it has to be nonintrusive," said Kitchin, "and it has to fit the right demographics—the station's and the client's."

The need for promotional and marketing expertise at the radio program supplier level will only continue to grow, added Kitchin. "Three or four years ago, if there were 100 clients, 10 or 12 of them might have been interested in



Kraig Kitchin

doing a promotion. Now, out of that same list of 100, there are 60—that is a majority."

"When the marketplace gets softer, everybody tries to go out and do something more for their clients," said Steve Saslow, president, SJS Entertainment Corp. "The danger is that ideas are only worth what you do with them. Coming up with the idea is not hard," he said, "lots of people have come up with good ideas." Crucial to making successful events and promotions, said Saslow, is the understanding of what it really takes to make the idea materialize. Specifically, he said, fielding the right people in the right place to follow through to completion.

In addition to integrating good promotional ideas to the product and the affiliate stations, many companies have to have the flexibility to address advertiser needs by market. Most advertisers do have key markets on which they need to focus their efforts. "We do design and implement a local concept," said Kitchin, "in addition to the schedule on any one of our affiliates." But always working with the variables of the particular program or network, added Kitchin, at the same time trying to fit the format programmatically and demographically.

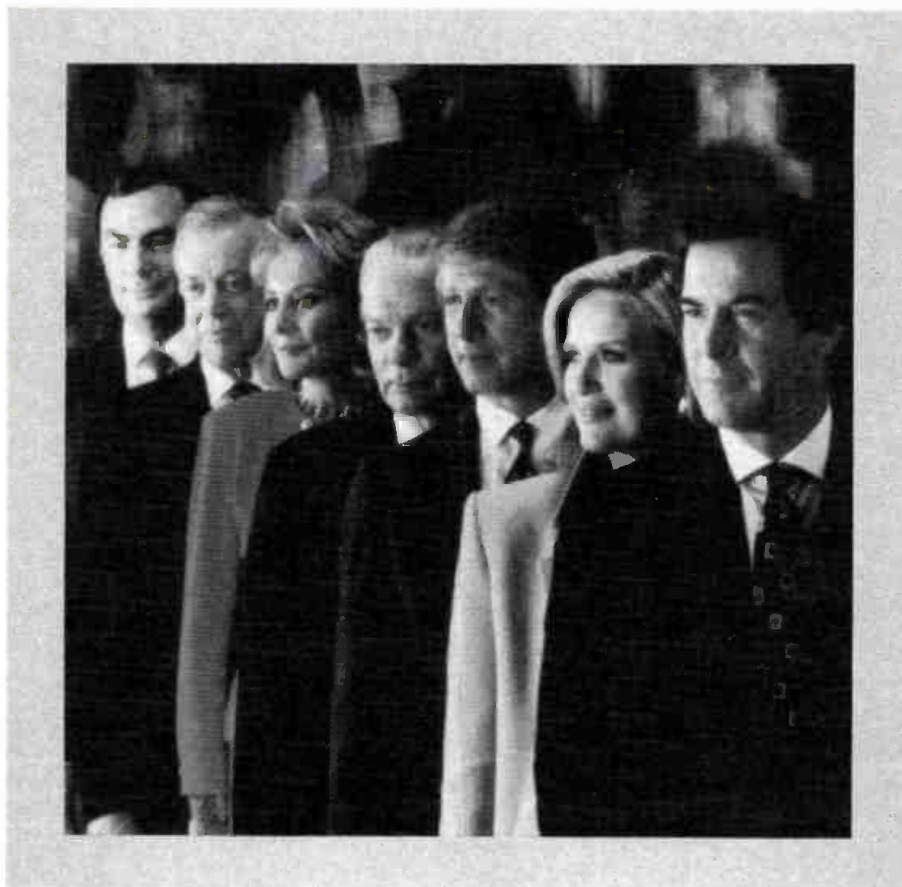
Said Saslow: "Syndicators need to



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RADIO SYNDICATORS: 1991 MENU

look at the business they are in, the business of special programming. Our basic business is putting out the best quality programming you can." If that goal is consistently met, he said, then stations become more receptive to products offered by the programmer, be they programming or promotion. What sort of special prize can a syndicator offer them? SJS responds with the autographed guitar of rock star Tom Petty (which they will be giving away soon) or a classic Corvette, autographed by rock musicians.

Serving as the catalyst for realizing advertiser promotions brings side benefits to all involved as well, said Kitchin. Advertisers come to know the radio network or syndicator as a partner, the radio company has firsthand involvement in the design and implementation of the event, and client, syndicator and radio station all receive the right exposure to the right marketplace. "We look at promotions as an opportunity to make a client more comfortable buying our inventory," said Kitchin.

Radio stations benefit from both sides. When they participate in a promotion, they get the client, and "they are giving the listeners a tremendous prize that otherwise that radio station might not have had the time or resources to develop," said Kitchin.

Saslow would like to see the process go one step further. If a good promotional idea is developed for a particular client, he believes it should be implemented across the entire campaign. "Make good ideas more accessible or uniform for everybody on their radio buy," said Saslow. "In a sense that is what they do in spot radio already." As the industry grows, he sees the need for promotions to be "media integrated."

As the industry grows, says Paul Bartishevich, president, Finger Lakes Productions, there will be a shift in the syndicated marketplace to companies offering less product, but of higher quality. "We have to represent both the programming needs and the sales needs when we work with the affiliate," he said, "and if we satisfy both we have succeeded in our mission."

As radio station operators become less willing to part with inventory for syndicated programming, not only will value-added aspects grow in importance, but syndicators will shift to providing completely underwritten programming to a smaller lineup of desirable stations, said Bartishevich. "The marketplace is saturated with programming and promotional product," he said, "but not necessarily quality product. Quality operations will always be able to create a niche for themselves." —LC

The program syndication distribution industry continues to thrive, providing radio stations with programming, merchandising and barter inventory with which to enhance their local broadcast schedules. The following profile of individual program syndicators includes national radio networks with program divisions that distribute long- and short-form features, smaller companies that offer a few programs, syndicators that offer just one highly specialized feature and programmers who provide satellite- and/or tape-delivered 24 hour music formats.

Not included in this listing are production houses, music libraries, jingle producers, children's networks or services that only provide news feeds or long-form interactive talk programming.

ABC Radio Networks produces and distributes five weekly long-form programs for some 400 affiliated stations; these features include *American Top 40 with Shadoe Stevens*, *American Country Countdown with Bob Kingsley*, *Hot Mix*, *American Gold* and *Rock & Roll's Greatest Hits*. All programs are four hours in length and are delivered on CD, except for *Rock & Roll's Greatest Hits*, which is delivered live via satellite. ABC also plans to distribute two holiday specials this year: *All American Fourth of July Celebration*, hosted by Shadoe Stevens, and a *Labor Day Superstar Spotlight on Reba McEntire*, hosted by Bob Kingsley.

Dallas-based **Alternative Programming Inc.** offers customized formats for each client with contracts that are nonassumable, that is, they cannot be sold to another syndicator, said Mickey Briggs, president. In addition to music formats, Alternative also offers 900 lines, letting listeners preview newly released compact disks and get concert information for their city.

American Comedy Network offers the *National Features Service* for stations, consisting of seven original features per week, 60-seconds to 90-seconds long, and a library of classic material consisting of 640 comedy bits on a 13 compact disk set. Bits include fake commercials, song parodies, interactives and show opens. The service is distributed to 308 radio stations in the U.S., Canada, New Zealand and Singapore. ACN also offers *Warmgear Mall*. ACN is a division of NewCity Communications.

Baltimore-based **American Radio Networks**, which started in November 1988 with 23 affiliates, is a live, 24-hour talk radio network. Today ARN's satellite-delivered programming has close to 300 affiliates nationwide. Monday through Friday programming consists of daily general talk programs with network hosts, with *The Sports Final* from 10 p.m. to 6 a.m., ET, seven days a week. Saturdays and Sundays have weekend specialty talk shows.

Washington-based **Associated Press Broadcast Services** augments its commercial-free AP Network News with a number of short-form daily and/or weekly information and entertainment features. These include *Competitive Edge*, *Business Minute*, *Business Barometer*, *Con-*

sumer Watch, *AgMinute*, *Week in Agriculture*, *Portfolio*, *World of Religion*, *Newsweek on Air*, *Segue*, *Eye on TV*, *Film Clips*, *Bestsellers in Review*, *Hollywood Report* and *Between the Lines*. Lifestyle features include *Real Life*, *Flashback*, *Chip Talk*, *Health and Medicine*, *On the Home Front*, *Weekend Magazine*, *Home Entertainment Update* and *Pets and People*. All features are fed via satellite, commercial free, to AP's 1,000 radio affiliates.

Lee Bailey's Los Angeles-based **Bailey Broadcasting Services** adds a new special to its programming: *The Golden Age of Rhythm & Blues*. Returning is *RadioScope*, a daily three-and-a-half-minute and weekly 60-minute program that combines celebrity interviews with "sneak previews" of albums and national promotion contests. Additional programs include: *The Hip-Hop Countdown & Report*, *Inside Gospel*, *Behind the Beat*, *The Black Music Experience*, *Marvin Goye: We Miss You*, *Dream of Freedom* and *The Bottom Line*.

Beethoven Satellite Network, based in Chicago, offers hosted classical music programs in hour modules, drawn from WFMT(FM) Chicago's library of more than 40,000 recordings. They are available for live or tape-delayed use and for automated operations. The format is fed daily from midnight to 9 a.m., ET; the night service is fed Monday-Friday, 10 p.m. to midnight. BSN is currently received by 167 affiliates and is available on a cash basis. It is delivered via Westar IV, transponder 2D. The company also produces *The WFMT Fine Arts Network* that syndicates the concerts of six symphony orchestras, grand opera companies, exclusive programming from the British Broadcasting Corp., shows from WFMT(FM) and The William Benton Broadcast Project of the University of Chicago.

Northbrook, Ill.-based **Bonneville Broadcasting System** has diversified the offerings within its adult contemporary and easy listening format services. The adult contemporary division has developed four different A/C formats, *Soft Adult Contemporary*, *Lite Rock*, *Adult Contemporary Mix* and *Classic Hits*. Earlier this year Bonneville introduced a monthly update service for the adult contemporary stations, *ChartBreakers CD Service*. Bonneville provides programming and consulting services to more than 150 stations. The company also offers a 1,500 song, 85-disk Adult Contemporary music library on a 99-year lease basis. Bonneville has developed three new formats within the easy listening division, *Adult Progressive*, *Easy Mix* and *Classic Easy*. In addition to its CD formats, Bonneville also offers its *ALPHA* Soft Adult Contemporary format, and *ULTRA* Easy Listening format on reel-to-reel tape.

Dick Brescia Associates in New York currently syndicates two daily radio features and also handles the radio network broadcasts for the new World League of American Football. The short-form *Stan Freeberg Here* presents the Emmy- and Clio-award winning writer's "unique way of seeing the world," while the long-form *When Radio Was* presents five one-hour programs featuring drama, comedy and adventure from radio's "golden age," hosted by Art Fleming. Both features are bulk fed via satellite.

Washington-based **The Broadcast Group** is in its eighth year of producing *Face Off*, a two-minute satellite-delivered weekday program featuring House Republican Whip Alan Simpson (R-Wyo.) and Senator Ted Kennedy (D-Mass.) debating current issues. The feature is offered on a barter basis. *Leonard Maltin on Video*, in its third year, hosted by *Entertainment Tonight's* Maltin, reviews

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home videos (both new releases and classics). It has expanded into Canadian syndication via World Radio Network in Toronto and is also offered on a barter basis. *Tom Shales on Television*, a daily radio feature hosted by Pulitzer Prize-winning TV critic Tom Shales of the *Washington Post*, is slated for premiere in third quarter 1991.

Seattle-based **Broadcast Progaming Inc.** specializes in a broad range of music formats and custom program consulting and now offers 32 24-hour programming formats following its acquisition of Albuquerque-based Drake-Chenault. Broadcast formats include *Ultimate AC*, *Original AC*, *Hot AC*, *The AC Format*, *Mellow AC*, *Easy Contemporary*, *Soft Spectrum*, *Prime Demo*, *Music...Just for the Two of Us*, *Easy Relaxed*, *Memory Music*, *MOR Contemporary*, *Swing Era II*, *Rock Classics*, *Oldies*, *Super Country*, *Great American Country*, *Modern Country*, *All Star Country*, *Country Lovin'*, *Natural Sound*, *Super Hits*, *Z Format*, *Stereo Rock*, *AC Christian*, *Sacred Sounds of Gospel*, *Sacred Sounds of Praise*, *Beautiful Sounds of Praise*, *Urban One*, *Jazz-Z*, *Classical* and *Soft Passages*. BPI also distributes Drake-Chenault's *History of Rock and Roll*, *History of Country Music* and *Evolution of Rock*, as well as a number of holiday music specials, classic radio dramas and comedies.

CBS Radio Programs, a division of CBS Radio Networks, currently distributes two long-form entertainment programs and one 90-second information feature. *Cruisin' America* is a three-hour weekly dance party hosted by WCBS-FM New York personality Bruce Morrow; *On the Move* is a three-hour weekly urban contemporary countdown program featuring traveling DJ Tom Joyner. Both programs are produced by Cutler Productions in Los

Angeles. *Walter Cronkite's Twentieth Century* is a 90-second daily feature focusing on the major stories of issues of the 20th Century. Long-form programming is delivered via satellite and on disk; the short feature is fed as part of the CBS Radio Network news feed.

Champion Productions USA, San Francisco, offers live, satellite-delivered entertainment with *Sports Byline USA*, Monday through Friday, 11 p.m. to 1 a.m., ET. (The company plans to expand the length of programming, beginning Sept. 2, from 10 p.m. to 1 a.m., with an optional replay from 1 a.m. to 4 a.m.) The talk show is hosted by Ran Borr and features sports personalities, as well as live origination from major sporting events such as the Super Bowl, the Indianapolis 500 and the World Series. The program invites listener participation with open phone lines. It is available on a barter basis.

Christian Broadcasting Network, Norfolk, Va., is made up of CBN News Network, CBN Music Network and CBN Syndication Network and emphasizes music, news and talk programs targeted to Christian listeners. CBN has 300 affiliates and one of its music programs, *Christian Countdown USA*, airs Sunday mornings on nonreligious formatted stations. All deals are barter only. Along with *Christian Countdown*, other music programs include *Worship! America* and *Today's Christian Music*. Talk and news programs include *Concerned Women Live*, *Parent Talk*, *On the Line* and *News Today*.

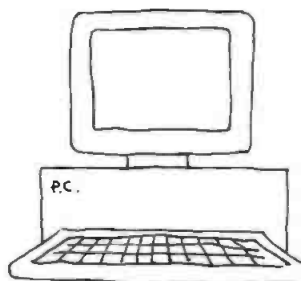
Lita Cohen Radio Service of Merion, Pa., has been offering the two-hour weekly *Big Band Jump* with host Dan Kennedy since 1981. It is carried on 225 stations and

is available on cassette or tape with tapes. *MidAtlantic Sports Network* features 12 hours of sports information, news and updates on Saturday and Sunday nights. New to the LCRS lineup is *Jazz Flavours*, a two-hour weekly show targeted to A/C stations. All programs are offered on a barter basis.

Concept Productions of Roseville, Calif., began business more than 16 years ago as a radio program syndicator supplying music and voice-tracked personality formats on reel-to-reel tape. Today, Concept continues to provide full-service programming to automated and live-assist radio stations with five formats: Adult Contemporary, CHR, Country, Contemporary MOR and Gald, which features oldies from the 1950's, '60s and the early '70s. Each of the formats is available as a music-only service on analog reel-to-reel or digital audio tape or with air personalities.

Creative Radio Networks, Westlake, Calif., marks the beginning of its third decade in providing programming. Darwin Lamm, owner and president of CRN, will be producing a new 48-hour *Country Special* featuring exclusive interviews with today's biggest country stars. This holiday season will bring a completely revised *The Joy of Christmas* presentation formatted for AC and Country stations. Both versions will be available as a 12-hour special. In addition, a light-AC, MOR special, *Christmas Memories*, will also be available as a 12-hour program. *The Elvis Hour* continues to generate air-play on stations across the U.S. and Canada. The summer of 1991 will debut *Endless Summer*, a six-hour special highlighting the summertime hits of the '50s, '60s, '70s and '80s. All programs are available on a cash basis with the top 25 markets available on barter.

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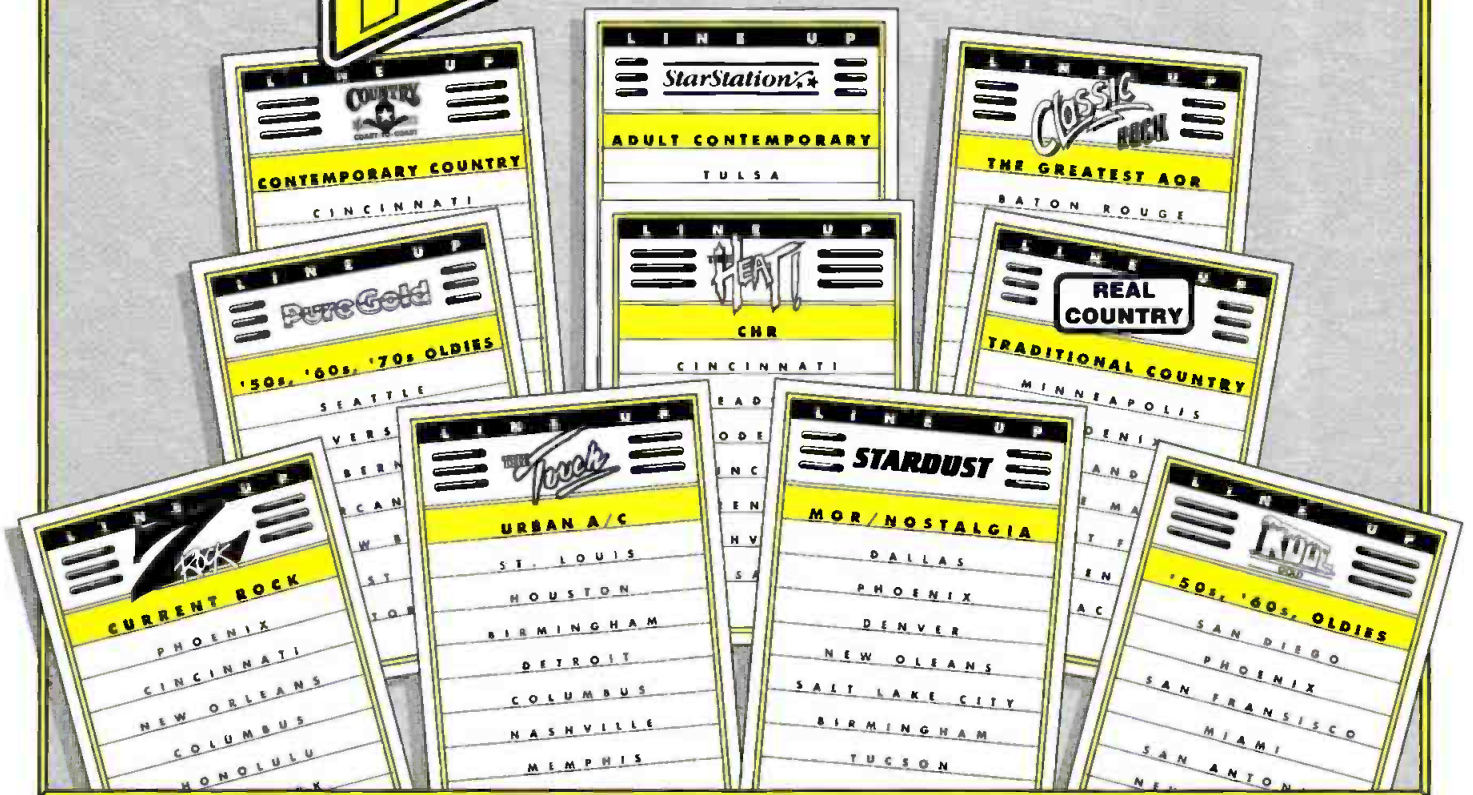


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CRN International, Hamden, Conn., offers exclusive rights to tennis's top event, Wimbledon, providing six daily satellite-fed updates to 50 stations. One year is left on CRN's exclusive deal with the All-England Tennis Club. CRN's regular features include *Ski Watch*, a 60-second daily update reporting the latest skiing conditions in a station's coverage area, and general skiing information. Summer-oriented programming includes *Beach Watch* and *Summer Watch*. All programs are available on a barter basis.

Los Angeles-based Ron Cutler Productions produces six long-form radio programs, two of which are distributed by CBS Radio Networks. Those programs currently distributed by Cutler include a two-hour *Party America*, with ad sales handled by Global Satellite Network; a three-hour unhosted CHR-oriented *Party Mix*; a two-hour Urban-oriented *Mix America* and the *Cutler Comedy Network* service for AOR and CHR stations. Cutler Productions also is developing several new shows and services, to be announced next September.

Daynet Inc., New York, offers three, two-hour programs via satellite to its stations. Michael Castello, president, says the live talk shows are available on Satcom 1R, transponder 23. *The Dr. Joy Browne Show* features former ABC Radio host clinical psychologist Joy Browne. Callers discuss human relations with Browne, Monday through Friday, 10 a.m.-noon, ET. Former WZLX(AM) host Alan Colmes heads *The Alan Colmes Show*. Available Monday through Friday, 3 p.m. to 5 p.m., the program deals with broader political issues, both domestic and international. Renowned talk radio veteran Barry Farber hosts *The Barry Farber Show*, also an issue-oriented program, Monday through Friday, 5 p.m. to 7 p.m.

DC Audio, Washington, has been offering *The Daily Feed* for nearly 10 years. The daily, 90-second vignettes, described as politically oriented satires, are delivered to 25 stations on cassette or reel-to-reel.

DIR Broadcasting was founded in 1973 to produce and distribute programming to youth-oriented radio stations. Eighteen years later, DIR's first program, *King Biscuit Flower Hour*, is still the company's flagship show and its primary tool for targeting an 18-34 audience. *King Biscuit* is a weekly one-hour program delivered via CD, featuring live concert performances of top contemporary recording acts. The program recently added a new segment titled *Future Classics*, spotlighting new acts. DIR also produces and distributes various music specials throughout the year as well as live simulcasts from around the world.

North Salem, N.Y.-based Eagle Media Productions Ltd. offers two 90-second reports on a barter basis. *Lou Adler's Medical Journal*, created more than 20 years ago, is hosted and produced by Eagle Media President Lou Adler. *LAMJ* covers personal and family health matters and features interviews with health experts. The report is available on cassette. *A Matter of Law* is produced in conjunction with New York-based Paul Loewenwarter Inc. It explains the fine points of law to the general public and is available on cassette.

EFM Media Management in New York distributes long- and short-form talk-oriented features. The *Rush Limbaugh Show*, which has a weekly cum audience of 7.1 listeners, debuted less than three years ago and is now heard on 350 stations. Additionally, Dean Edell hosts two information programs, the *Dr. Dean Edell Show* and *Dr. Dean Edell Medical Minutes*, heard on 245 and 300 stations, respectively. All programs are distributed via satellite.

Entertainment, Culver City, Calif., specializes in Top 40, Country, News/Talk and Classical programs delivered by satellite, reel to reel, vinyl and CD. Top 40 formats are *Hitline USA*, which is satellite-delivered live every Sunday night and is carried on about 200 stations; *Hangin' with Hollywood*, a satellite-fed, four-hour show broadcast live from Disneyland on Sunday evenings, and *The Buzz with Adam Curry*, a twice daily, one-minute news report by MTV VJ Adam Curry. Country programs are *The Weekly Top 30 with Harmon and Evans*, *Country Music Top 10*, *Country News* and *Country Line USA*; it also broadcasts numerous country-formatted holiday specials. David Horowitz's consumer program *Fight Back* is heard on more than 150 stations. *Classic Line*, featuring contemporary classical artists, goes to 50 stations on a barter-only basis. Long-form programs have self-contained spots from sponsors including American Express, Fruit of the Loom, Pepsi and Sharp Electronics.

Far West Communications, based in Burbank, Calif., has found a niche format that contemporizes the traditional MOR and nostalgia formats of the 1950's to the sounds of today, according to Far West President and Chief Executive Officer Paul Ward. It is delivered to stations by DAT cassette or on reel-to-reel analog tape. Among continued offerings: *True Country*, *True Country II*, *30 Plus*, *Gold Plus*, *The Master Service* and *Air Force One*, a custom audiophile music library delivered on DAT cassette.

Finger Lakes Productions, Ithaca, N.Y., produces four short-form features available at no charge to stations.

The Environminute is a daily, 60-second feature that provides environmental information and tips, fully sponsored by the Eastman Kodak Co. *Birdwatch* is a daily 90-second feature discussing different aspects of birds and birdwatching. The company also produces *Finger Lakes Focus*, a 90-second feature, and *The Money Report*, in cooperation with Media America Inc.

Global Satellite Network in Los Angeles originates three weekly shows targeted to AOR stations: *Rockline*, a 90-minute call-in interview/music program; *Power Cuts*, a 2-hour review of top AOR tracks, and *Reelin' in the Years*, a three-hour show featuring classic cuts from the 1960s, '70s, and '80s. GSN also produces and distributes a variety of specials spotlighting AOR acts; a tour special called *Backstage with...* that focuses on artists currently on the road, and periodic live concert broadcasts.

Images Communication Arts Corp., Jericho, Long Island, N.Y., produces and distributes several short-form radio feature series and syndicates several "old-time" series from the "golden age of radio." The company has launched a new barter series, *Bassin' with the Pras*, for national sponsor Outboard Marine Corp., makers of Evinrude and Johnson Motors. The series is available on tape, in one of two formats, two-minute daily or 10-minute weekly.

Images offers two cash-basis features, *Richard Warner's Moneyline*, a twice-daily, one-minute feature, and *Healthstyles*, a three-minute daily feature. Both series are available on tape. Barter basis, short-form features include: *Inside the NFL* and *Countdown to Super Sunday* on a national basis; *Dallas Cowboys Football Report* and *Houston Oilers Football Report* on a regional basis, and six college-conference series. In long-form, Images syndicates *Detective Theatre*, a compilation of 166 half-hour crime dramas selected from four series originally broadcast by Mutual Broadcasting (*Official Detective*, *Squad Room*, *Crime Fighters* and *Under Arrest*), and *The Jean Shepherd Show*, an hour-long monologue series selected from recordings of Shepherd's New York broadcasts.

Jameson Broadcast Inc. in Washington produces and syndicates promotional features and targeted marketing campaigns, including *ABC Soap Quiz*, a 60-second daily soap opera trivia program; *American Health Report*, a 90-second daily news show focusing on health, fitness and nutrition; *Elevator from Hell*, a short-form comedy call-in contest featuring "elevator music" versions of classic rock hits, and the *Zapnews* news service. Two additional features will be available next September: *Earth Report*, a 60-second daily news brief on environmental issues, and *Sports Page*, a 30-second daily commentary on sports.

KCSN(FM), Northridge, Calif., noncommercial station of California State University Northridge, syndicates *Media Week in Review*, which covers issues affecting media at global and local levels and hosted by Ed Coghlan. It is broadcast via satellite Tuesdays at 6 p.m., PT. *Classical Countdown*, a one-hour program hosted by Rich Copparella, is a weekly radio countdown show of the nation's favorite classical music. It is fed to more than 400 noncommercial radio stations nationwide and begins national satellite distribution July 10.

LBS Radio in New York has totally restructured its programming lineup in the last year and now represents three separate properties. American Radio Network is a 24-hour talk/sports network distributed live via satellite; LBS Independent Radio Network, an unwired system that syndicates 30-second *Starnotes* vignettes to stations in a variety of formats; and *Thanks a Million*, hosted by

FREE Health News Feed

from the Children's Health News Network, a free, weekly radio news service, concentrating on prenatal, pediatric and adolescent health and medical topics.

The radio newsfeed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.

For more information on this newsfeed, contact the

Children's Health News Network
at Children's National Medical Center,
(202) 939-4500.



millionaire Percy Ross, who has vowed to give away his personal fortune to listeners who write in asking him to help them out financially.

MediaAmerica Inc., New York, provides programming for several formats, including rock, classical, jazz and new age, comedy, country and sports. The four-year-old company has offices in New York and Los Angeles. It is headed by Ron Hartenbaum and Gary Schonfeld. Programs offered by MediaAmerica include *King Biscuit Flower Hour*, *David Sanborn Show*, *Countryline* and a sports show with Pat Summerall. About 5,000 stations receive programs from MediaAmerica. Shows are provided on a barter basis and are delivered by satellite and CD. MediaAmerica also sells ad time for *Musical Starstreams* (see below).

New York-based **Melcor Broadcasting** currently offers two programs on a barter basis. *A Moment of Musical History* is a daily, five-minute feature, and *Education Now* is a two-minute, daily program covering current issues in education on a weekly cycle. It devotes one week to each issue. Both programs are available on cassette. George Kalman is Melcor's president.

Beverly Hills, Calif.-based **Charles Michelson Inc.** distributes vintage radio shows from the 1930's, '40s and '50s. Michelson offers 27 series on a cash basis on quarter-inch tape. Series include *Dragnet* and Orson Welles's *War of the Worlds*. New series include *The Cisco Kid* and *Fibber McGee and Molly*.

MJI Broadcasting in New York produces and syndicates 15 long- and short-form entertainment features and also distributes an exclusive package of special programs and reports that focus on the annual Grammy awards. The lineup of short-form programs includes *Rock and Roll Milestones*, *Ask the Stars*, *Star Quiz*, *Country Quiz*, *Trivia Quiz* and *Rock Quiz*; long-form programs include *Oldies Countdown*, *Starbeat: The Electric Magazine*, *Direct Hits*, *Country Today*, *Rock Today*, *Desert Island Discs*, *Comedy Hour*, *Metalshop* and *Classic Cuts* (which also can be customized into five daily shorter features). Features are available on disk and/or reel-to-reel tape.

MRN Radio (Motor Racing Network), Daytona Beach, Fla., will broadcast 50 NASCAR stock car races via satellite to more than 400 stations. MRN has three programs to supplement the NASCAR broadcasts. Monday through Friday, MRN presents *NASCAR Today*, a five-minute news update anchored by Allen Bestwick. Tuesday nights at 7 p.m., ET, Eli Gold hosts *NASCAR Live*, an hour-long talk show, and the *Busch Pole Show* that covers qualifying for each NASCAR Winston Cup Series event.

Musical Starstreams of Santa Fe, N.M., established in 1981, distributes progressive new age music in the form of the weekly two-hour program *Musical Starstreams*. Programs are available on a barter basis to commercial stations and a cash basis to noncommercial stations. Programs are distributed on digital or analog tape.

Musicworks Inc., Franklin, Tenn., offers four services, all distributed on tape on a barter basis. They are *Casual Country*, an announcer-free easy listening format; *Alive Country*, a personality-driven country music format; *Country 80*, unannounced modern country music, and *Factor 5*, an adult contemporary service featuring 1960's and '70s music. Additionally, Musicworks also distributes *Country Christmas Music*, featuring established country music performers.

Washington-based **North American Network** has four barter programs available for next October, on both satellite and tape. *National Car Care Month Promotion*, *Energy Awareness Month Promotion*, *National Consumers Week Promotion*, and *National Kitchen and Bath Month Radio Promotion* are all combined onto one tape. There are approximately five 60-second reports under each title. North American also offers, on tape only, an hour-long talk show titled *Your Health with Dr. Robert Atkins*.

Olympia Broadcasting of St. Louis offers a variety of sports, comedy and entertainment programs. Sports features include *Costas Coast to Coast* and *Inside Sports Magazine*, both hosted by Bob Costas; *Sports Flashback*, hosted by Jack Buck, and John Madden's *Sports Quiz* and *Sports Calendar*. Comedy programming includes format-specific *Rock Comedy Network*, *Contemporary Comedy Network* and *Hit Comedy Network*. Olympia also produces *Country Calendar*, a daily 90-second country interview short feature.

Orange Productions, based in Narberth, Pa., produces and distributes *Sounds of Sinatra*, a weekly two-hour service airing on 125 stations, available on vinyl only.

PIA Radio Network, Chicago, is entering the second year of a four-year deal to offer the NBA Radio Network. Formed in conjunction with the National Basketball Association, coverage will include an *NBA Game of the Week* as well as the All-Star Game, playoffs, finals, championship game and draft. PIA produces and syndicates the *College Football Game of the Week*. PIA is entering the fourth year of offering Northwestern University basketball and football. It will also begin covering DePaul University basketball with the 1991-92 season. Also included in PIA's sports lineup is NBC Sports commentator Marv Albert's five 1-hour specials. All PIA sports programming is available on a barter basis. PIA has developed two public affairs programs available on a cash plus barter basis: *Customized Public Affairs* and *Northwestern Reviewing Stand*.

The long-form programming lineup of **Premiere Radio Networks**, Los Angeles, includes *Dave Sholin's Insider*, *Dave Sholin's Mix/Hot AC*, *Live from the Sixties*, *Plain-Rap Countdown* and *Reflections*, a classic soul for urban-formatted radio stations. The shows are available in four different formats—Alternative, Urban, Country and CHR. Short-form features include *The Clo'ence Update*, *News from the Boonies*, *The Final Score with Curt Gowdy*, *On the Phone with Ti-Rone*, and *Fraze at the Flicks*. Comedy Services include *Premiere Comedy Network*, *Premiere Comedy 25-54*, and *Premiere Country Comedy Network*. All features and services are offered on a barter basis.

Promedia, Northvale, N.J., is offering two packages of radio comedy. The most popular package offered by the 14-year-old company is *The Fun Factory Comedy Show*, a weekly package of 25 bits and song parodies each running 60 seconds or less. Also available is *Laugh Machine*, a weekly package of 30-second stand-up comedy cuts. Both are delivered via tape and are available on a cash or barter basis, depending on market size. Promedia plans to introduce as yet unspecified new product later this year, according to company executive Cindy Grogan.

Radio Express, Los Angeles, which focuses exclusively on product for international distribution, currently serves stations in 70 countries. The six-year-old company has 25 different items in its catalog, half of which are advertiser-supported through single-brand sponsorships by companies including Pepsi, Phillips Electronics and Kentucky

Fried Chicken. One of the company's biggest offerings, ABC's *American Top 40*, is distributed in 24 languages worldwide.

Radio Programming & Management, Orchard Lake, Mich., is revamping its operations to offer CD-delivered music libraries by early 1992. The company, which currently delivers its formats to 170 stations on a cash basis via tape, will also be offering DAT packages beginning this summer. Current offerings include *Spectrum AC*, targeted to ages 25-34 and 35-64; *Easy Jazz Mix* (34-49 demographic); *Contemporary Easy Listening* (35-64 demographic); *Country I* (25-54 demographic), and *MOR Nostalgia* (45-64 demographic).

Weekly long-form shows from **Radio Today Entertainment**, New York, include *Flashback*, *Portraits in Sound* and *America's Ballroom*. RTE also distributes the comedy series *Laugh Tracks*; the short feature series, *Flashback Pop Quiz*. Internationally, RTE distributes two music series to radio in Japan, *Pass and Japs* and *Funky Friday Night*.

Capital Cities/ABC's **Satellite Music Network**, Dallas, produces a variety of music formats. SMN offerings are *Traditional Country & Western*; *KOOL Gold* and *Pure Gold* (both Oldies); *Stardust* (MOR); *The Heat* (CHR); *Z Rock* (Hard Rock); *The Touch* (Urban AC); *Lee Abram's Classic Rock*; *Star Station* (AC) and *Country Coast to Coast* (Contemporary Country).

Sheridan Broadcasting Network. In addition to its basic national news and sports network, Pittsburgh-based SBN operates two syndication divisions. STRZ Entertain-

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ment Network produces and distributes *Top 30 USA* (Urban Countdown); *Jazzmasters* and several short feature series: *Cameos of Black Women*; *STRZ Funline* (on urban music events) and *Destination Paradise* (travel). In January, STRZ offers the one-hour *King: Celebration of the Man and His Dream* and feature series *King: Carrying on the Dream*. STRZ's *Salute to Great Black Americans* features are available in February; *R&B Legends* features, in June. In October, STRZ will add *Minority Small Business Review* to its two other business feature series, *SBN Money Smarts* and seasonal *Taxbreak* features. And SBN Sports Network offers seasonal features covering big league and college sports: *Diamond Digest*, *NBA Report*, *Legends of the NBA*, *NFL Playbook*, *Legends of the NFL* and *Final Four Flashback*. In all seasons, SBN offers daily *Sports on the Light Side* features.

SJS Entertainment Corp., New York, offers weekly and daily shows, both as stand-alones and as part of different networks. *The Sounds of Sinatra* is a weekly, two-hour program hosted by Sid Mark, distributed on compact disk. *America's Ballroom* is also a two-hour, weekly program that features a celebrity performer as guest disk jockey, distributed on compact disk. *In the Studio* is an hour-long, weekly piece on classic rock music, hosted by Redbeard, featuring interviews as well as music, on compact disk.

The *World Premiere* network is a series of 90-minute live or recorded artists playing material a day before the album is released to rock radio stations. Also hosted by Redbeard, the program is distributed via satellite. The *Live (from Electric Ladyland)* network is a series of 60-minute live performances from a recording studio or sound stage. It features established and up-and-coming rock artists before the music hits other radio formats, via

satellite.

SJS distributes *Rock Over London* and *UK Chart Attack*; both are hour-long, weekly programs distributed on compact disk. SJS offers *Screen Test*, a two-and-a-half-minute daily movie trivia bit hosted by Leeza Gibbons; *Partrails in Sound*, a two-hour, weekly program on new age and light jazz music, distributed on tape; *Country World Premiere*, live or recorded 90-minute series featuring country artists and their latest material, one week prior to release, available on satellite. SJS offers *The Urban Entertainment Network*, consisting of the following Monday through Friday program services: *Black Collegiate Sports Report*, *Profiles in the Building of America* and *Lifestyles*. All are available on tape.

Sports Entertainment Network in Las Vegas distributes a number of satellite-delivered sports-oriented features and talk programs through its flagship station, KVEG(AM) North Las Vegas, Nev. These programs include *Morning Sports Page with Cheryl Cohen*, the *Jim Olson Show*, *Rick Talley's Sports Panel*, the *Al Bernstein Show*, *You Can Bet On It*, *Caesars Palace Sports Beat*, *Bally's Sports Central* and *Sports and More with Rick and Radd*.

Boston-based **Star Communications**, founded six years ago by Tom Star, specializes in sports programming. The centerpiece of its lineup is *The Sports Final*, an eight-hour sports call-in show airing from 10 p.m. to 6 a.m., seven days a week. The show originates from Boston and is carried on more than 110 stations, including stations carried on the American Radio Network and Armed Forces Network. In addition to phone-in segments, the show also covers scores, trivia and wrap-ups. Other shows that Star syndicates are the football, baseball and basketball Hall of Fame induction ceremonies, as well as the Senior and Copper Bowl football games.

Superadio Limited Partners is in the process of launching a satellite-delivered, 24-hour format service. Tom Shovan, vice president and general manager, Superadio, said the service is Top 40 for adults with targeted audience being 25 and older. The service debuted on a prototype station, WRLV-FM Lexington, Ky., June 17, and Shovan said 18 other stations are "in one degree or another in contract for the service."

Founded in 1987, the Southborough, Mass.-based company also syndicates *Open House Party*, which was their initial program. Airing for five hours on Saturday and Sunday night, the show is live and satellite-delivered to more than 178 stations in the United States and 56 more in Canada. The show is hosted by John Garabedian and is targeted to top-40 stations. Using 800-telephone numbers, the show allows listeners to call in requests and also talk with celebrities featured on the show. Shovan said the show is customized so that local call letters are inserted in the show, making the show sound like it is originating out of the local market. Shovan said the company has two other projects in development, including a joint venture with a major market radio station.

Syndicom, San Luis Obispo, Calif., offers three programs on a cash basis on analog tape. A daily, 60-second feature called *Red Neckerson* is a collection of comedy editorials. Host Red Neckerson offers his opinions on subjects ranging from television to sports to wine. The program currently has 80 affiliates. *Kaleidophonic Jazz* is a weekly, three-hour program of vintage to contemporary jazz selections, hosted by Alan Olmstead. The program has 11 affiliates. *Countryphonics*, also hosted by Olmstead, is a two-hour, weekly music show, designed to "show music development and mix." The program has seven affiliates.

The Nashville Network Radio, a joint venture between Group W Satellite Communications and Opryland USA, distributes one weekly country countdown program, *The Nashville Record Review*. The four-hour program is hosted by Lorianne Crook and Charlie Chose and is available on a barter basis on vinyl disk. TNNR also distributes several annual special programs, including *Superstar Spectacular*, *Country Music Legends* and *TNN Music City News Country Awards*.

Morie Trumble & Associates in New York produces ski condition reports, localized for each affiliate to include those ski areas pertinent to that station's audience. Ski reports are voiced by major market personalities and are available at no charge to stations. The company also distributes leisure activity reports, including beach conditions, fairs and festivals, also localized for each affiliate and available on a barter basis. Also available: a 6-hour syndicated Christmas music program for MOR stations, available for barter or cash.

Unistar Radio Networks, jointly based in New York and Colorado Springs, provides a number of format-specific, long-form music programs and specials, as well as eight satellite-delivered turnkey radio formats. Long-form features available daily, weekly or monthly include *Weekly Special*, *Showcase of Rock*, *Dick Clark's Rock, Roll & Remember*, *Solid Gold Scrapbook*, *Solid Gold Saturday Night*, *Solid Gold Country*, *Weekly Country Music Countdown*, *Country Gold Saturday Night Live*, *Super Gold*, *Great Sounds* and *Countdown America with Dick Clark*. Special programs include *Country Six Pack 1991*, *Soul of the Sixties*, *Dick Clark's 35 Years of Rock and Roll*, *Dick Clark's Summer Memories*, *Summer Beach Party*, *Memories of Elvis*, *Lennon: His Last Interview*, *Sixties Party*, *Mike Harvey's Rockin' New Year's Eve*, *Elvis Presley Birthday Tribute*, *Academy of Country Music Awards Nominations Special*, *Solid Gold All Time Favorites Countdown*, *Beach Boys 30th Anniversary Special* and *1991 News Encore*. Additionally, Unistar distributes eight 24-hour formats: *ACII*, *Oldies Channel*, *Format 41*, *Country, AM Only*, *Adult Rock & Roll*, *Special Blend*, and *CNN Radio*.

United Press International, focusing on streamlining its news wire and broadcast divisions in avoiding further service cuts, has merged the formerly Chicago-based operations of its UPI Broadcast News Wire with the Washington headquarters of UPI Radio Network. Howard Dicus, UPI Radio Network's news director, said the combined operations have been a boon for the radio syndication division, where both help create a "think tank situation," striving to improve news content and features on each of their respective services.

One of the cornerstone programs, *UPI Roundtable*, is a half-hour weekly panel discussion of Washington legislative issues featuring UPI's Senate correspondent, Pye Chamberlayne; White House correspondent Helen Thomas; and *Washington Post* columnist Jack Anderson. *Roundtable* and all other UPI Radio Net programming, is offered in a complete package on an undisclosed cash basis. With more than 100 client stations, according to Dicus's estimates, he said that a "second-channel" news service is in the planning stages for market entry as late as 1992. Continuing satellite-delivered news services include the Monday-Friday half-hour *UPI Radio News Updates*; one-minute and four-minute news cut services at the top and bottom of each hour, respectively; and *The National Weather*, tailored to airline commuters. Other daily features include *Sports in Brief*, *Today's Business*,

Continued on page 44.

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TV Answer is the first and only announced Interactive Video Data Service (IVDS) for television. Now, TV Answer is making its pioneer technology for IVDS communications openly available...to accelerate growth and encourage healthy competition in this immensely promising new industry.

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INDUSTRY FORECAST

Continued from page 40.

Jack Anderson Investigative, Almanac, Medical Minute, TV Tonight, People in the News, Consumer Focus, Commodity Focus, Hollywood Focus, Science and You and Your Money.

Vision Broadcasting Network, a New York-based producer and distributor of album-oriented rock specials, according to founder and president Floyd Vasquez, is developing *New York Breakthrough* as a showcase for up-and-coming rock artists and groups. Vasquez said he is confident the short-form (10 two-minute vignettes) and concluding long-form (live, three-hour special) *Breakthrough* formats will be cleared with top 100 market stations by summer 1992. Vasquez said the two-minute vignettes will be targeted for AOR stations, highlighting interviews and musical cuts from emerging rock musi-

cians. Those 10 vignettes, which will be distributed via compact disk, will air in two-week periods. The three-hour special will combine live musical events from New York via satellite, mixed with some prerecorded segments. Both programs will be offered on an undisclosed barter basis, said Vasquez, who founded Vision Broadcasting Network in 1988.

Los Angeles-based Westwood One Inc. produces and distributes news, information and entertainment programming distributed through the NBC Radio Network, the Source, Mutual Broadcasting System and Westwood One Radio Networks. The company syndicates a number of long- and short-form radio programs and specials, distributed via satellite, to 3,000-plus radio stations internationally. Short-form information features include *America on the Road*, *Dr. Joyce Brothers Report*, *Face-Off*, *First*

Light, *Joanie Greggains Health Minute*, *Larry King: My Side of the Story*, *Like Only Yesterday*, *Mature Focus*, *Money Magazine Business Report*, *News You Can Use*, *Offbeat*, *Science Update* and *Bruce Williams' Travel Corner*. Long-form information programs include *America in the Morning*, *Larry King Show* and *On the Garden Line*. Long-form entertainment features include *American Dance Traxx*, *Casey's Top 40 with Casey Kasem*, *Dr. Demento*, *Encore with William B. Williams*, *Future Hits*, *in Concert: High Voltage*, *In the Spotlight*, *Last Lennon Tapes*, *Off the Record with Mary Turner*, *On a Country Road with Lee Arnold*, *On the Radio*, *Pirate Radio USA*, *Scott Shannon's All Request Top 30 Countdown* and *Superstar Concert Series*. Among WW1's short-form entertainment programs are *BBC Classic Tracks*, *Casey's Biggest Hits*, *Country Comments*, *MTV News*, *New Gold on CD*, *Rock Calendar* and *Rock Report*. Westwood One also distributes a wide variety of special programs in virtually all radio formats.

RIDING GAIN

RADIO SPENDING UP AMONG SOME ADVERTISERS

Banks and financial service companies have increased their spending on radio in New York during the first quarter of 1991 by 34.2% over the same period last year. According to the NYMRAD/RER Advertiser Revenue Report, banks and financial services increased their expenditures on radio from \$4.7 million in the first quarter of 1990 to \$6.3 million in the first quarter of 1991.

Banks increased their radio spending by 43.4% to \$3.87 million from \$2.7 million in 1990's first quarter; investment companies increased from \$619,951 to \$862,027, an increase of 43.4%; credit card/travelers check companies increased 150.6%, from \$260,225 to \$652,040; insurance companies lessened their expenditures on radio by 3.7%, from \$533,062 to \$513,151, and finance companies also reduced their expenditures compared to the first quarter of 1990 from \$584,354 to \$403,241.

NAB NOMINEES FOR MARCONI RADIO AWARDS

Nominees for the National Association of Broadcasters' Marconi Radio Awards were announced by the NAB last week. Winners will receive the awards at the Radio 1991 convention in San Francisco, Sept. 14.

Finalists in the personality of the year category in major markets are: Jess Cain, WHDH(AM) Boston; Hudson & Harrigan, KILT-AM-FM Houston; Mark & Brian, KLOS-FM Los Angeles; J.P. McCarthy, WJR(AM) Detroit and Bruce Morrow, WCBS-FM New York.

In large markets: Gary Burbank, WLW(AM) Cincinnati; Charlie Douglas, WSM(AM) Nashville; Eddie Haskell, WXLK-FM Roanoke, Va.; Brother Wease, WCMF-FM Rochester, N.Y., and Doug Wright, KSL(AM) Salt Lake City. In medium markets: Bill Barrett, KUGN(FM) Eugene, Ore.; Jerry Carr, WMT(AM) Cedar Rapids, Iowa; Mark Evans, WAJL(FM) Fort Wayne, Ind.; Tom Kinard, WJMX(AM) Florence, S.C., and C.C. Ryder, KBFX(FM) Anchorage.

In small markets: Joe Crystall, KGVY(AM) Green Valley, Ariz.; Todd James, WAGE(AM) Leesburg, Va.; Don Munson, WJBC(AM) Bloomington, Ill.; Bill O'Brian, KRKT-AM-FM Albany, Ore., and Stan Swol, KZZR(AM) Burns, Ore.

Personalities of the year in the network/syndication category are: Paul Harvey, ABC Radio Networks; Bob Kingsley, ABC Radio Networks; Rush Limbaugh, EFM Media; Charles Osgood, CBS Radio Networks, Bruce Williams, Westwood One.

REST OF BIRCH

Birch Scarborough of Coral Springs, Fla., released the results of

its spring 1991 survey for seven of the top 10 markets two weeks ago (BROADCASTING, June 17). Last week, numbers for Detroit, Dallas-Fort Worth and Houston were released (figures are for persons 12-plus, Monday-Sunday, 6 a.m.-midnight).

Station Format Winter '91 Spring '91

8. DALLAS-FORT WORTH

KSCS(FM)	Country	10.9	11.0
KPLX(FM)	Country	6.9	7.2
KKDA-FM	Urban	7.3	7.0
KTXQ(FM)	AOR	5.0	6.4
KVIL-AM-FM	AC	6.2	5.1
KEGL(FM)	CHR	4.4	4.9
KJMZ(FM)	Urban	4.9	4.9
WBAP(AM)	Country	4.6	4.3
KRLD(AM)	News	5.3	4.0
KHYI(FM)	CHR	3.8	3.8

10. HOUSTON

KIKK-FM	Country	9.0	10.0
KLOL(FM)	AOR	7.3	7.6
KMJQ(FM)	Urban	9.1	7.1
KILT-FM	Country	8.4	6.8
KHMX(FM)	Mix	5.2	5.3
KKBQ-FM	CHR	5.8	4.6
KZFX(FM)	Classic Rock	3.4	4.5
KODA(FM)	AC	3.0	4.2
KRBE-FM	CHR	4.0	4.2
KTRH(AM)	News	4.8	4.0

6. DETROIT

WJLB(FM)	Urban	7.2	8.8
WHYT(FM)	CHR	6.5	7.3
WJR(AM)	MOR/News/Talk	7.9	7.0
WLLZ((FM)	AOR	3.3	5.9
WWW(FM)	Country	5.3	5.1
WJZZ(FM)	Jazz	6.4	4.8
WRIF(FM)	AOR	4.3	4.7
WDFX(FM)	CHR	5.9	4.6
WKQI(FM)	CHR	3.8	4.5
WCSX(FM)	Classic Rock	3.8	4.4

BUSINESS

GOVERNMENT TO APPEAL CABLE TAX DECISION

Question of whether cable franchises are similar to commercial franchises to be argued before 10th Circuit Court of Appeals

The U.S. government has decided to appeal a tax court decision won by Tele-Communications Inc. last November. In recent filings with the 10th Circuit Court of Appeals, the government indicated the appeal will focus on whether cable franchises qualify as a franchise for purposes of the tax code. The tax benefits at issue could, for the cable industry as a whole, total in the hundreds of millions of dollars.

At issue is whether cable operators, like other franchisees, could, after the purchase of a system, begin to slowly write down that portion of the purchase price allocated to the franchise. That annual write down, or "amortization," is an expense that reduces taxable income and, thus, also reduces the MSO's tax burden. Those who qualify for the Tax Code's Section 1253 amortization can use a 10-year period to amortize the franchise—for those systems acquired prior to October 1989—or a longer 25-year period for those systems acquired after October 1989.

Last November's tax court decision, which said cable franchises are a depreciable asset, overturned long-standing Internal Revenue Service policy to the contrary. Pending the outcome of the appeal, the IRS may continue to insist that franchises are not depreciable. It is said to be doing so with more recent tax returns of TCI; the case before the court of appeals concerns a 1978 acquisition.

The November decision's (BROADCASTING, Nov. 12, 1990) language also seems to provide some hope for broadcasters who have hoped to apply Sec. 1253 amortization to acquired FCC licenses and network affiliation agreements. Last week, J. Michael Hines, partner with Dow Lohnes & Albertson, noted that a decision is still outstanding on a broadcasting amortization case involving Jefferson-Pilot Communications.

Roger Jones of Mayer, Brown & Platt, which represented TCI in its initial tax court victory, said the government has to file its formal brief within 40 days after the tax court record is filed with the court of appeals. -GF



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RENEWED TV NETWORK, STATION GROWTH AHEAD

Study suggests broadcasting's current problems are mostly cyclical, not structural

Forecasting an industry future that some may find surprisingly rosy, the media brokerage and investment firm, Veronis, Suhler & Associates, last week released its fifth annual five-year forecast. The report, "Communications Industry Forecast" said industry revenue from 1991 through 1995 will increase at a compound annual growth rate of 6.8%, with the advertising portion of that increasing at a 6.1% rate, and the "end-user" portion—including cable and periodical subscriptions, home video rentals and film box office—increasing at a 7.4% rate.

A basic theme of the report is that many of the industry's current problems are "cyclical rather than structural," said Arthur Gruen, of Wilkofsky & Gruen, the New York-based economic consulting firm that helped produce the 216-page report. Gruen said the current recession is masking industry strength in a number of areas, including a rebound in national advertising spending from previously depressed levels.

COMMUNICATIONS INDUSTRY FORECAST

Industry segment	1985-90	1990	1990-95
	compound annual growth (%)	gross expenditures (\$ million)	compound annual growth (%)
TELEVISION BROADCASTING	5.2%	\$25,490	6.0%
TV Networks	4.1%	9,845	6.5
TV Stations	6.0	15,645	5.8
RADIO BROADCASTING	6.2	8,765	6.6
Radio Networks	6.3	495	5.6
Radio Stations	6.2	8,270	6.7
CABLE TELEVISION	13.2	15,115	8.2
Advertising	19.8	1,790	12.2
Subscriptions	12.4	13,325	7.6
FILMED ENTERTAINMENT	15.6	25,712	8.3
Box Office	6.0	5,022	6.7
Home Video	32.7	10,900	9.2
Television Programs	9.4	8,640	7.8
Barter Syndication	17.2	1,150	9.6
TOTAL ADVERTISING	5.7	83,398	6.1
GNP	6.4	5,463,600	6.4

Above estimates are from Veronis, Suhler and Associates and Wilkofsky Gruen Associates.

VS&A expects that real GNP (which will decline 1% in recession-marked 1991) will slowly pick up next year by

1.5%, followed by increases over the next three years of 3.5%, 6% and 3.5%. Inflation over the same five years is projected to average 3.7%, down slightly from the 4% of the prior five-year period.

One communications area not as badly hurt by current economic difficulties is the marketing strategy involving promotion, incentives and couponing. The report notes that such areas are "more directly tied to sales," and thus easier to justify during advertiser cost cutting.

However, the end of both the recession, and of financial and corporate restructuring among national advertisers will lead to a shift in strategy "toward long-term brand awareness," said VS&A. That shift should benefit the broadcast television networks despite continuing losses in viewership to cable and home video. Including Fox, the broadcast television networks are projected to grow at a 6.5% rate, to \$13.5 billion compared to the 4.1% they registered during 1986-1990. VS&A President John Suhler said there is still no practical alternative to the reach and coverage provided to an advertiser by an affiliate station or network.

Continued restructuring of the retail sector will hinder local advertising growth in the short term, and thus hinder the growth of TV stations, which are more locally oriented. The rate of growth of local advertising on stations—



PROTECT YOURSELF FROM FCC CIVIL FINES

As the economic doldrums continue, the government is looking everywhere for new income sources. One of the newest? Your radio station! Unexpected "civil monetary penalties" totaling hundreds of thousands of dollars now may be levied on you by the FCC.

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Continued on page 49.

CHANGING HANDS

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

WAVA(FM) Arlington (Washington), Va. □ Sold by Emmis Broadcasting to Salem Communications for \$20 million. Seller is headed by Jeff Smulyan and Steve Crane, and owns one AM and six FM's. Buyer is headed by Edward G. Atsinger III and Stuart W. Epperson, and owns 10 AM's and seven FM's. They also head Grapevine Radio Inc., which recently purchased KGEO(AM)-KGF(M) Bakersfield, Calif. ("Changing Hands," June 17). WAVA has contemporary hit format on 105.1 mhz with 50 kw and antenna 500 feet. *Broker (for buyer): Media Venture Partners.*

WSTE(TV) Ponce, P.R. Sold by Channel 7 Inc. to Siete Grand Television Inc. for \$6 million cash. Seller is 80% owned by Malrite Communications, headed by Milton Maltz, and 20% by Lucas Thomas Muniz. Malrite owns four AM's six FM's and five TV's (seller is also purchasing WLIH(TV) Ponce and WSUR-TV Caguas, both Puerto Rico). Buyer is headed by Jerry B. and Esther Hartman, husband and wife. Hartman is vice president at Prudential Securities and Florida land developer. WSTE is independent on ch. 7 with 166 kw vis., 22.4 kw aur. and antenna 2,710 feet.

WZTR(FM) Milwaukee □ Sold by MyStar Communications Corp. to Shockley Communications Corp. for \$4.9 million. Price includes \$4.4 million cash and \$500,000 promissory note. Seller is headed by Michael S. Maurer, and also owns WTPH(FM) Indianapolis. Buyer is headed by Terry

and Sandra Shockley, husband and wife, and also owns WOLX-FM Baraboo (Madison), Wisc., and KDA-AM-FM Duluth, Minn. WZTR has oldies format on 95.7 mhz with 34 kw and antenna 610 feet. *Broker: Thoben Van Huss and Associates.*

KXDC-AM-FM Monterey-Carmel, Calif. Sold by Western Media Group Corp. to Joaquin Financial Group Inc. for \$1.1 million. Stations were purchased in 1988 for \$2.65 million ("Changing Hands," November 28, 1988). Price includes \$50,000 escrow deposit, \$200,000 cash at closing and \$850,000 note payable at 9%. Seller is headed by Thomas K. Scallen, who heads International Broadcasting Corp., which owns Globetrotters and Ice Capades. Buyer is headed by by Jim Heidebrecht, and is investment group with no other broadcast interests. KXDC(AM) is fulltimer with easy listening format on 630 khz and 1 kw. KXDC-FM has easy listening format on 101.7 mhz with 800 w and ant. 590 feet.

WKZZ(FM) Lynchburg, Va. □ Sold by Lynchburg Independent Broadcasters Inc. to CEBE Investments Inc. for \$450,000 cash at closing. Seller is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and is licensee of seven AM's, seven FM's and eight TV's. Buyer is headed by Aylett B. Coleman and is licensee of WXLK(FM) Roanoke, Va. Coleman also owns WJQI Inc., licensee of WJQI-AM-FM Chesapeake-Virginia Beach, Va. WKZZ has CHR format on 100.1 mhz with 730 w and antenna 646 feet.

WGTX(AM)-WQUH(FM) De Funiak Springs, Fla. □ Sold by Kudzu Broadcasting Partnership to Sonic Enterprises Inc. for \$450,000 cash. Seller, headed by Paul H. Reynolds, Stephen G. McGowan (a proposed assignee) and William M. Gunter, is also selling WTID(FM) Reform, Ala. Reynolds, McGowan and Gunter have interests in WJAM-FM Marion, Ala. McGowan also has interests in WESP(FM) Dothan and is permittee of new FM at Uniontown, both Alabama. Buyer is headed by McGowan (50%) and Charles H. Chapman II (50%). Chapman is 25% partner of Broadcast Associates, licensee of WESP(FM) Dothan, Ala., and 50% owner of Transmit Enterprises Inc., proposed assignee of WTID(FM) Reform, Ala. WGTX has religious format on 1280 khz with 5 kw day. WQUH has AC format on 103.1 mhz with 2.6 kw and antenna 350 feet.

KWEY(AM)-KBXR(FM) Weatherford, Okla. □ Sold by Western Plains Broadcasting Inc. to Wright Broadcasting Systems Inc. for \$407,435. Price includes \$50,000 cash

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$822,000 □ 7
 FM's □ \$25,550,000 □ 4
 AM-FM's □ \$3,057,435 □ 2
 TV's □ \$6,000,000 □ 1
 Total □ \$35,429,435 □ 14

Year to Date:

AM's □ \$47,860,668 □ 120
 FM's □ \$112,713,772 □ 127
 AM-FM's □ \$129,107,587 □ 94
 TV's □ \$264,499,000 □ 39
 Total □ \$554,181,027 □ 380

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

The sale of KXXR-FM, Kansas City, Missouri from a subsidiary of Olympia Broadcasting Corporation to Capital Broadcasting, Inc. for \$2,600,000.

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RADIO and TELEVISION BROKERAGE
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FOCUS ON FINANCE

Media stocks were mixed last week against broader market averages that declined by less than one percent. More highly leveraged stocks declined, including Telemundo, Heritage Media and several MSO issues. Orion Pictures continued to fall, down 11%. Last week studio extended debt exchange offer until July 1, and several shareholders filed lawsuit alleging misleading statements by management. QVC networks continued to gain, up 7%. Shopping network announced plans

last Monday to initiate fashion channel, which it said would debut with seven million subscribers. Midwest Communications Corp. fell 71% to 1/8, following announcement that it anticipates substantial loss in its fourth quarter ending June 30. Highland Heights, Ky.-based company also said it planned to concentrate on its distribution business and sell several manufacturing operations, including Townsend Corp., a transmitter manufacturer.

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 Jun 19	Closing Wed Jun 12	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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BROADCASTING

A (BHC) BHC Comm.	53	3/4 55	5/8	- 1	7/8	-03.37	-6	1,513
N (CCB) Cap. Cities/ABC	455	459		- 4		-00.87	18	7,625
N (CBS) CBS Inc.	162	1/2 160		2	1/2	01.56	72	2,150
A (CCU) Clear Channel	14	3/4 14	7/8	- 1/8		-00.84	-245	84
O (JCOR) Jacor Commun.	2	3/4 2	7/8	- 1/8		-04.34	-3	27
O (OSBN) Osborn Commun.	7	7				00.00	-9	48
O (OCOMA) Outlet Comm.	7	3/4 7	3/4			00.00	-11	50
N (PL) Pinelands	14	7/8 15	1/8	- 1/4		-01.65	-40	253
A (PR) Price Commun.		3/8 3/8				00.00		3
O (SCRIP) Scripps Howard	43	41		2		04.87	19	444
O (SUNNC) SunGroup Inc.		3/4 3/4				00.00	-1	1
O (TLMD) Telemundo	3	1/4 3	3/4	- 1/2		-13.33	-1	74
O (UTVI) United Television	29	1/4 29	3/4	- 1/2		-01.68	3	317

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	31	1/8 31		1/8		00.40	23	582
A (AK) Ackerly Comm.	2	7/8 3	1/8	- 1/4		-08.00	-2	44
N (AFL) American Family	20	3/4 22		- 1	1/4	-05.68	13	1,690
O (ACCMA) Assoc. Comm.	15	16	1/2	- 1	1/2	-09.09	26	279
N (CCN) Chris-Craft	26	3/4 27	1/2	- 3/4		-02.72	11	689
O (DUCO) Durham Corp.	32	7/8 32	1/4	5/8		01.93	16	278
N (GCI) Gannett Co.	41	3/8 42	1/8	- 3/4		-01.78	18	6,578
N (GE) General Electric	74	1/4 74	1/4			00.00	15	64,829
O (GACC) Great American	1	7/8 1	15/16	- 1/16		-03.22	67	
A (HTG) Heritage Media	4	4	1/4	- 1/4		-05.88	-5	180
N (JP) Jefferson-Pilot	42	3/8 42	1/2	- 1/8		-00.29	9	1,462
N (LEE) Lee Enterprises	28	28				00.00	14	645
N (LC) Liberty	44	3/8 43	5/8	3/4		01.71	14	348
O (LINB) LIN	59	1/4 64	3/4	- 5	1/2	-08.49	-13	3,043
N (MHP) McGraw-Hill	60	3/8 61	1/8	- 3/4		-01.22	17	2,953
A (MEGA) Media General	21	19	5/8	1	3/8	07.00	21	543
N (MDP) Meredith Corp.	28	1/2 28	1/8	3/8		01.33	15	479
O (MMEDC) Multimedia	29	27	3/4	1	1/4	04.50	20	1,003
A (NYTA) New York Times	24	3/8 24	3/8			00.00	34	1,883
N (NWS) News Corp. Ltd.	13	13				00.00	8	3,490
O (PARC) Park Commun.	15	7/8 16		- 1/8		-00.78	18	328
O (PLTZ) Pulitzer Pub.	24	24	3/4	- 3/4		-03.03	23	251
O (SAGB) Sage Bsg.	1	3/4 1	3/4			00.00	-1	6
O (STAUF) Stauffer Comm.	117	116		1		00.80	39	116
N (TMC) Times Mirror	30	1/4 29	3/8	7/8		02.97	24	3,886
N (TRB) Tribune Co.	43	7/8 45	1/4	- 1	3/8	-03.03	31	2,814
A (TBSA) Turner Bestg. 'A'	13	7/8 14		- 1/8		-00.89	-33	2,070

	Closing Wed Jun 19	Closing Wed Jun 12	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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N (WPO) Washington Post	223	1/2 221		2	1/2	01.13	17	2,654
N (WX) Westinghouse	28	5/8 29	3/8	- 3/4		-02.55	53	8,288

PROGRAMING

O (IATV) ACTV Inc.	2	3/8 2	5/8	- 1/4		-09.52		2
O (AACI) All American TV	1	1/2 1	3/8	1/8		09.09		2
N (CRC) Carolco Pictures	7	7/8 7	3/8	1/2		06.77	16	211
O (DCPI) dick clark prod.	5	4	3/4	1/4		05.26	26	41
N (DIS) Disney	113	3/4 115	7/8	- 2	1/8	-01.83	20	14,777
A (FE) Fries Entertain.		9/16 1/2		1/16		12.50		2
A (HHH) Heritage Ent.		11/16 5/8		1/16		10.00		5
N (HISN) Home Shop. Net.	5	1/8 5	1/4	- 1/8		-02.38	18	446
O (IBTV) IBS	1	1				00.00	12	3
N (KWP) King World	30	30	5/8	- 5/8		-02.04	13	1,136
O (KREN) Kings Road Ent.		5/16 5/16				00.00	-1	1
N (MC) Matsushita	117	117	7/8	- 7/8		-00.74	14	243,387
A (NNH) Nelson Holdings	1	1	3/8	- 3/8		-27.27		4
O (NNET) Nostalgia Net.		1/2 1/2				00.00		2
N (OPC) Orion Pictures	3	7/8 4	1/8	- 1/4		-06.06	-8	87
N (PCI) Paramount Comm.	40	3/4 42	1/8	- 1	3/8	-03.26	21	4,794
N (PIA) Playboy Ent.	6	6	1/4	- 1/4		-04.00	66	111
O (QNTXQ) Quintex Ent.		1/8 1/8				00.00		2
O (QVCN) QVC Network	13	3/8 12	1/2	7/8		07.00	-13	233
O (RVCC) Reeves Commun.	6	3/4 6	3/4			00.00	-6	85
O (RPICA) Republic Pic. 'A'	8	1/2 9	1/4	- 3/4		-08.10	50	36
A (SP) Spelling Ent.	4	3/4 4	7/8	- 1/8		-02.56	33	156
O (JUKE) Video Jukebox	5	1/2 5	1/2			00.00	-42	58
O (WONE) Westwood One	2	3/8 2	3/8			00.00	-1	35

CABLE

A (ATN) Acton Corp.	3	7/8 4	3/4	- 7/8		-18.42		5
O (ATCMA) ATC	40	1/4 38	1/4	2		05.22	34	4,389
A (CVC) Cablevision Sys. 'A'	26	7/8 27	7/8	- 1		-03.58	-2	601
A (CTY) Century Comm.	8	3/4 8	3/4			00.00	-9	616
O (CMCSA) Comcast	14	1/2 15	3/4	- 1	1/4	-07.93	-9	1,675
A (FAL) Falcon Cable	7	5/8 7	7/8	- 1/4		-03.17	-4	48
O (JOIN) Jones Intercable	9	5/8 9	3/4	- 1/8		-01.28	-2	114
N (KRI) Knight-Ridder	53	1/2 53	1/8	3/8		00.70	19	2,646
T (RCL) Rogers 'A'	12	1/4 12	3/4	- 1/2		-04.00	-9	405
O (TCAT) TCA Cable TV	15	1/2 15		1/2		03.33	64	379
O (TCOMA) TCI	13	5/8 14	1/4	- 5/8		-04.38	-16	4,877
N (TWX) Time Warner	92	1/4 95		- 2	3/4	-02.89	-6	5,302
O (UAECA) United Art. 'A'	13	5/8 14	1/4	- 5/8		-04.38	-10	1,913
A (VIA) Viacom	27	28		- 1		-03.57	-38	2,881

at closing; \$49,610.66 promissory note at 7.75% payable over five years, and \$307,825 promissory note at 7.75% payable in 12 years. Seller is headed by Alene Griffin and Richard Johnson, has no other broadcast interests. Buyer is headed by G. Harold Wright Jr. (80%) and Glenn H. Wright (20%), son and father. G. Harold Wright is president, GM and holds 33.3% interest in Anadarko Broadcasting Company Inc., licensee of KRPT-AM-FM Anadarko, Okla. KWEY has C&W format on 1590 khz with 1 kw day. KBXR has adult contemporary format on 97.3 mhz with 760 kw and antenna 385 feet.

WHKP(AM) Hendersonville, WTYN(AM) Tryon and WPNF(AM) Brevard, all North Carolina □ Sold by Kermit Edney to Arthur V. Cooley for for \$300,000 in transfer within licensee Radio Hendersonville Inc. Cooley is purchasing 51% of outstanding shares of licensee for \$153,000; licensee's Employee Stock Ownership Trust will purchase remaining 49% for \$147,000. Seller has no other broadcast interests. Buyer is former GM of station, and has no other broadcast interests. WHKP is fulltimer with MOR format on 1450 khz and 1 kw. WTYN has MOR format on 1160 khz with 10 kw day and 500 kw night; WPNF is fulltimer with MOR format on 1240 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 62.

INDUSTRY FORECAST

Continued from page 46

only 3.2% in 1990—is expected to remain slow for the next two years.

Overall, TV stations are projected to record revenue growth at a slower 5.8% compound annual rate, which would put them at \$20.7 billion by 1995. That compares to a 6% growth rate over the previous five years.

The growth rate for the cable industry during the next five years will decline from the 13.2% recorded in 1985-1990, said VS&A. During the five years ending in 1995, the subscription component is estimated to grow by 7.6% annually, to \$19.2 billion, while VS&A projects advertisers will increase their spending to \$3.2 billion by 1995, an annual compound growth of 12.2%. Gruen said this year's report does not anticipate a strong impact from pay-per-view: "We still need to see whether pay-per-view can evolve from being more than the occasional championship fight."

In 1990 cable passed 86% of the 92.1 million television households, according to the study, with a penetration level of 55.7%. By 1995, the study forecasts cable will pass 86.7% of the total 97.9 million television households, with pen-

etration of 60.6%.

Suhler categorized radio broadcasting as the most "durable and versatile," and said that while it will continue to lose in-home use to other media, it will maintain its status as the exclusive out-of-home medium. The loss of listeners from AM to FM seems to have leveled off as well, said Suhler, with the study putting AM's share of audience at approximately 23.1%.

Advertising on radio stations is expected to increase at a compound annual rate of 6.7% between 1990 and 1995 (\$8.3 billion to \$11.4 billion). Spending on network radio will grow at the slower rate of 5.6%, reaching \$650 million by 1995, up from \$500 million in 1990.

The rate of growth of television program expenditures should decrease during the current five-year period, said VS&A, as TV networks and stations have less room to moderate other expenditures than they did five years ago. By 1995 VS&A forecasts that the TV networks will spend \$6.8 billion on programming, compared to \$2.5 billion spent by TV stations, \$3.4 billion by cable networks and \$1.8 billion by barter syndication.

-LC,GF

STOCK INDEX (CONT.)

	Closing Wed Jun 19	Closing Wed Jun 12	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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	Closing Wed Jun 19	Closing Wed Jun 12	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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EQUIPMENT & MANUFACTURING

N	(MMM) 3M	96	1/8	93	1/4	2	7/8	03.08	16	21,131
N	(ARV) Arvin Industries	25	1/2	25		2	1/2	10.86	19	479
O	(CCBL) C-Coe Electronics	6	1/8	5	3/4	3/8		06.52	612	27
O	(CTEX) C-Teo Corp.	14	1/4	13	3/4	1/2		03.63	-18	234
N	(CHY) Chyron		5/16		5/16			00.00		3
A	(COH) Cohn	10	5/8	10	3/8	1/4		02.40	8	20
N	(EK) Eastman Kodak	40	1/4	41	3/8	-1	1/8	-02.71	18	13,066
N	(HRS) Harris Corp.	27	3/4	26	1/2	1	1/4	04.71	39	1,079
N	(IV) Mark IV Indus.	12	7/8	12	7/8			00.00	7	183
O	(MATT) Matthews Equip.	3	7/8	4	1/4	-	3/8	-08.82	193	23
O	(MCDY) Microdyne	10	1/4	10	5/8	-	3/8	-03.52	-15	41
O	(MCOM) Midwest Comm.		1/8		3/8	-	1/4	-66.66		0
N	(MOT) Motorola	64	1/2	63	1/2	1		01.57	17	8,494
A	(PFI) Pico Products		3/4		3/4			00.00		2
N	(SFA) Sci-Atlanta	13	1/8	13	5/8	-	1/2	-03.66	8	296
N	(SNE) Sony Corp.	43	5/8	43	1/4	1/8		00.28	21	14,397
N	(TEK) Tektronix	25	3/4	24	1/2	1/2		02.04	-23	728
N	(VAR) Varian Assoc.	46	1/8	46	1/4	-	1/8	-00.27	104	873
O	(WGNR) Wgoner	1	1/8	1	3/8	-	1/4	-18.18	-2	8
N	(ZE) Zenith	6	7/8	7	1/4	-	3/8	-05.17	-2	200

SERVICE

O	(AFTI) Am. Film Tech.	4	1/2	5		-	1/2	-10.00		48
O	(BSM) Burnup & Sims	7		6	7/8	1/8		01.81	-21	88
A	(CLR) Color Systems	3	1/2	3	5/8	-	1/8	-03.44	-4	36
N	(CQ) Comsat	29	7/8	30	3/8	-	1/2	-01.64	-35	558
N	(CDA) Control Data	11	1/8	11	5/8	-	1/2	-04.30	92	473
N	(DNB) Dun & Bradstreet	47	3/8	47		3/8		00.79	17	8,462
N	(FCB) Foots Cone & B.	26		26				00.00	12	283
O	(GREY) Grey Adv.	141		153		-12		-07.84	12	159
O	(IDB) IDB Commun.	9	1/4	8	3/4	1/2		05.71	84	58
N	(IPG) Interpublic Group	42	3/4	44	1/2	-1	3/4	-03.93	18	1,570
N	(OMC) Omnicom	29		27	3/4	1	1/4	04.50	14	813
O	(RTRSV) Reuters	38	5/8	41	3/4	-3	1/8	-07.48	13	16,754
N	(SAA) Saatchi & Saatchi	15/16		15/16				00.00		148
O	(TLMT) Telemat		1/4		1/4			00.00		1
O	(TMCI) TM Century	7/32		3/16		1/32		16.66		4
A	(UNV) Unitel Video	8	5/8	8	3/4	-	1/8	-01.42	11	13
O	(WPPGY) WPP Group	4	1/2	4	7/8	-	3/8	-07.69	1	184

Standard & Poor's 400	447.34	448.76	1.42	-0.4
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PROGRAMING

VIEWERS TO NETWORKS: 'SEE YOU IN SEPTEMBER'

Summer ratings slump may be par for course, but some executives are aiming at audience they believe is there for taking

Doldrums. That best describes the network schedules during the lazy days of summer, when viewers have traditionally been treated to a parade of repeats, short-flight series and warmed-over pilots.

The networks' summer programming strategies have been built around a couple of theories. First, that come June viewers won't be available again until September. And second, due to the cost of license fees for shows, the networks only make their money back from advertising revenues during the repeat cycle of their episodes. Whatever the motivation, the networks have all but fulfilled their own prophecy that network audience levels will be dismal, especially in the post-cable era when viewers not being serviced by the three or four networks can turn to pay or basic channels.



While the networks for the most part have conceded the fight, making the most aggressive moves toward schedul-

ing original programming for this summer are Fox and CBS. Fox is expanding episode orders for several series to provide original episodes during the summer. In the case of CBS, the network is once again using the summer as a launching pad for new series that, if they perform well, will return to the schedule later in the season. *Northern Exposure* and *Top Cops* took a similar route last summer.

On the other hand, ABC and NBC are taking relatively little action this summer in the way of original programming. "We really don't have much of a story to tell," said an ABC spokesman. "Our program focus is on September through May. At some point, that's not to rule out some focus on the summer." The network has ordered additional episodes of many of their comedy series, but with the intention of limiting the amount of reruns during the traditional broadcast season. ABC will air one originally produced series during the summer when it debuts *Hi Honey, I'm Home*, on July 19. The series, airing also on Nickelodeon, has been given a six-episode order.

See you in September

Viewers have responded to this summer's lineup of repeats by deserting network television in droves, most recently on Saturday and Sunday, July 15 and 16, when the four networks together averaged a 23.5 and 30.5 rating, respectively. The ratings overall last week represented a 10% drop from the same week last year. On Saturday night, CBS was third with a 5.4/12 and ABC second with a 5.5/12. NBC won the night with an 8.9/20. The weekend lowlights included a 2.7 rating and 6 share for NBC's *C. Everett Koop, M.D.* at 7-7:30 p.m., with the network on its way to a 6.0/12 for the night.

"If the networks don't do something to keep first-run programming on during the summer, they're going to completely lose their audience," said John Pike, president, Paramount Television. "You can't say to your audience you're going to get a certain type of programming from September to May and then from June

NEW LATIN MUSIC SHOW ROLLS OUT

MTV and Tribune's WPIX-TV New York are co-producing a new half-hour weekly music show called

Second Generation that will feature the latest in pop music with a Latin flavor. According to Executive Producer Barbara Corcoran, the show's core target audience is younger English-speaking Latinos, but with a large cross-over appeal as well. The show debuted on Saturday, June 15, at 11 a.m., finishing first among independents with a 2.7/11, according to Nielsen. According to Arbitron, the show averaged a 3.8/13, beating two independents as well as the *Bill and Ted's Excellent Adventure* cartoon on WCBS-TV. In the next several weeks the show is scheduled to roll out nationally. Tribune Entertainment is distributing and has cleared the show in 24 markets, including Los Angeles and Chicago, on its KTLA-TV and WGN-TV, respectively. Others clearing the show include WGBS(TV) Philadelphia, KFTY-TV San Francisco and WHLL-TV Boston.



through August we're going to give you repeats and failed series episodes, and expect them to stick around," he said. "The networks pretty much concentrate on scheduling from the third week in September to mid-April, and then during May for the sweeps, and that's all," said Paul Schulman, president, The Paul Schulman Co.

The notion that a viable audience for network television doesn't exist during the summer is a myth, say many observers. In addition, the rise of certain industries targeted to younger viewers make the summer an attractive advertising atmosphere. "If the networks put something on, the audience will appear," said Schulman. "They really need to get people back in the habit of summer viewing. They're renting cassettes, so people are willing to sit in a room and watch television," he said.

According to Betsy Frank, senior vice president and director of TV information, Saatchi & Saatchi, "the growth of the soft-drink, fast food and movie industries have turned the summer into a very attractive time to advertise certain categories."

A matter of money

The main stumbling block for the networks in programming original series for the summer is economics. "The real problem here is that when times are tough they [the networks] have to live by economic rules rather than by idealism," said Grant Tinker. "The real money is made by repeats and that's why they've been more numerous over the years."

According to one network source, an average license fee for a one-hour episode is \$1 million and the cost for the repeat is about \$100,000. "So if you get \$800,000 in advertising revenues for the first airing and say \$550,000 for the repeat, you can make money but only on the repeat," he said.

Those economic rules prevent the networks from moving closer to a 52-week season, which has been called for in the past, and more recently by Fox executives who are asking producers of certain hit shows to produce more episodes. "[Brandon] Tartikoff [former chairman, NBC Entertainment Group] started talking about a 52-week season five years ago and that hasn't even begun to happen," said one network source. "There won't be a day when NBC won't repeat an episode of *The Cosby Show*, especially with what they're paying for it," he said.

While still counting on the rewards of their repeats, Fox is expanding its season orders of certain hit shows so that it

PARTY'S OVER

Due to a sagging season-to-date 1.8 rating (NSS) and a further disappointing 1.5 rating/9 share in Nielsen's most recent May sweeps (SNAP) ratings, Paramount Domestic Television has notified stations that *The Party Machine with Nia Peeples* will discontinue production at the end of this season (Sept. 15). Arsenio Hall Communications introduced *The Party Machine* as a companion lead-out to *The Arsenio Hall Show*, but the former failed to gain sampling in predominantly post-12:30 a.m. time slots, dropping 53% of its *Arsenio* lead-in ratings (3.2/14) during May.

Paramount issued the following terse statement regarding *The Party Machine's* departure: "Paramount Pictures is ceasing production of *The Party Machine with Nia Peeples*, effective with the program to air Sept. 15. Although it attracted a loyal audience, *The Party Machine* did not meet all of our expectations. Paramount is grateful for the support of the stations that carried the show."

Over the last five years, during the tenures of outgoing Paramount syndication president Lucie Salhany and current Paramount Television Group President Mel Harris, Paramount enjoyed nearly unparalleled success with the rejuvenation of *Entertainment Tonight* and the successful launches of *Star Trek: The Next Generation*, *Hard Copy* and *The Arsenio Hall Show*. The most recent first-run cancellations have been half-hour dramas *War of the Worlds* and *Friday the 13th* last season, with the syndicator's last major failure, *America*, receiving the programming ax more than five years ago (BROADCASTING, Dec. 23, 1985).

Trouble, some rep sources say, may also be ahead for *Arsenio*, whose ratings in the last three rating books have exhibited erosion, losing 7% of its ratings from the May 1990 sweeps numbers.

"I don't think that it necessarily spells trouble for *Arsenio*," said John von Soosten, vice president/director of programming at Katz Communications. "Stations were patient enough to see how Paramount was able to fix *Entertainment Tonight* when it had problems several years ago. If they're unable to fix *Arsenio* by the end of next November's [1991] rating book, stations will start to make known their dissatisfaction by renewal time next January."

can air original episodes during the summer. The network recently announced that *Beverly Hills, 90210* has been given a 30-episode order for next season and the series premiere will air on July 11 in its Thursday, 9-10 time slot. The network will also get 30 episodes of *In Living Color*, between 26 and 30 episodes of *Married...with Children*, and 24 or 25 episodes of *The Simpsons*, according to Peter Chernin, president, Fox Entertainment. Chernin said the effort is a "sizeable commitment by this company, representing a cost in the tens of millions." "This is absolutely the time for us to invest in this business. While the other networks are in a cutting back mode, we think it's the wrong thing to do. Audiences are declining [during the summer] and they're definitely not telling us to cut back," he said.

Last summer CBS premiered five new series during the summer, *Wish You Were Here*, *Room For Romance*, *Primetime Pets*, *Top Cops*, and *Northern Exposure*, with the latter two playing key roles on the fall schedule. And *Primetime Pets* came back onto the network's schedule last season after its summer run. This summer, the network will again premiere five new series with the

intention of keeping the highest performers for use at a later date. According to Steve Warner, vice president, special projects, CBS Entertainment, the network's intention to program aggressively in summer began when Jeff Sargansky, president, CBS Entertainment, was hired at the end of 1989. "When Jeff took over in 1990, his belief was people don't stop watching television during the summer. HUT [homes using television] levels aren't as great but there is an audience there," said Warner. "We said the only way we could afford to program for the summer is to put on shows we believe have a life beyond the summer. It's another form of development."

According to Warner, CBS has avoided some of the economic concerns that come with producing original programming for the summer by negotiating creative deals with producers. "We clearly cannot make these shows for the typical costs of an hour show, so we make interesting deals. We give them an immediate eight-episode order and that keeps them from having to put out a lot of money for a pilot without any assurances. And the license fees are lower as well."

According to Joshua Brand, co-executive producer of *Northern Exposure*, the series was given a budget "about one-third less than what regular hour-long fall series were receiving." Once the show was given a pick-up, its budget fell in line with other in-season shows.

The five CBS series debuting this summer: *Golden Years*, written by Stephen King, which has been given a seven-episode order; *The Verdict* and *True Detective*, two reality series; *Morton and Hayes*, a slapstick comedy in black and white from Rob Reiner (it has received a six-episode order) and *Fantastic Facts* (six-episode order), based on

the Time-Life books "Curious and Unusual Facts."

Spreading the wealth

One solution offered up as a way to deflect the cost of programming more original episodes during the summer is to cut back on the amount of fall development, which sees millions of dollars spent on projects that will never see the light of day. "If you look at what they developed this year, there weren't enough time periods for all of it," said Pike. "So in the end it was development for the sake of development." "It certainly merits discussion," said Warner

of the suggestion to cut back development by a third. "If we knew which one-third wasn't going to work, we would, but you don't know until you see them."

"There's no question the development system is inefficient," said Tinker. "But I think each network is scared to be the first [to cut back]. And if they did they'd probably just put the extra money in their pocket. There probably won't be any serious effort made given the economics. Not because their hearts aren't in the right place, but because their hearts have been replaced by their wallets." -SC

VIACOM TO TEST THREE FIRST-RUN SHOWS

Last week it launched 'Our Old School,' gaining audience on second night of five-day test; set to debut this week: 'Johnny B...On the Loose,' and 'The Montel Williams Show'

Viacom Enterprises, which has scored big with off-network sitcoms, and which has had some recent success with first-run weekly shows, is testing three new shows this summer that the company hopes will put it on the map in the first-run entertainment strip business. The last time the company had a big hit in that category was with the Richard Dawson-hosted version of *Family Feud*.

Last Monday (June 17), the company launched *Our Old School*, billed as the latest attempt to produce an "instant" sitcom strip for syndication. The first-run comedy strip is a co-venture of Chris-Craft United Television, WWOR-TV New York, Viacom and producer Fred Silverman.

Today (June 24) marks the debut of two new strips from the company, including the off-beat comedy, *Johnny B...On the Loose*, produced by NBC Productions, and a new talk show, *The Montel Williams Show*, a venture between Viacom and Chris-Craft.

Our Old School aired as a five-day test on the Chris-Craft United stations last week. At deadline, Nielsen overnight ratings were available for *School's* performance Monday and Tuesday. Typically, the show's performance was down somewhat from the time period performance during the May sweeps, but not significantly, according to program analysts at rep firms.

The analysts noted the show tended to build audience the second day. In Los Angeles, on KCOP-TV at 5 p.m., the show did a 2.7/6 last Monday and 3.2/8 on Tuesday, compared to an average 4/10 with *Mama's Family* during May.



'Johnny B' gets test run

On KMSP-TV Minneapolis, at 5:30 p.m., the show scored a 7.3/16 and a 7.1/16, compared to an average 9/19 with *Family Ties* in May. On KUTP(TV) Phoenix, it scored a 2/3 the first night and a 2.3/5 the second, compared to a 3/6 with *Who's the Boss?* in May.

In Portland, on KPTV, the show had its sharpest fall-off with a 7.5/15, followed by a 5.7/12, compared to an 11/20 with *Night Court* in May. On KBHK-TV San Francisco, the show averaged a 1.9/3 and a 2.1/4, compared to a 3/6 for *Night Court* in May.

"It's difficult to tell with just two nights how the test went," said Bill Carroll, vice president, programming, Katz American Television. "You really have to average the week. The numbers aren't embarrassing. They are within time period performance."

WWOR-TV is set to test the sitcom in July. Once all the numbers are in, the partners will evaluate them and decide whether to go ahead and produce another 60 episodes for nationwide launch in January of 1992.

Montel Williams has made a reputation for himself the last couple of years as a youth counselor, travelling around the country to high schools and other venues preaching the virtues of staying in school and off drugs.

Some have compared the charismatic Williams to Jesse Jackson. In TV terms, that's a mixed blessing—the weekly *Jesse Jackson Show* debuted last fall and isn't being picked up for year two. Viacom is hoping Williams will turn out to be the next Oprah Winfrey.

Montel Williams will air as a 10-week test this summer on perhaps as many as 12 stations, both affiliates and independents, in various time periods.

The station list wasn't complete at deadline last week, but Viacom scored a coup by convincing WCBS-TV New York to participate in the test. The station will air *Williams* at 9 a.m., to fill a hole left by *Geraldo*, which moves to 4 p.m. (replacing *Matlock*, which Viacom distributes in syndication).

Some stations will debut the show today, including WCBS-TV. Others are waiting until July 8, which is when KCOP-TV Los Angeles will air the show. WFXT-TV Boston, the Fox affiliate, will air the show at 10 p.m. KMSP-TV Minneapolis will air it at 1:30 p.m.

"Clearly Montel is a very charismatic personality," said Gerber, Viacom's president, international distribution and acquisitions. "We think we have some-

thing very special here. What we want to determine from the test is whether he can do a mainstream talk show.”

Today also marks the debut of *Johnny B...On the Loose*, starring Chicago disk jockey Jonathon Brandmeier. The show has been cleared in 80% of the country.

Early last week, the show's format was still coming together, with shooting scheduled to start last Thursday.

“We've always been vague about the format because it's different,” said Gerber. At least half of each night's show will consist of off-beat remotes shot out-

side of the WTTW-TV Chicago studios, where the show will be produced.

Brandmeier will do a lot of audience interaction bits and one guest segment per show, Gerber said. Most stations are airing the show in late night, although KCOP-TV is testing it in access at 6:30 p.m. —SM

ITC TO DISTRIBUTE 'SPORTS MACHINE'

NBC expands its syndication presence with ITC deal

ITC Domestic Television has signed an agreement with NBC to distribute *The George Michael Sports Machine*, effective Sept. 15. The move is part of an aggressive campaign by NBC and its station group to establish a larger presence in the syndication marketplace. For ITC, which had not planned to launch a first-run series this fall following last November's cancellation of its game show *Tic Tac Dough*, the pick-up of *Sports Machine* gives the company a considerable springboard to mount station sales, with 84 incumbent NBC affiliates representing 57% U.S. coverage, including all six NBC O&O's.

The weekly half-hour sports program, which has originated out of NBC's WRC-TV Washington studios since 1980, has been cleared on NBC affiliates for the past seven seasons, but has seen lower clearance levels because of predominantly post-11:30 p.m. (ET/PT) Sunday clearances and competing syndicated fare.

Since the big three broadcast networks are not allowed to syndicate in-house-produced programming domestically without third-party distributors, NBC opened bidding to outside parties, with one source identifying Paramount Domestic Television as possibly the “largest” unsuccessful bidder.

Judy Girard, who was recently appointed vice president of program development for the NBC Station Group, would only disclose that ITC is paying an unspecified upfront license fee and is assuming all future production and distribution costs for *Sports Machine*. After ITC recoups an obligatory distribution fee from the network, NBC would share advertising revenues with ITC, whose Bell Media Co. subsidiary will be handling national barter ad sales.

NBC, Girard says, has “guaranteed clearances” on its owned-and-operated stations by “keeping slots open” on each's schedule for next season, which is “in compliance with anti-warehousing provisions” limiting the potential stockpiling of in-house programming under the



Michael says he will do daily show if ratings support stripping

pending fin-syn rules changes. Girard added that renewal commitments for the sports magazine are long-term commitments of “up to five years.” However, one source close to both parties said NBC-owned stations will sign two-year carriage agreements.

With NBC informing affiliates last week that ITC will be handling distribution next season, ITC's senior vice president, Ritch Colbert, said that incumbent stations will get first crack at renewing the program. However, Colbert stressed that non-NBC affiliate stations and independents will also be approached to sign single-year barter deals (3½-minute local and 3½-minute barter splits).

The ITC deal marks the latest in a series of syndication deals NBC has struck with outside distributors, including this week's launch of WMAQ-TV Chicago-produced *Johnny B...On the Loose* with Fred Silverman Co. and Viacom Enterprises; the reported joint development of the stunt/game show *Ruckus*, with Columbia Pictures Television for WNBC-TV New York; Tribune Entertain-

ment's and RYSHER Entertainment's fall 1991 off-network launch of NBC Productions' *Saved by the Bell*; NBC's CNBC cable network producing children's half-hour *KTV*, with Goodman Entertainment distributing the fall 1991 half-hour, and LBS Communications' syndication of nostalgia-based *Memoires*, from NBC News Productions.

Michael, who also currently serves as sports anchor four nights a week on WRC-TV's newscasts, says he is open to hosting *Sports Machine* on a daily basis if the ratings are strong enough to merit stripping. —MF

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RATINGS ROUNDUP

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 6/10	ABC 7.2/13		MACGYVER (50) 7.5/16	[8.1/16] 8.8/17	ABC MONDAY NIGHT MOVIE—TWIN PEAKS (59) 6.5/11 6.4/11		[6.7/12] 6.8/12	7.0/13
	CBS 10.8/20		MAJOR DAD (37) 9.4/20	FAMILY MAN (40) 9.3/18	MURPHY BROWN (11) 12.0/21	DESIGNING WMN. (11) 12.0/20	NORTH EXPOSURE (20) 11.1/19 10.9/19 10.7/20	
	NBC 9.7/18		FRESH PRINCE (37) 9.4/20	BLOSSOM (47) 8.5/16	NBC MONDAY NIGHT MOVIE—ORIGINAL SIN (27) 9.1/16 9.9/17		[10.1/18] 10.6/18	10.8/20
	FOX 6.7/12		FOX NIGHT AT THE MOVIES—THE SITTER (59) 5.8/12 6.7/13		7.0/12	7.3/12		
TUESDAY 6/11	ABC 11.3/21		WHO'S THE BOSS (20) 10.9/22	HEAD OF CLASS (25) 10.5/20	ROSEANNE (2) 14.8/27	COACH (5) 13.1/23	CHINA BEACH (40) 9.8/17 9.3/17 8.9/17	
	CBS 11.0/20		RESCUE 911 (7) 11.7/23 12.5/24 13.4/25		CBS TUESDAY NIGHT MOVIE—BRIDESMAIDS (26) 9.1/16 9.9/17		[10.2/18] 11.1/20	10.9/20
	NBC 11.3/21		MATLOCK (33) 9.4/19	[9.9/19] 10.5/20	HEAT OF THE NIGHT (6) 12.0/22 13.6/24		[12.8/23] 11.4/20	LAW AND ORDER (15) 11.3/21 11.1/21
WEDNESDAY 6/12	ABC 7.3/13		WONDER YEARS (52) 7.7/15	GROWING PAINS (43) 9.1/17	DOOGIE M.D. (31) 10.0/18	INTERNATIONAL ROCK AWARDS (69) 6.3/11 5.3/9 5.2/10		
	CBS 8.9/16		RESCUE 911 SP. (57) 7.0/14	FAMILY MAN (65) 5.8/11	JAKE AND FAT MAN (27) 9.4/17	[10.1/18] 10.7/19	48 HOURS (27) 10.6/19 10.1/18 9.5/18	
	NBC 16.4/31		UNSLVD. MYSTERIES (7) 11.6/24 12.5/25 13.4/27		NBA FINALS GAME 5—BULLS VS. LAKERS (1) 14.6/27 18.1/32		[19.7/36] 19.3/34	21.5/39
THURSDAY 6/13	ABC 8.0/15		MORRIS STALUTES (58) 6.7/14	[6.9/14] 7.1/14	GABRIEL'S FIRE (61) 6.1/11	[6.5/12] 6.8/12	PRIMETIME LIVE (24) 10.8/20 10.6/20 10.4/20	
	CBS 7.2/14		TOP COPS (51) 7.2/15	[7.8/16] 8.5/17	BROKEN BADGES SP. (63) 6.3/12 6.2/11		ROBIN HOOD MYTH. (53) 7.6/15 7.6/15 7.6/15	
	NBC 10.9/21		COSBY (31) 10.0/21	DIFFERENT WORLD (22) 10.8/22	CHEERS (3) 13.8/26	SEINFELD (13) 11.9/22	L.A. LAW (37) 9.0/17 9.4/10 9.7/19	
	FOX 7.1/14		SIMPSONS (48) 8.3/18	BABES (69) 5.6/11	BEVERLY HILLS 90210 (56) 6.7/13 7.9/14			
FRIDAY 6/14	ABC 11.4/25		FULL HOUSE (15) 11.3/27	FAMILY MAT. (10) 12.1/28	PERFECT STRGN. (18) 11.1/24	GOING PLACES (36) 9.5/20	20/20 (9) 12.2/25 12.3/25 12.5/26	
	CBS 6.6/14		GUNS OF PARADISE (75) 4.9/12	[5.0/12] 5.2/12	CBS FRIDAY NIGHT MOVIE—FEAR STALK (54) 6.5/14 7.6/16		[7.4/15] 7.5/15	7.9/16
	NBC 4.7/10		HUNTER (79) 4.5/11	[4.5/11] 4.5/10	MIDNIGHT CALLER (77) 4.0/9 4.9/10		5.1/10	5.2/11
	FOX 4.3/10		AMERICA'S MOST WANTED (71) 5.2/12	[5.4/13] 5.6/13	ALIEN NATION* (88) 3.2/7 3.1/6			
SATURDAY 6/15	ABC 5.5/12		YOUNG RIDERS (74) 4.8/12	[5.1/12] 5.3/13	ABC SATURDAY NIGHT MOVIE—FLAMINGO KID (67) 5.0/11 5.2/11		[5.7/12] 6.0/13	6.6/15
	CBS 5.4/12		CBS SATURDAY NIGHT MOVIE—MONEY, POWER, MURDER (65) 5.8/14 5.9/14		5.6/12	5.6/12	DOCTOR DOCTOR (78) 4.6/10	GOOD SPORTS (81) 4.3/9
	NBC 8.9/20		AMEN (64) 6.1/15	AMER. DREAM. (62) 6.4/15	GOLDEN GIRLS (19) 11.0/24	EMPTY NEST (14) 11.5/24	SISTERS (40) 9.3/20 9.3/20 9.2/20	
	FOX 3.7/9		TLY. VID. (86) 3.9/10	YEAR-BOOK (90) 2.5/6	COPS (85) 4.0/9	COPS 2 (79) 4.5/10		
SUNDAY 6/16	ABC 7.8/16	LIFE GOES ON (81) 4.0/10	[4.3/10] 4.6/11	AMR. FUN VIDEO (35) 9.7/21	AMR. FUN PLP. (34) 9.8/20	ABC SUNDAY NIGHT MOVIE—BEST FRIENDS (46) 7.7/15 8.8/16		[8.6/16] 9.0/17 8.9/18
	CBS 10.8/22	60 MINUTES (4) 12.1/30	[13.2/32] 14.3/33	SUNDAY DINNER (45) 8.8/19	ALL IN THE FMLY (22) 10.8/22	MURDER SHE WROTE (17) 10.7/20 11.2/21 11.8/22		TRAILS OF ROSIE (44) 9.0/17 9.1/17 8.9/18
	NBC 6.0/12	EVERTT KOOP* (89) 2.8/7	[2.7/6] 2.5/6	EXPOSE (84) 4.1/9	REAL LIFE (76) J. P. 4.9/10	NBC SUNDAY NIGHT MOVIE—REVEALING EVIDENCE (48) 6.8/13 7.7/14		[8.3/16] 9.2/17 9.6/19
	FOX 5.9/12	TRUE CLR. (87) 3.8/9	P. LEWIS (83) 4.2/10	IN LIVING COLOR (54) 7.4/16	GET A LIFE (71) 5.4/11	MRD. WITH CHILD. (27) 10.1/19	BACKSTAGE PASS (67) 5.7/10	SUNDAY COMICS (71) 5.3/10 5.4/10 5.5/11
WEEKLY PRIME TIME AVERAGE			ABC 8.3/16	CBS 8.8/17	NBC 9.5/19	FOX 5.6/12	YELLOW = 1/2 HR WINNER	
SEASON PRIME TIME AVERAGE			ABC 11.9/20	CBS 11.9/20	NBC 12.3/21	FOX 6.3/11	*—PREMIERE	
NIGHTLY RATING / SHARE			(#)—RANKING	(#)—PROGRAM RATING / SHARE	HALF-HOUR RATING / SHARE	SOURCE: A.C. NIELSEN		

WASHINGTON

FIN-SYN BATTLE SHIFTS TO FEDERAL COURTHOUSE

Four groups—three pro-network and one pro-Hollywood—ask three courts to hear appeals of new rules; lottery will decide which court gets case

The courthouse battle to undo the FCC's new financial interest and syndication rules has been joined, with four groups petitioning three different federal appeals courts to review the controversial rules.

The Media Access Project, on behalf of the Arizona Consumers Council, which believes the new rules too liberal, filed its appeal with the U.S. Court of Appeals in San Francisco (Ninth Circuit). The CBS Television Network Affiliates Association and Fox Broadcasting, which feel the rules are too restrictive, petitioned the appeals court in Washington.

And Schurz Communications Inc., licensee of CBS affiliate WSBT-TV South Bend, Ind., which shares the sentiments of the CBS affiliates group and Fox, made its filing in the Chicago court (Seventh Circuit).

Since each of the petitions addresses the same rules, the cases will eventually be consolidated into one. The law calls for a lottery to be held to determine which court—Washington, San Francisco or Chicago—will hear the case.

All but Fox did. According to an FCC attorney, it missed the deadline by 50 minutes. However, since the CBS affiliates also filed in Washington, that court is still in the running as a possible hearing venue.

Amid some of the more intense lobbying action in its history, a sharply divided FCC voted 3-2 on April 9 to relax its 21-year-old fin-syn rules, which virtually prohibited the big three broadcast networks from acquiring interest in and syndicating program licensed for network air from outside producers.

The new rules, which maintain significant restrictions on the networks, satisfied no one. The networks and their supporters had hoped for complete or near-complete repeal of the rules.

Hollywood interests, on the other hand, feel the new rules do not go far enough in mitigating what they see as the networks' undue leverage in negotiating with producers.

The four groups have forfeited their

ability to file petitions for reconsideration at the FCC asking for changes in the rules, which are due July 8, three days after the rules go into effect. In most instances, the courts will not take up appeals brought by groups still seeking administrative remedy.

But there will be no lack of petitions for reconsideration. The Hollywood coalition has said it will go for reconsideration demanding additional restrictions on the networks. And at least two of the networks—CBS and NBC—are also preparing to do battle on "recon" to see if they can persuade the FCC to further liberalize the rules.

It is expected to take the FCC at least until October to act on reconsideration. The coalition and the networks will then be able to join in the court appeals.

In most cases, said an FCC attorney, the agency asks courts to hold off any action on appeal pending resolution of the petitions for reconsideration. Such requests are usually granted.

The Media Access Project usually challenges FCC decisions in the Washington appeals court. But MAP's Andrew Schwartzman said he chose the San Francisco court for several reasons, including the speed with which it handles cases. He declined to discuss the other reasons, citing lawyer-client privilege. "I'll leave it to others to speculate

about our reasons."

Asked to speculate, one network attorney said Schwartzman chose the San Francisco court because it's in Hollywood's home state and is more likely to give Hollywood's arguments the most sympathetic hearing.

That the CBS affiliates and Fox selected the Washington appeals court is no surprise. The court regularly hears FCC cases and has shown no hesitancy about remanding or reversing agency action. As a result, it is probably the court most comfortable with taking the radical actions the CBS affiliates and Fox will be demanding.

The petitions for review, just one or two pages, contain little by way of argument. All complain that the rules are "arbitrary and capricious" and in violation of federal law. The CBS affiliates also indicate that they will be challenging the rules on constitutional grounds, saying the new rules "in important respects...[are] contrary to the First Amendment."

Even though Fox is exempt from the rules as long as it limits its prime time schedules to no more than 15 hours a week, it felt compelled to go to court. "We continue to believe that all networks...should be subject to only minimal and even-handed regulation," said Fox's Preston Padden. —MAJ

CONSENT DECREES REMAIN A ROADBLOCK

Although the big three broadcast networks feel the new financial interest and syndication rules are far too restrictive, they are eager to take advantage of the "limited" opportunities afforded by them. Yet, they are being frustrated in doing even that by consent decrees that mirror—in most important respects—the old fin-syn rules. Until the consent decrees (which the networks entered into to settle antitrust suits brought by the Justice Department) are eliminated or modified to conform with the new rules, the networks are no better off than they were before the FCC relaxed its rules.

The networks' hopes on getting fast action on the consent decrees received a setback when James Rill, assistant attorney general, antitrust division, indicated to Congress three weeks ago that Justice would not move to modify the decrees until after the FCC resolves all petitions for reconsideration, according to network sources. That will not happen before October. If Justice holds to its go-slow plan, all hopes of modifying the consent decrees in time for the early 1992 program buying season will be dashed.

CABLE

HOW TO GROW COMPETITION FOR CABLE

That's what Markey wants to find out at first in series of hearings; home satellite and wireless interests say legislation is needed; Discovery's Hendricks says FCC's recent action is enough regulation

Congressional action to assure access to cable programming at fair prices is the key to developing viable competition to cable. That's what executives from the home satellite and wireless cable industries told the House Telecommunications Subcommittee last Tuesday, June 18.

Subcommittee Chairman Ed Markey (D-Mass.) opened the first of three hearings on the proposed Cable Television Consumer Protection and Competition Act of 1991 (H.R. 1303) attempting to "debunk the myth" that the bill is reregulatory. "We operate on the old adage

that competition is the best regulator," he said. However, he continued: "We note that, in the absence of real competition, regulation may be necessary." H.R. 1303 proposes "modest regulation only until true competition can be demonstrated."

At present, "there is, in fact, no competition and no regulation," he said in response to Discovery Channel Chairman John Hendricks's claim that "there is adequate competition" to cable now. The lone cable industry witness, Hendricks said the great majority of basic cable programming is available at fair

rates to home satellite and wireless cable. Broadcasters remain strong competitors with dominant market share of audience and ad dollars, he said.

And, Hendricks added, continued effective competition was assured when the FCC decided two weeks ago to place 50%-60% of the nation's cable systems within the authority of municipal rate regulation (BROADCASTING, June 17).

But Markey condemned the FCC's redefinition of "effective competition" as providing consumers with "no meaningful relief [from] defective competition."

Although ranking subcommittee Republican Matthew Rinaldo (R-N.J.) praised the FCC for "taking a stab at a difficult issue," he conceded "it may well be that the FCC does not have the authority to resolve all the issues" surrounding cable competition. And Michael Oxley (R-Ohio), who has introduced a bill to allow telephone company entry into video distribution, said: "It is now time for the cable industry to leave the incubator provided by the '84 Cable Act and compete in the free market."

More adamant, Representative Billy Tauzin (D-La.) said the FCC's redefinition of "effective competition" will leave cable rates in many of the largest markets unregulated. He cited a survey of his constituents (BROADCASTING, June 10) that found more than 60% "wanted somebody to regulate cable, please."

"Shame on us, if we fail to define effective competition and access," he said.

Last year's House version of the Markey-Dingell bill mandated competitor access to cable programming but allowed a programmer to hold a market exclusive deal with a cable operator, unless the FCC found the deal anticompetitive. Both the 1990 Senate version and the latest version passed by the Senate Commerce Committee last month (BROADCASTING, May 20) would prohibit cable-exclusive deals altogether.

One exchange during last week's hearing between Markey and Represent-

HIGH COURT BACKS CITY RIGHTS TO BUILD SYSTEMS

The Supreme Court, for the second time in three months, has turned down a cable industry request to overturn a lower court decision that went against the industry.

Last Monday, the court declined to review, without comment, a lawsuit brought by Warner Cable against the city of Niceville, Fla., which has taken steps to build a municipally owned, competing cable system. The court let stand the appeals court decision that found the city's interest in building a system did not violate the cable operator's First Amendment rights. Warner argued that the city could unfairly compete with Warner, thus denying its First Amendment rights.

Despite the ruling, it doesn't appear the lawsuit will have a great material effect on the industry. Paul Glist, an attorney with Cole, Raywid & Braverman, said that press headlines "may kick over a vote" on some city councils contemplating their own system, but that the economics of overbuilds haven't changed because of the decision. In fact, said Glist, the municipal overbuild in Frankfort, Ky., has collapsed, with a sellout now in the process.

The ruling does indicate, said Glist, that the Supreme Court "is going to let cable law evolve in lower courts." That was the case in April when the court declined to take up the Arkansas sales tax case, in which an appeals court ruled the state could tax cable systems differently than other media.

Glist said the Niceville decision probably ensures that such cases will get litigated again. The appeals court allowed that municipal overbuilds could hurt private companies, but said there has been no evidence yet that Niceville had overstepped its bounds, especially since the city-owned system has not been built.

Randy Arndt, media relations director for the National League of Cities, said "cities are interested in providing competitive cable rates" and "good service." If the cable industry is not prepared to respond to complaints, said Arndt, "cities want to be able to do it themselves."

But whether more cities will explore municipal overbuilds, said Arndt, "is hard to tell. There are costs involved," he acknowledged. One area where he said cities may become more aggressive is in refranchising.

-MS

tative Rick Boucher (D-Va.) illustrated the controversy surrounding exclusivity. Boucher said that access language in the Senate's 1990 cable bill drew heavy cable industry opposition and was defeated because it provided no "carve out" allowing cable exclusive contracts. When Markey interjected that access was only one reason among many, including rate regulation, for the defeat, Boucher countered that the lack of exclusivity allowance was "a very key reason" for the bill's defeat.

Subcommittee senior counsel Larry Irving said he would be very surprised if access was not included in H.R. 1303. However, he said, although the subcommittee has started with the consensus 1990 bill, some members have indicated a desire to renegotiate elements, including access and qualified exclusivity.

Calls for access from home satellite and wireless witnesses

Saying "a pro-competitive solution is the subject today," Rinaldo called on witnesses to "address specifically what they need to move forward."

Program access, answered three of five witnesses: Chuck Hewitt, president of the Satellite Broadcasting and Communications Association; Robert Bilodeau, president of 360 Corp., which operates a wireless system in Corpus Christi, Tex., and Bob Bergland, executive vice president for third-party packager and satellite equipment distributor National Rural Electric Cooperative.

"Legislation to assure fair access on

nondiscriminatory terms is more indispensable than ever," said 360 Corp.'s Bilodeau, suggesting the FCC might have addressed access in its redefinition, "to assure effective competition not just technically but in terms of software.

"Satellite programmers [to cable] are dealing with wireless, but often at exorbitant prices," he said. Some programmers, including the nascent Sci-Fi Channel, have "indicated an unwillingness to deal with wireless," he said.

"The key issue" for the further development of DBS "is access," said the SBCA's Hewitt. And any mandated access law "cannot work" unless it prohibits cable exclusivity "until there's true competition," he said.

Testifying that the great majority of basic cable programmers already make their services available to noncable distributors, Discovery's Hendricks argued that cable programmers "must have the right to freely negotiate rights to our programming." Any law encumbering those rights could reduce the revenue now invested in more programming, he said.

Representative Bill Richardson (D-N.M.) echoed that concern, saying: "A solution focusing only on access may discourage investment in programming. The subcommittee must strike a balance [and] avoid regulatory excesses" in the cable bill by the Senate Commerce Committee, he said.

That bill, S. 12, in addition to including access without exclusivity allowances for cable, creates municipal rate

regulation in the absence of "effective competition" and the right of broadcasters to demand must carry or claim retransmission consent rights.

Although the SBCA supports access, Hewitt warned that if retransmission consent or rate regulation are applied to distant signals, a dozen superstations serving rural dish owners could be forced out of the sky. According to Hewitt, Ku-band DBS operators are likely to depend heavily on superstations to draw subscribers in their earliest years.

Accusing Hewitt of abandoning the battle against discriminatory pricing, Tauzin noted that the FCC had found that some superstation carriers failed to justify charging home dish distributors two to three times what they charge cable operators (BROADCASTING, May 13). Tauzin accused another witness, Gerald Parker of Superstar Connection (satellite carrier of four superstations, including WGN-TV Chicago), of selling "programming at such higher rates that you hold the [home dish] industry down."

Boucher additionally noted that the NRTC appears to have no standing in court to sue superstation carriers, despite the FCC finding of unjustified cost discrepancies.

For at least the next several weeks, the subcommittee will gather more information through a June 26 telco-cable hearing, a June 27 broadcast-cable hearing and a General Accounting Office report on cable rates due out by early July, Irving said. -PDI

EFFECTIVE COMPETITION MOVE UNLIKELY TO HURT CABLE'S BOTTOM LINE

Most of industry has retired in anticipation of FCC decision, and those that haven't can live with potential rate regulation

It's unlikely that the bottom line of cable companies will be materially affected by the FCC's effective competition decision two weeks ago that will bring anywhere between 18% and 34% of cable subscribers under rate regulation.

To begin with, much of the industry began instituting broadcast-only tiers early last year in anticipation of such regulatory action. American Television & Communications, Warner Cable, Continental, Comcast, Newhouse, Cablevision Systems, Cablevision Industries, Adelphia, Paragon, TeleCable and Falcon had either never eliminated their

broadcast tiers from the early 1980's, or had reimplemented them by 1990.

Additionally, operators can still raise rates 5% each year on the level of service that comes under the new six-station standard (probably the broadcast tier in systems that have them). Since programming cost increases are negligible for those tiers, and since so few subscribers take them, the financial hit is small.

A number of other companies have joined the broadcast tier list. A United Artists spokesman said the vast majority of the company's systems have broadcast tiers. About two-thirds of Cox's

systems have instituted broadcast tiers, but a third have not, either because of technical limitations or local regulations. In New Orleans, for instance, the system is bound by a 40-channel basic requirement in the franchise, although Cox hopes to discuss with the city the creation of a lower-cost tier.

But two other large MSO's, including the largest, TCI, have not instituted broadcast tiers, nor do they intend to. Rather, they, like some other MSO's, have created expanded basic tiers, where the services with more volatile costs are located.

Robert Thomson, TCI vice president,

government relations, said the company has been living within the 5% price increase limit all along for its basic tier. A typical TCI system with 36 channels has four pay services and five services on the expanded basic tier—ESPN, CNN, USA, AMC and a regional sports service—leaving 27 basic channels that could be subject to local rate regulation.

But Thomson said TCI has longer-

term program cost protection in its contracts with basic services, so living with a 5% cap is not onerous. "Why create the hassle for customers" of a broadcast tier, he asked, when so few take the option.

Jones Intercable has taken much the same approach. John Mathwick, group vice president, marketing, said that while the company continues to evaluate

its options, "we feel comfortable" with the existing basic and basic-plus packages. Mathwick said the company does not see a problem in budgets going forth if basic tier rates can only increase 5% in systems subject to the new FCC rules.

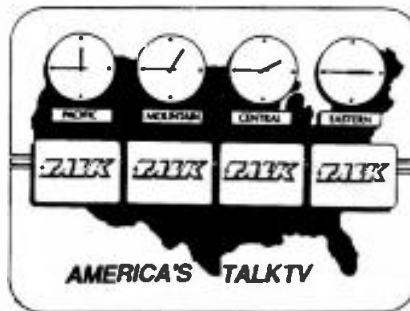
Among other large MSO's, Sammons said it has yet to make a decision on whether it would create broadcast tiers. -MS

TALK TV NETWORK SETS SEPT. 16 LAUNCH DATE

New cable service will premiere with 12 hours of live programming

Talk TV Network plans to launch Sept. 16, with a live 12-hour schedule from 1 p.m. to 1 a.m., which will be repeated from 1 a.m. to 1 p.m.

President Ed Cooperstein, a former broadcaster, has lined up six hosts—Dr. Joy Browne (New York), Bruce Williams (New York), Pat McMahon (Phoenix), Jim Bohannon (Washington), Carole Hemingway (Los Angeles) and Barry Farber (New York)—to handle two-hour talk segments, beginning at 1 p.m. Cooperstein said the weekend schedule will be announced in August,



but hosts will include Alan Burke, sports expert Art Rust Jr. and car experts Steve Parker and Mike Anson. Other weekend segments will focus on gardening, pets, movies, fitness and the arts. The week-day hosts have already started promoting their Talk TV programs on their radio programs.

Cooperstein said the service's first-year operating costs will be \$7 million, and he predicts a negative cash flow of \$2.5 million in year one. But, he said, "we can handle that comfortably" with the financing that is in place, adding that equity talks continue with other companies, including some MSO's. "We expect to complete the long-term financing before we start broadcasting Sept. 16," said Cooperstein.

The service will contain 10 minutes of national and four minutes of local advertising each hour, but Cooperstein is projecting that no more than 30% of the commercial time will be sold in the first year. Charter rates and advertisers will be announced shortly, he said. "We feel agencies and clients will see them as sensible beginning charges for the 30-second spots, or the lengthier times for direct response and other target-advertising commercials seen on TV everywhere," he said. Cooperstein believes that by the first quarter of 1992, Talk TV will be generating ratings in the 0.5 range.

The Morgan Group has been handling sales and affiliate efforts for Talk, with Cooperstein saying the service has signed commitments totalling two million subscribers, with hopes that it will reach four to five million by launch. Cooperstein has also received calls from television stations and will likely enter some affiliation deals if he cannot gain cable access. "My first choice is to get on cable systems," said Cooperstein, but "where I cannot get on, I need viewers" and thus the broadcast station option. -MS

WMAQ-TV SCRAPS SUBURBAN NEWS SOURCE

WMAQ-TV Chicago said yesterday it will not proceed with Suburban News Source, news unit that was to produce news inserts for local cable systems in Chicago market. Station had hoped to be able to recoup investment and then some by selling ad time in news inserts. News Source unit had been up and running for six months, although it did not make it to air. Unit was implemented by former WMAQ-TV General Manager Robert Morse, who resigned two months ago after he and NBC Stations president Al Jerome could not resolve differences in station's business strategy. Station's new general manager, Pat Wallace, said in a statement yesterday, "[The station] has spent the last two months looking for a way to make the economics of the service work. It has proven unable to do so, and we have been unable to find an acceptable solution." A station spokesman said the entire News Source unit, 14 staffers including unit director and former NBC News executive Ed Planer, is being laid off. Reached yesterday, Planer said he disagreed with the decision. "This was never meant to be a revenue generator in its first year," he said. "I'm sorry we didn't go forward. I'm very proud of the work we were doing." Planer said he had no specific plans for the future, but hoped to stay in Chicago.

NICHE NETWORK

Turner Broadcasting System has formed Turner Private Networks Inc. (TPNI), a wholly owned subsidiary, to oversee Turner's two out-of-home niche services—the Checkout Channel and the Airport Channel. TPNI's mandate will also be to develop additional niche properties and generate other revenues for the company. Paul Beckham, president of Turner Cable Network Sales, will expand his duties to become president of TPNI as well. Jon Petrovich, executive vice president at CNN responsible for Headline News, will also become executive vice president, programming, for TPNI.

MEDIA

FOX'S PADDEN BROADSIDES COMPETITION AT BPME

Affiliate relations chief tells promotion and marketing executives that networks do not believe in their own future; calls their business practices outdated

Preston Padden, senior vice president, affiliates, Fox Broadcasting Co., pulled no punches during his keynote speech to the Broadcast Promotion & Marketing Executives Association last week in Baltimore.

Padden, in an address titled "The Guerilla Network and the Nightmares of Promotion," criticized or poked fun at just about every electronic communications entity not affiliated with Fox.

Padden wasted no time attacking the competition and promoting Fox's agenda: "To cable promotion executives. I bring you a hearty welcome from Fox, the cable friendly network—the only broadcast network that affiliates directly with cable systems. To my friends in radio, be thankful that you already know how to prosper with only single-digit shares of the audience. The way the television market is going, you can expect to find fame and fortune helping a lot of ABC, CBS and NBC stations cope with their future. To the Fox affiliates, God bless you. To the independents, God help you. And to the affiliates of the three old networks, no real offense is intended by my remarks today." Judging from reaction to Padden's speech, some offense was taken.

Padden fired his first missile at NBC's programing plans: "It's Sunday night and you're an NBC affiliate. In the new fall schedule, you've got the task of promoting four new shows in a row on Sunday night with the weirdest audience flow in the history of television—a male action-adventure into a children's program into James Garner. Now there's a promotion nightmare." He also criticized the network's decision to drop *Matlock*, which was winning its time period. "Sometimes I think the real reason network scheduling meetings drag on for so long is that it takes time to figure out the program moves best calculated to drive affiliate promotion executives crazy."

The Fox executive also questioned CBS's decision to air movies on Saturday nights and ABC and NBC's reality programing efforts, which he called



"To the Fox affiliates, God bless you. To the independents, God help you."

"Sometimes I think the real reason network scheduling meetings drag on... is that it takes time to figure out the program moves best calculated to drive affiliate promotion executives crazy."

—Preston Padden

"copycat." "The clear message from these moves," Padden said, is: "We're not going to invest in these nights. We're not going to try to build this program schedule. We don't really believe in our future. We're just going to try and keep the channel warm and not lose too much money."

Padden blamed these problems on the

way the networks conduct business. "Everyone knows the television marketplace has changed dramatically from the days when the three networks had it all. The only response forthcoming from the big three networks is a two-part sure loser strategy: (1) cut back and (2) hold on." The Fox executive said that while he "did not doubt for a minute" that the big three would like to change, they are too "saddled with bloated infrastructures from a bygone era" and their cost structures are out of step with today's marketplace.

He also criticized the way the networks handle the business side. Said Padden: "The big three still conduct a well-defined and highly regimented development season. Scripts are ordered through the fall and winter; pilots are ordered in February or March; pilots are screened in May; fall schedules are set, and come September, they throw all these valuable programs on at once. Talk about a nightmare of promotion."

ules are set, and come September, they throw all these valuable programs on the air at once. Talk about a nightmare."

Padden also criticized the big three for their "outmoded" practice of ordering 22 new episodes of each series. "Despite all the new year-round competition, the networks still program for a defined 30-week season and largely ignore the rest of the year."

Padden then turned his attention to his own network and how it will "end the nightmares of promotion." Fox's new 52-week plan to keep reruns to a minimum, Padden said, will enable Fox and its affiliates to stand out in an increasingly crowded television environment. "By going out of phase with the big three, programs developed for Fox will have the luxury of attracting the best creative talent." The plan, he added, will also make the network more "viewer friendly, advertiser friendly and more

producer friendly."

Padden pointed out that some of Fox's most successful shows premiered at times other than September and called last year's decision by Fox to launch all its new shows in September a mistake. Said Padden: "We had the wind to our back. We forgot we are guerilla fighters and instead attempted to fight like the British Army. We stupidly fell into the established business patterns of the big three. We won't ever do that again."

Padden ended his speech by stressing that, according to the Television Bureau of Advertising, Fox affiliates enjoy the only revenue growth in the industry. "At a time when the big three are cutting back, we will be pouring more money in to execute a strategy we think will enable Fox and its affiliates to stand out from the crowd and enjoy increasing rather than decreasing audience and revenue shares in the coming years." -JF

BPME EXPLORES PROMOTION AND THE BOTTOM LINE

Last week's BPME meeting in Baltimore featured 275 speakers and panel sessions on television, radio, cable and international aspects of the promotion business. Although panels addressed different media with different problems, the underlying theme this year was how to do more with less in today's belt-tightening environment and how promotion can bring in revenue and improve viewing.

Television

One of the more timely panels, given the current reassessment of late night viewing habits, was the panel "How to Help Save Your Late News." Featured speakers were Duane Mathias, vice president, promotion, KWQC-TV Davenport, Iowa; Beth Horowitz, promotion manager, WFSB(TV) Hartford, Conn., and Eric Goldstein, director of creative services, WBZ-TV Boston. Moderating the panel was Kenn Venit, vice president, Primo Newsservice Inc.

Mathias kicked off the panel by describing a promotion campaign his station came up with to try to stem viewer erosion. The station promoted the first six minutes of news by promising all the major stories, sports and weather in those first six minutes, with a theme much like radio station WINS(AM) New York: "You give us 22 minutes, we'll give you the world." When asked whether advertisers that did not have spots in the first six minutes were upset with the promotion, Mathias said that since the market is measured by diary and not by meter, the station is more likely to keep viewers (at least in the book) for the whole newscast.

Horowitz said her station has developed special segments similar to NBC's "Daily Difference" that she believes compel viewers to tune in, and that lend themselves to print campaigns.

Goldstein emphasized the importance of knowing your market's demographics before deciding what type of promotion works best. He also said WBZ-TV has been lobbying NBC for more spots in prime time for news promotions, something he said every every station should do.

The people who decide how much is spent on promotion also addressed the convention. Featured on a panel titled



SYNDICATED...WITH CHILDREN

Columbia Pictures Television rolled out its promotional package for the off-Fox syndicated debut of *Married...with Children* to a receptive audience at last week's Broadcast Promotion & Marketing Executives convention in Baltimore.

The multi-phased campaign, from Steve Sohmer and produced with input from an advisory board comprising station executives, is designed to run nine weeks prior to the syndicated premiere of *Married...with Children*. The campaign includes heavy radio, print and billboard promotions. The first phase is a teaser featuring spots with Ed and Peg Bundy as children in a *Leave It to Beaver*-like family, but who are already breaking out of that stereotype. The second phase is heavily localized, with spots geared toward local residents or sports figures answering the question: "Hey America, where are we going?" with "I'm going home to watch *Married...with Children*"; spots that can be tailored to cross-promote a station's news team; the *Married...with Children* cast providing call and channel ID's, and a promotion asking the question: "Guess who's getting married?" There are also spots for those stations double running the show, holiday tags and PSA's.

The third phase of the rollout is designed for the week prior to the show's launch and includes a cluster of 10-second spots counting down the days until debut.



Randy Michaels, executive vice president and chief operating officer, Jacor Communications, makes a point during his address to radio executives at BPME in Baltimore last week.



Top Broadcasting executives told attendees at the BPME convention what they could expect from management in terms of support and how the economy is affecting promotion and marketing. Pictured (l-r): Bob Klein, president, Klein & Co., Los Angeles; Alan Bell, president, Freedom Broadcasting; Amy McCombs, president and general manager, KRON-TV San Francisco, and Peter Lund, executive vice president, CBS Broadcast Group.

Convention attendees also heard from the people who decide how much is spent on promotion. Featured on a panel entitled "Friends in High Places" were Peter Lund, executive vice president, CBS Television, New York; Alan Bell, president, Freedom Broadcasting, and Amy McCombs, president and general manager, KRON-TV San Francisco.

Bell opened the session by comparing the broadcasting industry to the American automobile industry, saying neither are "smart or responsive to public taste." Bell pointed to some exceptions that have flown in the face of commonly held beliefs. For example, he said, the conventional wisdom that cartoons will not work in prime time was debunked by the success of *The Simpsons*. And the Johnny Carson hold on late night was loosened somewhat by the appearance of *The Arsenio Hall Show* (not to mention the success of *Nightline*). Said Bell: "Our business is not dead: a lot of brains in our business are dead."

Lund did not bring good news from the network side. This year's prime time upfront, he speculated, will be off 20%, to around \$3.4 billion-\$3.6 billion, compared to last year's record \$4.2 billion prime time upfront.

During the question-and-answer segment, Lund and Bell both expressed concern about the growing emphasis placed on quarterly reports. Lund said: "It is a source of frustration. U.S. businesses are caught up in quarterly results and that holds back management." While both were in agreement on the

value of promotion, both also agreed that promotion executives were at the point when it came to the battle of the budget: "Promotion is still the first area to be cut," they said, "and it will remain that way."

□

The role of the general manager in marketing was explored in the panel, "The General Manager as Chief Marketing Officer—Marketing Your Station as a Brand." Featured on the panel were Television Bureau of Advertising President Jim Joyella; Diane Sutter, vice president and general manager, WTVQ(TV) Lexington, Ky., and Henry Yaggi, president and general manager, WUSA-TV Washington. Joyella told the audience that the television business has become like the packaged-goods industry: the name of the game is not getting new consumers, but getting present consumers to switch brands at a time when "there is a growing perception that all brands are the same." People watch as much TV as they are going to watch, Joyella said. The general manager, he said, is the only person who can mandate change at a station and the only one who has the overview and ability to look down the road.

Sutter agreed and said: "Market saturation [by TV stations] is not the problem. The failure of management is." Yaggi also stressed the importance of standing out in a crowd. During the Gulf war, CNN's viewing gains overtook the networks and affiliates. Yaggi ran promotion spots on the station and on radio

for WUSA-TV's coverage. The station also bought a block of time on the local cable system so the station could advertise its coverage during CNN's coverage; viewers eventually returned.

Radio

Radio played a large role at this year's convention. Randy Michaels, executive vice president and co-chief operating officer, Jacor Communications, reminded attendees of how tough the radio business is these days: "It's awful to hear all these TV people complain about fragmentation," he said. Those who have just started working in radio may want to get out and get into something more credible, like the law or narcotics trafficking, he joked. All kidding aside, Michaels said, the challenge for radio is learning to satisfy the two consumer groups that do not necessarily have the same agenda—listeners and advertisers.

He also elaborated on what he calls the "BS buzzer," which applies to stations that promote 12 songs in a row but do not mention the 12 consecutive commercials that follow the 12 songs. Michaels combats that promotion with his own brand of psychological promotion. For example: "Ninety-three minutes of music every hour." He stressed the need for guerrilla marketing. "Get your call letters on anything you can, the way Nutra Sweet is on every can of soda." While stressing the need to go after your competitor and "frighten him out of his format," Michaels reminded managers to protect their license.

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FOR THE RECORD

As compiled by BROADCASTING from June 13 through June 19 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

- **WTCG(AM) Andalusia, AL (BAL910603EC; 1400 khz; 1 kw-U)**—Seeks assignment of license from The WTCG Radio Corp. to Ashley Norman Davis Jr. for \$85,000. Seller is headed by Scott McCada and has no other broadcast interests. Buyer, Davis, owns WEZP-(AM) Defuniak Springs, WBGC(AM) Chipley and WCNU(AM) Crestview, and LPTV W24AM Defuniak Springs, all Florida, and has application pending for purchase of WRDJ(AM) Daleville, AL. Filed June 3.
- **WCRJ-FM Jacksonville, FL (BALH910604GN; 107.3 mhz; 100 kw; ant. 350 ft.)**—Seeks assignment of license from WCRJ Inc. to Paxson Broadcasting of Jacksonville Inc. for \$2.8 million ("Changing Hands," June 10). Seller is subsidiary of Hoker Broadcasting Inc., headed by Jay Hoker, and also owns WMLX(AM) Florence (Cincinnati), KY; WDFX(AM) Detroit (sold, approved by FCC, "For the Record," Jan. 28); KCFX(AM) Harrisonville (Kansas City, MO), MO, and WOFX(AM) Fairfield (Cincinnati), OH. Buyer is headed by Lowell W. (Bud) Paxson, who is attributable shareholder (but not officer or director) of Home Shopping Network Inc. HSN Communications Inc., wholly owned subsidiary of Home Shopping Network, is parent company of licensees of WSHS(TV) Marlborough, MA; WHSE(TV) Newark, NJ; WHSI(TV) Smithtown, NY; KHSH(TV) Alvin, TX; KHSC(TV) Ontario, CA; WHSP(TV) Vineland, NJ; WQHS(TV) Cleveland; WEHS(FM) Aurora, IL; KHSX(TV) Irving, TX; WYHS(FM) Hollywood, FL, and WBHS(TV) Tampa, FL. Filed June 4.
- **WKCD(FM) Kittery, ME (BAPH910603GV; 105.3 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of CP from Outreach Communications Ltd. to Bear Broadcasting Co. for \$750,000 ("Changing Hands," June 17). Seller is headed by Edward Ockendon, and has no other broadcast interests. Buyer is headed by Natale L. Urso, Philip J. Urso, Joseph V. Gallagher and M. Linda Urso, and is licensee of WZNN(AM)-WWEM(FM) Rochester, N.H., and WHIM(AM) East Providence, R.I. Natale L. Urso is sole stockholder of Westerly Broadcasting Co., licensee of WERI(AM)-WWRX(FM) Westerly, R.I. Filed June 3.
- **KRBL(FM) Los Alamos (Albuquerque), NM (BALH910530GF; 98.5 mhz; 100 kw; ant. 1,781 ft.)**—Seeks assignment of license from KKBR Inc. to
- KRBL Broadcasting Ltd. Inc. for \$800,000 ("Changing Hands," June 17). Seller is headed by Chris Devine, president of C. Devine Media Corp., licensee of KBER(FM) Ogden, UT and KXBR(FM) Greenfield, MO. Devine is also GM of WFYR-FM Chicago. Buyer is headed by Michael Evans, Nick Popravsky and Mike Foster, and has no other broadcast interests. Filed May 30.
- **WHKP(AM) Hendersonville, WTYN(AM) Tryon and WPNF(AM) Brevard, all North Carolina (WHKP: BTC910528EB; 1450 khz; 1 kw-U; WTYN: BTC910528EC; 1160 khz; 1160 khz, 10 kw-D, 500 kw-N; WPNF: BTC910528ED; 1240 khz; 1 kw-U)**—Seeks transfer of control within Radio Hendersonville Inc. for \$300,000. Seller is Kermit Edney, and has no other broadcast interests. Buyer is Arthur V. Cooley, former GM of station, and has no other broadcast interests. Filed May 28.
- **WHITE(FM) Williamston, NC (BALH910531GH; 103.7 mhz; 50 kw; ant. 331 ft.)**—Seeks assignment of license from Sea-Comm Inc. to WHITE Inc. for \$750,000 ("Changing Hands," June 17). Seller is headed by Eric Jorgenson and has interests in WFSM(FM) Southport (Wilmington), NC. Buyer is headed by Joseph Logan (70%) and L. Gene Gray (30%). Gray is 50% owner of Eastern Carolina Broadcasting CO. Inc., licensee of WMBL(AM)-WRHT(FM) Morehead City, NC. Filed May 31.
- **WXMX(FM) Upper Arlington (Columbus), OH (BALH910530GK; 98.9 mhz; 3 kw; ant. 328 ft.)**—Seeks assignment of license from Twin Rivers Communications Ltd. to Columbus Radio, limited partner for \$2.5 million ("Changing Hands," June 17). Seller is headed by Mary Mahaffey and has no other broadcast interests. Buyer is headed by Alan D. Gray (22%), Kevin J. McGinty, Jim Bengal, Primus Capital Fund II (51%) and Capital Funds Corp. (18%). Gray owns 100 shares (less than 1%) of common stock of Jacor Communications and 48% of common stock of Dayton Radio Inc., licensee of WYMJ-FM Beaver-creek (Dayton), OH. Filed May 30.
- **KWEY(AM)-KBXR(FM) Weatherford, OK (AM: BAL910605EA; 1590 khz; 1 kw-D; FM: BALH910605EB; 97.3 mhz; 760 kw; ant. 385 ft.)**—Seeks assignment of license from Western Plains Broadcasting Inc. to Wright Broadcasting Systems Inc. for \$407,435. Seller is headed by Alene Griffin and Richard Johnson and has no other broadcast interests. Buyer is headed by G. Harold Wright Jr. (80%) and Glenn H. Wright (20%), son and father, and Carol A. Wright, wife of G. Harold Wright. G. Harold Wright is president and GM and holds 33.3% interest in Anadarko Broadcasting Co. Inc., licensee of KRPT-AM-FM Anadarko, OK. Filed June 5.
- **WIRJ(AM) Humboldt, TN (BAL910531EC; 740 khz; 250 w-D, 50 w-N)**—Seeks assignment of license from R.S. Little Corp. to David P. Colvett for \$75,000. Seller is headed by Robert S. Little Jr., and has no other broadcast interests. Buyer, Colvett, has no other broadcast interests. Filed May 31.
- **WTYR(AM) Soddy-Daisy, TN (BAL910603EB; 1550 khz; 1 kw-D)**—Seeks assignment of license from C. Alfred Dick to Greater 2nd Missionary Baptist Church for \$150,000. Seller is head of licensee WCHU Radio, and has no other broadcast interests. Buyer is headed by Anthony E. Ray and has no other broadcast interests. Filed June 3.
- **KPET(AM) Lamesa, TX (BAL910603EA; 690 khz; 250 w-U)**—Seeks assignment of license from West Texas Broadcasting Co. Inc. to KPET Inc. for \$212,000. Seller is headed by J. Morgan and Charles W. Dowdy, son and father, and Richard J. Smith, and has interests in KNWA(FM) Bellfonte, KCWD(FM) Harrison and KPFM(FM) Mountain Home, all Arkan-
- sas. J. Morgan and Charles Dowdy also have interests in WSUH(AM)-WWMS(FM) Oxford, WRUA(AM) Gulfport and WRPM(AM)-WZKX(FM) Poplarville, all Mississippi, and WMLT(AM)-WQZY(FM) Dublin, GA. Charles Dowdy also has interests in WMCG(FM) Milan, GA. Buyer is headed by William F. Gerber, George D. Norman and Robert F. Brown, and has no other broadcast interests. Filed June 3.
- **WVIQ(FM) Christiansted, VI (BALH910604GP; 99.5 mhz; 10.5 kw; ant. 1,080 ft.)**—Seeks assignment of license from Caribbean Media Services Inc. to ZACA Canyon Inc. for \$200,000. Seller is headed by Gary E. Burns, Thomas A. Carter and Gary E. Burns. Burns owns WHBX(FM) Tallahassee, FL, and WDVH(FM) Salisbury, MD. Buyer is headed by John F. McCormick Jr., Paula J. Martinez and Bodden Interests Inc. (100%), and has no other broadcast interests. Filed June 4.
- **WKZZ(FM) Lynchburg, VA (BALH910531GL; 100.1 mhz; 730 w; ant. 646 ft.)**—Seeks assignment of license from Lynchburg Independent Broadcasters Inc. to CEBE Investments Inc. for \$450,000. Seller is subsidiary of Bahakel Communications Ltd., owned by Cy N. Bahakel, and licensee of co-owned WWOD-(AM) Lynchburg, VA, and also WCCB(TV) Charleston, WOLO-TV Columbia and WLY(FM) North Charleston, all South Carolina; KXEL(AM)-KOKZ(FM) Waterloo, IA; WBAK-TV Terre Haute, IN; KILQ(FM) Colorado Springs; WABG-AM-TV Greenwood, MS; WLBK(AM)-WCBZ(FM) Bowling Green, KY; WDDO-AM-FM Chatanooga, TN; WKIN(AM)-WZXY(FM) Kingsport and WBBJ-TV Jackson, all Tennessee; WRSP-TV Springfield and WCCU(TV) Urbana, both Illinois; WAKA(TV) Selma, AL, and WPET(AM)-WKSJ(FM) Greensboro, NC. Buyer is headed by Aylett B. Coleman (100%) and is licensee of WXLK(FM) Roanoke, VA. Coleman is also 100% stockholder of WJQI Inc., licensee of WJQI-AM-FM Chesapeake-Virginia Beach, VA.

Actions

- **KCVR(AM)-KWIN(FM) Lodi, CA (AM: BAL910422EF; 1570 khz; 5 kw-D, 34 w-N; FM: BALH910422GG; 97.7 mhz; 3 kw; ant. 300 ft.)**—Granted 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. Action June 6.
- **WRBD(AM) Pompano Beach, FL (BAL910417EA; 1470 khz; 5 kw-D, 2.5 kw-N)**—Granted 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. Action June 4.
- **WXKO(AM)-WXXX(FM) Fort Valley, GA (AM: BAL910419HQ; 1150 khz; 1 kw-D; FM: BAPLH910419HR; 97.9 mhz; 3 kw; ant. 328 ft.)**—Granted assignment of license and CP 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. Action June 6.
- **WAIT-AM-FM Crystal Lake, IL (AM: BA-**

L910416EB; 850 khz; 2.5 kw-D; FM: BAL-H910416EC; 105.5 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Crystal Lake Radio Ltd. to Pride Communications Ltd. for \$2.2 million. Seller is headed by Gerald T. Vento, and has no other broadcast interests. Buyer is headed by Jim Hooker (100% stockholder), Pride Communications Inc. (20% P) and Don Johnston (16% P), and has no other broadcast interests. Action May 31.

■ **KSCB-AM-FM Liberal and KEDD(AM) Dodge City, both Kansas (KSCB|AM):** BTC910422EB; 1270 khz; 1 kw-D, 500 w-N; KSCB|FM; BTCH910422EC; 107.5 mhz; 100 kw; ant. 511 ft.; KEDD|AM; BTC910422ED; 1550 khz; 1.00 kw-D)—Granted 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. Action June 3.

■ **WOCB-AM-FM West Yarmouth, MA (AM: BAL910410GR; 1240 khz; 1 kw-U; FM: BALH910410GS; 94.9 mhz; 50 kw; ant. 300 ft.)—**Granted assignment of license from Patch-Dunn Association of Cape Cod, debtor-in-possession, to Boch Broadcasting Ltd. for \$825,000. Sale for stations in August, 1990 for \$2.47 million to U.S. Media Group Inc. was not approved ("For the Record," Aug. 13, 1990). Seller is headed by Kenneth Patch, and has no other broadcast interests. Buyer is headed by Boch Broadcasting Corp. (GP) and Ernest J. Boch (LP), and has no other broadcast interests. Action May 31.

■ **WACY(AM) Fenton, MI (BAL910318ED: 1160 khz; 1 kw-U)—**Granted assignment of license from Deano Day Enterprises Ltd. to Statewide Broadcasting Systems Inc. for \$600,000. Seller is headed by Deano Day, who is forming new company which will purchase station. Buyer is headed by Day (30%), Edward Derbabian (30%), William Wilcher (30%) and Mitchell D. Moen (10%), who is son of Day. Statewide has filed concurrent application for assignment of WELL (AM) Battle Creek and WELL(FM) Albion, both Michigan, from Triad Communications ("For the Record," April 22). Action June 4.

■ **WAAH(FM) Houghton, MI (BALH891003HL: 102.3 mhz; 3 kw; ant. 328 ft.)—**Dismissed app. of assignment of license from WAAH Acquisition Partnership to Yupper Broadcasting for \$400,000. Seller is headed by Eugene White and Ralph Savage and has no other broadcast interests. Buyer is headed by Ronald McCarter and has no other broadcast interests. Action May 30.

■ **KGHL(AM)-KIDX(FM) Billings, MT (AM: BAL910412EA; 790 khz; 5 kw-U; FM: BALH910412EB; 98.5 mhz; 85 kw; ant. 370 ft.)—**Granted assignment of license from Sunrise-Montana Inc. to Pegasus Broadcasting of Billings Inc. for \$1 million. ("Changing Hands," April 15). Seller is headed by Dick Elliot, and has no other broadcast interests. Buyer is headed by PBMI Holdings Co. (100% VS), Dan Snyder and Christopher J. Brennan. PBMI Holdings is licensee of KCAP(AM)-KZMT(FM) Helena, MT. Action May 31.

■ **KRNY(FM) Kearney, NE (BTCH910422HV; 102.3 mhz; 3 kw; ant. 300 ft.)—**Granted transfer of control within Nebraska Media Concepts Inc. for \$72,000. Seller is Polly A. Hays, and has no other broadcast interests. Buyer is H. Dale Sostad, and has no other broadcast interests. Action June 5.

■ **KHIT(AM)-KIIQ(FM) Sun Valley-Reno, NV (AM: BAL910411EB; 1590 khz; 5 kw-D; FM: BALH910411EC; 104.5 mhz; 25 kw; ant. 2,930 ft.)—**Granted assignment of license from Media Venture Management Inc. to Radio Reno Inc. for \$1 million ("Changing Hands," April 8). Seller is headed by Randy George, receiver; George is also receiver for KXGO(AM) Arcata, CA. Buyer is headed by Kenneth V. (38%) and Jerry L. Miller (38%), brothers, and Robert M. Salmon (19%) and Karen Wolfe (5%), who own Radio Associates Inc., licensee of KMIX-AM-FM Turlock and KEWB(FM) Redding, both California. Action June 4.

■ **KRUI(AM) Ruidoso Downs and KMW(FM) Maljamar, both New Mexico (AM: BTC900920EA; 1490 khz; 1 kw-U; FM: BTCH900920EB; 105.1 mhz; 100 kw; ant. 1,100 ft.)—**Granted transfer of control

from Woodrow Michael Warren to AFG Industries Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by R.P. Hubbard and has no other broadcast interests. Action June 4.

■ **WCLN-AM-FM Clinton, NC (AM: BAL910424EI; 1170 khz; 5 kw-D; FM: BALH910424EJ; 107.1 mhz; 3 kw; ant. 300 ft.)—**Granted assignment of license from 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 KDFT(AM) Ferris, TX; KLRG(AM) North Little Rock, KFTH(FM) Marion, KMZX(FM) Lonoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WESL(AM) East St. Louis, IL; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKJA(FM) Belhaven, WVRS(FM) Warrenton and WSRC(AM) Durham, all North Carolina; WIMG(AM) Ewing, NJ; WPCE(AM) Portsmouth and WMXS(FM) Cape Charles, both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WVCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WWP(D) Marion, all

South Carolina. Action June 6.

■ **WHKY-AM-TV Hickory, NC (AM: BTC910401KJ; 1290 khz; 5 kw-D, 1 kw-N; TV: BTCCT910401KI; ch. 14; 656.1 kw-V; 125.3-A; ant. 600 ft.)—**Granted transfer of control from Roberta S. (Susie) Long, executrix of estate of Edmund and Roberta S. Long to The Long Family Partnership for no financial consideration. Transferor has no other broadcast interests. Transferees are Thomas E.S. Long Sr. (58.17%) and Roberta S. (Susie) Long (40.85%), siblings, and Ella Lee Shufford (.97%), and have no other broadcast interests. Action June 5.

■ **WYBH(FM) McConnellsville, OH (BAPH910418HT; 100.9 mhz; 3 kw; ant. 91 ft.)—**Granted 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. Wharf Jr. (100%) and is president and sole owner of WMOA(AM) Marietta, OH. Action June 4.

■ **KAGO-AM-FM Klamath Falls, OR (AM: BTC910102EA; 1150 khz; 5 kw-D, 1 kw-N; FM: BTCH910102EB; 99.5 mhz; 26.5 kw; ant. 360 ft.)—**Granted assignment of license from Key Broadcasting

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,986	241	5,227
Commercial FM	4,449	976	5,425
Educational FM	1,459	294	1,753
Total Radio	10,894	1,511	12,405
Commercial VHF TV	554	20	574
Commercial UHF TV	570	173	743
Educational VHF TV	124	3	127
Educational UHF TV	230	13	243
■ Total TV	1,478	209	1,687
VHF LPTV	201	163	364
UHF LPTV	694	903	1,597
■ Total LPTV	895	1,066	1,961
FM translators	1,860	348	2,208
VHF translators	2,712	87	2,799
UHF translators	2,312	320	2,632

CABLE

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

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

Inc. to Krisik Family Trust for stock transfer within corporation. Transferor is A.J. Krisik. Transferees are William Gerrard and A.J. Krisik, who will be 24.08% and 40.46% stockholders of Key Broadcasting. Action June 4.

■ **KROG(FM) Phoenix, OR** (BALH910408GV; 105.1 mhz; 52 kw; ant. 545 ft.)—Granted assignment of license from Astoria Broadcasting Corp. to Millennium Communications Corp. for \$368,000. Seller is headed by Steven Hess and Courtney Flatau. Flatau is 33.3% owner of First American Communications Corp., licensee of KSZL(AM)-KDUC(FM) Barstow, CA. Buyer is headed by Dennis R. Powell and has no other broadcast interests. Action June 3.

■ **WIBF-FM Jenkintown, PA** (BTCH910419HS; 103.9 mhz; 340 w; ant. 1,000 ft.)—Granted 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. Action June 4.

■ **WYSH(AM) Clinton, TN** (BTC910423EA; 1380 khz; 1 kw-D, 500 w-N)—Granted 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 and Denise Meredith, husband and wife (each 50%), have no other broadcast interests. Action June 4.

■ **KTON(AM)-KYZZ(FM) Belton, TX** (AM: BAL910325EA; 940 khz; 1 kw-D; FM: BALH910325EB; 106.3 mhz; 1.35 kw; ant. 489 ft.)—Granted assignment of license from Heart of Texas Communications Ltd. to Sheldon Communications Inc. for assumption of seller's liabilities. Seller has no other broadcast interests. Buyer is headed by Garlyn Shelton (66.6%) and Donald R. Grobowski (33.3%). Shelton is 40% shareholder of Center City Communications Inc., licensee of KSFA(AM)-KTBQ(FM) Nacogdoches, TX. Action May 30.

■ **KQRO-AM-FM Cuero, TX** (BTC910412EC; 1600 khz; 500 w-D; FM: BTCH910412ED; 97.7 mhz; 3 kw; ant. 297 ft.)—Granted transfer of control from Cuero Broadcasting Inc. to William Matchak and Kyong Ja Matchak for \$330,000. Seller is headed by Paul Dudeck and Mary Dudeck, and has no other broadcast interests. Buyer is headed by William Matchak (33%) and Kyong Ja Matchak (34%), husband and wife, and Chun Sim Chong (33%), and has no other broadcast interests. Action June 4.

■ **KSWA(AM)-KWKQ(FM) Graham, TX** (AM: BTC910219EA; 1330 khz; 500 w-D; FM: BTCH910219EB; 107.1 mhz; 3 kw; ant. 100 ft.)—Granted transfer of control from Robert N. Aylin Sr. to Robert N. Aylin Jr. Licensee is KSWA Inc., headed by Aylin Sr. and James M. Jones (10%). Aylin is transferring half of his 90% of company to transferees Aylin Jr., Elizabeth L. Aylin and Martha W. Loranger, his children. Principals have no other broadcast interests. Action May 20.

■ **KBAL(AM) San Saba, TX** (BAL910416EA; 1410 khz; 800 w-D, 203 w-N)—Granted assignment of license from Armadillo Broadcasting Inc. to Fletcher Broadcasting Inc. for \$42,000. Seller is headed by E.P. and Madeline Sue Quick, husband and wife, and O.Q. Quick, and has no other broadcast interests. Buyer is headed by Lloyd Moss (80%) and George W. Marti (20%), and is licensee of KCLE(AM) Cleburne, TX. Marti is president of Jefco Enterprises Inc., licensee of KDSI(AM)-KOPY-FM Alice, TX, and KNGV(FM) Kingsville, TX. Action May 30.

■ ***KYQX(FM) Weatherford, TX** (BAL91040928GG; 89.5 mhz; 368 w; 205 ft.)—Dismissed assignment of license from Springtown Educational Broadcast Foundation to Parker County Public Radio Inc. for \$55,000. Seller is headed by Wesley D. Yeager, Angela Yeager and Gayle Moring. Wesley D. Yeager has interests in KMQX(FM) Springtown and KSEY(AM)-(FM) Seymour, both Texas. Buyer is headed by Randall Young, Steve Reid, John E. Schwensen, Lon W. Young, Stewart Schwensen and Joyce S. Schwensen, and has no other broadcast interests. Action June 4.

■ **KBWL(FM) Roosevelt, UT** (BALH910409GW; 98.5 mhz; 2.65 kw; ant. 1,853 ft.)—Granted assign-

ment of license from Brian W. Leifson to Evans Broadcasting for \$283,750. Seller is headed by Brian W. Leifson, and has no other broadcast interests. Buyer is headed by Joseph L. (50%) and Teddie R. Evans (50%), father and son, who have interests in Country Gold Broadcasting, licensee of KNEU(AM) Roosevelt, UT. Joseph Evans is president of Ash Grove Inc., permittee of KZPD(FM). Action May 31.

NEW STATIONS

Applications

■ **Selma, AL** (BPED910521MA)—TSU-ASU Public Radio Corp. seeks 88.3 mhz; 100 kw-V; 219 m. Address: C/O Troy State University, Department of Radio & Television, Troy, AL 36082. Principal is headed by Dwight Cleveland, and has no other broadcast interests. Filed May 21.

■ **Naples, FL** (BPED910523MG)—New Hope Ministry Inc. seeks 91.7 mhz; 1.6 kw; ant. 219 m. Address: 7500 Davis Blvd., Naples, FL 33942. Principal is headed by Grant Thigpen, and has no other broadcast interests. Filed May 23.

■ **Garrison, KY** (BPH910528MB)—James Philip Gray seeks 98.3 mhz; 1.2 kw; ant. 56 m. Address: 10 Trinity Place, Fort Thomas, KY 41075. Principal holds CP for new FM on channel 258A at Ripley, OH. Filed May 28.

■ **Garrison, KY** (BPH910524MB)—Henson Media Inc. seeks 98.3 mhz; 2.609 kw; ant. 150 m. Address: 2335 Bonnycastle Ave., Louisville, KY 40205. Principal is headed by Edward Henson Jr., and has no other broadcast interests. Filed May 24.

■ **Norfolk, NE** (BPED910529MA)—The Praise Network Inc. seeks 90.9 mhz; 50 kw; ant. 107 m. Address: P.O. Box 8, Aurora, NE 68818. Principal is headed by Herbert P. Roszhart, Roszhart and Ardsy A. Roszhart each own 50% of stock of Good Life Radio Inc., licensee of KGRD(FM) Orchard, NE. Filed May 29.

■ **Starkville, MS** (BPED910528MC)—Mississippi State University seeks 89.1 mhz; 2.96 kw; ant. 137 m. Address: WMSU(FM), P.O. Box 6101, Starkville, MS 39762. Principal is headed by William M. Jones, and has no other broadcast interests. Filed May 28.

■ **Summersville, WV** (BPED910524MA)—Mountain State Baptist Church seeks 90.5 mhz; 11 kw; ant. 289 m. Address: P.O. Box 7, Summersville, WV 26651. Principal is headed by Dr. James Fellure, and has no other broadcast interests. Filed May 24.

Actions

■ **Anchorage, AK** (BPED900212MA)—Granted app. of Alaska Board of Regents for 88.1 mhz; .155 kw; ant. 88 m. Address: 3211 Providence Dr., Anchorage, AK 99508. Principal is headed by Gordon E. Evans, and has no other broadcast interests. Action April 11.

■ **Hartford, CT** (BPCT890301KM)—Dismissed app. of Lynette Ellertson for ch. 18; Address: 22720 S.E. 410th St., Enumclaw, WA 98022. Principal has no other broadcast interests. Action June 5.

■ **Edgewater, FL** (BPH880406MI)—Granted app. of Deharo Radio Ltd. for 93.1 mhz; 3 kw H&V; ant. 100 m. Address: 136 Heritage Circle, Ormond Beach, FL 32074. Principal is headed by Anthony Deharo Welch, who also owns 50% stock in La Paz Broadcasting Inc., licensee of WROD(AM) Daytona Beach, FL. Action June 3.

■ **Marianna, FL** (BPH880630MG)—Granted app. of Jackson Radio Ltd. for 93.3 mhz; ant. 0 m. Address: P.O. Box 777, Marianna, FL 32446. Principal is headed by W.F. Dunkle III, and has no other broadcast interests. Action June 5.

■ **Cumberland, KY** (BPH890105MA)—Granted app. of Roger C. Noe for 102.7 mhz; .08 kw; ant. 555 m. Address: 111 Third Street, Harlan, KY 40831. Principal has no other broadcast interests. Action June 4.

■ **Reidland, KY** (BPH890117ML)—Granted app. of Ladon Broadcasting Co. Inc. for 106.7 mhz; 3 kw; ant. 100 m. Address: 505 South 7th St., Paducah, KY

42001. Principal is headed by Thomas Massie, and has no other broadcast interests. Action June 7.

■ **Ashland, MO** (BPH880219MD)—Granted app. of Sobocomo Radio Inc. for 106.1 mhz; 50 kw H&V; 150 m. Address: 303 Elm Ave., Takoma Park, MD 20912. Principal is headed by Patricia Mae Watkins, and has no other broadcast interests. Action May 14.

■ **Butte, MT** (BPCT910415KG)—Dismissed app. of Big Horn Communications Inc. for ch. 18; 2712 khz; 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's K25BP Billings and K17AD Lewistown, both Montana. Action June 5.

■ **Lancaster, NH** (BPH880719MC)—Granted app. of Michael W. Beattie for 102.3 mhz; 3 kw H&V; ant. -45 m. Address: 99 Bridge St., Lancaster, NH 03584. Principal owns 100% OF WLGW(AM) Lancaster, NH. Action May 30.

■ **Lancaster, NH** (BPH880720ML)—Dismissed app. of Lancaster Broadcasting for 102.3 mhz; 3 kw; ant. 100 m. Address: P.O. Box 484, Jackson, NH 03846. Principal is headed by Maurice B. Polayes and Adele T. Polayes, and has no other broadcast interests. Action May 30.

■ **Batavia, OH** (BP890407AD)—Dismissed app. of James Phillip Gray for 1160 khz; Address: 10 Trinity Pl. Fort Thomas, KY 41075. Principal has no other broadcast interests. Action June 4.

■ **Batavia, OH** (BP890630AA)—Dismissed app. of Batavia Broadcasting Co. for 1160 khz; Address: 2223 State Rte. 32, Batavia, OH 45103. Principal is headed by Alan Lyle, and has no other broadcast interests. Action June 4.

FACILITIES CHANGES

Applications

AM

■ **Henderson, NC** WHNC(AM) 890 khz—June 3 application for CP to correct coordinates to 36 21 04N 78 22 35W.

FM's

■ **Rogersville, AL** (no call letters) 93.9 mhz—June 3 application for mod. of CP (BPH880711MS) to change ERP: 2.25 kw H&V; change ant.: 162 m.; TL: on County Rd. 66, .4 km W of Wheeler Dam Hwy.

■ **Arizona City, AZ** KONZ(FM) 106.3 mhz—May 31 application for mod. of CP (BPH901102ID) to change ERP: 3.4 kw H&V; change ant.: 134 m.; TL: W of Eleven Mile Corner Rd., 2.01 km S of Pretzer Rd approximately 16.3 km SW of Arizona City.

■ **Lake Havasu City, AZ** KZUL-FM 105.1 mhz—June 3 application for CP to change ERP: 1.05 kw H&V; ant.: 822 m.; change TL: Northwest of Crossman Peak, 10 mi NE of Lake Havasu City, AZ.

■ **Payson, AZ** KRIM(FM) 103.9 mhz—May 31 application for CP to change ant.: 355 m.

■ **Jonesboro, AR** KDEZ(FM) 100.1 mhz—June 5 application for mod. of license (BLH870109KC) to change freq: 100.3 mhz (per docket #87-563).

■ **Wynne, AR** KWYN-FM 92.7 mhz—May 20 application for CP to change ERP: 25 kw H&V; ant.: 100 m.; TL: App. 4.1 mi SW of Wynne, AR on rural Rd. 131 degrees, freq: 92.5 mhz; class: C3 (per docket #89-529).

■ **Modesto, CA** KJSN(FM) 102.3 mhz—May 29 application for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Salinas, CA** KRAY-FM 103.9 mhz—May 20 application (BMLH910520KB) for mod. of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ **Marathon, FL** WMUM(FM) 94.3 mhz—May 23 application for mod. of CP (BPH8809011I) to change ERP: 50 kw H&V; change ant.: 84 m.; TL: Boot Key, within Marathon, FL.

■ **Palm Beach, FL** WPBR(FM) 1340 khz—May 31-

change city of license to Lantana, FL.

■ Athens, GA WUOG(FM) 90.5 mhz—May 31 application for CP to change ERP: 26 kw H&V; ant.: 54.6 m.; change TL: transmitter site is at intersection of Church and Baxter St. in Athens.

■ Chatsworth, GA WQMT(FM) 99.3 mhz—June 5 application for CP to change ERP: .95 kw H&V; ant.: 248 m.; change TL: Hwy. 52, 1.3 km W of Chestnut Knob.

■ Agana, GU KUAM-FM 93.9 mhz—May 29 application for CP to change ERP: 5.2 kw H&V; ant.: 289 m.; change transmission line, change antenna type.

■ Champaign, IL WHMS-FM 97.5 mhz—May 16 application for CP to change ant.: 109 m.; other: correct site elevation and coordinates 40 05 04N 88 14 53W.

■ Scottville, MI WKZC(FM) 95.9 mhz—May 28 application for CP to change ERP: 25 kw H&V; ant.: 100 m.; change freq: 94.9 mhz; class: C3 (per docket # 89-385).

■ Laurel, MS WMXI(FM) 98.1 mhz—June 5 application for CP to change ERP: 6 kw H&V.

■ Elko, NV KNCC(FM) 91.5 mhz—May 28 application for CP to change TL: Elko Mountain, Radio site, Elko, NV.

■ Rochester, NH WKOS-FM 96.7 mhz—June 3 application for CP to change ERP: 5.8 kw H&V; ant.: 30 m.; change TL: State Rte. 75, Farmington, NH.

■ Rochester, NY WBER(FM) 90.5 mhz—May 28 application for CP to change ERP: 50 kw H&V; class: B.

■ Roanoke Rapids, NC WPTM(FM) 102.3 mhz—May 28 application for CP to change ERP: 5.4 kw H&V; ant.: 105 m. (per docket #90-473).

■ Warrington, NC WVR(FM) 107.3 mhz—June 4 application for mod. of CP (BPH870826MG) to change ERP: 50 kw H&V; change ant.: 150 m.; TL: 1.3 km NW of Gasburg, VA, change to channel 297C2 (per docket #89-341).

■ Creswell, OR KZAM-FM 95.3 mhz—May 28 application for CP to change ERP: .625 kw H&V.

■ Lebanon, OR KIQY(FM) 103.7 mhz—May 31 application for CP to change ant.: 343.5 m.; TL: Peterson Butte, 5.6 km from the Lebanon or City Hall on bearing of N230E degrees; change class to C (per docket #88-542).

■ Meyersdale, PA (no call letters) 93.3 mhz—June 4 application for mod. of CP (BPH880808MP) to change ERP: .63 kw H&V; change ant.: 294 m.; TL: E side of N Wolf Rock Rd., .3 km NW of intersection with State Rte. 55008 in Elk Lick Township, PA.

■ Whiteyville, PA WLH(FM) 107.1 mhz—June 6 application for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ Cheraw, SC WJMX-FM 103.1 mhz—May 30 application for CP to change ERP: 50 kw; ant.: 150 m.; TL: 5 km W of Society Hill on County Rd.

■ Mobridge, SD KOLY-FM 99.5 mhz—June 3 application for CP to change ERP: 100 kw H&V; change ant.: 100 m.

■ Oliver Springs, TN WXVO(FM) 98.7 mhz—June 4 application for mod. of CP (BPH870105MC as mod.) to change ERP: 6 kw H&V.

■ Charlotte Amalie, VI WVGN(FM) 107.1 mhz—May 23 application for Mod of CP (BPH901131D) to change ERP: 10 kw H&V.

■ Hartford, VT WVFA(FM) 104.3 mhz—June 3 application for mod. of CP (BPH881013MG) to change ERP: 2.7 kw H&V; change ant.: 149 m.; TL: Summit of Hurricane Hill, Hartford Town, VT.

■ Portage, WI WPDR(FM) 1350 khz—March 29 application for CP to correct coordinates to 43 31 42N 89 26 01W.

Actions

AM's

■ Lancaster, CA KAVL(AM) 610 khz—May 31 application (BP871103AA) granted per recon nunc pro tunc: for CP to increase power to 4kw5kw.

■ Naples, FL WNOG(AM) 1270 khz—June 3 application (BMP910409AC) granted for mod. of CP

(BP900419AF) to augment daytime directional pattern.

■ Orlando, FL WWNZ(AM) 740 khz—June 10 application (BMP910320AB) granted for mod. of CP (BP890606AC) to augment nighttime standard pattern.

■ Florence, KY WMLX(AM) 1180 khz—May 31 application (BP890630AD) granted for CP to change freq: 1160 khz, add nighttime service with 1 kw; increase day power to 5 kw, install DA-2 and make changes in antenna system.

■ Leicester, MA WVNE(AM) 760 khz—June 4 application (BMP910219AD) granted for mod. of CP (BP881003AD) to make changes in antenna system.

■ Albany, MN KASM(AM) 1150 khz—June 7 application (BP910314AB) granted for CP to make changes in antenna system; reduce power to 2.1 kw and correct coordinates to 45 37 53N 94 36 00W.

■ Seaside Park, NJ WJRZ(AM) 1550 khz—June 10 application (BMP910305AC) granted for mod. of CP (BP840706AC) to make changes in antenna system and change TL: to Hwy. 37 approximately .7 km S of Pine Lake Park, NJ 39 59 27N 74 15 33W.

■ Columbus, OH WOSU(AM) 820 khz—June 5 application (BMP900405AM) granted for mod. of CP (BP81010AO) to make changes in antenna system.

■ Beckley, WV WWS(AM) 1070 khz—June 10 application (BP880826AC) granted for CP to make changes in antenna system; add radial top-loading; and, correct geographic coordinates 37 45 18N 81 14 12W.

FM's

■ York, AL WSLY(FM) 99.3 mhz—May 30 application (BPH9101231F) dismissed for CP to change ERP: 50 kw H&V; change ant.: 150 m.; TL: 1.2 mi S E of Halsell, AL; change class A to class C2; change freq: 104.9 mhz (per docket #89-318).

■ Victorville, CA KVVQ-FM 103.1 mhz—May 30 application (BPH9007251B) granted for CP to change ERP: .31 kw H&V; change ant.: 427 m.

■ Tehachapi, CA KTPI(FM) 103.1 mhz—May 30 application (BPH9008061H) granted for CP to change ERP: 1.9 kw H&V; ant.: 176 m.

■ Benton, KY WCBL-FM 102.3 mhz—June 3 application (BMLH900814KA) granted for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ Pittsford, MI WPCJ(FM) 91.1 mhz—June 31 application (BPED9001161I) granted for CP to change ERP: .27 kw H&V; ant.: 56 m.

■ Staples, MN KNSP-FM 94.7 mhz—April 6-CP is forfeited and cancelled and call letters deleted.

■ Fulton, MO KKCA(FM) 97.7 mhz—June 7 application (BMLH900718KB) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #87-493).

■ Gallup, NM KQNM(FM) 93.7 mhz—June 4 application (BMPH9104221N) granted for mod. of CP (BPH8702251R as mod.) to change TPO, change antenna gain and change tower height.

■ Dickinson, ND KRRB(FM) 92.1 mhz—June 7 application (BMLH900815KA) granted for mod. of license to increase ERP: 1.55 kw H&V (pursuant to docket #88-375).

■ Alpine, TX KALP(FM) 92.7 mhz—May 31 application (BPH9102041E) granted for CP to change ERP: 2.37 kw H&V; change ant.: 100 m.; TL: atop hill approximately 4.8 km SE of Alpine on Hwy. 118, Brewster City, TX; change coordinates to 30 19 09N 103 37 04W.

TV's

■ Honolulu KHAI-TV ch. 20—May 31 application (BPCT910129KK) granted for CP to change ERP: 467 kw (vis); ant.: 622 m; TL: Paikae Ridge, .4 km SE of Palehua, City and County of Honolulu, Oahu, HI; antenna: Andrew Corp. ALP12M2-ESD-20 Special (DAXBT); 21 23 51N 158 06 01W.

■ Calais, ME WMED-TV ch. 13—June 7 application (BMPET910409KG) granted for mod. of CP (BPET890110KG) to change ant.: 133.7 m; antenna: Dielectric TW-9A13(BT).

■ Boston WSBK-TV ch. 38—May 31 application

(BPCT910130KE) granted for CP to change ERP: 2,370 kw (vis); ant.: 354 m; TL: Needham, MA, .33 mi E of Highland Ave. and Rte. 128; antenna: RCA TFU-25G(BT); 42 18 12N 71 13 08W.

■ Oklahoma City KOCO-TV ch. 5—June 7 application (BPCT910315KF) granted for CP to change ERP: 100 kw (vis); ant.: 464 m; TL: 1200 E Britton Rd., Oklahoma City; antenna: Harris TAB-6L (DAXBT) 35C33 45N 97 29 24W.

■ Greenville, TX KTAQ(TV) ch. 47—April 24 application (BMPCT900709KF) granted for mod. of CP (BPCT860218KR) to change ERP: 240 kw (vis); ant.: 157 m; TL: 2.6 km NW, 325 degrees (T) from Greenville, TX, 1.3 km SW of Peniel, TX; antenna: SWR-INC. TM-30(BT), 33 09 32N 96 08 31W.

ACTIONS

■ Modified rules to define existence of "effective competition" for purposes of regulating basic cable service rates. (MM docket 90-4 (Report DC-1893, June 13 by R&O and Second Further NPRM [FCC 91-184].)

■ Proposed codifying political programming policies and is seeking comment on those policies and on current broadcast and cable industry sales practices. (MM docket 91-168, Report DC-1891, June 13 by NPRM [FCC 91-181].)

■ Proposed new technical standards for cable television systems, focusing primarily upon quality of signal delivered to cable subscriber's television. (MM dockets 91-169, 85-38, Report DC-1889, June 13 by NPRM [FCC 91-183].)

■ Revised policy and rules concerning television satellite stations. Specifically, Commission revised its case-by-case approach to considering television satellite requests by adopting rebuttable presumption favoring applications that satisfy three public interest criteria. This approach, Commission said, will add efficiency, certainty and predictability to television satellite application process, without sacrificing important policy considerations. (MM docket 87-8 Report DC-1886, June 13 by R&O [FCC 91-182].)

■ Brawley and El Centro, both California Dismissed petition of Brawley Broadcasting Company requesting reallocation of channel 233B from Brawley to El Centro. (MM docket 89-532 by R&O [DA 91-691] adopted May 31 by Chief, Allocations Branch.)

■ Venice, CA Shut down unlicensed FM radio station (calling itself Radio Free Venice) operating on 107.9 mhz. Based on numerous complaints from area residents about interference to radio and television reception, Los Angeles bureau staff conducted on-scene investigation. Radio operator Tom Reveille was fined \$1,000 for unlicensed operation.

■ Leesburg, FL Commission has affirmed decision by Mass Media Bureau which denied request by WLBE 790, Inc., licensee of WLBE(AM), Leesburg-Eustis, FL, for special temporary authorization to increase station's daytime power to overcome Cuban interference. (By MO&O [FCC 91-165] adopted May 22.)

■ Darien, GA Approved joint settlement agreement and dismissed with prejudice applications of Altamaha Broadcasting and Fred Gladstone; granted application of Stewart Broadcasting, Inc. for new FM on channel 299C2. (MM docket 89-546 by MO&O [FCC 91R-44] adopted June 3 by Review Board.)

■ Brownsburg, IN Dismissed appeal by Radio Associated, Inc. for new FM and enlarged issues to determine whether Radio Associated, Inc. has misrepresented facts or lacked candor in its past or present statements to Commission regarding its financial qualifications. (MM docket 90-515 by MO&O [FCC 91R-45] adopted June 4 by Review Board.)

■ Columbia, LA Granted application of Caldwell Broadcasting Limited Partnership for new television station on ch. 11 and denied four competing applications. (MM docket 88-183 by Decision [FCC 91R-46] adopted June 4 by Review Board.)

■ Columbia, NC Denied Jones Eastern of Outer Banks, Inc. review of Mass Media Bureau's decision finding Jones, licensee of WRSF(FM) in violation of Commission's main studio rules. (MM-546, Mass Media Action, June 5 by MO&O [FCC91-175].)

■ **Aguadilla, PR** Granted application of Western Broadcasting Corporation of Puerto Rico for modification of facilities of WOLE-TV. (By MO&O [DA 91-720] adopted June 13 by Chief, Video Services Division, Mass Media Bureau.)

■ **Midvale, UT** Dismissed petition of Walter P. Faber Jr. for reconsideration of Commission's previous action upholding staff dismissal of his application to modify facilities of KQMF(FM) channel 274C. (MM-545, Mass Media Action June 7 by MO&O [FCC 91-177].)

■ **Virginia Beach, VA** Denied appeal from dismissal filed by Chesapeake Bay FM Broadcasters Limited Partnership for new FM on channel 271A in Virginia Beach, VA. (MM docket 90-323 by MO&O [FCC 91R-43] adopted May 28 by Review Board.)

ALLOCATIONS

■ **Marion and Orrville, AL** Effective July 29, substituted channel 247A for channel 248A at Orville conditionally; modified license of WJAM-FM accordingly. (MM docket 90-437 by R&O [DA 91-693] adopted May 31 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Richwood, LA** Effective July 25, allotted channel 265A to Richwood; filing window: July 26-August 25. (MM docket 91-5 by R&O [DA 91-660] adopted May 28 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Oxford, MS** Effective July 25, substituted channel 229A for channel 296A at Oxford conditionally; modified license of WKJL-FM accordingly. (MM docket 91-6 by R&O [DA 91-661] adopted May 28 by Chief, Allocations Branch.)

■ **Wiggins and D'Iberville, both MS** Effective July 29, substituted channel 250C2 for channel 250A at Wiggins; conditionally modified license of WOTC accordingly; by separate action requested information with regard to change of community of license from Wiggins to D'Iberville; comments due August 5. (MM docket 89-597 by First R&O [DA 91-690] and Request for Supplemental Information [DA 91-689] adopted May 30 by Chief, Allocations Branch.)

■ **Edisto Beach, SC** Allotted channel 229A as its first local FM service; comments July 26, replies August 12. (MM docket 91-148, by NPRM [DA 91-637] adopted May 22 by Chief, Allocations Branch.)

■ **Benton, TN** Effective July 29, allotted channel 226A as community's first local FM service; filing window: July 30-August 29. (MM docket 89-571 by R&O [DA 91-692] adopted May 31 by Chief, Allocations Branch.)

■ **Lafayette, TN and Campbellsville, KY** Effective July 19 substituted channel 281C3 for channel 281A and modified authorization of WCKQ(FM) accordingly. (MM docket 89-570, May 15, DA 91-634 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Vergennes, VT, and Hague and Westport, both New York** Effective July 22, amended FM table to allot channel 244A to Vergennes; filing window: July 23-August 22. (MM docket 89-602, by R&O [DA 91-656] adopted May 22 by Chief, Allocations Branch.)

■ **Castle Rock, WA** Effective July 22, allotted channel

296C3 to Castle Rock; filing window is July 23 - August 22. (MM docket 91-27 by R&O [DA 91-657] adopted May 22 by Chief, Allocations Branch.)

■ **Medical Lake and Davenport, both Washington, and Sandpoint, ID** Effective July 29, substituted channel 237C1 for channel 237A at Sandpoint and conditionally modified license of KPND(FM) accordingly; substituted channel 270C2 for channel 237A at Medical Lake, and conditionally modified license of KAAR(FM) accordingly; and amended application of Davenport Radio Partnership to specify operation on channel 247A in lieu of channel 237A at Davenport. (MM docket 89-130 by R&O [DA 91-694] adopted May 30 by Chief, Allocations Branch, Mass Media Bureau.)

■ **South Bend, WA** Effective July 25, allotted channel 289C3 as community's first local FM transmission service; filing window: July 26-August 25. (MM docket 90-551 by R&O [DA 91-658] adopted May 28 by Chief, Allocations Branch.)

■ **Clarksburg, WV** Effective July 19, substituted channel 221A for channel 224A and modified license of WVHF(FM) accordingly. (MM docket 90-575, May 22, DA 91-635 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Fox Farm, WY and Gering, NE** Denied Fox Farm Broadcasting allotment of channel 280C1 to Fox Farm, WY. Effective July 25, allotted channel 280C as first local FM transmission service in Gering; filing window: July 26-August 25. (MM docket 90-612 by R&O [DA 91-659] adopted May 28 by Chief, Allocations Branch.)

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RADIO

HELP WANTED MANAGEMENT

Urban WQMG AM/FM seeks high energy team builder for general sales manager. Must be able to recruit, train, motivate, identify revenue opportunities and deliver above average power ratio! Send resume to Nancy Cooper, WQMG, PO Box 14702, Greensboro, NC 27415 or call 919-275-1657. EOE.

General manager opportunity: Wanted major market sales manager for GM position or small market GM looking to move up. Minorities encouraged to apply. EEO. Resumes and references to Box D-11. All responses confidential.

GM: WPXR/WKBF, the Quad cities leading CHR radio station is looking for a sales driven general manager. If you are a take charge, highly motivated people person, and can prove it, send resume and references to: Peter Crawford, Executive Vice President, Roth Communications, 3 Woodland Road, Stoneham, MA 02180. EOE.

Local sales manager wanted immediately by Jammin' 92 FM Cleveland, Ohio. We're looking for a person with good motivational, training and developmental business skills. CRMC a plus. If you are a small or medium market manager, ready for a major market challenge, send resume and samples of successful retail presentations to: Carl Kitts, CRMC, General Sales Manager, Jammin' 92 FM, 2156 Lee Road, Cleveland, OH 44118. EOE, M/F.

General manager: WORT-FM, Madison, WI, non-commercial, listener-sponsored, volunteer-controlled community radio station. Duties include financial management, fundraising, staff and volunteer coordination, planning and development. \$20,000+ plus benefits. EOE/AA. For application: Search Committee, 118 S. Bedford, Madison, WI 53703.

Experienced marketing professional needed at 30,000 watt public radio station WMUB-FM, Miami University, Oxford, Ohio. WMUB serves the Dayton-Cincinnati area. Responsible for the planning and implementation of membership campaigns, underwriting, production of monthly program guide and providing public information. Strong communication, management and interpersonal skills required. B.A. or equivalent professional experience required. Competitive salary with outstanding benefit package. Review of applications will begin July 1991 and continue until position is filled. Send resume and 3 letters of reference to General Manager, WMUB, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

Beautiful, growing, Northern Ohio small market giant signal seeks GM to be a team leader, get your hands dirty. Top pay, car, bonus, equity position. EOE. Reply Box D-54.

Top rated, group-owned medium market Class C FM seeks promotionally oriented sales manager. Very stable company, top benefits package. Please send complete information and earnings expectations to Box D-55. EOE.

General manager with strong sales background for KMCM/KMTA Miles City, Montana. Resume to KMCM/KMTA, 1218 Pioneer Building, 336 North Robert Street, St. Paul, MN 55101. EOE.

Needed 20 GM's or GSM's. You will secure your future with a \$30,000 investment. Operate one of our 20 stations, own 2% of each station in our 20 station network. We will put you in your station within 120 days. Details: Call 508-520-7764.

HELP WANTED SALES

WSPD and WLOR, Toledo are looking for raw meat eating, experienced, already well trained and motivated street fighters to earn top commission. WSPD is News Talk. WLOR, AC, is top rated 25-54. Send resume, references and billing records to: Terrell Metheny, GM, 125 S. Superior St., Toledo, OH 43602. EOE.

Established Midwest AM/FM seeks ambitious, self starter to complement our experienced sales staff. We're results oriented and high on community involvement. Excellent pay and benefits package. Send resume to: Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

Cleveland Ohio's Jammin' 92 is looking for a couple of good radio sales people who can develop direct/retail business and handle a significant agency list. Please send resume and proof of your abilities to: Carl Kitts, CRMC, General Sales Manager, Jammin' 92 FM, 2156 Lee Road, Cleveland, OH 44118. EOE, M/F.

A major central California FM seeks GSM. Applicants must have a minimum of ten years sales experience. Prefer GSM experience. Salary negotiable. EOE. Reply to Box D-58.

Rare opening for sales representative at WLBC! College town, top station in market, good list. C.R.M.C. preferred. Minorities encouraged to apply. Send resume to Personnel Director, WLBC AM/FM, 800 East 29th Street, Muncie, IN 47302. EOE.

AM/FM combo in the golf capital of the world - Palm Springs, California has a tee time for an experienced account executive. Resume to General Sales Manager, KCMJ, PO Box 1626, Palm Springs, CA 92263. EOE.

Sales marketing rep: Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity of Southwest/South Central markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box D-50. EOE.

Opening for quality radio sales and play-by-play personality. State university sports - proven sales background. Ambitious team player. Tape/resume to Personnel Director, Foster Communications, Box 2191, San Angelo, TX 76902. EOE.

Top performers wanted for Southwest Florida AM/FM. Must have proven track record selling NewsTalk or Adult Contemp formats. No phone calls. Send resume to: Sales Manager, WINK Radio, PO Box 331, Fort Myers, FL 33902. EOE.

HELP WANTED TECHNICAL

Fully qualified engineer to split duties between two small northern California markets. Starting salary: \$25,000. Contact: Rod Chambers 916-257-2121. Equal opportunity employer.

HELP WANTED NEWS

News producer/reporter: Gather, produce, and present news reports; research topics; create information segments and news features; anchor Saturday programming. On-air fundraising participation required. Bachelor's degree plus two years experience. Salary: \$18,000 yearly. Receipt deadline: July 26. Target starting date: August 26. For complete job description and application requirements, contact: Alex Ashiock, WILL-AM-FM, 810 South Wright Street, Room 228, Urbana, IL 61801. 217-333-0850. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Strategic planner VP/GM delivers results. Group operator/4 stations. Solid history in reversing trends. As GSM doubled sales revenues in 4 years. Seeks challenging position with broadcast group where people make the difference. 22 years radio. Chris Martin. 616-399-1702.

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25 years experience - Hard working, well rounded pro. Last 11 years general manager in southern small and medium markets. Very programming, sales and ratings competitive and can get bigger numbers. Good at FM upgrades, several successful startups and turnarounds. Freq. change. Seeking group VP or GM short term assignments considered. Prefer South/Midwest - Call John Parker 502-247-0090.

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I want to manage one or more of your radio stations. Small or medium market. AM or FM. Experienced all phases including ownership. You can afford me. Currently Midwest. Reply Box D-56.

SITUATIONS WANTED ANNOUNCERS

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SITUATIONS WANTED NEWS

Aggressive young sportscaster/producer looking for entry level position in radio or TV. Willing to do anything to get started. Will relocate. Call Tom at 908-665-0431 for tape & resume.

Experienced, reliable college graduate seeking entry-level radio news position. Any shift, any location. BA in Radio/TV. Experience in radio and TV reporting in top 100 markets. Contact Pam 817-756-7509.

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What do employers want? Get station owner's viewpoint. Send \$9.95 for audio tape to SBC, Box 26523, Prescott, AZ 86312.

TELEVISION

HELP WANTED MANAGEMENT

WITN-TV, an American Family owned NBC affiliate in eastern North Carolina, is currently accepting applications from qualified candidates for the position of General Sales Manager, send resume to WITN-TV, Box 468B, Washington, NC 27889. EOE.

National/regional sales manager wanted. Candidates must have thorough knowledge of ratings and be a street fighter. BMP and Marshall Mkt. experience helpful. Resumes and compensation expectations to Frank Pilgrim, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE M/F.

National sales manager, one of the nation's highest rated network affiliated stations is looking for the best. Candidates must have a minimum of 3 years national sales experience. Local sales/sales management is an added plus. Send letter, resume, salary history and all pertinent information to: David A. Olmsted, VP/GM, WCTV, PO Box 3048, Tallahassee, FL 32315. No phone calls please. WCTV and John H. Phipps, Inc. are equal opportunity employers.

General manager who will be involved, innovative in promotions, sales programming, group of low power TV stations with a Northeast affiliate. Reply Box D-46. EOE.

WJLA-TV seeks local sales manager with 5+ years media/broadcast sales experience. Strong negotiation skills and prior management experience preferred. Must possess strong leadership, coaching and training skills in the areas of broadcast sales and development. Ratings analysis and research marketing skills a plus. No phone calls. Send resume to: WJLA-TV, 3007 Tilden St., NW Washington, DC 20008. Attn: Human Resources. EOE M/F/V/H.

Promotions manager: Group owned ABC affiliate is seeking an aggressive hands-on promotions manager. 2 to 3 years experience with documented results a must. Send resumes to: Bill Ferrell, VP/General Manager, WAPT-TV, PO Box 10297, Jackson, MS 39289. WAPT is an EOE.

WOWK-TV, a CBS affiliate, is seeking candidates for the position of general sales manager or national sales manager. Applicant must have proven track record of achievement, strong people skills, and thorough understanding of what it takes to lead an aggressive sales organization. Compensation package commensurate with abilities. EOE. Send resume to Steve Dant, VP/GM, WOWK-TV, 555 Fifth Avenue, PO Box 13, Huntington, WV 25706-0013.

Chief financial officer: Television station group seeking experienced management-oriented candidates. Opportunity to grow with expanding company. Knowledge of personnel matters as well as financial aspects of broadcasting needed. Real opportunity. EOE. Reply to Box D-16.

KMPH Fox 26 is now accepting applications for the position of national marketing assistant. Applicants must be proficient in administrative secretarial skills including word processing and computer experience, possess exceptional telephone demeanor, and be able to meet deadlines and work relatively unsupervised and closely with other departments. Experience in business/broadcasting and/or related course work helpful. Send resume and salary requirements to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 6/30/91. No phone calls please. An EOE-M/F/H.

Local sales manager: We are Midwest, small market and Fox. Seeking experienced professional to develop local sales. Mail resume in confidence to Box D-48. EOE.

HELP WANTED SALES

Account executive: WTVO-TV, Rockford, IL (NBC affiliate), is seeking dynamic, aggressive, highly-motivated individual to handle substantial, established list with special emphasis on developing new business. Fax 815-963-0201, or mail resume, letter, references to: Tim Sharky, General Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

TV ad sales professionals. Dynamic Southeast US TV station group owner looking for TV sales pros. Experience a must. Co-op vendor background and computer literacy preferred. Only the best need apply. Please mail resume and references to Box D-51. EOE/AA.

Account executive: KRON-TV in San Francisco is searching for an account executive. Qualified candidates must have a minimum of 3 years sales experience in television or a related industry selling intangible concepts; Successful record of developing and selling marketing programs for retail and corporate clients; Solid record of account management and sales achievements; Ad agency experience or prior marketing experience is a plus; College degree preferred. The responsibilities of the position include handling existing business and soliciting new business for KRON-TV and develop presentations in the areas of consumer research, vendor support, co-op and sales promotion. In exchange for your expertise, we offer an excellent salary and benefits package. Please send resumes in confidence to: Jan van der Voort, Vice President, Human Resources, KRON-TV, PO Box 3412, San Francisco, CA 94119. EOE.

Sales/marketing rep: Broadcasting affiliated national corporation seeks an energetic, dedicated, person-oriented individual. Must be a self-starter. Familiarity of Southwest/South Central markets a plus. Knowledge of radio and/or TV operations necessary. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box D-49. EOE.

HELP WANTED TECHNICAL

Assistant director of engineering. Assist in the supervision of broadcast operations, engineering personnel, production, transmission and maintenance. Ability to collaborate in design, installation and repair of television systems. Familiarity with computer operation required. Requires 3-6 years experience in television engineering, 2-4 years in a supervisory position. Operational experience a must. Experience in RF a plus. FCC 1st class/General license or SBE certification required. Salary \$32,885 - \$38,501. Send letter of application, resume and three professional references to Mrs. Ernst, KRMA-TV, Channel 6, 1261 Glenarm Place, Denver, CO 80204 by 7/8/91. EEO/AA.

Southern market group owned 100+ VHF affiliate needs chief engineer. Technical and management skills are important. Must be "hands-on" and people leader. Please respond with complete resume to: Box D-40. EOE.

Chief engineer: Midwest UHF commercial independent. Seeking hands on professional to manage staff of six. Requires indepth knowledge and desire to maintain 3/4" format tape equipment. Mail resume in confidence to Box D-47. FOF

Fun and challenging TV career awaits qualified applicants in the cruise industry. Looking for videographers & computer graphics specialist. Must be AMIGA compatible. Good pay and great benefits for those with necessary television skills. Need two candidates quickly to shoot, edit and produce. Send resume only: Box D-52. EOE.

Television maintenance engineer to maintain and troubleshoot all equipment associated with operations of commercial TV station with emphasis on UHF transmitters at our NY facilities. 2-3 years experience required. Resume to: Chief Engineer HSN Broadcasting of NJ, Inc. 390 West Market Street, Newark, NJ 07107. EOE, M/F.

Chief engineer: Burlington, VT. Organized hands on manager with CE or ACE experience. Sony 3/4", RCA-TCR's, UHF facility with translators. Send resume and salary requirements to Director of Broadcast Operations, WVNY-TV, 100 Market Square, Burlington, VT 05401. EOE.

Videotape operator - USA Network has an opportunity for a professional in its New York post-production facility. You will set-up and operate various videotape machines for all editing, recording, playback, screening, dubbing and audio; manage basic chyron operations; and dub taped material. To qualify, you must have 3-5+ years experience in videotape operation, and knowledge of Ampex 1" VPR and 6, Ampex Beta Cam 1/2, and Sony 3/4". A background in the overall post-production process, a creative instinct for assembling pre-recorded material, and the ability to work well with all levels of personnel is also essential. We offer competitive salary and comprehensive benefits package. For confidential consideration, please forward your resume, with salary history/requirement, to: Jeff Kuduk, Employment Manager, USA Network, 1230 Avenue of the Americas, New York, NY 10020: Fax 212-541-4507. We are an equal opportunity employer.

HELP WANTED NEWS

KJRH, NBC affiliate in Tulsa, Oklahoma, seeks weekend meteorologist. Two years experience and degree required. Send resume and tape to Ed Scripps, News Director, KJRH, PO Box 2, Tulsa, OK 74101. No phone calls. EOE.

Producer: We're looking for a highly motivated newscast producer. Applicant must have good news judgment and writing skills. We need someone who is aggressive and creative, no stackers. Tape and resume to Ed Scripps, News Director, 3701 South Peoria Avenue, Tulsa, OK, 74105. No phone calls please. EOE.

News director for WHIO-TV: Dayton's number one station is looking for an experienced, hands-on professional to develop and lead this powerful CBS affiliate news staff. Candidate must have a strong track record of at least 3 years experience as a news director, assistant news director, or executive producer with exceptional managerial and administrative skills. This person will have total responsibility for developing station's news product and news people. If you are a TV news pro with a great people-oriented management style, understand and believe in research-based decision-making and want to come work for a top-rated station owned by Cox, send your resume (no phone calls please) to: David Lippoff, Vice President & General Manager, WHIO-TV, 1414 Wilmington Ave. Dayton, OH 45420. We are an equal opportunity employer.

Southeast VHF affiliate has an opening for a news director. Must be mature, creative and have strong people and journalistic skills. Send complete resume to Box D-41. EOE.

News anchor: Noon & 5:30p.m. WBNS-TV, the CBS affiliate in Columbus, OH, is seeking a co-anchor for noon and 5:30p.m. weekday newscasts. This person will co-anchor with a long established male anchor. Candidate must have proven anchoring and reporting skills. This person will also anchor hourly news updates, as assigned, and will be expected to write copy, research and produce stories and edit videotape. The job involves personal appearances and participation in station promotion and public service campaigns. Applicant must have a college degree and four years of commercial television experience. Typing, computer knowledge and good people skills are a must. Valid drivers license is required. Send resume and tape samples to: Bill Vance, News Director, WBNS-TV, Inc. 770 Twin Rivers Dr., Columbus, OH 43215. Equal opportunity employer.

Producer/director: Dominant, medium-size Southeastern network affiliate is taking applications for producer/director to establish a pool for future openings. If you have a minimum three years experience directing quality news programming and production, send us your qualifications. EOE. Reply Box D-53.

Weathercaster, KRCG-TV, Jefferson City, MO. Experienced, possess computer knowledge. Community-oriented Midwest station. Send nonreturnable tape/resume to: Roger Wellman, News Director, PO Box 659, Jefferson City, MO 65102. EOE.

Prime opportunities! Seeking anchor/reporter, special projects producer, weathercaster, and videographer/editor. Also looking for sportscaster with play-by-play/talk show capabilities. Only applications with resume/demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

WPSD news seeks producer for two newscasts. Depending on qualifications, producer will produce a combination of newscasts among our noon, 5:00, 6:00 or 10:00 shows. College degree and experience preferred. Send resume and brief writing example to: Terry Reeves, WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. EOE, M/F.

KIDS Club host: WHNS-Fox21 is looking for a youthful, enthusiastic person to be the host of all Fox KIDS Club activities. Individual must have good on-air presence, excellent writing and communications skills and excellent public speaking abilities. Resumes should be sent to WHNS Fox21, Attn: Host Screening, 21 Interstate Court, Greenville, SC 29602. EOE M/F/H. Absolutely no phone calls accepted.

Sports anchor. College basketball make your blood boil? We've got just the spot for you at this Capital Cities/ABC O&O in the heart of Carolina. We're looking for a leader, on the air and off. No phone calls. Send resumes and videotapes to Lee Meredith, WTVU 11, PO Box 2009, Durham, NC 27702. EOE.

Reporter/photographer for northeast South Dakota news bureau. Need experienced and versatile team player who lives for news. Plenty of creative freedom for the right person. Send resume and tape to: News Director, KELO-TV, 501 S. Phillips, Sioux Falls, SD 57102. Deadline July 10, 1991. No calls. EOE.

WRDW-TV Eyewitness news team has immediate opening for general assignment reporter. Strong creative writing, reporting and typing skills required. Aggressive but friendly attitude desired. College degree preferred. Send resume and tape to Judith Tredore, Personnel Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

Reporter: Must be an experienced, solid journalist. Strong writing a must. Must be a team player for number one station in the market. Send resume and tape to Mike Sneed, News Director, WTRF-TV 96 16th Street, Wheeling, WV, 26003. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager: To oversee and work with staff of 15. Must know all aspects of production and work well with clients. Small/medium Texas market. Reply to Box D-19. EOE.

Creative services director for WHIO-TV: Dayton's number one station is looking for an experienced professional to develop and lead promotion and marketing efforts for this powerful CBS affiliate. If you have at least 3 years experience developing and coordinating on-air news, programming and station image promotion, have extensive experience dealing with creation of electronic graphics, like working with and managing creative people, and are a creative and resourceful hands-on professional who understands research-based marketing, this is the job for you. Send tapes and resumes (no phone calls please) to: David Lippoff, Vice President and General Manager, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45420. We are an equal opportunity employer.

Production paradise! Commercials, syndication, infomercials, special projects. Searching for executive producer of program development, sales manager, and public relations/promotion coordinator. Also need several producers/directors, program hosts, videographers/editors, segment producers, feature reporters, and production assistants. Applications must include all relevant material. PO Box 22607, Tampa, FL 33622-2607. EOE.

Senior program producer: Award winning special projects team needs an exceptionally talented producer writer. Our department creates entertainment, public affairs, special event and sports programming, including Pittsburgh Steeler related shows. If you've had 2-5 years experience in medium to large markets writing and producing 4-10 minute stories or half and full hour programs, we invite you to look into this opportunity. Videography and editing experience helpful. Send resume and tapes to: Mark Barash, Program Director/Operations Manager, WPXI-TV (NBC), 11 Television Hill, Pittsburgh, PA 15214. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Involved, active and innovative. 25 successful years in general management, sales, promotion and programming. Available for relocation to a competitive market situation due to sale of present station. Reply to Box C-55.

SITUATIONS WANTED TECHNICAL

Experienced engineer seeks CE or ACE position in small or medium market, prefer South or Midwest. Supervisory experience, hands on expertise as well. Construction, budgeting, capital planning, unions. Good with computers, people. Call Jim 718-361-9122, leave message.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

General assignment and-or weather reporter, extensive experience in production, writing and drawing weather maps in the sixth largest market in the country with a BS degree in Broadcast Journalism seeks on-air position. Attractive, witty and knowledgeable, extensive knowledge of ColorGraphics V. Call 312-944-2468.

Young, personable, degreed meteorologist looking to help your station become #1. AMS Seal, 2 years on-air experience. Will make your weather programs informative yet entertaining. 504-464-0308.

1990 college graduate with experience, strong goals seeks full-time reporting position in any size market. Currently anchoring local cable show in Arlington, TX. Call Scott 817-460-0044.

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.

Award winning sportscaster looking to re-enter field. Looking for anchor/reporter position and/or PBP. Strong presence. Solid, emotional delivery. Very determined worker. Available immediately. Call Adam Hertz, 215-628-0202.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Hard working young man looking for production position that utilizes my experience in CMX editing, writing and working with clients. Programs-aired experience and willing to relocate. 317-643-5838. Travis.

MISCELLANEOUS

A place to send resume? Send resume, cover, \$10 Contactbank 1318.4 Michigan SLC, UT 84105-1607. I'll put you in contact with best broadcast facilities. Employers register with contact name.

Capital available to purchase radio or television station. Hudson & Hudson Private Investment Bankers 1-800-543-8410.

Need a job? Sure, our journal lists hundreds of openings nationwide—but we also go the extra mile by providing timely advice on where to "pound the pavement" for future availabilities. Television, radio, corporate communications. Plus free referral with no placement fees; individualized coaching; written demo tape evaluations with salary assessments; and much more! Now in our 7th year. Broadcasting's leading authority on employment opportunities! Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Challenging position for a proven winner with strong broadcast/cable advertising sales management experience. Unique opportunity to head local cable sales department in top 20 ADI but little broadcast competition. Send resume and salary history to: Ken Bems, General Manager, PO Box 4306, Modesto, CA 95352. EOE.

HELP WANTED SALES

Can you live on \$2000 a month in commissions for 3-4 months in order to build a business from the ground floor into a six-figure annual income? CASCOM syndication is the expansion of two well-known, established and respected companies. As our distributor, you'll market the world's largest stock library of animated effects, a stable of custom commercial characters headed by the famous Jim (Hey Vern, it's Ernest!) Varney, generic commercials, music libraries and more. You need to have media sales experience, the ability to manage 3-4 people and the willingness to work full time and harder than you ever have in your life. If you are entrepreneurial in spirit and love to sell, call Lee Michaels at 615-242-8900. Territories closing rapidly! EOE.

HELP WANTED INSTRUCTION

Lenoir-Rhyne College, four year liberal arts college related to Evangelical Lutheran Church in America in Hickory, North Carolina, seeks applications for tenure track faculty position as assistant professor of communications studies/video production, effective January 5, 1992. Candidate must be able to teach courses in mass media (media law and media impact), develop/teach video production and video direction, and supervise campus radio station. College teaching experience required. Broadcast or radio/television production experience desired. Ph.D. preferred. ABD near completion considered. Salary based upon degrees and experience. Send letter of application, vita, and three letters of reference by July 30, 1991 to Dr. Robert L. Spuller, Vice President and Dean for Academic Affairs, Box 7420, Lenoir-Rhyne College, Hickory, NC 28603. Lenoir-Rhyne College is an EOE employer.

Academic coordinator: We're looking for an unusual bilingual person for an unusual job: Academic coordinator of the Central American Journalism Program (CAJP), based at Florida International University in North Miami. He or she will join a small, highly motivated team whose goal is to strengthen journalism and journalism education in Central America under a seven-year grant from the U.S. Agency for International Development. The CAJP is a professional program for working journalists, journalism educators and media owners in Central America. The person selected will be a member of the faculty of FIU's School of Journalism and Mass Communication. The person will coordinate the mid-career master's program of the CAJP and supervise, evaluate and monitor the 22 annual seminars given in Miami and Central America. He or she will be expected to lecture in the master's program and some seminars. All of the instruction is carried out in Spanish. That must be the first language of the candidate. Writing skill in Spanish is essential. A PhD. is preferred, but a Master's degree is acceptable. Teaching experience on the university level is required, preferably at the graduate level. Special weight will be given to experience with adult education programs. Research skills, especially in quantitative research, are important. The candidate must have experience as a working journalist, preferably in broadcast. The position carries a minimum salary of \$35,000 and is negotiable according to qualifications. But, more importantly, it is a position rich in challenges, job satisfaction and interesting travel. If you meet the above qualifications, please send your resume and three letters of recommendation to Charles H. Green, Executive Director, CAJP, Room 134, Academic II, Florida International University, North Miami Campus, North Miami, FL 33181. Application deadline is July 5, 1991. EOE.

HELP WANTED TECHNICAL

Electronic engineer wanted: A manufacturer of broadcast equipment located in the Southwest seeks a person with a strong background in analog and digital electronics with emphasis in audio engineering. Must have experience with DSP and a strong background in analog audio design. Experience in broadcasting and broadcast equipment manufacturing preferred. Company has excellent reputation and good benefits. Send resume only to: Box D-43. EOE.

Broadcast consulting firm located in Washington DC seeks senior electrical engineer with experience in AM, FM and TV broadcast engineering. Must have previous consulting firm experience. Existing client base helpful but not a requirement for right individual. Send resume to: Suite 610, 1350 Connecticut Avenue, Washington, DC 20036. Attention: Robert Bednarek. EOE.

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Kiss your butterflies goodbye! Speak with comfort, confidence, conviction. Presentation skills workshops for sales people/GSM's/GM's. Videotaping/critiquing. Groups/privately. Make your next presentation your best. Call Jon Rosen, Impact Communications, 212-557-5610. "25 years of broadcast/training expertise."

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Reporters. We market talent to all size markets. Call M.T.C 619-270-6808. News, sports & weather! Demo tape preparation available.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

Expose yourself... to our Canadian and American radio and TV client stations. Put your air check or demo tape on file with *Broadcast Talent Source*, for maximum market exposure. Small, medium and major markets. Send your resume and a non-returnable cassette demo, plus a \$25.00 dubbing fee to Broadcast Talent Source, 641 St. Clair Ave., West, Ste. 27, Toronto, Ontario M6C 1A7 Canada. Certified Cheque or money order. No additional fee charged for this service.

Law enforcement jobs. \$17,542-\$86,682/yr. Police, sheriff, state patrol, correctional officers. Call 1-805-962-8000 Ext. K-7833.

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

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. 1-800-637-8490.

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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

ENG truck in good condition with telescoping mast, generator, and accessories. Call Mike McKinnon, Chief Engineer, WXIN-TV, 317-632-5900.

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters: Harris MW1A (1978), Harris SX1A (1988), Cont. 314R1 (1986), Harris BC1H1 (1974), RCA BTA 1S (1976), Transcom Corp. 800-441-8454, 215-884-0888, Fax 215-884-0738.

FM transmitters: BE FM30, 30KW (1983), CCA FM20,000E, 20KW (1979), Collins 831G2, 20KW (1975), RCA BTF 20E1, 20KW (1973), BE FM10B, 10KW (1990), Harris FM10K, 10KW (1980), RCA BTF 10ES1, 10KW (1975), 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.

AM transmitters: Collins 820E/F, 10KW (1974), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D, 5KW (1972). McMartin BA5K, 5KW (1980), McMartin BA2.5K, 2.5KW (1981), Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Broadcast equipment (used): AM/FM transmitters. RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

Save on videotape stock. We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

500' utility tower. New, on ground, ready to ship. Call Bill Kitchen, Sunbelt Media 303-786-8111.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

Potomac FIM-41 AM field strength meter \$1900.00 Kahn AM Powerside system and stereo modulation monitor, fills in nulls in multi tower arrays. Cost \$14,000.00, for sale \$3,000.00. 404-596-4828 x 242.

Harris 55KW UHF TV transmitter high band, klystrons low hours. Call Bill Kitchen. Sunbelt Media, 303-786-8111.

UHF transmitter package includes varian 120KW transmitter, antenna, 1000' waveguide. Will sell package, or separately. Bill Kitchen, Sunbelt Media 303-786-8111.

1" refurbished! Warranty, from \$7,995. 615-238-4200, Pauza Company.

Antennas, FM television and LPTV: Outstanding performance with S.W.R.'s FM and television antennas. All S.W.R antennas have a five year warranty. Call Jimmie Joynt at 800-279-3326.

Transmitters, FM, TV and LPTV: All brand new. Energy-Onix FM and 3dbm television transmitters. Call Jimmie Joynt at 800-279-3326.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

Ikegami HL79EAL w/Fujinon A14x9,J-Lab—\$15,000. Sony BVW25—\$6,000. CETEC/VEGA Wireless (67B/77B)(All low hours, exc. condition)—\$1,300. Thomson MC701 w/Fujinon A-14x9.5, Betacam adapted—\$2,500. Sony BVU-110 w/Time Code—\$900. Viewpoint Communications 301-949-1907.

Madison: Meters, transformers, big caps, tubes. Receiving tubes \$1-5; Icom, Yaesu - amateur. Madison Electronics, 1-800-231-3057, 1-713-729-7300.

TELEVISION

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Are you ready for a piece of the action? Startup company headed by **Broadcasters**, preparing to acquire medium market TV and Radio stations is looking for managers with proven track records. If you can improve station performance and maintain a commitment to what broadcasting is all about send your resume to:

Broadcasters,
205 Park Avenue,
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All replies in strict confidence

EOE

Help Wanted News

WANTED: ON-AIR PRODUCER/CORRESPONDENT

CSTV produces documentary programming for the tv networks featuring businesses who make a positive impact on our daily lives.

We are about to expand our broadcast team with two experienced candidates who can write, produce, direct and host the stories of corporate America. To qualify, you *must* have a proven track record in television production and be able to:

- Adopt broad concepts to story-telling specifics
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- Work within the political dynamics of today's business environment
- Present yourself as a professional, on-camera news correspondent

Starting salary is in the 40K range, coupled with an attractive expense account and increases based on performance. A \$50K-60K salary after the first year is a realistic expectation.

To apply, send your resume, a recent photo and a note indicating the best times you can be reached. Your materials must be received *no later than* Friday, June 28th, at 5:00 p.m. Central time. Either hand-deliver or send by Express Mail to:

CSTV
14th Floor
One Magnificent Mile
980 North Michigan Avenue
Chicago, IL 60611
Attention: Larry King

Phone calls and fax transmissions will not be accepted.

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Experience all operations
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UHF commercial license in eastern market with 500K TV homes available for leasing by hour, day or day parts.

**Reply Box D-45
for info & rates**

RADIO

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With 1 year sales experience; air shift mid-night to 6am. Urban format. 25% commission on all sales from first dollar. Send resume to:

Elmo Harvey, Jr.
WMNY AM-FM,
Rt.1, Box 189, Santee, SC 29142
EOE

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CHIEF ENGINEER

A top rated Washington, D.C. radio station is currently looking for a chief engineer. Candidate must possess a strong knowledge of digital and analogue electronics. Experience in continental high power FM transmitters and AM directionals are essential. Technical and management expertise a solid plus. Please respond immediately with resume and references to:

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EOE**

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Contact Jim at 608-271-6008

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M/F EOE

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 3 PROFESSIONALLY MAINTAINED TCR-100 VIDEO CART MACHINES, 2 SP 100'S AND 1 SP-100A. OPTIONS INCLUDED: EPIS, TAPE TIMER, EDITOR AND "A" SIDE RECORD CAPABILITY. ALSO INCLUDED: 2 AIR COMPRESSORS ATOP 2 TANKS W/CHILLERS AND STAND ALONE AIR DRYER AND APPROX. 3,000 CARTS AND HOLDERS. ALL MACHINES CAN BE VIEWED IN OPERATION.
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 Buy or lease failing stations and make them low overhead satellites of your \$UPER STATION.
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 Deadline is Monday at noon Eastern Time for the following Monday's issue.

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- Louisville market; Class B
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- Combo; \$400,000; terms
- 50KW; strong medium market
- F.T. AM; market 1 million; 50k down

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ABSOLUTE AUCTION

WKKX-FM

Jerseyville, IL (St. Louis)

July 1, 1991

For more information, call

**Don Cavaleri, Receiver
AC 314-878-1040**

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Reply to Box L-8

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DEADLINE
NOTICE**

**DUE TO THE
INDEPENDENCE DAY
HOLIDAY,
DEADLINE FOR
THE JULY 8, 1991
ISSUE IS FRIDAY,
JUNE 28, 1991
AT NOON,
EASTERN
STANDARD TIME.**

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CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 202-659-2340 (Information only).

Payable in advance. Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

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FATES & FORTUNES

MEDIA

John Long, executive VP and general manager, WJLA-TV Washington, joins WRTV(TV) Indianapolis, as VP and general manager.

Bob Payton Proud, VP and general manager, KEZB-AM-FM El Paso, joins KFRR(AM) Englewood (Denver), Colo., as general manager.

Andy Alexander, research director, KDFW-TV Dallas, joins KDAF(TV) there in same capacity.

Jana L. Henthorn, group director of marketing, Jones Intercable, Englewood, Colo., named operations manager, Broward County system, Davie, Fla.

Keith R. Froleiks, accounting manager, United Artists Cable of Connecticut, West Hartford, named director of finance. **Karen Marchetti**, human resources manager, United Artists Cable of Connecticut, named director of administrative services.

Beau Phillips, general manager, KISW(FM) Seattle, joins WFXF-AM-FM Indianapolis, as VP and general manager.

Paul Catoe, general sales manager, WFLA-TV Tampa, Fla., named VP and station manager.

Al Vicente, former general manager, WSYB(AM)-WZRT(FM) Rutland, Vt., joins WGNA-AM-FM Albany, N.Y., as VP and general manager.

Steven R. Sackman, business manager, WKEF(TV) Dayton, Ohio, joins Viacom Cablevision of Dayton Inc. there, as regional financial manager.

William T. Knudsen, general manager, KIRO Direct, direct response division of KIRO Inc., Seattle, named VP and general manager.

Randall L. Rahe, VP, Spacecom Inc., and general manager, KTHH(FM) Fresno, Calif., joins WXXL(FM) Leesburg, Fla., as general manager.

Carol Breck, station manager, KLDI(AM)-KRQU(FM) Laramie, Wyo., joins KLDI(AM)-KLXS-FM Pierre, S.D., as general manager.

Gerry Cornwell, general manager, KIDK(TV) Idaho Falls, Idaho, named VP and general manager.

Allen Lumeyer, general manager.

TAYLOR NAMED BPME PRESIDENT

Gary Taylor, executive director of the Broadcast Promotion & Marketing Executives Association (BPME), assumed the presidency at last week's convention. Taylor, who has served as the association's executive director for the last nine months, becomes BPME's first full-time president. Taylor said the change is designed to be more reflective of what other associations are doing. (The Radio-Television News Directors Association is just one example of an association that recently made the office of president a full-time job.)

Taylor takes over the helm from outgoing president Bert Gould. Currently, BPME has 1,600-1,700 members. Although membership is flat, Taylor expects it to improve because of momentum from the convention. The association, he said, has a solid reserve fund and has no immediate budget problems.

The new chairperson of BPME is Erica Farber Viola, Interep executive vice president. Farber said one of the association's bigger jobs is promoting BPME to group owners. As for long-range plans, she said BPME will study its name to determine if it should be changed to include cable. "We have to be sensitive to the growth of cable," she said. Recently, the Broadcast Financial Management Association added cable to its name.



KSNM(FM) Truth or Consequences, N.M., joins **KGRT-AM-FM Las Cruces, N.M.**, as VP and general manager.

SALES AND MARKETING



Chiagouris

Larry Chiagouris, senior VP, director of strategic planning, Bozell, joins **Backer Spielvogel Bates Inc.**, New York, as executive VP, director of strategic planning and research.

Joseph C. Philport, senior VP, market development, A.C. Nielsen division, Dun & Bradstreet Corp., joins **Young & Rubicam Advertising**, New York, as senior VP, director of media research worldwide.

James M. Burke, director of sales, KCBS-TV Los Angeles, joins **WTTG(TV) Washington**, as VP and general sales manager.

Lawrence S. Deitch, senior VP, group account director, Bohbot Communica-

tions Inc., New York, named senior VP, director of account management and strategic planning.

Ruth J. Rossman, assistant brand manager, Helene Curtis Inc., joins **Cox Cable Communications**, Atlanta, as marketing manager, advertising sales.

Jeffrey W. Kurtz, national sales manager, WPLG(TV) Miami, joins **WCVB-TV Boston**, as account executive.

Appointments at **WDRB-TV Louisville, Ky.**: **Jack Ratterman**, national sales manager, named general sales manager; **Kim Craven**, account executive, named national sales manager; **Jacques Roney**, from Roney Cleaning Services, named account executive, and **Christy Fowler**, recent graduate, University of (Lexington) Kentucky, named assistant marketing coordinator.

Muriel Fariello, VP, advertising sales, Western region and new business, USA Network, New York, named VP, regional sales.

Michelle D. Czermer, former senior account executive, John Blair Communications, joins **KUII(AM) Dallas-Fort Worth**, as account manager. **Gene Ashcraft**, former general manager, Texas State Networks, joins **KUII** as Fort Worth account manager.

Bob Hanson, former national account

executive, Capital Cities/ABC, joins WTWS(TV) New London, Conn., as national sales manager.

Mary L. Broberg, account executive, WLEX-TV Lexington, Ky., named assistant sales manager.

Chantelle Cipinko, account executive, WTVO(TV) Rockford, Ill., joins Seltel, Chicago, in same capacity, red sales team.

Andy Dix, account executive, WEVV(TV) Evansville, Ind., named local sales manager.

Brendan Boylan, account executive, KOA(AM) Denver, joins Prime Sports Network there, as regional sales account executive.

Bruce Pfeiffer, local sales manager, WMTV(TV) Madison, Wis., joins WKBT(TV) La Crosse, Wis., as general sales manager.

Joe Sciarrotta, senior VP and art director, J. Walter Thompson, Chicago, joins DDB Needham there, as group creative director. **Allison Mobley**, research analyst, DDB Needham, Baltimore, named assistant account executive.

Richard C. Bunard, from Seltel, New York, joins WHNS(TV) Asheville, N.C., as national sales manager.

Ron Blue Jr., from KOKI-TV Tulsa, Okla., joins KTHK(FM) Okmulgee, Okla. (Tulsa), as local sales manager.

Steven Wernimont, district manager, Express Services, joins WFMR(FM) Menomonee Falls, Wis. (Milwaukee), as account executive.

PROGRAMING

Trade journalists **Morrie Gelman** and **Robert A. Finlayson** have formed Ventures In Media (VIN), partnership to develop TV projects and provide consulting services for entertainment and communications industries. Gelman has covered TV and cable business since 1960 and recently retired from *Daily Variety*. Finlayson most recently was West Coast bureau chief for Crain Communications. VIM is located at 32107 W. Lindero Cyn Road, Suite 201, Westlake Village, CA 91361; phone (818) 991-1640.

Paul J. Heller, senior VP of development, network television division, Paramount Pictures, named president, UBU Productions, Hollywood.

Dorian Brown, VP and chief financial officer, Institute For Urban Family Health, joins Showtime Satellite Networks, New York, as VP, programing and business operations.

Cathy Chermol, senior producer, *People*

Are Talking, KPIX(TV) San Francisco, joins *Sally Jessy Raphael*, New York, as producer.



Lewis

Andrew Lewis, executive director of finance, Buena Vista Television, Burbank, Calif., named VP, finance and administration.

Robert Jennings, VP, off-network, cable and features within research department, Warner

Bros. Domestic Television Distribution, Burbank, Calif., adds duties as VP, research.

Jeffrey H. Kazmark, manager, West Coast sales, Orbis Communications, Los Angeles, named VP, West Coast sales.

Appointments at Showtime Networks Inc., New York: **Ann Foley Plunkett**, senior VP, creative services, named senior VP, programing and creative operations; **Alan Zapakin**, VP, program operations, named senior VP, creative services and **Joanne Bouffard**, VP, program research, named VP, program scheduling and research.

Michael Koegel, manager of talent relations, Nickelodeon/Nick at Nite, New York, named director of talent relations.

Nancy Collins, freelance journalist, New York, joins *Entertainment Tonight* there, as special correspondent.

Bruce Ranes, producer and engineer, DIR Broadcasting Corp., joins WXPN(FM) Philadelphia, as producer.

Ellen Schoenwald, program and publicity director, WJXX(AM) Ann Arbor, Mich., joins WXYZ-TV Detroit, as production assistant.

Appointments at VH-1, New York: **Sal LoCurto**, director of music programing, named VP, programing and music scheduling; **Norman Schoenfeld**, director of talent and artist development, named VP, program and artist development; **Jackie Sharp**, executive producer, longform programing, named VP, production and original programs, and **Tom Tercek**, director of on-air promotion, named VP, on-air promotion.

Steve Weed, operations and program director, KYKY(FM) St. Louis, joins WKQI(FM) Detroit, as program director.

Stephen J. Davis, VP, sales, Call Interactive, joins Players Interactive Inc., Calabasas, Calif., as senior VP and general manager.

Ed Carroll, assistant director of marketing and administration, Bravo, Woodbury, N.Y., named director of marketing and administration.

Lois Weir, former teacher, Gardenville School, St. Louis, joins KPLR-TV St. Louis, as director, *St. Louis 11 Kids Club*.

Jane Symons Bergamin, former marketing director, NBC's business video division, joins Beach Associates video production company, Arlington, Va., as director of marketing.

Michael M. Galer, director of sales and marketing, United Cable, joins Cablevision systems, Hudson, Mass., as director of sales.

Appointments at ESPN, Bristol, Conn.: **Greg Bunch**, account executive, Los Angeles, named senior account executive there; **Jim Procelli**, program finance analyst, named senior program analyst; **Grace McGahren**, account executive, affiliate marketing department, named manager, promotional sales; **Margaret Salovski**, accounts payable clerk, named affiliate revenue analyst; **James Noel**, from law firm of Davis, Wright and Tremaine, Seattle, named associate general counsel, and **Bernard Stewart**, director, program planning, named director, international programing, operations and production.

Jeffrey Peisch, VP, Nontheatrical programing, Sony Video, joins Time-Life Video Television, Alexandria, Va., as VP, acquisition and co-productions.

Susan Austin, director of television research, Paramount Pictures, joins Cannel Distribution Co., Los Angeles, as research director.

Arnie Rosenthal, former executive VP, Financial News Network, joins Television Group of Austin, Tex., as senior VP, programing and development.

Philip Segal, director of current programing, ABC Television Network, joins Amblin Television, Los Angeles, as VP.

J. Brian Gault, executive director, Cable Networks Inc., New York, named VP.

Olivia Smashum, director, direct marketing, Home Box Office, New York, named VP, sales operations.

John Cook, music director, WYXR(FM) Philadelphia, named program director.

Karen Dee, air personality, KIOI(FM) San Francisco, joins KSAN-FM there in same capacity.

Barbara J. Graham, promotion manager, WGME-TV Portland, Me., joins KDFW-TV Dallas, as writer and producer.

Mike Salmen, production manager, WTLV(TV) Jacksonville, Fla., joins KESQ-TV Palm Springs, Calif., in same capacity.

Merle Ross, former morning news anchor, KSRO(AM) Santa Rosa, Calif.,

named program director.

Stu Rosenberg, morning air personality, WPEP(AM) Taunton, Mass., adds duties as program director.

NEWS AND PUBLIC AFFAIRS

Carlos Amezcua, morning anchor, KCNC-TV Denver, and **Barbara Beck**, anchor, *Today in Florida*, WSVN(TV) Miami, join KTLA(TV) as anchors, *KTLA Morning News*.

Kevin R. Scofield, photojournalist, KDFW-TV Dallas, named chief photographer.

Appointments at KWCH-TV Hutchinson, Kan. (Wichita): **Cindy Klose**, former anchor, CNN Headline News, Atlanta, named 5 p.m. and 10 p.m. co-anchor; **Cheryl Burton**, weekend anchor, named 6 p.m. weekday anchor, and **Tracy West**, health matters reporter, named weekend anchor.

Lynn Martinez, 6 p.m. and 11 p.m. anchor, WWTW(TV) Cadillac, Mich., joins WSVN(TV) Miami, as co-anchor, *Today in Florida*.

Deborah Countiss, 6 p.m. and 11 p.m. co-anchor, WHIO-TV Dayton, Ohio, joins WSYX(TV) Columbus, Ohio, in same capacity. **Paul Dicker**, from WOWK-TV Huntington, W. Va., joins WSYX(TV) Columbus, Ohio, as program and public service director.

Craig Marx, former reporter, KENS-TV San Antonio, Tex., joins KXAS-TV Fort Worth, in same capacity.

Appointments at WDEF-TV Chattanooga: **Michelle Cahn**, producer and reporter, University of (Boulder) Colorado, named general assignment reporter; **Lisa Douglas**, associate producer, WSMV(TV) Nashville, named general assignment reporter; **Rochelle Brookson**, recent graduate, Annenberg School of Communications, University of Southern California, Los Angeles, named weekend assignment reporter, and **Jason Liston**, photographer, WKXT-TV Knoxville, Tenn., to same capacity.

Robert Cizek, producer, WBRC-TV Birmingham, Ala., joins WKJG-TV Fort Wayne, Ind., as news director.

Kai Jackson, anchor, *Kansas Sunrise*, KSNW(TV) Wichita, Kan., named weekend anchor. **Leon Liebl**, anchor and reporter, KSNW(TV) Garden City, Kan., joins co-owned KSNW as anchor and reporter. **Jim Tellus**, creative services director, KSNW, named executive producer.

David Fraser, formerly from KAAL(TV) Austin, Tex., joins KDLT(TV) Mitchell, S.D. (Sioux Falls), as weather anchor.

Bill Pounders, nightside reporter, KPRC-TV Houston, resigned.

TECHNOLOGY



Smith

Colleen Smith, graphics designer and trainer, Quantel, joins Editel Graphics, New York, as graphic designer. **Claudia Baker**, director of operations, Action Video, Los Angeles, joins Editel there, as operations manager.

David Scally, from KBAK-TV Bakersfield, Calif., joins Odetics Broadcast division, Anaheim, Calif., as sales engineer, South Central region.

Kevin D'Amato, controller, McGraw Hill's broadcast division, joins Even Time post-production, as general manager.

Appointments at ESPN, Bristol, Conn.: **Bruce Harrington**, network operations and traffic controller, named senior network operations and traffic controller; **John Heerdt**, data base administrator, named manager, data base administra-

tion; **Gail Bussie**, from Bellcote Inc., named graphic art operator I; **Timothy Rooney**, maintenance and video engineer, Connecticut Public Broadcasting, named remote operator, and **Douglas Rockwood**, senior engineer, General Dynamics, named maintenance technician.

Hugh Jansen, applications engineer, broadcast production, Andrew Corp., Oak Park, Ill., named accounts manager, broadcast distribution accounts.

Faye Campbell, sales manager executive, Joseph Electronics Inc., Niles, Ill., named VP in charge of dealer sales. **James Proudian**, salesman, Joseph Electronics, named VP, systems and operations.

Laurie George, formerly with ABC, Fox and Lorimar, joins Realtime Video, San Francisco, as post-production editor.

Bob Manahan, independent audio consultant and post-production mixer, joins AME Inc., Burbank, Calif., as post-production mixer.

Howard C. Anderson, Western regional manager, Gabriel Electronics, San Ramon, Calif., joins Tower Structures Inc., Chula Vista, Calif., as national sales manager.

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PROMOTION AND PR

Jim Vescera, director, on-air promotion, comedy, Children's and Late Night Programs, NBC-TV, Burbank, Calif., named VP, on-air promotion, West Coast.

Melissa Fogg, writer and producer, on-air promotion, USA Network, New York, named senior writer and producer, creative services department.

Lewis Dorf, VP, sports marketing, Shopping Center Network, joins Health Club Media Networks, New York, as VP, marketing and promotion.

Appointments at Shelly Berman Communicators, Westerville, Ohio: **Bill Schwaderer**, account executive, named senior account supervisor; **Paul Hnidka**, VP, media, named senior VP, media; **Beth Kees**, production artist, named art director, and **Lance Rogers**, from Michael Flick Advertising, named art director.

Christine Brazill, recent graduate, Marywood College, Scranton, Pa., joins WYOU(TV) there as promotion writer and producer.

Paul Capelli, manager, corporate communications, Backer Spielvogel Bates Worldwide Inc., New York, joins Ketchum Public Relations, Chicago, as account supervisor.

Theresa Ward, VP, James Phillips Distribution Co., joins SAA Communications, Los Angeles, as director of international media relations.

Mary Ann Miller, former account executive, DDF&M, Pittsburgh, named director.

Karen Luthi, senior promotion producer, WDAF-TV Kansas City, Mo., named senior promotion producer.

David Bell, creative services producer, WBZ-TV Boston, joins KSNW(TV) Wichita, Kan., as creative services director.

ALLIED FIELDS

Gary R. Chapman, president, LIN Television Corp., Providence, R.I., named chairman, National Association of Broadcasters Joint Board of Directors.

Andrew Harris Goldman, VP and director of U.S. sales, Trans World International, forms Group Resources Unlimited consulting company, 400 East 59th Street, New York 10022, and is president.

Joseph Bruns, chief of staff, Voice of America, Washington, named staff director, Bureau of Broadcasting, international radio and television arm of United States Information Agency. **Rolando Bonachea**, director, Radio Marti, USIA, Washington, named deputy director, Office of Cuba Broadcasting.

Senate confirmed nomination of Washington-based lobbyist **Christopher D. Coursen**, of Coursen Group, to seat on Advisory Board for Cuban Broadcasting. Coursen, whose clients include Community Antenna Television Association, is former Republican staffer on Senate Communications Subcommittee.

Rod Bacon, VP and general manager, WTX(TV) Waterbury, Conn., named to board of directors, Connecticut Broadcasters Association.

Rodney H. Brady, president and CEO, Bonneville International Corp., Salt Lake City, named board member, Maximum Service Television Inc., Washington.

New officers elected at The Concert Music Broadcasters Association, Seattle: **Catherine Meloy**, general manager, WGMS-AM-FM Washington, president; **Peter Newman**, program director, KING-FM Seattle, VP; **George Stokes**, general manager, KRIS(FM) Seabrook, Tex. (Houston), secretary, and **Sue Swigart**, general sales manager, WRR(FM) Dallas, treasurer.

Patrick O'Hefferman, associate director, international strategy, technology and policy, and visiting professor, School of International Affairs, Georgia Tech, Atlanta, named member of National Academy of Television Arts and Sciences.

Randy Economy, director of affiliate relations, Western region, Viewer's Choice, Los Angeles, elected to California Cable Television Association's board of directors.

Lawrence Myers Jr., professor, television, radio and film, Newhouse School of Public Communications, Syracuse University, retired.

WNYC Communications Group elects new board members, New York: **Saul Z. Cohen**, partner, 61 Associates; **Timothy S. Healy**, president, New York Public Library, and **Richard J. Zall**, founding partner, Kalkines, Arky, Zall & Bernstein law firm.

Carlos Fernandez, from KMIZ(TV) Columbia, Mo., named president, Missouri Broadcasters Association.

DEATHS

John C. Keaveney, 52, sales and marketing executive formerly with Warner Amex and Group W, died of cancer June 12 in Rockville, Md. From 1982 to 1984, Keaveney was VP, metro division of Warner Amex Cable Communications, and left to become VP, marketing, of Group W Cable Communications. In 1987 he worked at Montgomery Cable TV as president. He is survived by his wife, Elena; three daughters, Patricia, Maggie and Julie; father, David, and brother, David.

Art Silver, 55, engineering sales manager, died of cancer June 13 in Waterbury, Conn. Silver began his career at WVOX-AM Liberty, N.Y., in 1959 and worked as chief engineer in New York and New Jersey markets. In 1969 he joined Gates division of Harris Corp. as district sales engineer, leaving in 1975 for Collins Radio. He had stints as consulting engineer and director of engineering for Pueblo Communications Inc., and returned to Allied in 1983. Surviving him are wife, Melida, and two sons.

Jean Arthur, 90, actress, died in Los Angeles of heart ailments June 19. Arthur had guest appearance on *Gunsmoke* in 1965 and starred in *The Jean Arthur Show* one year later. There are no immediate survivors.

Joan Caulfield, 68, actress, died June 18 in Los Angeles of cancer. From 1957 to 1958 she appeared in NBC-TV's *Sally* and in CBS-TV's *My Favorite Husband* from 1953 to 1955.

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FIFTH ESTATE

HEARST'S WILLIAM KUNKEL: SHOOTING FOR THE TOP

Having attended Indiana University, the mecca of "Hoosier" basketball-mania, Bill Kunkel learned the transition game on the court—and off, where he enjoys creating fast breaks for startup syndication companies. Now, his immediate attention is turned to helping Hearst Entertainment Distribution's two-year-old syndication division rack up some points in international and domestic TV sales.

On the subject of basketball, when asked how his fraternity team fared against the top independent team in IU's intramural championship game, Kunkel grimaces. "We ended up losing by 46 points," recalls Kunkel, currently senior vice president, general manager, of Hearst Entertainment Distribution (HED). But then, the other team featured Scott May and Bobby Wilkerson, two red-shirted freshmen from IU's basketball team who later led the Hoosiers to a 32-0 record and the NCCA championship.

After that minor bruise to his ego, Kunkel moved on to make his mark in the TV business. In the past dozen years, Kunkel, 39, has helped shape the launches of several syndication companies—MGM (later MGM/United Artists), Tribune Entertainment, Tri-Star Pictures/TeleVentures and most recently Hearst Entertainment Distribution, a subsidiary of the privately owned Hearst Corp.

Kunkel was brought in by Hearst Entertainment Chairman Bruce Paisner in March 1990 to jump-start what was then King Features Entertainment. Today the renamed HED is developing co-ventured syndicated programming, and Hearst Entertainment Productions (HEP), the company's network production division, is preparing to launch network series, mini-series and telefilms. Kunkel is hoping that foreign and domestic sales will help Hearst avoid the industry norm of carrying deficits on productions before some of those series get to syndication.

Since 1989, when The Hearst Corp. began an aggressive campaign to branch out beyond its core publishing enterprises, the company has acquired Phoenix Entertainment Group and installed that production company's head, Gerry Isonberg, as co-chairman with Gerald Abrams of the newly formed Hearst Entertainment Productions, whose mission is to develop and clear network series



domestically that HED can sell internationally.

One network series, *Eerie, Indiana*, received a fall pick up from NBC for a Sunday night slot. Kunkel says he has been concentrating on overseas sales of *Eerie*, where the "real home runs can be hit" to eliminate domestic deficits.

In addition to films for the broadcast and cable networks, HEP's traditional bread-and-butter, the production arm is readying 26 episodes of *Prince Valiant*, an animated series for The Family Channel, and 13 episodes of *Veronica Claire* for Lifetime, which is partially owned by Hearst Corp. (with Cap Cities/ABC and Viacom).

Hearst Entertainment Distribution—since Kunkel's arrival—has signed with Canadian producer Atlantis Films for domestic syndication rights to the hour drama *Neon Rider*; undertaken national distribution of *Great Expectations*, a series of children's programs produced by Hearst-owned WCVB-TV Boston, and of *Family Works*, a series of 14 hour-long specials dealing with family issues. HED has also distributed two film packages, *Marquee I* and *Marquee*

II, titles culled from Hearst's library of up to 100 previously produced telefilms.

"Unlike the major studios, we'll take our look at first-run syndication opportunities that we can do as co-productions, and that's after talking to stations to see if there is a genuine need for specific programming domestically," Kunkel said. Although Kunkel left Indiana University's graduate school to join Dana Corp in Toledo, selling automotive parts, Kunkel says he always maintained an interest in television, where his grandfather made his mark launching WKJG-TV in his hometown of Fort Wayne, Ind. On a business trip to San Francisco, Kunkel met Gary Montanus, now with Worldvision but then a CBS executive, whose father, Ed Montanus, was president of MGM at the time. The two have been friends ever since.

When Kunkel arrived at MGM in 1978, he had little more than *Tom and*

Jerry cartoons and a couple dozen film titles to sell (the bulk of MGM's film library had been optioned out). But then MGM investor Kirk Kirkorian, who had kept a low profile until that time, reacquired the MGM libraries and added the United Artist library, which together accounted for some 26 series and 3,000 film titles. With a bountiful supply of film product to syndicate, Kunkel got to learn the syndication business.

Kirkorian sold off the MGM library to Ted Turner in 1986. At that point, Kunkel "saw the writing on the wall" and moved to Tribune Entertainment, where he helped launch its first-run division.

"The old plaster walls of the Irving Thalberg Building, the Esther Williams swimming pools, the huge backlots at MGM" Kunkel recalls. "It was show business as opposed to Wall Street." What of his job today? "It has gone from show business to MBA work."

William Albert Kunkel

Senior vice president/general manager, Hearst Entertainment Distribution (formerly King Features Entertainment), New York; b. Jan. 31, 1952, Fort Wayne, Ind.; B.S., psychology, Indiana University, Bloomington, 1974; graduate school of business, Indiana University, 1974-76; salesman, automotive parts sales, Dana Corp., Toledo, Ohio, 1976-78; division sales manager, MGM Entertainment, Atlanta and Los Angeles, 1978-83; general sales manager/vice president, domestic sales, MGM/United Artists Entertainment Co., New York, 1983-86; vice president of marketing and sales, Tribune Entertainment, New York, 1986-88; president, domestic television, Tri-Star Pictures Television/TeleVentures, New York, 1988-90; present position since March 1990; m. Cynthia Bewkes, June 20, 1981; children: William, 6; Grant, 4.

IN BRIEF

Federal Communications Bar Association, NAB and MSTV support FCC use of proposed Alternative Dispute Resolution (ADR) procedures to adjudicate private party disputes but not where significant policy question or authoritative precedent or rulemaking is involved. In comments on ADR inquiry, three groups agreed that "entirely voluntary" and confidential mediation through neutral parties is likely to save time and money, particularly in comparative licensing proceedings. However, said NAB, FCC "should proceed with much greater caution in using ADR techniques in rule-making proceedings." MSTV underscored view that FCC should not "abdicate" responsibility for "spectrum allocation, allotments and waivers of technical standards" to third parties.

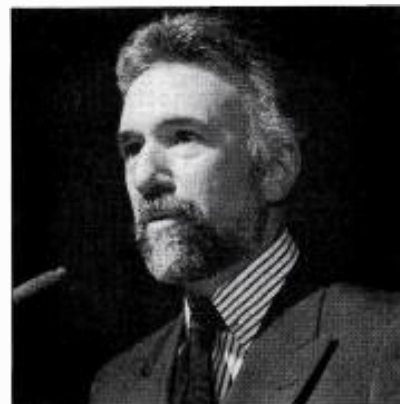
National Black Network said it is eliminating its news programming, resulting in release of "approximately 20" employees, effective June 26, at its New York office, according to NBN Vice President Jack Bryant. After evaluating marketplace, he said, NBN determined best way to become "bigger and stronger" is to target urban contemporary FM's in top 50 markets, and "the news product won't help us get any of those stations." Bryant stressed that "[NBN] is not the innovator in this regard," referring to

other major radio networks that are also commercial-only. In memo from Bryant to employees, dated June 13, "severe and protracted economic problems" were cited as reason for terminating operations. Announcement comes in midst of contract negotiations with National Association of Broadcast Employees and Technicians. Calvin Seimer, VP of unions' Local 11, said he found it "curious" that many affiliates were unaware that news programming would be cut, and that union is "still not 100% convinced it's not some possible legal tactic that [NBN] is trying to use to influence negotiations."

Garth Ancier, former president, Fox Entertainment, has returned to company after three-year absence in untitled position but with focus on program development and production. Ancier said discussions between himself and Fox Inc. Chairman Barry Diller have been ongoing for months, "even before *Sunday Best*," NBC series on which he served as executive producer last season. In describing his job responsibilities, Ancier pointed out that his agreement is with Fox Inc., not Fox Entertainment, giving him wide latitude in potential opportunities. "I'm looking forward to starting things and being entrepreneurial. I'll be generating projects and possibly starting new busi-

nesses," he said of his two-year deal. He said he will be available to work in any area of company and he will report directly to Diller. "I don't think Barry or I know where this will go. The whole point is to do a variety of things. I don't like to be reined in," he said.

Television Bureau of Advertising President Jim Joyella, speaking to Washington-area television broadcasters and cable net-



works at "TV Day 1991," asserted "television must always be measured in terms of what it does for advertisers." Addressing retail sector in particular, Joyella said advertisers must go above and beyond traditional price/item advertising and focus instead on their corporate "image," and that television has an "unmatched ability to hit all psychographic buttons" necessary for effective image ads. TV Day was sponsored by Advertising Club of Washington.

Retired *60 Minutes* correspondent **Harry Reasoner** remained **hospitalized** in critical condition on Friday following surgery to remove blood clot from his brain. Reasoner, 68, was in intensive care following June 12 operation and subsequent bout with pneumonia at Norwalk Hospital in Connecticut. Unconfirmed reports said Reasoner entered hospital after falling down stairs at his home in Westport, Conn.

NBC News President Michael Gartner issued memo to staff on Friday outlining "difficult but necessary" cuts in its operations worldwide. Citing difficult economy, NBC is reducing staff in Boston and

LIBEL PROTECTION FROM THE HIGH COURT

The Supreme Court ruled unanimously June 20 that the First Amendment protects deliberately altered quotations of a speaker, "unless the alteration results in a material change in the meaning." The decision, written by Justice Anthony Kennedy, said: "If every alteration [of a subject's exact words] constituted the falsity required to prove actual malice, the practice of journalism... would require a radical change, one inconsistent with our precedents and First Amendment principles."

The ruling overturned a Northern California U.S. District Court decision to dismiss on summary judgment a libel suit brought by psychologist Jeffrey Masson against writer Janet Malcolm and her publishers, New Yorker Magazine Inc. and Alfred A. Knopf Inc., and found that Malcolm must defend herself at trial. The court also ruled 7-2 that the federal appeals court must decide whether *The New Yorker* and Knopf must defend themselves against Masson's allegations.

RTNDA general counsel J. Laurent Scharf expressed "relief that the court didn't see this as an opportunity to rewrite libel law in respect to quotes." The ruling, he said, affirms that, "as a practical matter, quotes underscore the author's assertion that this is the meaning of what the subject said. It underscores what editors already knew, that reporters must be as accurate as possible."

Pittsburgh. Internationally, cuts will include elimination of several positions at London bureau; restructuring Johannesburg office, and reduced presence in Frankfurt. Sources indicate more cutbacks are possible as result of post-war budget study. NBC News will try to move some affected staffers into growth areas such as overnight news service and prime time programming.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) last week **turned down MPAA President Jack Valenti's request for hearing on implications of retransmission consent rights for broadcasters**, which are contained in Commerce Committee's cable legislation (S. 12). Valenti had made request in June 19 letter listing several areas of concern. National Association of Broadcasters was baffled by Valenti's request as it had just wrapped up tentative agreement with MPAA on retransmission consent report language for S. 12. Speculation was that Time Warner, MPAA members with significant cable holdings, put Valenti up to hearing request. "Time Warner's fingerprints are all over it," said one NAB official.

FCC Chairman Alfred Sikes told reporters last week **he has no interest in acting on petitions to repeal or relax prime time access rule**. Only way FCC will move on petition is if majority of other commissioners demand it, he said. "I am not interested in starting another network-Hollywood food fight," said Sikes, referring to bloody battle over financial interest and syndication rules.

Greater New York 92.3 FM Broadcasters, headed by Edward Atsinger III and Stuart Epperson, who are top executives of Salem Communications (10 AM's and six FM's), **asked FCC last Friday to withdraw competing application** it filed for Infinity Broadcasting's WXRK(FM) New York. Case was unusual because established broadcaster had filed application against another established broadcaster.

Multimedia Entertainment said **talk show host Phil Donahue had renewed his contract** with the company through the 1993-94 season. Donahue's current contract expires in 1992. *Donahue* is cleared in 99% of the country, and is renewed through 1994 on number of stations, including the NBC-owned stations in New York, Los Angeles and Chicago.

FCC will launch proceedings "early this fall" to set preliminary allocation table for simulcast HDTV channels to be awarded to each existing TV station licensee, FCC Chairman Alfred Sikes told reporters

WNET CUTS BACK STAFF, HOURS

In the latest casualty in the financially troubled public television business, WNET(TV) Newark, N.J. (New York), last week announced a dramatic restructuring that will result in 69 layoffs and reduced broadcast hours at the station.

Station President William F. Baker said the reduction of its staff of 530 represented the biggest cut in WNET's 30-year history, and was necessitated by a \$5 million cut in state funding coupled with a slow economy. WNET had received \$9.8 million annually from New York state for the last four years.

WNET was the latest of a number of public TV stations that have been forced to make cutbacks, including nearby WLIW-TV Garden City, N.Y., which earlier this month eliminated its local programming efforts; WGBH-TV Boston, which last month ended its long-running evening newscast, and KCET-TV Los Angeles, which has just undergone a reduction in staff and local programming.

Included in the WNET cutback is the elimination of all senior vice president positions and the consolidation of management from nine to four positions. The station also announced it would go dark for 12 hours each weekend, from midnight to 6 a.m. on Saturdays and Sundays.

Baker said the station was determined to maintain the one hour of local public affairs programming currently airing weeknights on WNET, but said there would likely be some consolidation in producing that hour. The station is also expected to cut its monthly program guide down to a quarterly publication.

The cuts are expected to save the station about \$11 million next year, approximately the amount that WNET overspent on its \$99 million budget for the just completed fiscal year. Baker pointed out that operating costs at the station have risen, while federal, public and corporate funding have remained flat or risen slightly. Adding to the station's problems, its already sizable PBS dues this year have risen to \$7 million, a \$1 million increase.

Baker said the cost-cutting moves should have no effect on current development of national programming, which is significant considering that WNET produces more than one-third of all programming seen on the Public Broadcasting Service. More than one-half of WNET's budget comes in the form of grants for such PBS shows as *Great Performances* and *American Masters*. But future development could be at risk, he said, because the station will not be able to invest as many of its own dollars in the area.

Looking ahead, WNET has set a \$105 million operating budget for the fiscal year beginning July 1. Areas of concentration for WNET will include a reemphasis on the station's commitment to education, including a number of outreach programs to area schools.

"This is not going to be rearranging the deck chairs on the Titanic," said Baker of the changes at the station. "We may fail, but we don't intend to."

-RB

last week. Rules proceeding will address "very prickly" issues surrounding use of HDTV simulcast channel each station is expected to be awarded, Sikes said. Among issues: Will stations be "strictly" required to air same programming on conventional and simulcast channels? Will they be forced to broadcast HDTV upon grant of simulcast channel or will they be allowed to phase service in gradually? What impact will HDTV allocations have on LPTV, and will FCC be obliged to permit non-broadcasters to apply for HDTV channels? As far as he is concerned, Sikes said, channels should be reserved for "limited purpose" of permitting existing broadcasters to upgrade to HDTV. FCC's HDTV allocation planning is starting at urging of MSTV, which sent list of proposed issues to be covered in allocation proceeding last spring.

Suzanne Hayes has been named executive director of the National Academy of Cable Programming, as well as VP, programming and marketing, of NCTA. Hayes was sales VP for London Weekend Television and former Discovery Channel executive.

In long-anticipated move, **MCA Television Group Chairman and MCA Inc. VP Al Rush is retiring, to be succeeded by MCA Inc. Executive VP Tom Wertheimer**. Wertheimer, who was considered MCA Chairman Lew Wasserman's right-hand man during Matsushita Electric Co.'s takeover of MCA in November 1990, will now oversee MCA TV Group's five divisions: Universal Television, MCA TV (syndication), MCA TV International, MCA Television Entertainment (cable) and MCA Family Entertainment. Wertheimer will also continue to oversee MCA Home Entertainment.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

MUSTN'T CARRY

When the Breaux amendment comes to a vote, the ideal tally would be 19 to 1 against—that is, if the author insists on casting his own vote in support of this misbegotten idea. On the surface, it's about must carry and home shopping, but in truth it's a classic confrontation with the First Amendment that, for the good of the country, must be resolved in favor of the broadcast home shopping forces.

The senator from Louisiana wants to deny must carry—an element in S. 12, with which the Breaux amendment is involved—to those broadcast stations that specialize in the shopping category. He thinks they are deficient in public service, a viewpoint not shared by the FCC, which is the licensing authority enjoined with that determination.

The National Association of Broadcasters and the Association of Independent Television Stations both side with home shopping, fearing that to put a content test on must carry would render the legislation unconstitutional. They're dead right.

Readers will not be surprised to hear us say that this kind of content censorship was never justified, but when one considers the present broadcast/cable universe of 30 to 50 or more channels, and contemplates the coming universe of 100 to 300 or more channels, it should be clear that plurality in programming is inescapably the name of the game.

It's also the right way to go.

SPOT CHECK

The FCC has launched a rulemaking to clarify the confusion surrounding the "lowest unit charge" provision of the political broadcasting rules. Just in time, it would seem, if only to help keep Congress out of the act.

The House Telecommunications Subcommittee has been sniffing around for a better deal on political spots. Among the suggestions: the old reliable "give us a nonpreemptible spot at preemptible rates" (kind of like saying give us filet for the price of hamburger); a holdover from the last Congress that would abolish lowest unit rates—thank you very much—but, oh, by the way, would require broadcasters to give a free spot for every two bought at full price; then there were the suggestions to fund congressional campaigns by taxing all advertising or to mandate free access to air time. The last two are ludicrous. (But then, so was a 24-hour ban on indecency. Fearing the latter alternatives, broadcasters would probably swallow either of the first two plans. They shouldn't have to.)

The rising cost of radio and TV ads and the assumption that that cost makes up the bulk of campaign costs is the excuse most frequently trotted out for giving politicians a price break offered to no one else. Those politicians could probably make a larger dent in their budgets by shelling out a little less to high-paid consultants for the latest dirt on their opponents. A poll by the *Los Angeles Times* found that only one-fourth to one-third of campaign costs go to all advertising. And for

House races, the study found, overhead costs—hotels, restaurants, limos, etc.—exceeded that of advertising. Perhaps a law should be passed requiring restaurants to serve steak for the price of hamburger to all candidates.

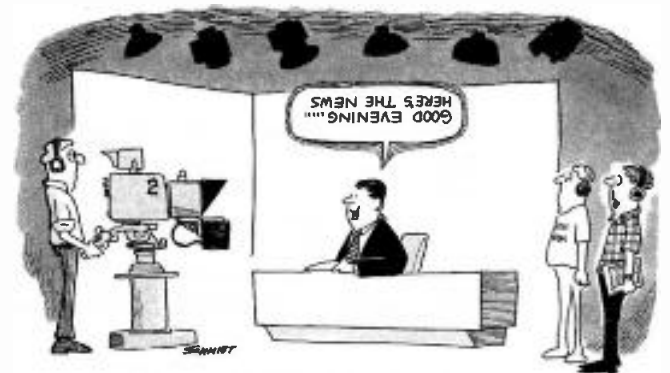
It is clear from the random FCC audit (it turned up widespread violations—some would argue misinterpretations—of the lowest unit rate rule) that some clarification is in order. What is not in order are new and discriminatory excisions from broadcaster ad budgets. The bloat in spending, said the *Times* study, is not from advertising, but because special interests are pouring more and more money into the pot.

Now that sounds like a trail worth following.

OPEN BORDERS

At the May screenings in Los Angeles, Enrico Manca, chairman of Italy's state-run RAI networks, and a major voice in European television, had some words we hope other European broadcasters will take to heart (BROADCASTING, June 17). He blasted protectionism and quotas on American programming as bad policy for the European community. Protectionism, he said, is a "mistaken policy, because it will prove harmful—above all—for Europe itself. Protectionism means nothing other than defending an inefficient industry. It therefore serves only to retard modernization." And it disserves not only the programmers involved, but their audience, whose choice should not be artificially restricted in service of a misplaced nationalism, or worse, the protection of the inefficiency of which Manca spoke. Clearly, the surest way to improve and strengthen a product in the marketplace is to make that improvement an economic necessity, which can only come through competition with strong television product.

In his speech, Manca reiterated his company's pledge to support an open television marketplace. And at a panel session at an Italian TV conference in April, most panelists agreed that barriers were not the answer. Still, protectionist practices remain, to the detriment of both sides. It is past time for the walls to come down.

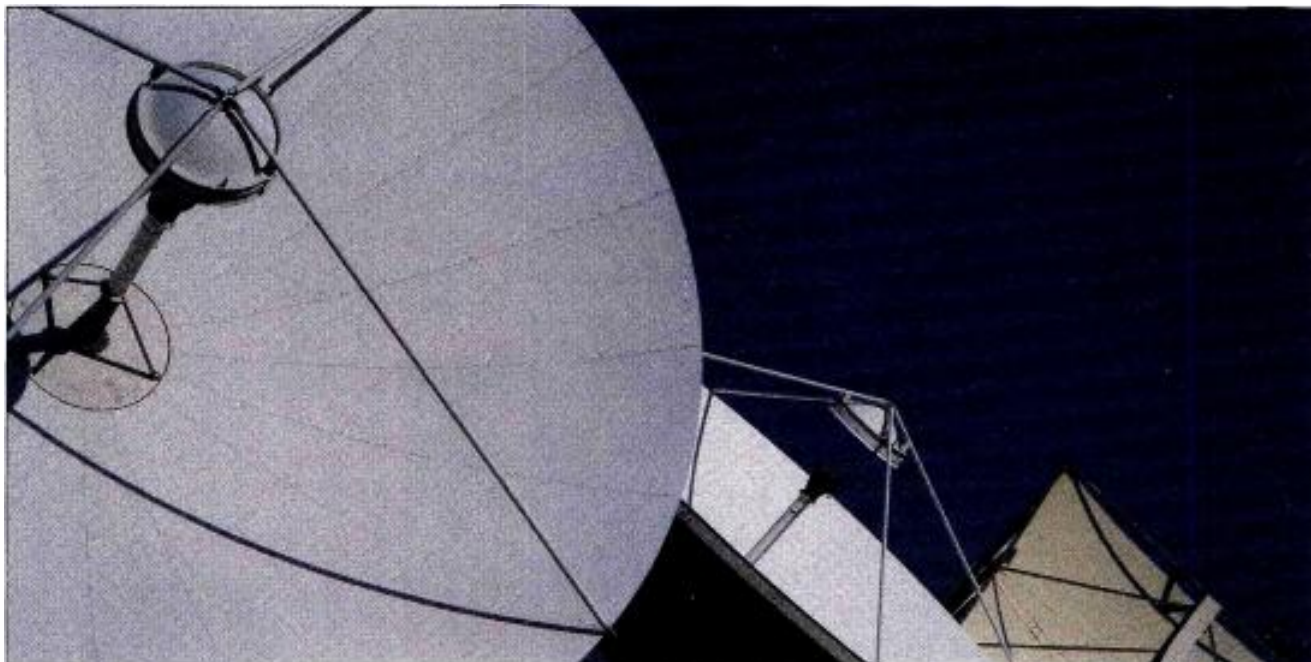


Drawn for BROADCASTING by Jack Schmidt

"They must have put the new Teleprompter on upside down."

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REPORT

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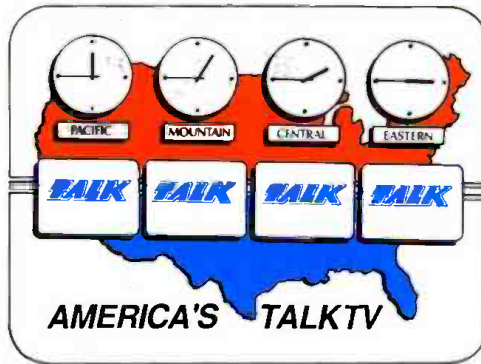
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TIMES	MONDAY THROUGH FRIDAY	
10AM - NOON PACIFIC 11AM - 1PM MOUNTAIN NOON - 2PM CENTRAL 1PM - 3PM EASTERN	TALK WITH DR. JOY BROWNE LIVE FROM NEW YORK! Radio/TV psychologist for over a decade, Joy has degrees in psychology, sociology and anthropology...Her on-air personality and useful, straightforward advice have found a large and devoted national audience!	
NOON - 2PM PACIFIC 1PM - 3PM MOUNTAIN 2PM - 4PM CENTRAL 3PM - 5PM EASTERN	TALK WITH BRUCE WILLIAMS LIVE FROM NEW YORK! Bruce's popular advice-oriented radio programs are heard by millions on NBC Talknet... He is an author, syndicated columnist, and one of the best-loved "common sense" advisors in broadcasting in the United States!	
2PM - 4PM PACIFIC 3PM - 5PM MOUNTAIN 4PM - 6PM CENTRAL 5PM - 7PM EASTERN	TALK WITH PAT McMAHON LIVE FROM PHOENIX! Longtime Radio/TV personality, Pat hosts the most popular talk show in the Southwest on News/Talk KTAR Phoenix... Winner at 1990 International Radio Festival in New York of first place in Talk show competition in a field of entries from 25 countries!	
4PM - 6PM PACIFIC 5PM - 7PM MOUNTAIN 6PM - 8PM CENTRAL 7PM - 9PM EASTERN	TALK WITH JIM BOHANNON LIVE FROM WASHINGTON! Jim hosts his own talk shows and daily news magazine programs heard on the Mutual Broadcasting System's stations. Based in the nation's capital, his guests include all facets of Washington political and social life, with "call-ins" from across the nation!	
6PM - 8PM PACIFIC 7PM - 9PM MOUNTAIN 8PM - 10PM CENTRAL 9PM - 11PM EASTERN	TALK WITH CAROLE HEMINGWAY LIVE FROM LOS ANGELES! One of the "leading ladies" of talk in America. Carole has been a favorite in New York/Los Angeles for almost two decades. Columnist and award-winning journalist, she is recognized and admired for her candid, critical and "investigative" talk format!	
8PM - 10PM PACIFIC 9PM - 11PM MOUNTAIN 10PM - MID CENTRAL 11PM - 1AM EASTERN	TALK WITH BARRY FARBER LIVE FROM NEW YORK! One of the most successful continuing talk show hosts, Barry has been top-ranked both locally in New York and nationally on ABC Talkradio. His guest interviews, philosophic comments, and personal graciousness to callers from around the country have endeared him to millions!	

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TALK TV NETWORK Timetable: March, 1992...Phase II: 18 hours "live" daily...9am-3am ET 6 hours repeated...3am-9am ET September, 1992...Phase III: 24 hours "live" daily.

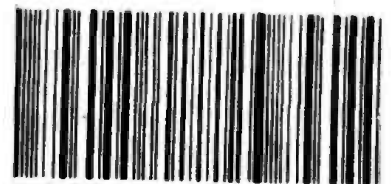
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- TALK TV Hosts cross-promote on their radio shows and highlight their TV programs daily...
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