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## TELEVISION / 44

*On the up and up:  
Tracking the rising cost  
of a network half-hour*

## RADIO / 37

*ABC Talkradio premieres  
Deborah Norville  
interview show*

## BUSINESS / 51

*Election, Olympics won't  
boost '92 as much as  
expected, predicts seminar*

## CABLE / 56

*Cable's declining interest  
in first-run movies may  
benefit broadcasters*

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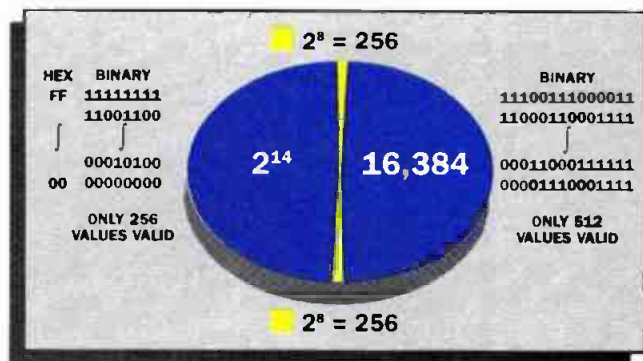


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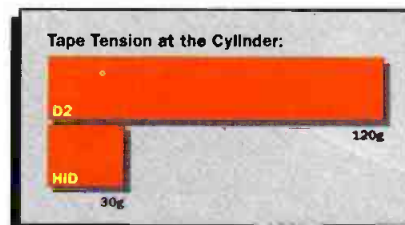
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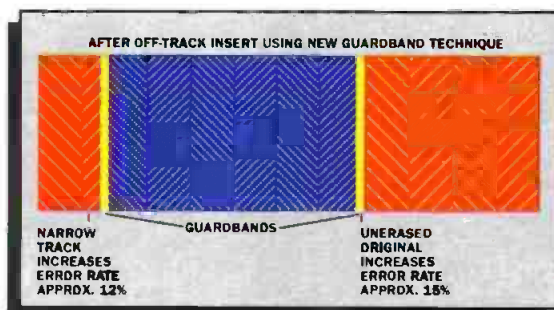
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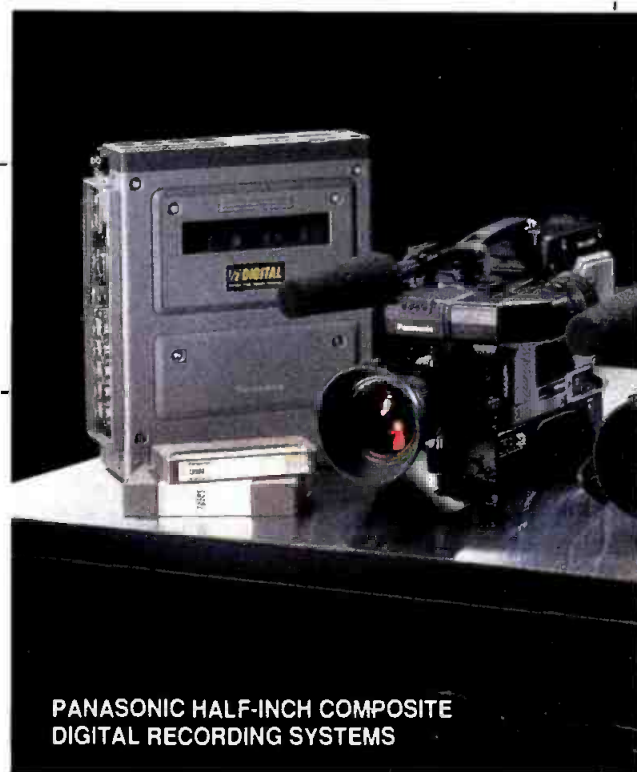
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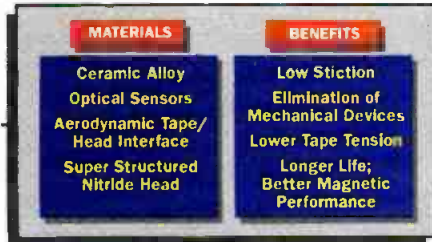
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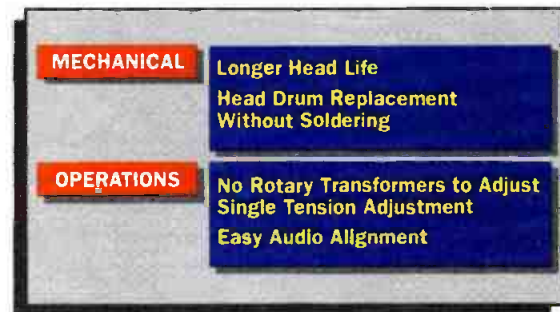
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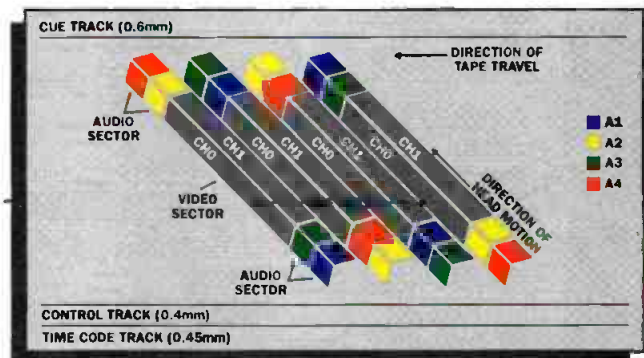
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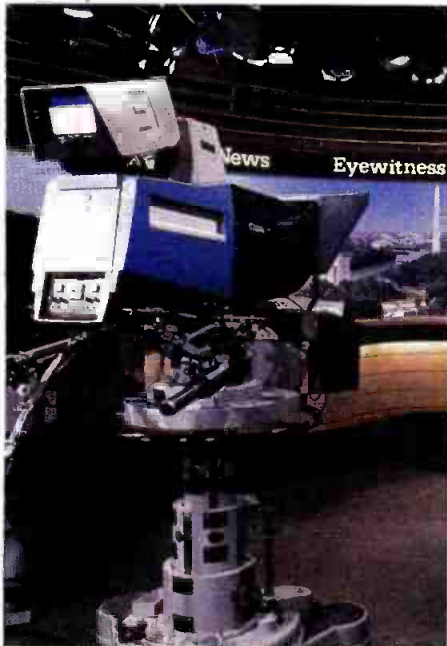
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# THIS WEEK

## 15 / TV NEWS: MAKING LESS COVER MORE

Cutbacks and consolidation are the general rule in radio and TV news, both at the local and network levels. Revenue shortfalls have led not only to staff reductions but also to cuts in the number of newscasts at some stations; some news directors expect the new "do more with less" climate to be permanent, or at least long-term. On the flip side, NBC-owned KCNC(TV) Denver is expanding its news, despite a tighter budget. News director Marv Rockford is gambling that the newscast bottom line will beat the expense of running syndicated programming.

Lean times at local stations force news operations to do more with less (page 15).



## 17 / LAST WORD ON CUTBACKS: DON'T

As he prepares to depart Post-Newsweek Stations after 22 years as vice president of news, Jim Snyder warns that the current cutback mentality threatens the long-term health not only of news operations but of the stations themselves. "News is so important to a local station that it should be the last thing they cut," Snyder says in a BROADCASTING interview. "Those stations that have created a loyal audience for themselves are the ones that are going to survive."

## 18 / NEW SEASON: THREE NIGHTS, THREE WINNERS

Very strong ratings performances by *Murphy Brown* and *Designing Women* gave CBS a big win on the first night on the "official" new season. Tuesday, with high numbers for *Full House*, *Home Improvement* and *Roseanne*, belonged to ABC, and NBC took Wednesday. Overall, the three-network audience share on Monday was up one point from last year, while the three-network rating performance was up 4%. Shares dropped slightly over last season on Tuesday and Wednesday.

## 19 / 'MARRIED' SCORES IN SYNDICATION

*Married...with Children's* syndication debut was a big hit for Columbia Pictures Television and the stations that bought it: in 21 of 27

metered markets the show earned double-digit increases or better in the time period compared to a year ago. The 27-market average over three nights was 8.7/17, representing a 40% ratings gain over a year ago. According to Barry Thurston, president, syndication, CPT, that's the best start for a new show in syndication since the launch of *M\*A\*S\*H* and *Happy Days* in 1979.

## 20 / PROSPECTS FOR LOCAL DBS

Two direct broadcast satellite proponents, Local DBS Inc. and Advanced Communications Inc., are moving ahead with plans that would allow local broadcasters to deliver signals to home-receive antennas in their local markets. Local DBS hopes it has enough customer commitments to warrant building three satellites for launch in mid 1995, '96 and '97. According to both proponents, the technology would provide each broadcaster with signal parity, whether HDTV or NTSC, within each beam.

## 21 / SIKES: GOLDEN AGE POTENTIAL

FCC Chairman Alfred Sikes told the International Radio and Television Society that, even though the asset value of cable is now nearly double that of over-the-air TV, broadcasters are still the "lifeline" of the industry, providing local coverage of news and public affairs. He says that a commitment to quality



TV and radio news directors meet in Mile High City this week (page 23).

programming by the media and wider latitude from the FCC could produce a new "golden age" of television.

## 23 / SPECIAL REPORT: JOURNALISM

The RTNDA convenes in Denver amidst recessionary pressures that are encouraging the news industry to do more with less. TV stations are cutting back on investigative units; small-market radio stations are finding that competition from new information sources is hurting their ability to fund and produce local news, and networks are looking for ways to enhance their presidential election coverage on tighter budgets. However, economic pressures have engendered changes that some may consider salutary: the networks have come to rely more strongly on their affiliates for spot news coverage; small, affordable videotape formats have been developed and successfully used in the field, and 24-hour local cable news services are providing access to community events that local newscasts can't cover.

## 37 / NORVILLE MAKES RADIO DEBUT

Former NBC *Today* show

host Deborah Norville begins her three-hour nightly interview/call-in show on ABC Talkradio this week, approaching the audience with the message, "Life is great, but don't take it too seriously." Norville takes over the slot vacated by Sally Jessy Raphael, and hopes to create a "fireside chat" atmosphere by originating the show from the living room of her Manhattan apartment.

### 39 / AOR STATIONS SURGE IN BIRCH

Results of the Birch summer survey of the top 10 markets show that stations programing album-oriented rock posted the biggest audience gains, but the solid leaders continued to be urban contemporary and contemporary hits radio.

### 44 / THE FIGHT OVER PRODUCTION COSTS

In the studio-network finger-pointing over who's responsible for the high cost of TV productions, there is some agreement: long-term contracts with writers and producers and package deals with agents are major culprits. But each side blames the other for spawning the boom in these above-the-line costs. Behind the debate are

DBS proponents plan satellite distribution for local stations (page 20).



some big cost increases in the last five years: license fees charged the networks have jumped, on average, from \$275,000 per show to \$450,000, while studios' per-show deficits have climbed from \$50,000 to \$250,000.

### 48 / HIGH-COURT TV: SO NEAR, YET SO FAR

If Clarence Thomas is confirmed as the next justice, the number of Supreme Court members not opposed to TV coverage of oral argument will total five—a majority—but don't expect cameras in the chamber soon. Three justices—Byron White, Henry Blackmun and John Paul Stevens—are said to be strongly opposed, and there is said to be an understanding among the members that the decision, if made, be unanimous.

### 49 / RETRANS CONSENT BILL?

Representative Dennis Eckert (D-Ohio) is expected to introduce retransmission-consent legislation in the House—perhaps this week—either as standalone legislation or as an amendment to the current House cable reregulation bill. Meanwhile, S. 12, the Senate's reregulation package, appears headed for easy passage in early October.

### 50 / DROP IN MINORITY OWNERSHIP

Figures to be released next week by the National Telecommunications and Information Administration will show that minority ownership of broadcast properties has dropped substantially over the last two years. Jim Winston, president of the National Association of Black Owned Broadcasters, lays the blame on what he calls the FCC's abandonment of the

distress-sale policy, plus poor financial conditions that give sellers little incentive to use the minority tax certificate, which allows deferral of capital gains taxes.

### 56 / CABLE: MOVING OUT OF MOVIES?

Cable networks are saying that first-run theatrical movies are no longer as valuable as they once were, and broadcasters see hope for better prices in cable's abated appetite. Much will depend on whether the industry continues to hold back on buying once it depletes its current film inventory. Distributors like Warner Bros. say that prices are strong now and will stay that way.

### 60 / CBA: STATUS QUO OK

Its petition for FCC rulemaking is not a ploy to upgrade the secondary status of low-power TV stations, avers the Community Broadcasters Association. Rather, the group says, it merely wants a name change (from "low-



"Murphy Brown" helped carry CBS to big ratings win in season opener (page 18).

power television service" to "community broadcasters"), higher power allowances and a switch from five-digit designations to four-letter call names. Other broadcast TV associations, including the NAB, called the petition a "back door" request to gain primary consideration for HDTV spectrum that will be allocated to full-power stations during the next few years.

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# CLOSED CIRCUIT

LOS ANGELES

## Tough talks

Negotiations between stations and syndicators over sitcom prices are getting tougher and tougher as recessionary advertising economy continues unabated. MCA recently brought out, then withdrew from market, both *Major Dad* and *Coach* after stations rejected terms (which included cash for *Dad* and cash plus barter for *Coach*). Speculation is that MCA is scouting cable terrain for possible deal for *Dad*. Company has talked to USA Network, 50% owned by MCA, but sources say no deal is imminent. Company is also expected to re-introduce *Coach* to syndication, where stations were said to be more enthusiastic about *Coach* than *Dad*.

Warner Bros. has also encountered resistance to its initial asking prices for *Family Matters* in both New York and Los Angeles. Los Angeles stations rejected initial floor price set for bidding process of around \$90,000 per week for show, which also has 30-second barter unit first year and one minute of barter in second year of deal (remaining two years are barter-free). Sources said Warner dropped minimum price by about \$20,000 and still received no takers. In New York, minimum weekly price of around



Past and present industry leaders gathered for a reception in New York as part of a celebration of international television sponsored by the Center for Communication. Pictured (l-r) are Julian Goodman, former NBC chairman and director of the Gannett Co.; Frank Stanton, CBS president emeritus and founder and chairman emeritus of the Center; Irina Posner, executive director of the Center; William Jacobi, president, Nielsen Media Research, and Burton Staniar, chairman and chief executive officer, Westinghouse Broadcasting, and chairman of the Center. Activities included screening past winners from the Banff (Canada) International Television Festival and a full day of seminars on the business (see page 52).

\$55,000 was also rejected. At deadline, sources said company was talking to Fox stations about New York-Los Angeles deal, but at prices "well below" what Warner originally asked for.

## Here's Bart in your eye

Not only has Fox's *The Simpsons* oc-

asionally proved tough competition for *The Cosby Show* in Thursday 8-8:30 time period, animated comedy has also proved just as tough on NBC's other powerhouse, comedy *Cheers*. In Sacramento, only market in country where *The Simpsons* and *Cheers* go head-to-head due to NBC's KCRA-TV prime time rollback to 7-10 p.m., Fox series outperformed long-running *Cheers* by more than two full rating points. *The Simpsons* averaged 19.9 rating/29 share last Thursday night versus 17.7/26 scored by *Cheers*. Thursday night marked season premiere for both shows.

## Powering down

Mount Wilson Institute observatory said it reached agreement with Southern California Site Facility (SCSF), operators of radio and TV antenna farm, to limit power generated from transmission towers that observatory believed would "pose serious threat to [its] highly sensitive electronic equipment" and jeopardize more than \$1 million in research grants. Institute attorneys said agreement began to chart RF interference waters between broadcasters and radio astronomy research centers. SCSF agreed to 300,000-watt limit

## NEWSFEED NEWS

Among new services being offered to stations at Radio-Television News Directors Association convention this week will be *HBO Entertainment Satellite Report (ESR)*, daily 15-minute entertainment newsfeed set to debut Oct. 28. Although HBO will be making its first major pitch at convention, service has been quietly marketed to stations since mid-July. *ESR* has already sold 30 markets, representing most of the nation's top 50, through Michaels Media, which is marketing project. Michaels Media, headed by former NWS executives Mike von Ende and Michael Bille, is taking unusual approach in selling service to stations. Rather than typical cash or barter deal, *ESR* is being offered to stations in exchange for unsold inventory, or "remnant" time usually reserved for promotion or bonuses to advertisers. Remnant time will then be used to promote Time Warner product. Since May, HBO and Warner Bros. International Television Distribution have provided weekly, one-hour entertainment news compilation, *World Entertainment Report*, to about 20 markets internationally and to HBO subscribers domestically. Los Angeles-based Braine Pritchard Grace, company hired by HBO to launch and produce *WER*, will also produce *ESR*. Executives associated with project said *ESR* could lead to additional HBO satellite-fed services in future.

and to shield lights on its property. Institute expressed gratitude "that SCSF appreciated the value of the observatory and was willing to modify its development plans."

#### NEW YORK

### Adjustment time?

FCC's decision to extend deadline on commercial limits for all children's television to Jan. 1, 1992, may have some media buyers calling networks to renegotiate early deals. Said one media buyer: "I have done deals set on the number of units [in a show]; if they add spots, I want my cost-per-thousand (CPM) lowered." Some in industry doubt that networks will be in mood to renegotiate, especially when they may have tough time unloading new inventory. New rule change gives networks about 65 more spots in fourth quarter, although NBC and Fox have less inventory because they have less programming.

### Thanks, but...

Word is that Time Warner approached Dow Jones about partnering on possible business news channel ("In Brief," Sept. 16), but Dow Jones turned them down. Time Warner Enterprises President and CEO Bob Pittman is said to have pitched Dow Jones, which apparently viewed proposed project as too low-budget and not affording enough editorial control for *Wall Street Journal* publisher. Time Warner's plan, if it goes through, to roll out channel initially in New York and then expand it nationally apparently did not sit well with Dow Jones executives either. Dow Jones, along with Westinghouse Broadcasting, lost out to CNBC in bid for Financial News Network last spring.

#### WASHINGTON

### Second term

Former network news executive Ed Fouhy will serve as executive producer of 1992 debates produced by Washington-based Commission on Presidential Debates, as he did in 1988. Several cities and academic institutions around country have submitted bids to serve as sites for 1992 debates sponsored by commission. Among early contenders: William & Mary College, Williamsburg, Va. (which hosted debate between President Ford and candidate Carter in 1976), John F. Kennedy Library, Boston, University of California (Los Angeles, Irvine and



Discovery Channel held a premiere screening in Washington Sept. 12 for *The Second Russian Revolution*, a new mini-series co-produced with the BBC. The six-part series, which includes events leading up to and encompassing the coup, premiered last night (Sept. 22) and runs through Sept. 26. On hand for the screening (l-r): Ruth Otte, president, Discovery Networks; Leonid Dobvrokhotov, Soviet Embassy Counselor, and Greg Moyer, senior VP, programming group, Discovery Networks.

San Diego campuses); Michigan State, Iowa State, Ohio State, Wichita, Kan., and Little Rock, Ark.

### Looking ahead

National Association of Broadcasters gave its views on short-term and long-term roles of broadcasters in future telecommunications world during 70-minute presentation to President's Council on Competitiveness last Wednesday (Sept. 18). NAB's goal was to dispel perception by some on council that broadcasting is "over the hill," said John Abel, NAB executive vice president. NAB's message was: "Don't count us out yet because we've got a lot of things we do very well and we provide this service free to everybody, no matter where they are, unlike these other technologies like cable and telco," Abel said.

Most of council's questions following presentation were on pending cable reregulation bills, telco entry into cable business and future prospects for broadcast high-definition television and digital audio as new broadcasting services. Secretaries of Commerce, Treasury and Justice, Director of Office of Management and Budget sit on council, which is chaired by Vice President Dan Quayle (BROADCASTING, May 27). Representatives from those organizations as well as FCC attended NAB presentation. Group's report predicting state of telecommunications

industry in 15 years, expected to be released late this year, could be influential in future policy planning.

#### DENVER

### TCI moves

TCI prospectus for October annual shareholders meeting discloses recent United Artists transactions involving American Movie Classics and Discovery Channel. Prospectus states that on June 4 (as part of UA-TCI merger), UAE sold 14% of Discovery Channel back to TCI for \$43 million, placing value on Discovery of \$307 million. UAE's investment in Discovery was \$28 million. In April, UAE sold to TCI subsidiary Liberty Media 7.5% interest in net profits, losses and cash distribution of AMC for \$4.4 million.

#### MINNEAPOLIS

### PPV Stars

Minnesota North Stars are looking to offer 25 regular season games (15 road and 10 home) on PPV basis this season to supplement 25-game broadcast package. Earlier this summer, team signed five-year deal with KMSP-TV for 25 road games, plus all road playoff contests. Last year, North Stars unexpectedly advanced to Stanley Cup finals, and home playoff games on PPV caused some public outcry.

“Not since... Wheel has a syndicated half hour caused such a stir.”

-TV GUIDE AUGUST 31, 1991

Everybody's talking about STUDS, the show that's improved every one of its 16 stations since its premiere. Doubling and tripling ratings and boasting the best demographic profile in first-run syndication, STUDS is already the most promising launch since *Wheel of Fortune*.

But don't take our word for it. *TV Guide* is the latest to profile STUDS, joining such national publications as *Time*, *Newsweek* and *USA Today*, and television shows *CBS This Morning* and CNN's *Showbiz Today*.

Take the lead with the franchise of the 90's. STUDS. It's the hottest item in first-run.



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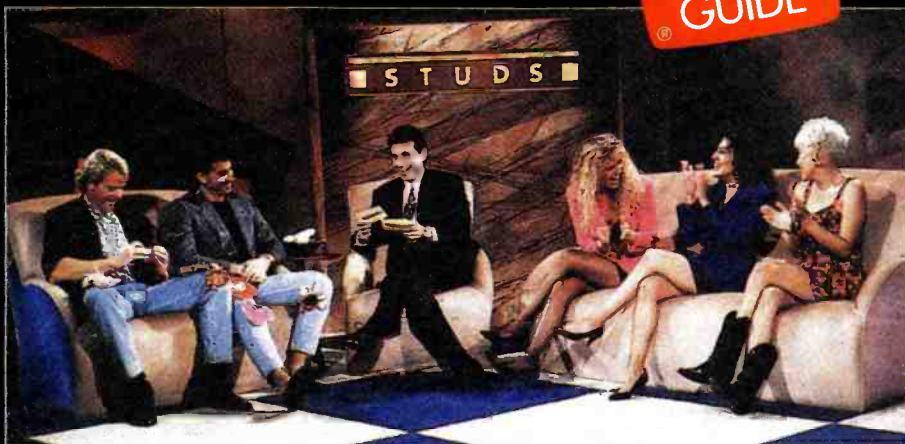
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## Call it sexy fun or sexist foolishness – controversial *Studs* is turning on fans

Not since Vanna White started spinning the Wheel has a syndicated half hour caused such a stir. From Boston to Sacramento, this game show has doubled and tripled its ratings in just a few months – reaching as high as a 20 share in Houston.

The show is *Studs*, a hip version of *Love Connection* and its host, 29-year-old Mark DeCarlo, has a theory for its popularity. "The show and its contestants are as real as you can get," he says. Since *Studs* has no script, "there is no posturing. We say things like 'make love,' not 'make whoopie.' There is no 'Come on sit in my Porsche, baby'."

The premise for *Studs* is straightforward. Two men separately blind-date the same three women. Later, in the TV studio, the women recall their romantic interludes—with as much sexual innuendo as possible. The studs then try to guess which woman said what. The stud with the higher score wins a \$500 fantasy date with the studette of his choice—but only if she picked him as the better of the two men.

Fans of *Studs* call it funny and spon-

*Above: Host Mark DeCarlo with contestants.*

aneous. But the show's critics call it something else (some have labeled it "sexist" and "humiliating"). And with some justification. The studettes can get testy. One stud worked as a Conan the Barbarian impersonator at Universal Studios. Sounds impressive, right? Not to his date, apparently. She nicknamed him Conan the *Librarian*.

Good-natured Conan shrugged off the insult, though, as do most *Studs* contestants. That's probably because segment producers screen out sensitive types. "If we have a bald guy on the show, that fact is bound to come up," says DeCarlo. "If he can deflect it by saying, 'Yeah, I keep it shined twice a day,' there's no problem."

DeCarlo's own *Studs* fantasy show would be an "homage to Vegas, with showgirls and an Elvis impersonator." Or a salute to Warren Beatty? "He's the ultimate stud. The only way Beatty would need advice is if he listened to me." DeCarlo pauses. "Then he would need professional help." —Mindy Kitei



# MONDAY MEMO

*An Eastern European media commentary from David Bartlett, president, RTNDA, Washington*

In the two years since the fall of the Iron Curtain a parade of American news executives has streamed across the Atlantic to get a first-hand look at the emerging Eastern European media. In the wake of recent developments, this interest is likely now to extend into the Soviet Union as well.

Without stopping very long to assess seriously what is going on, the American government and quite a few private organizations are beginning to invest heavily in training programs for Eastern European journalists and broadcasters.

The United States Information Agency's East European Initiative program is coordinating new media projects to the tune of slightly more than \$15 million. The International Media Fund, a government-funded, but privately directed, program with a \$5 million annual budget, is starting to offer a variety of training programs and other assistance to emerging independent radio and television operations throughout the region.

The Center for Foreign Journalists, another private organization, is now spending about a third of its \$2 million annual budget on Eastern European programs. A number of foundations and other privately funded organizations are also active in the effort.

The motivation for all this public and private activity on behalf of Eastern European broadcasting and journalism is deceptively simple. As the Eastern European press emerges from 40 years of Communist control, many Americans would like to see it develop as a private, commercial enterprise, free from government control.

But early reports from the field are not encouraging. Not surprisingly, the new regimes in Eastern Europe are far from anxious to give up their hard-won control of radio and television. They offer a variety of excuses for their go-slow approach to allowing private radio and television. But in the end it comes down to any government's fear of losing influence over society's most influential channel of communication.

Meanwhile, the flow of American aid is picking up. Studies are being conducted; professional visits are being arranged; training programs are being offered. The target audience for all this



assistance is supposed to be private, independent broadcasters. But in countries that for the most part have yet to legally sanction private broadcasting, this remains a small, often disorganized group.

In fact, on the radio and television side, at least, the principal beneficiaries of the training so far provided by American-funded programs have been employees of state broadcasting organizations. Even the International Media Fund, which was created for the sole purpose of promoting private, as opposed to state-controlled, broadcasting, has allowed state broadcasters to participate in its programs, largely because it is so hard to find anyone else to attend.

A recent USIA-sponsored consulting visit by American journalists to Poland found the radio and TV members of the team spending virtually all their time working with government employees.

Before we let our enthusiasm get the better of our common sense, maybe it is time to step back and re-evaluate our objectives in Eastern Europe.

If our goal is really to promote private broadcasting and a free press, should we be helping the new regimes in Eastern Europe use radio and television to consolidate their political control? Anything we do to strengthen the state-subsidized broadcasting monopolies will only make it that much more difficult for genuine

private enterprise to compete, if and when governments eventually allow private access to scarce frequencies.

Preaching the First Amendment gospel to state broadcasters can be a stimulating experience for American free press advocates. But however much we preach, broadcasters paid by the government are unlikely candidates for enthusiastic conversion to our notion of truly independent journalism. A genuinely free press must be genuinely free from government control.

It is time to ask whether American tax dollars should be used to help improve the quality of state-owned radio and television in Eastern Europe. Should American money and volunteer energy be poured into helping state broadcasters compete unfairly against struggling private broadcasting companies?

If we are serious about supporting the development of private radio and television in Eastern Europe, we must insist

*"We don't want to see control of the Eastern European media merely pass from one form of state control to another."*

that nothing more be done to encourage the improvement, or even the survival, of state broadcasting. Our goal should be the rapid elimination of state-controlled broadcasting and its replacement by a private, commercial

system similar to our own.

Governments, be they democratic or totalitarian, will do anything they can to control the flow of news and information.

Therefore, it falls to us in the United States to use our considerable economic and political leverage to force the issue of private broadcasting and press freedom. But the engine of this leverage ultimately must be our own government and its foreign policy.

Based on the evidence available so far, one has to wonder whether United States government policy is consistent with the notion of a truly free and independent radio and television press in Eastern Europe. Are American diplomats and policymakers prepared to help the Eastern Europeans wrestle with their new rulers for control of the airwaves?

# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**Sept. 22-23**—*Radio Advertising Bureau* managing sales conference steering committee meeting. Nashville. Information: (212) 254-4800.

**Sept. 22-27**—"Positioning for the 1990's: Investment Opportunities in Western Europe," seminars sponsored by *National Association of Broadcasters*. London and Paris. Information: Charles Sherman, (202) 429-5361.

**Sept. 23**—*Academy of Television Arts and Sciences* "Television Academy Hall of Fame," non-televized induction ceremonies honoring Desi Arnaz, Leonard Bernstein, James Garner, Danny Thomas, Mike Wallace and the series "I Love Lucy." Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Information: Robert Wargo or Murray Weissman, (818) 763-2975.

**Sept. 23**—"A Road Less Traveled," theme for annual gala sponsored by *Women In Cable*. *Washington D.C. chapter*. The Radisson at Mark Center, Alexandria, Va. Information: Barbara York, (202) 775-3669.

**Sept. 24**—Agency Day sponsored by *The Advertising Club of Metropolitan Washington*. Theme: "The New Entrepreneurialism: Advertising in the '90s." Sheraton Washington Hotel, Washington. Information: (301) 656-2582.

**Sept. 24**—*American Women in Radio and Television*, *New York City chapter*, season kickoff cocktail reception. Music Room, Equitable Towers, New York. Information: Linda Pellegrini, (212) 572-5234.

**Sept. 24**—*American Advertising Federation* national advertising law and business conference. Parker Meridian Hotel, New York. Information: Julie Dolan, (202) 898-0089.

**Sept. 24**—*National Academy of Cable Programming* sixth annual fall forum luncheon. Participants: Philip Balboni, special assistant to the president for new projects, The Hearst Corporation; Betsy Frank, senior vice president and director, TV information and new media, Saatchi and Saatchi Advertising; Steve Friedman, executive producer, NBC Nightly News with Tom Brokaw, and Robert Pittman, president and CEO, Time Warner Enterprises. The Waldorf-Astoria, New York. Information: (202) 775-3611.

**Sept. 24**—*Radio Advertising Bureau* marketing

workshop. Pittsburgh, Pa. Information: (212) 254-4800.

**Sept. 24**—"Environment and Media: It's Not Easy Being Green," seminar sponsored by *Center for Communication*. Participants include Philip Shabecoff, executive publisher, Greenwire; Kathleen Friery, environment segments producer, Good Morning America; Jim Simon, senior attorney, National Resources Defense Council, and Dan Mathews, director, special projects, People for the Ethical Treatment of Animals (PETA). Center for Communication, New York. Information: (212) 836-3050.

**Sept. 24**—*The National Academy of Television Arts and Sciences* Engineering Emmy Awards for Technical and Scientific achievements. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Sept. 24**—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Atlanta. Information: Spencer Grimes, (212) 258-8434.

**Sept. 24**—Advertising law and business conference sponsored by *American Advertising Federation*. Speaker: Barry Cutler, director of the Federal Trade Commission Bureau of Consumer Protection. Parker Meridian Hotel, New York. Information: Clark Rector, (202) 898-0089.

## MAJOR MEETINGS

**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 conventions: 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. Billmore, 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. 10-16, 1992**—*National Association of*

*Broadcasters* winter board meeting and legislative forum. La Quinta, Calif.

**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: (202) 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. 12-14, 1992**—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev.

**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 Ve-

gas 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 22-24, 1992**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla., and 1994, Town and Country Hotel, San Diego, Calif.

**May 2-6, 1992**—*Public Radio* annual conference. Sheraton Hotel, Seattle.

**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.

**June 10-13, 1992**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland.

**June 14-17, 1992**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

**June 23-26, 1992**—*National Association of Broadcasters* board of directors meeting. Washington.

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

**Sept. 24-25**—"Strategies for Effective Corporate Communications," conference sponsored by *The Conference Board*. The Century Plaza Hotel, Los Angeles. Information: (212) 339-0290.

**Sept. 24-29**—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

■ **Sept. 25**—*Walter Kaitz Foundation* dinner. Honoree: Sid Topol, vice chairman of the Monitor Channel. New York Hilton and Towers. Information: (415) 428-2225.

■ **Sept. 25**—Q and A seminar sponsored by *International Radio and Television Society*. Topic: "The Humor Elevator: How To Rise Above The Crowd." Time Warner Auditorium, New York. Information: (212) 867-6650.

**Sept. 25**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas S. Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-7050.

**Sept. 25**—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Orlando, Fla. Information: Spencer Grimes, (212) 258-8434.

**Sept. 25**—*Association of National Advertisers* media workshop. New York.

■ **Sept. 25-28**—*American Women in Radio and Television* human resource exhibit. Radio-Television News Directors Association international conference, Denver.

**Sept. 25-28**—*Radio-Television News Directors*

*Association* annual convention. Among speakers: CNN's Bernard Shaw and NBC's Jane Pauley. CBS's Mike Wallace to receive Paul White Award. Colorado Convention Center, Denver.

■ **Sept. 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Neil J. Rosini, attorney. Topic: "How to Protect Yourself When Submitting or Accepting Ideas." Copacabana, New York. Information: (212) 768-7050.

■ **Sept. 26**—"Dinner O' Comedy," a casual discussion about comedy over dinner with Emmy award winning comedy writer and producers sponsored by *Young Professionals committee, New York Television Academy*. Monte Carmella Restaurant, New York. Information: (212) 768-7050.

**Sept. 26**—"Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Fort Lauderdale, Fla. Information: Spencer Grimes, (212) 258-8434.

**Sept. 26**—"Broadcasters Carnival," sponsored by *Southern California Broadcasters Association*. Ocean Park Pier, Santa Monica. Information: (213) 466-4481.

**Sept. 26-27**—"Cable Insights," seminar for non-technical cable television employees sponsored by *Jerrold Communications*. Orlando Marriott, Orlando, Fla. Information: Dorothea Davis, (215) 956-6501.

**Sept. 26-27**—"Spectrum '91," conference sponsored by *The National Association of Minorities in Cable and The National Cable Television Association*. Waldorf-Astoria Hotel, New York. Information: Peggy Newbold, (202) 775-3669.

**Sept. 27**—Deadline for entries in the *SUNNY Creative Radio Awards* sponsored by *Southern California Broadcasters Association*. Information: Gordon Mason or Carol Senor, (213) 466-4481.

**Sept. 27**—*Michigan Capitol Press Corps* alumni reunion. East Lansing, Mich. Information: Al Sander, (517) 373-7958.

**Sept. 27-28**—*Radio Advertising Bureau* radio sales university. Ramada Inn/East, Columbus, Ohio. Information: (212) 254-4800.

■ **Sept. 27-29**—*American Women in Radio and Television* south central area conference. Downtown Doubletree Hotel, Tulsa, Okla. Information: Caroline Avant (918) 747-8871, or Susie Miller, (918) 298-0045.

**Sept. 27-Oct. 1**—*Broadcast Executive Directors Association* meeting. Disneyworld. Orlando, Fla.

## ALSO IN SEPTEMBER

■ **Sept. 30**—Third annual Pat Ciarrocchi Golf Classic sponsored by KYW-TV and WPEN Radio. Information: Tammy McDonald; (215) 879-1000.

**Sept. 30**—*Radio Advertising Bureau* marketing workshop. Wheeling, W. Va. Information: (212) 254-4800.

**Sept. 30**—*Cable Television Administration and Marketing Society* Northeast regional conference. Atlantic City, N.J.

**Sept. 30**—Deadline for entries in the 41st annual real estate journalism competition sponsored by *National Association of Real Estate Editors*. Works must have been published or broadcast between Aug 1, 1990, and July 31, 1991. Information: Robin Hepler, (614) 475-6766, or Bill Mullen, (602) 265-1699.

**Sept. 30**—Deadline for entries in Forum Award

journalism competition honoring journalists whose work contributes to the public's understanding of the peaceful uses of nuclear energy. Sponsored by *U.S. Council for Energy Awareness*. Information: (202) 293-0770.

**Sept. 30**—*Cable Television Administration and Marketing Society* northeast regional management conference. Theme: "Managing to the Times." Featured speaker: Ted Turner, chairman, Turner Broadcasting System. Information: Dan Sheehy, (703) 549-4200.

**Sept. 30**—Deadline for entries in Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Content category for Desert Shield/Desert Storm programming has been added this year. Information: Phyllis Madry, (614) 292-0185.

**Sept. 30-Oct. 1**—*The Washington Journalism Center* conference. Theme: "Campaign '92: Will the Voters Get What They Want?" The Watergate Hotel, Washington. Information: (202) 337-3603.

**Sept. 30-Oct. 1**—*Minnesota Cable Communications Association* annual meeting and convention. Saint Paul Hotel, Saint Paul, Minn. Information: (612) 641-0268.

**Sept. 30-Oct. 4**—Basic videodisk design/production workshop, sponsored by *Nebraska ETV Network, University of Nebraska-Lincoln, Videodisk Design/Production Group*.

## OCTOBER

**Oct. 1**—"Introduction to the Radio Business," course sponsored by *UCLA Extension*. UCLA, Los Angeles. Information: (213) 825-2012.

**Oct. 1**—"First Amendment: When Edits Lead to Libel," seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

**Oct. 1**—Deadline for television and radio commercials in *The Mobius Advertising Awards* 21st annual awards competition. Information: (708) 834-7773.

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

■ **Oct. 2**—*Broadcasters Hall of Fame* ninth annual induction ceremonies. Inductees include: ABC Sports commentator, Chris Schenkel, and former ABC News correspondent, Mal Goode. Quaker Hilton Hotel, Akron, Ohio. Information: Jean Hartz, (216) 633-2504.

**Oct. 2**—*Women in Cable, New York and Philadelphia chapters* present Rita Ellix arts and entertainment annual mentoring breakfast. Atlantic City Cable Show, Trump Plaza, Atlantic City, N.J. Information: Susan Kearns, (212) 258-7584, or Miriam Shigon, (215) 828-8316.

**Oct. 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Johnathan Crane, head of BBC, New York. Copacabana, New York. Information: (212) 768-7050.

**Oct. 2**—Fall managers meeting sponsored by *New Jersey Broadcasters Association*. Forsgate Country Club, Jamesburg, N.J. Information: (908) 521-9292.

**Oct. 2**—*The Washington Journalism Center* conference. Theme: "Polling America: What the Voters Want in the 1992 Campaign." The Watergate Hotel, Washington. Information: (202) 337-3603.

**Oct. 2**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*.

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## ERRATA

Principals Michael Ragins and Ronald Cohen of CRC Broadcasting Co. Inc., licensee of **KFNN(AM) Mesa (Phoenix, Ariz.,** sold 50%, not all, of their interest in station for \$349,000, as reported in "Changing Hands," Sept. 9. Also, station is affiliate of Business Radio Network.

Washington. Information: Spencer Grimes, (212) 258-8434.

**Oct. 2—Caucus for Producers, Writers and Directors** general membership meeting. Los Angeles. Information: (818) 792-0421.

**Oct. 3—American Women in Radio and Television, Oklahoma City chapter** 1991 Star Awards ceremony. Waterford Hotel, Oklahoma City, Okla. Information: Michelle Nalley: (405) 478-6661.

**Oct. 3—"PR-omoting a Franchise: How Public Relations Plays Baseball,"** seminar sponsored by *Center for Communication*. Center for Communication, New York. Information: (212) 836-3050.

**Oct. 3—Women In Cable** annual meeting. Chicago. Information: Lora DiPadova, (312) 661-1700.

**Oct. 3—"The Road to Results,"** affiliate ad

sales workshop sponsored by *MTV Network*. Charlotte, N.C. Information: Spencer Grimes, (212) 258-8434.

**Oct. 3-4—Alaska Broadcasters Association** 27th annual convention. Hotel Captain Cook, Anchorage, Alaska.

**Oct. 3-5—Women In Cable** board of directors meeting. Chicago. Information: Lora DiPadova, (312) 661-1700.

**Oct. 3-5—35th annual Television Programing Conference.** Tampa-St. Petersburg, Fla.

**Oct. 3-5—Texas Association of Broadcasters** annual convention. George Brown Convention Center, Houston. Information: (512) 322-9944.

**Oct. 3-6—Vital Communications** presents "Sportel 1991," international Sports Television Market and the Golden Podium awards. Loews Hotel, Monte Carlo. Information: (201) 869-4022.

**Oct. 3-6—Society of Broadcast Engineers** sixth national convention, in conjunction with *Texas Association of Broadcasters*. George R. Brown Convention Center, Houston. Information: (800) 225-8183.

**Oct. 4—Deadline** for entries in the 1991 New TV Awards and The CNTV Consulting Awards sponsored by *The Center for New Television*. Information: (312) 951-6868.

**Oct. 4-5—Radio Advertising Bureau** radio sales university. Holiday Inn (Pacific Highway South), Seattle. Information: (212) 254-4800.

■ **Oct. 4-6—Amercian Women in Radio and Television** northeast area conference. Berkley Hotel, Richmond, Va. Information: Susan DeLong, (804) 358-3535.

# Broadcasting

Founder and Editor  
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Mark K. Miller, managing editor.

Harry A. Jessell, senior editor.

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Denise P. Smith, production.

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630 Third Ave., 10017, 212-599-2830; Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming).

Lucia Cobo, radio editor (East Coast).

Rich Brown, Joe Flint, Sharon D. Moshavi, staff writers.

## Hollywood

1680 N. Vine St., 90028, 213-463-3148; Fax: 213-463-3159

Steve Coe, assistant editor; Mike Freeman, staff writer.

Reed E. Bunzel, radio editor (West Coast). 408-625-3076.

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212-599-2830

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Joseph E. Ondrick, East Coast regional sales manager.

Randi T. Schatz, sales manager.

Joan Miller, executive secretary

### Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.

Sandra Klausner, editorial-advertising assistant.

### Washington

202-659-2340

Doris Kelly, sales service manager.

Mitzi Miller, classified advertising manager.

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Dave Berlyn & Associates: 914-631-6468.

Lindstrom Windsor & Associates: 914-234-7660;

Fax: 914-234-7546

Japan (06) 925-4452; Fax: (06) 925-5005.

## Business

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Tracy Henry, systems manager.

Poll F. Noyes, personnel administrator.

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# TOP OF THE WEEK



The changing picture of local news: adapting to leaner times

## ALL THE NEWS THAT FITS THE BUDGET

*Cutbacks, consolidation are rule, but some stations look for alternatives*

If there is one theme that is likely to prevail as news executives convene this week at the annual Radio-Television News Directors Association meeting in Denver, it will be the cost of making news.

Shrinking ad revenues continue to hurt news operations at both the network and station levels, while the millions of dollars spent to cover the Persian Gulf war continue to haunt the network news divisions. Staff cutbacks at the network and local levels over the past year have forced many news operations to adapt to leaner operations.

Like it or not, newsroom costs are being scrutinized in ways that are altering the newsgathering process. Network news divisions are relying more on owned and affiliated stations for spot newsgathering; some local stations are scaling back on investigative teams, feature reporters and other newsroom positions; network news executives are eyeing the possibility of more and more pooled coverage, and coverage of some

of the more traditional news events, such as the upcoming 1992 election, will be altered to accommodate tight budgets (see page 31).

Among the more obvious network news changes dictated by the economy has been the reduction or elimination of several bureaus domestically and abroad. In some cases, that has translated into a lone correspondent and/or producer in a city that once housed a full bureau. Technicians in many cities are being switched from full time to freelance or are being replaced by freelancers. Domestically, network bureaus that have been closed or dramatically scaled back in the past year have included Atlanta, Boston, Chicago, Dallas, Denver, Miami, New York, San Francisco and St. Louis.

Locally, a number of stations in the last year have also been forced to scale back their newsroom operations. KIRO-TV Seattle last week eliminated 14 staffers in its newsroom. Two weeks ago, WLNE(TV) Providence laid off 22 news

production and technical staffers and cut back on the number of weekly newscasts. The cutbacks in many cases coincide with a drop in news offerings, as was the case last spring when CBS affiliate WKXT-TV Knoxville cut 10 staffers and dropped its 11 p.m. newscast.

Television newsrooms are not alone in their financial troubles. Radio newsrooms are also being hit by the tough economy, with a number of full-service stations being squeezed out of the local news business over the past year (see page 35).

Stations need to recognize that many of these cuts are permanent, and they should not hold out hope that they will once again be able to operate news as they have in the past, said consultant David Smith, vice president, senior consultant, Frank N. Magid Associates. "I think we ought to be convincing ourselves that this is where we are and let's move on," said Smith. "It's a mature business, and we're going to have to do business in a different way. I think there

will be more programs done with fewer people, and we're going to have to figure out how to do that."

Within the last few months KGW-TV Portland, Ore. has dropped one news show and 15 staffers, including reporters, producers, editors and photographers, said news director Phil Westrand. But it has maintained its feature reporters and continues to offer a healthy mix of local and national news, including reports from parent company King Broadcasting's Washington bureau.

Despite a tighter budget, NBC-owned KCNC(TV) Denver is expanding its news. When the network announced it was giving an hour back to affiliates in the morning (expected to begin this week), Marv Rockford, vice president and news director, saw an opportunity. Rather than buying a syndicated program, KCNC will fill it with news. "We're better off, given the investment we have in news," Rockford said. "Rather than pay a licensing fee for a program, and having added fixed costs, we can probably be successful with a lower average rating for news than we can with the [syndicated] program."

Rockford concedes KCNC's strategy might not be right for everyone. "It will be interesting to see how different stations

respond to a tough revenue base and increasing programing costs. [Some] stations are looking at unprofitable, low-rated newscasts and deciding to do less news. If you have an unsuccessful news product, then why continue to bump along at the bottom? There are no magic solutions to any of this," he said.

KHOU-TV Houston has been able to maintain the same hours of news programing (three hours per day) and about the same level of news department employment during the recession, said David Goldberg, executive news director. Except for some cuts in the travel budget, news operations have not changed greatly in the past year. "But obviously we're all in the mode where we need to manage smarter and more efficiently with what we have," he said.

Many are looking to technology for efficiency. "But the audiences are shrinking and the shares are shrinking, and we've got to do more with less," said KGW-TV's Westrand. Many stations already have or, like KGW-TV, are investigating newsroom computer systems, which today interface with robotic camera systems, stillstores, character generators, video cart systems and nearly every other imaginable piece of newsroom gear.

A number of stations with weak, third-

place affiliate news operations are cutting back staffs and newscasts, said Don Fitzpatrick, whose San Francisco-based firm places staffers at newsrooms across the country. But he added that stations that are serious about news are still hiring, and he has even placed some staffers in recent months at the network news divisions.

"Rumors of our demise are much exaggerated," said RTNDA President David Bartlett. RTNDA research shows that while many stations are reducing staffs, an equal number are adding personnel, he said. While stations like WLNE(TV) Providence are scaling back, he said, opportunities are on the rise at such regional cable news operations as the planned New England Cable Newschannel.

There has also been some growth at the local news level, as demonstrated by the addition of strong morning shows at independents such as KTLA(TV) Los Angeles and WNYW-TV New York. There has been growth at the network level in the form of programing (NBC News has developed a new daytime programing block) and expanded affiliate services (see page 28).

"There's a concerted effort by both the networks and the stations to prove the critics wrong," said Everette Dennis, executive director, The Freedom Forum. "How that will come out, I'm not sure." —RB,RMS,PJS

## MORE INDIES AIRING NEWSCASTS PRODUCED BY COMPETITORS

Although it was not long ago described as "unique" and "innovative," the trend of independent stations airing newscasts produced by competitors is growing so rapidly that soon a more appropriate word to describe it might be "typical." Currently, there are about seven stations airing newscasts produced for them by affiliates, and another half-dozen are rebroadcasting an affiliate newscast.

Independent stations and their affiliate news producers describe their arrangements as win-win situations. The independents get an established newscast without any of the economic hardship usually associated with start-up costs. For the affiliates, it is a chance to give their news talent further exposure and publicity and, in some West Coast cases, test the waters for a 10 p.m. newscast should the prime time hours change from 8-11 p.m. to 7-10 p.m.

So far in September three more independent stations have started to air newscasts produced by affiliate competitors. Although each arrangement differs, the bottom line is that stations that could not or would not air news before are airing it now, usually in place of syndicated programing.

Of the three new additions to the list, it is probably WFLX(TV) West Palm Beach, Fla., and WPEC(TV), the CBS affiliate there, that have the most advanced agreement. Under the terms of their agreement, WFLX pays WPEC a licensee fee for the 10 p.m. news broadcast. Once WFLX completes payments on the multiyear agreement, then the two stations will work out a revenue-sharing system. Currently, WFLX will sell all the ad time for the broadcast.

The new newscast has allowed WPEC, according to news director John Emmert, to increase its staff by 15. The news-

cast uses a different set and some different anchors for the program. Emmert said a profit will be made on the newscast.

For WFLX, the newscast was a way to get news on the air without the struggle of establishing a show. Murray Green, vice president and general manager, WFLX, said: "If the station started a newscast from scratch, it would take three years to get credibility."

Although official numbers on the newscast will not be available until November, Green said initial results are positive and that the show is attracting a younger audience than the station expected. Said Green: "If we hurt the 11 p.m. news, at least they will be getting paid."

For CBS affiliate KOIN-TV Portland, the chance to produce a show for Fox affiliate KPDX(TV) Vancouver (Portland), Wash., was an opportunity to see how a 10 p.m. newscast would do in the market. Mick Schafbuch, vice president and general manager, KOIN-TV, said the newscast will allow the station to have an established news presence at 10 p.m. should West Coast prime time be allowed to move back one hour. If that happens, the KOIN-TV newscast airing on KPDX would move back to KOIN-TV. Like many of the news programing agreements, KOIN-TV retains the majority of the ad time to sell. The broadcast started about three weeks ago and since then has averaged a 2 share, compared to a 3 share for the syndicated programing previously aired in the slot.

The economic factor in these arrangements cannot be taken lightly. James Gabbert, president, KOFY-TV San Francisco, whose station started airing a newscast produced by KRON-TV San Francisco, said KOFY-TV lost \$1.2 million annually when it was producing its own newscast. —JF



## P-N'S SNYDER WARNS AGAINST NEWS CUTS

*Group's retiring news head says it's a mistake for stations and networks to lessen commitment to journalism when trying to improve bottom lines*

**J**im Snyder has observed many changes in the TV news business since becoming vice president of news for Post-Newsweek Stations 22 years ago. As he prepares for his retirement next month from the successful group news operation, Snyder spoke with BROADCASTING about the pitfalls of cutbacks in the newsroom and other timely TV news topics.

"Too many decisions today are being affected by how much it costs," said Snyder. "News is so important to a local station that it should be the last thing they cut. News people should be allowed to do their job, because if you let them do their job correctly, they'll help you make more money."

"Local news is the number-one function of a local station," he added. "Sure, it does entertainment, but the thing that makes it really distinctive is what kind of news job it does. Those stations that have created a loyal audience for themselves are the ones that are going to survive."

Snyder, a veteran of 40 years in broadcast news, said the cost-cutting moves being made today at networks and stations are among the most dramatic and short-sighted he has witnessed throughout his career.

"In other recessions in the 1970's and early '80s there was no question that the networks were committed to doing a big news job, and most local stations were looking to expand their local news rather than retract it," said Snyder. "Today is very different. They're not so much interested in expanding as cutting their overhead."

Snyder applauded what he described as "progressive" stations, those which, despite a difficult economy, are expanding through new morning news shows, around-the-clock updates and other similar moves. And he warned the network news divisions against making short-sighted cutbacks of their own.

"There is the accountant's mentality that because of the Persian Gulf war costs, the network news operation has to be scaled back drastically; I don't think that that necessarily follows," Snyder said. "Maybe you got other benefits from covering the Persian Gulf war, like viewers responding to your coverage and appreciating the fact that you did it. Just because you've run into a tough financial year is no reason to cut your



*"Just because you've run into a tough financial year is no reason to cut your news operation back."*

news operation back."

Snyder expressed concern over talk that the network news organizations might be fading away. Snyder worked for CBS News from 1965 to 1969, where he served as Washington producer for *CBS Morning News with Mike Wallace* and *CBS Evening News with Walter Cronkite*.

"I think in a country this size, in a world so complex, we can benefit from three good network news organizations," he said. "I would hate to think of the whole country depending on a CNN or one organization like that for its national and international perspective."

Snyder said he welcomed increased cooperation among networks and their owned and affiliated stations as a way for both sides to share resources. He added that local news directors can help keep costs down by not sending report-

ers and producers on overseas assignments that could be handled by the networks. The Persian Gulf war, he said, was a "perfect" example of a situation where network affiliates should have depended on their networks for coverage.

Snyder said he would like to see more experimentation in local newscasts, but he warned against forsaking substance for style.

"Sure, it's nice to have fast-paced shows and attractive graphics, but the basic function that is going to keep you in business is that you go out and cover the news," said Snyder. "I think when people look for innovative ways to do newscasts, sometimes they get swept up in the peripheral things rather than the basic mandate of a news operation."

Snyder pointed to a recent local newscast in Washington that he said lost track of its audience by devoting too much time to a satellite-delivered hostage situation in Phoenix.

"No matter what kind of technology you apply to that story, it was a very routine domestic disturbance in a suburb of Arizona," he said. "It had limited interest for the people in Washington."

Snyder's observations on the business follow four decades as a writer, editor, reporter, producer and news executive. He entered broadcast news as an editor at KDKA(AM) Pittsburgh in 1947, and later went on to a number of top positions for Group W, including two years as the company's White House correspondent (1959-60). He joined Post-Newsweek Stations in 1969 to launch a successful all-news format on WTOP(AM) Washington, and quickly climbed to the top of the company's news operations. While Post-Newsweek has not yet chosen a replacement for Snyder, he said his successor should be named within a few months.

Snyder said he plans to take on various projects when he retires from Post-Newsweek Stations next month, beginning with a two-week trip to Romania with former Multimedia President James Lynagh. The trip, funded by the International Media Fund, is designed to help Eastern European countries establish independent television operations.

What about becoming a consultant? "I'm not interested in flying from city to city to consult with people about their news operation," said Snyder. "I've been doing that for 22 years." —RB

# NETWORKS OFF TO STRONG START IN NEW SEASON

*New shows get crucial sampling as each network wins one night(s):  
CBS, Monday; ABC, Tuesday; NBC, Wednesday and Thursday*

**W**ith four days played out in the new season, all three networks have reason for optimism. Each has won a night (NBC has won two), and it appears with the season just under way that certain scheduling strategies will pay off.

On the first day of the new season, Monday, Sept. 16, CBS won the night handily with a 21.4 rating and 33 share. ABC was second with a 13.5/21, and NBC was third with an 11.3/18. CBS's lineup was keyed by the hour-long season premieres of *Murphy Brown* at 9-10 and *Designing Women* at 10-11. Both shows posted record numbers, with *Murphy Brown's* 23.8/35 the highest-rated CBS comedy performer since *AfterM\*A\*S\*H* in 1983. *Designing Women* followed with a 21.9/36, besting ABC's *Monday Night Football* in the 10-11 hour by more than five rating points. The first hour of the CBS schedule also drew record viewers, with *Evening Shade* at 8-8:30 trouncing the competition with a 17.5/29. The nearest competitor was NBC's *The Fresh Prince of Bel Air*, which was nearly five rating points behind at 12.7/21. Following at 8:30 was CBS's *Major Dad*, which averaged a 19.2/30, delivering a solid audience for *Murphy Brown* to build on.

"We got stronger than expected results from Monday night," said David Poltrack, CBS/Broadcast Group research senior vice president, who added that the keys for winning the season will be taking advantage of strengths and fixing the holes in the schedule. "The three networks went into the season in a virtual dead heat from last year, and we feel the position of which network is going to take the lead is up for grabs. Because of this, we think premiere [performance] is more important than ever," he said.

Overall on Monday night, the three-network audience share was up one point from last year, while the three-network rating performance was up 4%. "The much needed sampling is certainly taking place," said Poltrack.

On Tuesday night, ABC's move of *Full House* from Friday to the Tuesday, 8-8:30 lead-off slot seems to have paid off, with the comedy scoring a 17.0/28 and easily beating the first half-hour of NBC's tribute to Michael Landon, which rated a 14.2/23 (the full two-hour show averaged a 17.0/26) and CBS's *Rescue: 911*, which scored a 13.1/22 in



Hour of power: 'Murphy' leads CBS's new season surge.

a shortened half-hour format.

The good *Full House* debut delivered a strong audience to the premiere of ABC's much publicized *Home Improvement* at 8:30-9, which built on its lead-in with a 17.6/27. Given its initial sampling and enviable position between *Full House* and *Roseanne*, *Home Improvement* looks to be one of the season's hits.

ABC won the night with a 15.9/25, with the network's apex at 9-9:30 with the 19.1/29 that *Roseanne* delivered in its season premiere. *Sibs*, following at 9:30, got a fair amount of sampling, scoring a 14.5/22. A 20/20 special at 10-11 averaged a 13.6/23. Both NBC and CBS were competitive for the evening, with NBC finishing second with a 15.3/24 and CBS third with a 14.4/23.

One of the more interesting nights of

the week, competitively speaking, will probably be Wednesday, which has seen a tight three-network race for the past couple of seasons. In the first match-up of the season, NBC got out of the gate quickly, paced in the first hour by *Unsolved Mysteries*, which averaged a 16.4/28. The strong showing by the older-skewing series was notable in that its competition at 8-8:30 was the debut of CBS's *Royal Family*, starring Redd Foxx, and the season premiere of ABC's most expensive half-hour, *Dinosaurs*. CBS won the battle for second place in the lead-off time slot, with *Royal Family* scoring a 13.6/23 followed by *Dinosaurs* at 12.1/21. ABC and CBS flip-flopped at 8:30-9, when the premiere of CBS's *Teach* dropped into third place with a 12.0/20 behind ABC's *Growing Pains*.

NBC maintained its lead at 9-9:30, with *Night Court* scoring a 17.0/28 and handily beating the first half-hour of CBS's *Jake and the Fatman*, which drew a 12.9/21 in the first half-hour and averaged a 13.1/21 for the 9-10 hour. NBC's *Seinfeld* held most of its lead-in, scoring a 15.1/25 at 9:30-10, and *Quantum Leap* averaged a 14.1/25 in the final hour.

One thing that hasn't changed is NBC's dominance on Thursday night, as the network won the first Thursday of the season with a 16.3/27, outdistancing second-placed Fox, which averaged a 12.1/19, by more than four rating points. CBS was third with an 11.6/19 average and ABC was a distant fourth with a 7.7/13 average. **-SC**

## 'MARRIED'...WITH RATINGS

*Syndicated show posts double-digit increases in 21 of 27 markets; talk programs debut to flat audience shares*

**T**he off-Fox version of the popular sitcom *Married...with Children* leapt out of the starting gate last week, giving hope to distributor Columbia Pictures Television (and the stations that bought the show) that the new syndication season has spawned its first hit.

If the first three days of numbers are an indication of how the show will perform in the coming months, *Married* may be a hit of substantial proportions.

In 21 of 27 metered markets (including the 25 Nielsen markets and two Arbitron-only markets, Detroit and Cleveland), the show earned double-digit increases, or better, in the time period compared to a year ago. Only two markets posted time period declines with the show—Miami at 7 p.m. and Charlotte, N.C., at both 7:30 and 11 p.m.

After three nights, the show averaged a second-place finish in the top three

markets on WWOR-TV New York, KTTV-TV Los Angeles and WMAQ-TV Chicago. In each case, the only show to beat it was *Wheel of Fortune*.

The 27-market average over three nights was 8.7/17, representing a 40% ratings gain over a year ago. According to Barry Thurston, president, syndication, CPT, that's the best start for a new show in syndication since the launch of *M\*A\*S\*H* and *Happy Days* in 1979.

"We thought the numbers would be good, but we didn't think they'd be this strong this early," said Thurston.

Stations contacted last week were pleased with results, but cautioned that three days does not a hit make. "It's easy to know when you have problems; it's a lot harder to know when you have a hit," said Al Bova, vice president and general manager, WVIT-TV Hartford.

WVIT, a UHF NBC affiliate, airs the show at 5 p.m., and last week was averaging a second-place finish with the sitcom, with a 7.7/17, behind only the local news on CBS affiliate WFSB-TV.

If *Married* continues to perform as strongly as it did last week, most industry watchers believe it will be the top-ranked new syndicated show of 1991-92. If that turns out to be the case, it will be the fifth year in a row an off-network comedy has taken the top spot (see chart this page).

Meanwhile, the crop of new first-run shows last week continued to show mixed results. "It's still early to make firm conclusions, but so far all the new first-run shows are behind both their lead-in averages and compared to the time period a year ago," said Janeen Bjork, Seltel vice president, programming.

#### 'Jenny Jones,' 'Povich' and 'Woolery' move up or down only slightly over their lead-ins

The high numbers for *Married*, however, are not an indicator of an overall syndication ratings boom in the new season. Early returns for syndicated talk shows *The Jenny Jones Show*, *The Maury Povich Show* and *The Chuck Woolery Show* are flat, and reality-based strips *Love Stories* and *Now It Can Be Told* are not faring much better.

According to four-day rating averages (Sept. 16-19) provided by Petry Television, *Chuck Woolery*, distributed by Group W Productions, scored a 2.1 rating/9 share average in 25 metered markets, holding its lead-in. Slotted mostly in morning and early fringe time periods, *Woolery* also posted a surprising one-share point gain on lead-in programming in Arbitron reports with a 2.6/9. *Woolery's* best story was on KYW-TV Philadelphia, where it earned a 3.7/11



'Married' registers best start for syndicated show since 'M\*A\*S\*H'

average in the Nielsen ratings.

Viewership for *Jenny Jones*, distributed by Warner Bros. Domestic Television, is down in Nielsen and Arbitron, with both services measuring a 1.4/6 average, down share points from its lead-in programming. Best market stories were WTMJ-TV Milwaukee (2.7/12), WKRC-TV Cincinnati (2.9/12) and WKYC-TV Cleveland (3/13, Arbitron only).

Going into its second week, *The Maury Povich Show*, from Paramount Domestic Television, remained flat compared with its first week, garnering a 3.3/11 Nielsen and 3.5/11 Arbitron, down 2 share points from its lead-ins. The best-metered market story was in Atlanta, where *Povich* brought WSB-TV a second-ranked 7.2/26 at 11 a.m.

King World Productions' *Candid Camera* had the best story among reality-based strips. The revived half-hour

comedy/prank strip averaged a 4.3/10 Nielsen, down one share point from its lead-ins, but *Candid's* 5.4/11 in Arbitron posted a 2 share gain from its lead-ins. KABC-TV Los Angeles averaged a top-ranked 10.3/17 with *Candid* at 7:30 p.m., while KTVK-TV Phoenix posted its best shares with a 3.4/23.

Warner Bros.' *Love Stories* bowed last week to 1.6/6 Nielsen and 1.4/5 Arbitron four-day averages—both reports had it dropping 4 share points from its lead-in programming. The half-hour romance strip had its best performance in Sacramento, with KCRA-TV averaging a 3.1/14 at 10 a.m.

The investigative news magazine, *Now It Can Be Told*, from Tribune Entertainment, averaged a 3.4/9 Nielsen and 3.9/10 Arbitron in its second week, representing a 3 share point loss in both measures from lead-in programming. Its best stories were with WITI-TV Milwaukee (4.1/21 Nielsen 12 a.m.) and WJW-TV Cleveland (7.8/14, 7:30 p.m.).

The first-run syndication revival of *WKRP in Cincinnati* (MTM Television) was the major highlight among weekly syndicated programs. *WKRP* in its Sept. 14-15 weekend debut averaged a 5.6/13 in Nielsen, up one share point from its lead-in programming in 25 metered markets. The new *WKRP* improved its time periods in 17 out of the 25 markets from both July 1991 and October 1990 ratings and was flat or down in the eight others.

*WKRP's* best rating stories came from Minneapolis, where the half-hour averaged a top-ranked 6.2/34 (down slightly from *Cheers's* 12.9/35 lead-in) on KARE-TV Sundays at 11:30 p.m.; San Antonio, where it again followed *Cheers* (12.9/26) and topped the market with an 8.7/23 on KENS-TV's 11 p.m. Sunday schedule; and Boston, where WBZ-TV pre-empted NBC's *Empty Nest* at 9 p.m. Saturday and the show won with a 11.4/22, down slightly from *Golden Girls's* 13.2/26 lead-in.

-SAM, MF

## TOP-RATED NEW SYNDICATED STRIPS OVER LAST FIVE SEASONS

Off-network sitcoms have ruled the ratings for the last four seasons

- 1986-87 □ *Oprah Winfrey Show* (King World Productions) □ 9.3 rating/34 share
- 1987-88 □ *Cheers* (Paramount Domestic Television) □ 7.1/17
- 1988-89 □ *The Cosby Show* (Viacom Enterprises) □ 9.6/20
- 1989-90 □ *Who's the Boss?* (Columbia Pictures Television) □ 6.1/13
- 1990-91 □ *Golden Girls* (Buena Vista Television) □ 7.2/16

Source: Nielsen Media Research's May Cassandra book for each respective season

# DBS PROPONENTS PITCH TO BROADCASTERS

*Early, cheaper, interim HDTV entry for any station in nation by 1997 is key element of satellite spot beam proposal*

**L**ocal DBS? As of last week, at least two direct broadcast satellite proponents said those words can finally be spoken together, thanks to advances in satellite spot beam and video compression technologies.

If Local DBS Inc. and/or DBS permittee Advanced Communications Inc. has its way, by late 1995 local television broadcasters will begin delivering high-definition television (HDTV) and/or NTSC signals to 18- to 30-inch home-receive antennas in their local markets via high-power DBS.

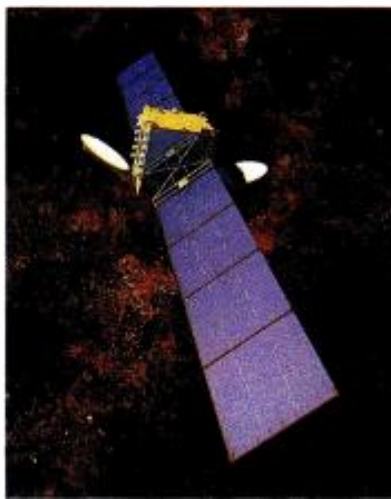
Saying its debut had been moved up several weeks by Advanced's description of a similar proposal in the Sept. 16 issue of BROADCASTING, Local DBS last week opened "condominium sales" to stations seeking its proposed DBS capacity. Given at least 70 buyers by this time next year, Local DBS would begin construction of the first of three \$300-million spacecraft to be launched in mid-1995, '96 and '97, probably through builder Space Systems/Loral, formerly Ford Aerospace.

The birds would blanket the continental United States with high-power spot beams, 200 to 280 miles in diameter, and allow every station in the nation to uplink its signals and, through addressable receivers, authorize reception only in homes within that beam. Broadcasters would be free to create their own mixes of advertiser and subscription revenues.

According to both proponents, the technology would provide each broadcaster with signal parity (whether HDTV or NTSC) within each beam.

Local DBS has no license to DBS frequencies and is negotiating with several of the eight existing licensees to form partnerships, to purchase or lease channels from them or to buy the licenses outright. Only Hughes Communications and Hubbard Broadcasting's United States Satellite Broadcasting so far claim to have garnered the equity to launch a DBS spacecraft.

In need of about \$70 million by the fall of 1992, its financing will rest mainly on channel sales to stations. "We're not going to the bank for a \$200-million letter of credit," said Taylor Communications Chairman Edward Taylor, who teamed with Ted Turner in 1976 to make WTBS(TV) Atlanta the nation's first satel-



Local bird like this could feed signals to areas 200 miles across.

lite-delivered basic cable service, and who has invested \$1 million in Local DBS to date.

Taylor projects that two million subscribers will be available nationally at launch (Hughes and Hubbard plan to launch their own national DBS services a year earlier) and 17 million by the year 2000.

Advanced President Daniel Garner, holder of a permit to operate 27 DBS channels and a construction contract with GE AstroSpace, said his plan would mix national and local services and not depend on capacity sales for equity.

Taylor and Selman Kremer, senior vice president of operations for Local DBS, pitched the service, in part, as a relatively inexpensive, early, but for most, interim entry into HDTV—until the number of HDTV sets and the cost of terrestrial transmission reach more optimal levels. Users would pass HDTV programming through Local DBS to viewers, forestalling the need to purchase any more than HDTV playback machines to insert local HDTV advertising.

Said Taylor: "We're not saying a station shouldn't obtain a terrestrial simulcast license. We expect the public will buy HDTV sets slowly, so stations can save on building simulcast transmitters in the meantime, until 15% or 20% of their viewers have the sets."

Thereafter, Local DBS said, the service would provide a new long-term revenue stream controlled by broadcasters, in addition to maintaining their over-the-

air market shares.

"We know it's a long-term project and a long wait to see return on investment," said Kremer. "But it's the only way out there to bring salvation to the broadcaster, to break the shackles of cable."

That investment—from \$1 million to \$7.5 million for an HDTV channel for the 10-years-plus life of the bird, plus \$250,000 to \$500,000 for uplink facilities (which could be shared in some markets)—would be spread over an eight-year period, starting with a \$50,000 deposit in year one (1992).

Those estimates appear competitive with CBS and PBS terrestrial simulcast estimates made last year: \$5.85 million to \$8.9 million over five years, translating to \$8.19 million to \$12.46 million over eight years (BROADCASTING, Nov. 5, 1990). But, noted several sources, terrestrial HDTV reception would not require consumer purchase of a \$600-\$700 satellite receiver.

Confirming he had held preliminary discussions with Local DBS, Warren Williamson III, president of WKBN Broadcasting Corp. in Youngstown, Ohio, said "serious questions about how to handle intellectual property rights remain." Local DBS "might be" cost competitive in HDTV, but additional facilities costs, including compression encoders, have yet to be addressed, he said.

Victor Tawil, vice president for the Association for Maximum Service Television, said he did not believe such a proposal would replace terrestrial HDTV simulcast. "If it succeeds, I see it as complementary to over-the-air, and perhaps as good competition for cable...an addition to DBS," he said.

An NBC executive said Local DBS had approached NBC as a potential equity investor in the system, but the network passed. "We've seen the proposal and are not pursuing it," he said.

ABC and CBS contacts identified by Local DBS were traveling and could not be reached for comment.

But Kremer said Local DBS is marketing the project to stations and station groups, not to the networks.

"We saw broadcasters say, 'We won't help cable by joining it,'" said Kremer. "This could be the same thing."

-PDL

## IRTS GATHERS THE CLASS OF 1991

Members of the Fifth Estate convened in New York last Thursday (Sept. 19) for the annual International Radio and Television Society newsmaker luncheon.

■ *Front row (l to r):* Herbert Granath, Capital Cities/ABC Video Enterprises; Robert Gutkowski, Madison Square Garden; John Hendricks, Discovery Channel; Tim Robertson, Family Channel; Thomas Rogers, NBC Cable & Business Development; Jayne Keyes, New York City Mayor's Office of Film, Theatre & Broadcasting; Giraud Chester, Mark Goodson Productions; Ward Quaal, The Ward L. Quaal Co.

■ *Second row:* Ralph M. Baruch, National Academy of Cable Programing; Monica Shaffer, Biderman, Kelly &

ciation; Edward Fritts, National Association of Broadcasters; Jerome Feniger, Station Representatives Association; Edward DeGray, Broadcast Pioneers; Phil Corvo, NATPE International; Peter Chrsanthopoulous, Network Television Association; Fortuna Calvo-Roth, Women in Communications Inc.; David Bartlett, RTNDA; Robert Alter, Cabletelevision Advertising Bureau.

■ *Fourth row:* Bud Carey, Times Mirror Broadcasting; Arthur Carlson, Susquehanna Radio Corp.; Jack Clifford, Providence Journal Broadcasting Corp.; Richard Ferguson, NewCity Communications; Stanley S. Hubbard, Hubbard Broadcasting; Mel Karmazin, Infinity Broadcasting Corp.;



Shaffer; Burton Staniar, Westinghouse Broadcasting; Laurence Tisch, CBS; Robert Wright, NBC; Alfred Sikes, FCC; James Rosenfeld, IRTS president and John Blair Communications; Gerald Levin, Time Warner; Sherrie Marshall, FCC; Frank Biondi, Viacom International; Edward Bleier, Warner Bros.; Betty Hudson, NBC; Robert Batscha, Museum of Television and Radio; Kay Koplovitz, USA Network; John Conomikes, The Hearst Corp.

■ *Third row:* John O'Toole, American Association of Advertising Agencies; Dick McCauley, NYMRAD; Lucille Luongo, American Women in Radio and Television; James Joyella, Television Bureau of Advertising; George Hyde, Radio Advertising Bureau; Bud Heck, Radio Network Asso-

Frank Osborn, Osborn Communications Corp.; Pierre Sutton, Inner City Broadcasting; Cecil Walker, Gannett Broadcasting; William Battison, Westwood One; Ronald Davenport, Sheridan Broadcasting Corp.; Maurie Webster, The Center for Radio Information; Nancy Widmann, CBS Radio; Nicholas Verbitsky, Unistar Radio Networks.

■ *Fifth row:* Adam Young, Adam Young Inc.; John J. Walters, Harrington, Righter & Parsons; Don Robinson, Seltel; Alfred Masini, TeleRep; James Greenwald, Katz Communications; David Allen, Petry, Inc.; Albert Warren, Warren Publishing; David Persson, BROADCASTING magazine; Gerard Byrne, *Variety*; Joel Berger, *Multichannel News & Cablevision*.

## SIKES SEES POTENTIAL FOR SECOND GOLDEN AGE OF TV

The International Radio and Television Society inaugurated its 1991-92 season with the third appearance by FCC Chairman Alfred Sikes. The event was held at the Waldorf-Astoria's Grand Ballroom in New York and was attended by about 700 industry executives.

The current state of the industry and the challenges and opportunities it presents demand strong leadership from broadcast and cable operators, Sikes

said. In particular, network television needs "leadership that sees the network as a platform for challenging, but exciting, participation in the new media world."

The underpinnings of the media world of tomorrow, he said, will be founded on today's media talent and experience. "I can't imagine a more exhilarating time to be in broadcasting or at the FCC. Our actions are redefining the media's technologies, its service potential, and

what we do, how well we do it, will genuinely make a difference."

Network television can begin to make that difference by making a renewed commitment to quality programing, said Sikes. The economics of the business will make the production of a non-quality product counterproductive. From a regulatory perspective, Sikes continues to believe that "outmoded rules and laws" should be changed to give the broadcaster latitude in responding to the

current and future marketplace realities.

Sikes added that the cable industry is no longer in its infancy, now boasting twice the asset value of broadcasting. Sikes believes cable systems should pay for the right to carry television stations' local programming—"the linchpin of localism." He added, however, "By calling for a change in the 1976 law to give broadcasters full rights in their local programming—their intellectual property—I am not recommending a heavy-handed approach toward cable television."

Cable television is a valuable contributor to "the video harvest. If we are going to have a truly competitive market



Sikes told IRTS the potential exists for another 'Golden Age' of television.

in video services, the government must quit handicapping the players," Sikes also said.

Broadcasters are still the "lifeline" of the industry, said Sikes, providing local coverage of news and public affairs, or "common national ground." And while times may be changing and choice of media increasing, the future looks optimistic. "In the case of broadcasting, I would suggest that the power to deliver a second 'Golden Age' in television is in this very room today. And, while certainly such an age would be different, it has the potential to be no less successful." —C

## KCRA-TV GM LEAVES AS PRIME TIME SHIFT BEGINS

*Owner Kelly will fill in until replacement is found; first week of 7-10 p.m. move shows little ratings change, newspaper poll finds 66% don't like change*

Just hours before KCRA-TV Sacramento, Calif., launched its new 10 p.m. newscast last Monday as part of the long-planned shift of the NBC affiliate's prime time from 8-11 p.m. to 7-10 p.m., a stunned news staff at the station was informed of General Manager John Kuenke's resignation. Kuenke told BROADCASTING that he wanted to return to his hometown of St. Louis after he "completed the efforts of two years' work, achieving permission from NBC to do the prime time rollback," scheduled to last eight and a half months.

Word in Sacramento broadcast circles was that Kuenke was forced out by station owner Jon Kelly for canceling some print ads and on-air promotional spots suggesting that "if viewers tune in the earlier 10 p.m. news, they'll have more whoopie time in the sack afterwards," as one source put it. Another source close to KCRA-TV's advertising agency, Merring & Associates, said the aborted billboard slogan, "You'll have more time for sex beginning September 16," allegedly pushed Kuenke over the edge. Both Kelly and Kuenke stressed that was not the case. Kuenke said the timing of his departure coincided with the FCC granting KCRA-TV a waiver of the prime time access rule last month and his desire to stay until the "first day" of the prime time rollback.

Kelly told BROADCASTING it is "totally untrue if anyone suggested that I fired him [Kuenke]." He added: "John is a very fine guy, and I have a high regard for him. I think he really regretted having waited until the last minute to resign, but

he wanted to get his children enrolled before school started in St. Louis."

Kelly said that he will be serving as interim general manager until a permanent replacement can be found. Kuenke, who is widely credited with helping KCRA-TV establish a dominant news presence and who, with Kelly, was a driving force on the prime time shift, said he will begin a job search in St. Louis shortly.

As for the rollback, *The Sacramento Union*, in a banner headline, said KCRA-TV was "singing the prime time blues," citing the drubbing the NBC affiliate's opening night 10 p.m. newscast (which scored a second-ranked 11.8 rating/20 share [NSI, Sept. 16]) took at the hands of KXTV-TV's airing of CBS's *Designing Woman* (21.4/39), but the newspaper omitted the fact that CBS's prime time lineup averaged top-rated 30-40 shares nationally.

After the first three days (NSI, Sept. 16-18), local observers also noted that KCRA-TV had, in fact, improved its rating 25% with an 11.6/20 over previous four-week numbers for the former 11 p.m. newscast (8.7/21). And in comparison to year-ago numbers for the same three-day period, KCRA-TV exhibited the same-amount growth versus the 11 p.m. news, which averaged an 8.6/24 then.

The *Union* went so far as to run a readers' poll asking if they liked or disliked the shift to an earlier prime time; 66% of those readers polled said they did not. But according to average quarterly-hour ratings for NBC's newly installed 7-10 p.m. prime time (Sept. 16-

18) registering a 13.2/21, compared to a 13.3/22 for the old 8-11 p.m. prime time, there doesn't appear to be a major defection by the Sacramento viewers.

NBC Network President Pier Mapes, a major proponent of the Sacramento rollback, may also be heartened to find comparable research showing that the network had an overall 12.7/21 average over the three days for 7-10 p.m., approximately holding even with the 12.6/20 for the 8-11 p.m. prime time one year ago (Sept. 17-19, 1990) on the station.

An NBC spokeswoman said Mapes had no comment and will be evaluating the data over an extended period of time before offering judgment. Bob Niles, NBC's vice president of research, concurred, suggesting that "it's like asking a football coach the outcome of a game after three plays have been completed."

Kelly said he was "unexpectedly pleased" with NBC's prime time showing, but added that he expects the local 10 p.m. newscast to achieve up to a 15 rating and 27-28 share by the end of the November sweeps. "If the cost demographics and household ratings keep moving up, the loss of [prime] access [7-8 p.m.] will make no difference economically," said Kelly, whose station discontinued a highly rated 7 p.m. newscast and *Entertainment Tonight* at 7:30. "I don't think *Entertainment Tonight* has come up a loser at all [averaging a 4.3/16 at 11:30 p.m.] with double runs now [also at 11 a.m.] and a 8-9 cume rating meeting its previous rating at 7:30," Kelly added. —MF

# SPECIAL REPORT



## JOURNALISM: STATE OF THE ART 1991

*The membership of the Radio-Television News Directors Association gathers in the Mile High City this week. In this special report, BROADCASTING examines a profession that is feeling, in large and small ways, the pressures of recession. ■ Local investigative units have felt the pinch: many stations have abandoned their I-teams, and those remaining find themselves pressed to supplement long-term stories with softer pieces (page 26). ■ The flip side of the news-team cost crunch may be that networks, squeezed as well, are coming to rely more heavily on O&O's and affiliates for news coverage (page 28). ■ A fortunate development for the budget-conscious has been the success in the field—during the Persian Gulf war—of small videotape formats like Hi8 (page 30). ■ Under pressure to provide less “horse-race” and more substantive coverage of the campaigns, and under tighter budgets, the networks will be looking for ways to stretch their election dollars (page 31). ■ Allbritton Communications' ALLNEWSCO makes its cable news debut in the Washington market Oct. 7, joining pioneer News 12 Long Island and Orange County News in cable's fledgling, but promising, local news field (page 33). ■ The booming growth in media choices, likely to keep booming in the '90s, is good news for news consumers but bad news for their hometown radio stations, now awash in competition (page 35). ■ A guide to the events at this year's RTNDA convention at the Colorado Convention Center (pictured above) appears on page 36.*

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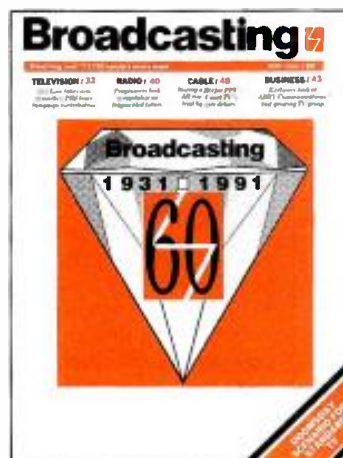
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# INVESTIGATIVE TEAMS ON WANE AT LOCAL STATIONS

*Tough economic times have taken toll on local I-teams, although investigative opportunities remain, particularly at networks and in syndication*

**W**hile there are some signs of growth in investigative news at the network and syndication levels, the genre appears to be in decline at the local level as stations around the country look to cut costs. Many stations have abandoned their traditional I-teams, and those investigative journalists remaining are often finding themselves pressed to supplement their long-term investigations with softer, short-term pieces.

"When the economy comes down with a cold, the media gets pneumonia," said Andrew Scott, executive director, Investigative Reporters and Editors (IRE), whose 3,000 members include about 600 television and radio staffers. "It takes a while to get back on track."

A number of award-winning investigative journalists in recent years have left stations known for such reporting and, in many cases, have not been replaced by new hires. Investigative units are not what they used to be in Washington, for example, where each of the three network stations has not been quick to replace departing staffers, including WJLA-TV, which just lost reporter Roberta Baskin and her producer to the syndicated *Now It Can Be Told*; WUSA-TV, which lost reporter Mark Feldstein to CNN's investigative unit, and WRC-TV, which lost investigative producer Chris Szechenyi to NBC's *Exposé*.

"As people leave, they don't get replaced," said Baskin, who worked on the investigative team at WLS-TV Chicago before moving to Washington. She said the investigative staffs at WLS-TV and other stations in Chicago are also not as large as they once were in the city, where investigative news has a long-standing tradition.

"It's understandable to some extent, given the economic situation," said Baskin. "In tough times, I'm not surprised that they're fading."

Among those who have witnessed a decline in investigative units across the country is reporter Peter Karl, who is leaving the "Unit Five Team" at WMAQ-TV Chicago to open his own production company, Karl Productions.

"It's very disturbing for me to see I-teams being dismantled," said Karl. "They are important and necessary and affect life in a direct way."



WCCO-TV Minneapolis I-Team reporter Steve Eckert

WMAQ-TV still maintains a three-person investigative unit, and Karl attributed its survival in part to their willingness to file more short-term stories. While the unit spent three months on a recent story about corruption in the probate courts, it also spent just three weeks in preparing a report on harmful drugs in milk supplied by area cows.

"The days of just long-term projects is over," said Karl. "I'm sure the pendulum is going to swing, but now you have to be flexible enough to get more stories on the air."

At WCCO-TV Minneapolis, investigative reporter Steve Eckert said that his unit has similarly adapted since he joined the station in 1985. The award-winning unit of two on-air reporters, two producers and one photographer has become more flexible in sharing resources in the newsroom, and also finds itself producing an increasing number of short-term stories.

"We have felt the pressure to be on the air a little more frequently," said Eckert. "We probably don't have quite as much flexibility as we had before to drill as many dry holes, but we have been able to maintain our commitment to high-risk, long-term projects."

Eckert said there is considerable concern among investigative reporters that short-term stories do not detract from the long-term projects. "If you shift too

sharply to the frequency side, the stories lose their distinctiveness and their impact," said Eckert.

Some of the greatest opportunities for investigative reporters today appear to be at the syndication and network levels. Baskin said she has welcomed her autonomy on the staff of Tribune's *Now It Can Be Told*, one of several syndicated reality shows featuring investigative reporting. At the networks, prime time newsmagazines such as CBS's long-running *60 Minutes* and ABC's *20/20* continue to provide opportunities for investigative reporters. New opportunities have also arisen in the form of more recent network entries, such as NBC's weekly prime time series *Exposé* and CNN's 34-person *Special Assignment* unit.

"Those examples are very encouraging," said IRE's Scott. "I don't think there's a decline in viewer interest in investigative reporting."

NBC's *Exposé*, headed by the long-time investigative team of reporter Brian Ross and producer Ira Silverman, has just entered its second season on the network. A returning prime time series is no small feat for NBC News, which has long tried to match the success of prime time news vehicles on ABC and CBS.

In its first season, *Exposé* looked at the scandal-plagued BCCI; the growing



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threat of Asian heroin in major U.S. cities; the torture of American prisoners in the jails of Saudi Arabia and several other national and international stories. The show currently has more than 40 investigations under way for its new season, including looks at corrupt politicians, organized crime, industrial spies and consumer scams.

Network news divisions are just as concerned as local stations about the costs associated with investigative reporting, and *Expose's* Silverman, who said the show is "trying to limit spillage" in producing the show. But NBC News has been very supportive of *Expose*, he said, and the show has not found its coverage restricted.

The networks are doing a good job in providing investigative news reports, said news consultant John Bowen of McHugh and Hoffman Inc. But the networks alone cannot satisfy the appetite among viewers within a local market, he added.

"There has been an erosion of resources committed to investigative reporting by a fair number of stations," said Bowen. "Our sense is that there has been a decline as the stations have been pressed to cut budgets over the last two

or three years."

Stations look to cut costly investigative news units despite the promotional value and prestige often associated with their award-winning reports, said Tony Lame, a former investigative reporter for the defunct I-team at KYW-TV Philadelphia. "I don't know whether awards or that kind of thing translate into anything that television stations can measure," said Lame. "Local television news gets worse and worse every year. Less and less people are doing good investigative reporting. I just don't see it going on out there, and I don't see any prospect of it going on."

Viewers themselves might be less impressed by the promotion of I-team reports because of the many competing news sources now available to them, said David Bartlett, president of the Radio-Television News Directors Association. But while investigative units are on the wane, he said, the amount of enterprise reporting at stations is still strong.

"If you look back over a 20-year stretch, the idea of designated I-teams has sort of ebbed and flowed throughout the life of local television news," said Bartlett. "I think at some point in the future we might see it re-emerge." **-RB**

## GROWING NETWORK, AFFILIATE SYMBIOSIS

*Traditional relationships are changing, but both sides continue to provide what the other can't*

**N**etwork news divisions frequently cite the weak economy as the cause of many of their current woes. But tight budgets, staff cutbacks and bureau reductions have also led to what many in the industry describe as a stronger network-affiliate partnership. The networks are relying more and more on their owned stations and affiliates for news footage, and both sides appear to be reaping the benefits.

"The relationship between the networks and the local stations is very healthy right now," said Ron Miller, news director at CBS affiliate WBTV(TV) Charlotte, N.C. "The economics of the industry have brought us closer together."

A clear example of the shift occurred last month when CBS, knee-deep in its coverage of the Soviet coup, relied on WBTV and other affiliates to provide the network with coverage of Hurricane Bob. Traditionally, said Miller, major hurricane stories have been covered by on-the-scene network correspondents.

"With network staff reductions, there are fewer people to be sending out to cover stories," said Miller. "We cover for them on things they at one time would have sent a reporter out to cover."

More recently, affiliates in Des Moines proved invaluable in supplying some of the footage of Iowa Senator Tom Harkibn's announcement to run as a candidate in the 1992 presidential election. NBC News, for example, through careful planning with affiliate WHO-TV, relied on the station and did not have to

send a network crew to cover the event, according to station news director Brian Greif.

Greif said the network has been calling WHO-TV for more and more footage over the last two years. Four years ago, NBC would ask for footage about four times a year, he said, while today he gets requests about once a week. On a recent *NBC Nightly News* broadcast, he said he counted three stories that incorporated footage supplied by the station.

"It seems like a natural evolution to me," said Greif. "Down the road, as the network works on the in-depth stories and leaves the spot news to us, it will make the network news stronger. Also, since we've been providing more to NBC, they've been providing more to us."

The increased reliance on local stations arrives as network news divisions reduce or close news bureaus around the country. Over the past year, various network offices have been closed or dramatically scaled back in Atlanta, Boston, Chicago, Dallas, Denver, Miami, New York, San Francisco and St. Louis.

Don Browne, NBC News executive vice president, earlier this year told **BROADCASTING** that it has become "financially impossible" and time consuming for network personnel to try to be in all places at all times, particularly at a time when network newscasts are taking a more analytical approach to the day's events.

"I think the networks are thinking twice before they mount an expensive trip here to the hinterlands of America,"

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said Mike Rausch, news director at ABC affiliate WHAS-TV Louisville, Ky. "The networks are relying on the affiliates more, but we've always been there. Do we see an increased burden? No."

In recent years, the network-affiliate relationship has also changed in the way that stations are compensated for providing news to the network. Rather than pay a nominal fee of about \$200 to stations in return for stories, stations in many cases are now compensated with free satellite time and other affiliate services.

Among those services, CBS affiliates in recent years have benefited from network-organized regional services, which allow the stations to share footage with neighboring affiliates, said Dave Busiek, news director at KCCI-TV Des Moines. He said he anticipated that CBS will probably rely on many of those stations in the region to provide coverage tied to the Iowa caucus in February 1992.

"There is no doubt the networks are relying more and more on the affiliates. But we certainly don't feel put upon," said Busiek. "Economically, it just makes sense to take advantage of the assets that are out there."

In the past year, CBS News has added regional offices for its affiliates in Atlanta, Chicago and Los Angeles; installed 15 additional satellite uplinks for the exclusive use of the network and its affiliates and has added a full-time reporter for its Newsnet affiliate satellite feed. That feed now transmits an average of 250 stories each day, according to the network.

"We're trying to spend money in more effective, smarter ways than we did in the past," said John Frazee, CBS News vice president for news services. "Between the Persian Gulf war and the many other stories we had to cover this year, our interrelationship has become more important to our affiliates and CBS News, and I think that will continue."

Efforts by the network news divisions to build upon their affiliate services appear to have paid off for the networks. Stations have embraced the newsfeed services supplied by the networks, and affiliates of ABC and NBC are looking forward to the overnight anchored news services that will soon be available through each of the two networks.

ABC's *World News Overnight* (tentative title) will be fed Mondays through Fridays, 1-6 a.m. ET, beginning Jan. 6,

1992. The service is expected to cost the network more than \$10 million to launch and more than \$3 million in annual operating costs. ABC News will keep 60% of the advertising time and require participating affiliates to broadcast a minimum of two hours nightly.

NBC News will launch its own overnight news service in early November. The offering will be part of the Charlotte, N.C.-based NBC News Channel, which has been met with enthusiastic response from affiliate news directors since its launch nine months ago.

"The outlook for the network going into the RTNDA is considerably better than it has ever been before," said Bob Horner, president, NBC News Channel. "Affiliates are much more inclined to do for the network that which the network needs done."

NBC News executives have calculated that about 30% of the hard news pieces on morning shows *NBC News at Sunrise* and *Today* come directly from affiliates, and more and more affiliate video is appearing on *NBC Nightly News*.

"There is more tangible affiliate support of the evening newscast than there has ever been before," said Horner. —

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# NETWORK NEWS INVESTIGATES DISC-BASED RECORDING, Hi8

*Digital editing and small camera advances may spell savings for news divisions*

**E**ncouraged by the results of using small videotape formats, including Hi8, to cover the Persian Gulf war earlier this year, ABC, CBS, NBC, CNN and other newsgatherers are satisfied that the camcorders have proved themselves in the field. The nearly disposable low-cost equipment provided surprising picture quality in addition to extreme mobility and, when desirable, concealability.

But their application will expand only marginally, most said, until the 8-mm format invades the network editing rooms, where hard news must be cut and pasted swiftly, with no margin for dubbing time or generational picture degradation.

However, as news divisions consider expanding their use of Hi8 and lower-end half-inch format equipment in the field, Grass Valley may be on the verge of making Hi8 editing a standard addition to network studio operations.

Next month at the Society of Motion Picture and Television Engineers annual technical conference and equipment exhibit, Grass Valley will continue what it began at Montreux in June, seeking more customer feedback on its prototype computer disc-based recording and editing system.

So far, said Jay Kuca, marketing communications manager, Grass Valley has been able to record up to seven minutes of 10-bit component video, in addition to recording a key signal and depth signal for effects and also recording audio simultaneously. But seven minutes is only the beginning.

"The storage can be expanded, but we haven't announced the boundaries," which depend on a variety of factors, including whether the video is component or composite, he said. "But our goal is storage of a long period. Talk of 40 minutes or an hour is not out of the question," he said.

And since all Grass Valley edit controllers use Superedit software carrying



Toshiba's TSC-100 Hi-8 camcorder

a complete set of format protocols, this random access memory system would record Hi8 as well as other formats onto disc, allow virtually instantaneous digital editing of long news pieces, and rerecord onto Hi8, with the possible added value of reducing the size of playback libraries to the 8-mm cassette.

Said one network news executive: "That means the editing suite of the future could be a Hi8 machine and a videotape replacement editor. If what Grass Valley is doing is for real," he said, "everything will change."

Most network news sources said the Hi8 format has provided pictures of a quality somewhere between three-quarter-inch and Betacam SP. Given a solution to losing time, tape and signal quality in transferring Hi8 video to larger formats in the studio, all said they would welcome the slight picture and sound quality tradeoffs for a 30%-50% equipment cost savings.

But for now, without Hi8 editing, said John Frazee, vice president of news services for CBS, "you can't enjoy all the cost benefits." Even with the potential advent of studio 8-mm editing, Frazee foresees not eventual domination by one format but "a wider range of formats and more application-specific" equipment.

In the Gulf war, network pool crews entered the field with dockable S-VHS cameras and Hi8 camcorders, some weighing only four pounds (complete with batteries) and costing as little as \$2,200. Some of the models carried no VU meters, time code displays, enhanced audio components or other standard high-end newsgathering features.

Time code is available on some Hi8 camcorders, but at the cost of one of two audio channels.

But faced with carrying 40-pound personal back packs, the crews appreciated the light equipment load.

And the video they provided, said Tim Pollard, supervisor of field operations for CNN, proved air-able through as many as three generations of editing and/or transmission.

And in the view of Radio-Television News Directors Association President David Bartlett, the revolution could soon spread to more everyday applications. "We are inches away from a new generation" of very small, even concealable, video newsgathering," he said, a revolution driven primarily by the economic benefits to be had, but also by the benefits of increased mobility and, in some cases, stealth.

Theoretically, said Bartlett, "in one stroke you can cut the cost of your main component—getting the video—by 50 times," just in terms of camera and recorder costs. In addition, smaller crews are needed to operate camcorders, meaning, perhaps, fewer jobs for engineers, perhaps more jobs for video photographers dispatched in greater numbers at equal costs.

"Yes," concurred Pollard, "you have one-man bands proliferating everywhere."

Cautioning that "there's going to be the temptation to use more amateur video, raising the problem of verification and staging," CBS's Frazee was cautious about predicting exactly where the technology will go. "Today, a long time to come is two years," he said. —PDL

# ELECTION YEAR COVERAGE: NETWORKS GEARING UP WHILE ATTEMPTING TO KEEP COSTS DOWN

*TV coverage, especially of conventions, will tend toward greater use of pools, while also trying to offset 1988 criticisms of not being substantial enough*

**N**etwork news organizations have a lot riding on their coverage of the 1992 election campaigns. They all took a beating from critics for what was perceived as "horse race" coverage of the 1988 elections, and are under increasing pressure to come up with more substantive game plans this time around.

The poor television economy will make that challenge tougher, as network news executives say their campaign coverage budgets are extremely tight. As a result, networks are looking to stretch every dollar as far as possible. One way the networks are attempting to economize is through increased pooling of coverage during certain phases of the campaign. No deal has been struck yet, but talks have occurred concerning possibly pooling coverage of some events at next summer's two political conven-

tions.

Possible pool coverage of the Democratic nominee after the convention and through election day has also been discussed. (Much of the campaign stumping that President Bush will do will be covered through the existing White House pool.)

The possible use of pools during parts of the primary season has also been raised. Supporters of the idea point, for example, to the Iowa caucus, which next year is expected to be less telling, since it will have a favorite son candidate in Senator Tom Harkin, a Democrat.

However, there is some reluctance on the part of CBS to pool during primary coverage. According to Lane Venardos, director of special events, CBS News, during the primaries last time around the network relied heavily on affiliates who were already on the spot. "That system

worked very well," he said, "and, frankly, to add pools earlier [than the conventions] would mean adding people that weren't there before."

There are other sticking points in the talks as well. At CNN, Tom Hannon, director of political coverage, agreed that certain additional pooling arrangements "appear to make sense. We're all trying to find ways to stretch our coverage dollars," he said.

But according to Hannon, the key issue for CNN is, "can a distribution mechanism be put in place to satisfy our constant deadline demands?" He also stressed that pool coverage during the final leg of the campaign would be supplemented by unilateral coverage, with the networks competing for big interviews and other scoops.

According to Venardos, the four networks agree that there will likely be

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greater pooling of resources during the conventions in 1992 than there was in 1988. "Unilateral cameras inside the hall will be dramatically reduced," he said. "You just don't need to have a dozen cameras [of your own] there."

That will certainly be the case at the Republican convention, which is expected to be a coronation for President Bush. While the Democratic race is wide open, most news executives expect the nominee will be known before the convention begins.

All four networks will continue to participate in the joint exit polling venture, Voter Research and Surveys, headed by former CBS executive Warren Mitofsky and based in New York. The service was introduced during last year's election night coverage and, not unexpectedly, had some glitches in its debut run. But the networks say the bugs are worked out and that VRS represents another opportunity to cut costs. "It turned out to be financially efficient," said Jeff Gralnick, vice president, ABC News Specials.

Despite the efforts of Representative Al Swift (D-Wash.), prospects for a uniform poll closing bill in the current Congress are unlikely. Swift introduced proposed legislation in three past sessions of Congress, only to see it stall in the Senate.

A spokeswoman for Swift said he had no plans to introduce the legislation again, unless a "groundswell of support" emerged for it. She stressed that Swift was "very pleased" with the restraint the networks showed in the last election in waiting for polls to close before projecting state by state. She said Swift considers the networks' pledges to do just that in 1988 still binding for 1992.

In 1988, the networks were severely criticized for a lack of substance in their campaign coverage. And while news executives take issue with the criticism,



the networks say they hope to change that perception this time around.

"Nineteen eighty-eight was not a particularly good year," said Bill Wheatley, executive producer, election programs, NBC News. "Every major news organization has given a lot of thought on how to do it better. We are determined to have a reasonable balance between the coverage of the horse race and the issues and qualifications."

NBC and PBS will co-produce as much as three hours of coverage a night during the conventions. Wheatley said the joint coverage will try to develop nightly themes, including a thorough look at the issues the night the platforms are adopted and a thorough look at the candidate the night he is nominated.

Meanwhile, Harvard University has taken up the networks on their public reassurances they intend to do a better job this time by proposing an ambitious plan to cover issues with a weekly series of debates and discussions with the candidates in the nine weeks between Labor Day and Election Day 1992.

The proposal, called "Nine Sundays" and written by John Ellis, consultant to the Institute of Politics at Harvard, calls for two presidential debates and one vice presidential debate, and a series of issue-oriented "conversations" with the can-

didates. The programs, ideally, would air Sunday evenings (the biggest viewing night), with the networks rotating origination of the programs. PBS and cable networks such as C-SPAN and The Monitor Channel are invited to pick up the "Nine Sundays" feed.

Ellis said last week that a meeting has been scheduled in New York on Oct. 2 to discuss the plan further with network news executives. He said the written proposal was simply a starting point that could work even if only one network decided to participate.

The networks are also discussing debate issues with the Commission on Presidential Debates (CPD), the Washington-based bipartisan group that expects to sponsor several post-convention debates in 1992, as it did in 1988.

The format of the 1988 debates has been criticized for lacking the point-counterpoint combativeness of classical debates, although CPD Director Janet Brown pointed to an ABC voter survey that found them to be the single most important source for deciding how to vote for 37% of those polled.

According to network executives, major flaws last time included the panel of questioners (as opposed to having just one questioner), the live audiences, which can be manipulated by the political parties, and the fact that communities bidding as sites have to come up with the money to stage the debates. —SM

## FOX CONVENTION PLAN

The Fox Broadcasting Co., through its Washington-based Fox News Service, is currently developing plans for covering the 1992 elections. FNS Vice President Paul Amos said Fox officials would be meeting with affiliate news directors at this week's RTNDA gathering in Denver to pinpoint their specific wants and needs for the 1992 election. Coverage, he said, will be dictated by affiliate demand, as well as their willingness to help fund the effort. The coverage won't be as extensive as that provided by the big three. Amos said: "We're just not there yet." Some special programs may emerge, as well as cut-ins to regular programing. "We'll definitely have a presence at the conventions," Amos said. This week's meeting will discuss election coverage, he said, and also give Fox officials another opportunity to pitch affiliates on getting into the news business.

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Allbritton's ALLNEWSCO premieres Oct. 7 in Washington; separate regional newscasts will cover Maryland, D.C. and Virginia

**T**wo weeks from today, the nation's third 24-hour local cable news service is scheduled for launch. ALLNEWSCO, owned by Allbritton Communications and set to serve the Washington area, will join News 12 Long Island and Orange County Newschannel in the vanguard of local cable journalism.

The more ambitious the local cable news project, the higher the stakes, and in a tougher advertising environment the stakes only get higher. News 12, in its fifth year of operation, has drawn closer to breaking even, and OCN, now one year and one week old, is behind projections, but that has not dampened the enthusiasm of OCN executives.

ALLNEWSCO faces not only a tough advertising environment but also the added twist of operating in the same market as Allbritton's WJLA-TV Washington. But the organization is plowing ahead, with 100 new hires—the bulk of the operation—set to begin work this week in advance of the Oct. 7 launch.

John Hillis, president and chief operating officer of ALLNEWSCO, said the reason the service is being developed and launched "probably relates to the confidence Joe Allbritton has in the project, the need for the programing and the potential for revenue even in a difficult market."

ALLNEWSCO will start producing full trial newscasts next week, and Hillis said the service plans to launch with 11 hours of live news on opening day. The segments at 6-9 a.m., noon-4 p.m., 4-5 p.m. and 5-8 p.m. will be live, the others taped. The dayparts will be broken into cycles, which will include news, weather, sports and traffic information. In the early morning, cycles will be every 15 minutes, followed by one-hour cycles during the afternoon and half-hour cycles from 4 to 9 p.m. One-hour blocks will be scheduled at 9 and 10 p.m.

ALLNEWSCO will go head-to-head with local affiliates with a half-hour at 11 p.m. Taped half-hours will be repeated throughout the night, with the capability to insert and go live at any time.

What will set ALLNEWSCO apart from OCN and News 12 will be the three regionalized editions it will program from 5 to 9 p.m. Each edition (Maryland, Virginia and the District)



The ALLNEWSCO control room, set for staffing Sept. 23 and service launch Oct. 7

will have its own staff, said Hillis, with a bit of overlap. At 5 p.m., the D.C. staff will anchor a live half-hour at ALLNEWSCO's lone anchor desk, while Maryland and Virginia cable systems re-

ceive taped half-hour news. At 5:30, Maryland takes over the anchor desk live, followed by Virginia at 6, and so on through 9 p.m. ALLNEWSCO can update a taped report even if the regional

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edition is not live. A story on Virginia Governor Douglas Wilder running for president, for instance, may lead the Virginia newscast but not the Maryland and D.C. editions.

Even though ALLNEWSCO is based just outside the nation's capital, Hillis said no more than 15% of its content will be national and international news. Its niche will be to fill in the local pockets the area stations cannot cover, said Hillis. For example, a local board of supervisors meeting may appear gavel-to-gavel on a cable channel, said Hillis, and ALLNEWSCO may cover the meeting and provide concise reporting on its events. "We will make efforts not to be duplicative," he said.

ALLNEWSCO occupies a 27,000-square-foot facility in Springfield, Va., and sports eight edit rooms and one production room.

Hillis declines to discuss costs, although he says they are under \$10 million. Advertising will be the revenue backbone of the service. An ad sales staff of 12 (which is expected to grow to 16) hit the streets on Labor Day, Hillis said, and there has been "a good response to presentations."

There will be 10 to 12 minutes of advertising per hour, including two min-

utes for cable operators, but Hillis said the initial numbers may be lower until more advertisers are on board. The company has been talking with Katz, the new rep for WJLA, about a rep agreement.

"We live or die by advertising," said Hillis. "The subscriber revenue component never will be an enormous piece of the pie." Area sources said ALLNEWSCO will be free for the first five years, at which point a 25-cent-per-subscriber-per-month rate card kicks in.

Although WJLA-TV is in the market, Hillis doesn't see the one Allbritton property competing against the other. "We sell the microcosm, while WJLA-TV sells the macrocosm," he said. He describes ALLNEWSCO as having the impact of television with rates the same as or less than local radio. Although the ad climate is rough, Hillis hopes that by the time the process of educating potential clients is over, the economy will be on the upswing.

One key strength ALLNEWSCO has is distribution to all immediate-area cable systems, which serve 644,000 subscribers. Additionally, all area operators will be carrying the service on channel 8, sandwiched between WJLA-TV (ch. 7) and Gannett's WUSA-TV (ch. 9).

## Orange County Newschannel hits 100% carriage mark Jan. 1; viewers riveted to teen murder trial

**A**lan Bell, president of Orange County Newschannel, is feeling good these days. His 53-week-old service has just completed an affiliation deal with Dimension Cable, owned by Times Mirror, which means that OCN will be available in every home in the county Jan. 1. It is also in the middle of live coverage of a teen-ager's murder trial, the tale of an alleged accidental shooting at a post-prom party that has riveted the attention of county residents.

OCN operates in the shadow of the Los Angeles television stations. About 15% of the homes in the ADI are in Orange county, Bell said, but because of traffic logistics and other factors, Los Angeles stations cannot cover the county like OCN.

OCN is segmented into half-hour blocks. "We're all-news radio with pictures," said Bell. The trial has been one of the journalistic highlights over the past year, he said, along with OCN's coverage during the Persian Gulf war. The area is home to many military installations, he said.

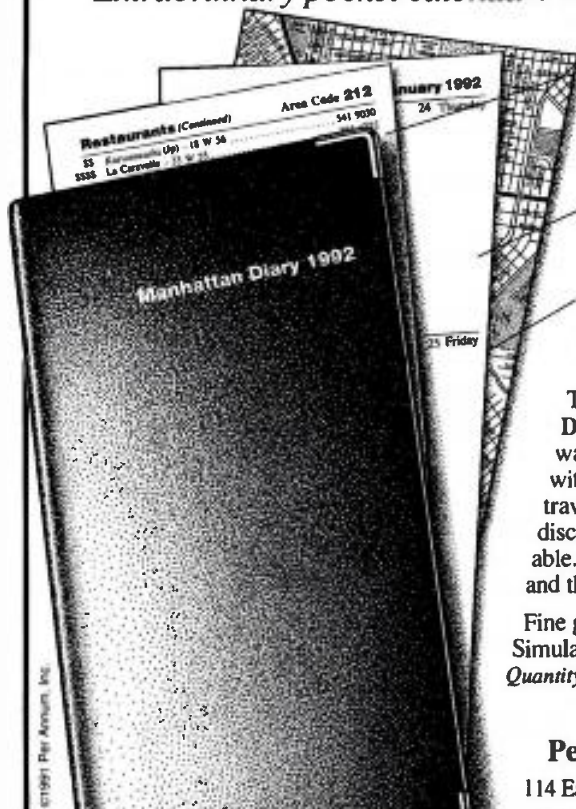
Another hit with subscribers has been OCN's high school football coverage, Bell said. The service carries highlights of 10 to 15 games on weekends and brings in key players and coaches to discuss the big plays of top games.

Bell acknowledged that advertising has been behind projections for the first year. "The ad climate is awful," he said, which is pushing the break-even point further and further into the future. "But it doesn't change our view that the business will be very important to us," he said. "We're prepared for what's happening." OCN has brought in new TV advertisers, he said, by pushing the tagline: "If you buy radio you can afford TV." The Dimension signing will boost OCN's subscriber count from 380,000 to 503,000 in January, but ad growth was slowed while OCN worked to gain 100% coverage. "It took longer to set up a distribution network than we had hoped," Bell said.

OCN is owned by Freedom Newspapers, which publishes the *Los Angeles Register*. Dimension is owned by Times Mirror, which publishes the competing *Los Angeles Times*. While OCN believed Dimension's corporate parent had something to do with the slow progress of affiliation, Times Mirror contended it needed time to evaluate the service. Eventually, several local governments put pressure on Dimension to carry it.

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OCN relies solely on advertising for revenue, and Bell says no affiliation fees are contemplated for the immediate future. While Bell, a long-time broadcast TV station executive, declines to discuss budgets, he says OCN's news operation is similar in size to that of a mid-size TV market, which suggests an annual operating budget of under \$10 million after start-up. "It's a baby service taking its first steps, rolling the clock back to the beginning of TV," he said.

**Emmy-winning News 12 Long Island, the nation's senior local cable news service, approaches break-even point**

**T**he granddaddy of 24-hour local cable news, News 12 Long Island, turns five years old in December as it approaches break-even. Like other services, it has been hit with an advertising slowdown that has curbed its financial climb. Its ad rates remain on par with Long Island's top-rated radio sta-

tion, although its audience is twice as large.

The service carries six hours of live programming daily, from 6 to 10 a.m., 5 to 6 p.m., and 10 to 11 p.m. It also programs live news on weekends plus special public affairs shows. One key daily item has been its traffic reports, aided by 12 stationary cameras that provide pictures of key commuting arteries. News 12, which serves 640,000 subscribers, won a local Emmy last year. —MS

## FLIP SIDE OF MORE CHOICE MAY BE LESS LOCAL NEWS

*Competition for viewers and listeners squeezes small-market radio stations*

**T**he growth in media choices in the '90s presents both good news and bad for radio. The good news is that there are well-established news stations in most major or large markets, and consumers turn to these stations loyally every time they need a news fix. The bad news is that many smaller-market stations can no longer afford to keep news staffs. Consequently, they are doing away with news altogether or plugging into a national news network for top-of-the-hour updates.

The latter event is the most troubling because the major advantage that radio news has over other media is its localism. The advent of cable, and particularly the strength that CNN has shown in the last two or three years, has changed the business, according to Ed Cavagnaro, news director, KCBS(AM) San Francisco. "Radio used to be way out in front," he said, "but CNN has changed the game somewhat—they are almost as good as radio in their quick approach to stories." However, said Cavagnaro, CNN cannot offer the local angle.

And though CNN may have borrowed the radio reporter's standard equipment—a four-way line—when reporting live from the bombing of Baghdad, from the consumer end radio still has a major advantage—portability. Steve Swenson, executive editor/program director, WINS(AM) New York, said: "Radio has the technological edge, because no matter how well CNN did, radio is portable. People still wake up with radio and drive to work with radio." And though television may be borrowing radio techniques for reporting, said Swenson, "they end up doing radio and lose any advantage that video may afford them."

Cavagnaro echoed that assessment: "On the consumer end, radio is everywhere with the consumer, or much more so than television." But increasingly, competition from all media sources dic-



Cavagnaro

tates that smart advertisers spread their advertising budgets around. That means that stations need to specialize and become more unique than ever, said Cavagnaro. "Up until last November, we were mostly news with some talk," he said. "Last November 1, we went all news, and marketing was the reason."

"Radio still offers immediacy," said Cavagnaro, "but this is the year, economically, that will further delineate stations that do news from those that don't." As the number of radio stations and formats increases, there will be a further decrease in the number of full-service stations, he said, because small markets simply cannot afford them. As the number of media choices increases, so too does the consumer's ability to be his or her own programmer.

At WINS(AM) the local skew is 70% of every hour, said Swenson. "We work very hard at making sure that every hour has local orientation," he said. "We always have to keep in mind the wide

variety of sources of information and entertainment that our listeners have and that we program for them."

The proliferation of formats has taken its toll. In the early 1970's and 1980's, almost all stations had news staffs. Brad Dinsmoor, news producer, WIZM(AM) LaCrosse, Wis. (market rank 247), is dismayed by the prospects for radio news in small markets. "When you go out of the big markets," he said, "it is a struggle."

WIZM(AM) programs a news/talk format. The station news staff consists of four, and the talk programming comes from assorted satellite-delivered networks. The station is profitable, said Dinsmoor, but when they first signed on seven years ago, it was very "tough." "At the time we signed on, there were some serious questions about whether we could make it work," he said. "But we have a commitment from management to providing a more than adequate news product to our community." Midwest Family Inc., the group owner, has made the commitment to sell and market the product, said Dinsmoor.

Although consumers may have more media choices, Cavagnaro says that is not necessarily better. "News competition is good," he said. "The more stories, the more perspectives, the more different stories are done."

But the cutting edge of radio journalism has in fact become very expensive. Big operations like CBS Radio and Group W can afford to keep their stations outfitted with mobile vans, portable satellite uplinks, the new SWITCH 56 (high-quality phone line) and assorted special equipment. "It makes it easier to report," said Cavagnaro. "The things that slow down television are all the equipment it takes to shoot one news bite." In the end, though, he added, it all boils down to the product coming over the high-tech equipment. —LC

# RTNDA'S NEWS SUMMIT AMONG THE ROCKIES

**T**he Radio-Television News Directors Association is expecting a crowd of 1,084 preregistered local and network news executives, educators, students and others to attend its 42nd annual convention this week at Denver's Colorado Convention Center. The 1991 RTNDA convention will feature more than 30 workshops, seminars and roundtables as well as its annual exhibition of newsroom technologies, programing and services.

Featured speakers at this year's convention will include NBC News correspondent and anchor Jane Pauley, principal Washington anchor for CNN Bernard Shaw, international journalist Vladimir Pozner and ABC News senior correspondent Carole Simpson. RTNDA will present its highest honor, the Paul White Award, to CBS News correspondent Mike Wallace.

Among the planned topics of discussion at the convention will be media

ensorship during the Persian Gulf war, the upcoming 1992 election and a half-day session on environmental reporting produced by The Media Institute and, in its first major contribution to an RTNDA convention, the Radio-Television News Director Foundation. CNN correspondent Deborah Potter will be the keynote speaker at the environmental symposium, which will also feature panel sessions moderated by ABC News's Jeff Greenfield and Barry Serafin.

## WHERE THE NEWS IS HAPPENING AT RTNDA

### Wednesday, September 25

All sessions in the Convention Center, unless otherwise noted.

2-3:15 p.m. Workshops for Early Arrivals—*They Shoot Pictures. Don't They?*; *Digital Toys*, and *Student/Educator Session—Part I, From J-School to the School of Hard Knocks*.

3:30-4:45 p.m. More Workshops for Early Arrivals—*Producing vs. Assembling—How much attention do you pay to your newscasts?* and *Student/Educator Session—Part II*.

6-7:15 p.m. Edward R. Murrow Awards reception.

7:30-9 p.m. Edward R. Murrow Awards presentation. *Keynote address by Bernard Shaw, CNN.*

### Thursday, September 26

7:30-9:15 a.m. RTNDA business meeting breakfast.

9:30-10:30 a.m. Opening general session. *Welcome by Colorado Governor Roy Romer. Chairman's report by Rob Sunde. ABC Information Network. President's report by David Bartlett. Speaker: Vladimir Pozner.*

10:30-11:30 a.m. Spouse welcome brunch.

10:45 a.m.-12:15 p.m. Concurrent sessions: *War, Access and Responsibility. Bicentennial Program. Killer AM's. Vocal Expressiveness: Bringing the News Story to Life.*

11:30 a.m.-12:15 p.m. New member/convention first-timers reception.

12:30-2:30 p.m. Luncheon, campaign speech for RTNDA chairman-elect. *Speaker: Jane Pauley, NBC News.*

2:45-5 p.m. Workshop—*Management Ethics: Making the Right Decision.*

2:45-3:45 p.m. Roundtables: *Small-Market TV: Selling News—TV: Selling News—Radio: The Ratings Are In and You're Out!*; *Open Discussion of Legal Issues: Hiring Smart; Voice Training: The Future of Newsfeeds; Planning for Disaster—Radio; News Graphics—TV; One-Person Radio Newsrooms; Wire Services; Using Amateur Video; Solving Your Toughest Management Challenge: "Newsroom Problems."*

2:45-4 p.m. Workshop: *What Channel Are We Anyway?*

4-5 p.m. Roundtables: *Small-Market TV (repeat); Selling News—TV (repeat); Selling News—Radio (repeat); The Ratings Are In and You're Out! (repeat); Open Discussion of Legal Issues (repeat); Hiring Smart (repeat); Voice Training (repeat); The Future of Newsfeeds (repeat); Overseas News on a Shoestring—Radio; Planning for Disaster—TV: Set Design on a Budget—TV: Overseas News on a Shoestring—TV: Using Ama-*

*teur Video (repeat); Solving Your Toughest Management Challenge: "Problem People."*

5-7:30 p.m. "News Center '91": Exhibition grand opening.

7:45-9 p.m. Concurrent radio and television critiques.

### Friday, September 27

7:30-8:45 a.m. AEJMC Educator Breakfast.

7:30-8:45 a.m. Minority Issues Breakfast.

8-11:45 a.m. Environmental Reporting Forum. *Speaker: Deborah Potter, CNN.*

9:30-11:30 a.m. Workshop: *Coaching Writers to Greatness.*

10 a.m.-5 p.m. "News Center '91": Exhibition open.

Noon-2 p.m. Exhibition Hall luncheon.

5-6:30 p.m. RTNDF third annual auction and reception.

7:45-9 p.m. Concurrent workshops: *Radio and television critiques will be repeated. Financial Planning.*

### Saturday, September 28

7:30-8:45 a.m. Society of Professional Journalists breakfast meeting.

7:30-8:45 a.m. International registrants breakfast.

7:30-8:45 a.m. Workshop: *Covering '92 Politics.*

9 a.m.-12:30 p.m. "News Center '91" exclusive exhibition time.

9-10 a.m. Continental breakfast with exhibitors.

12:30-2:30 p.m. Luncheon, including announcement of RTNDA election results, RTNDF Canada report, RTNDF report, RTNDF scholarship and fellowship presentation, Rob Downey award. *Speaker: Carole Simpson, ABC News.*

2:45-4:15 p.m. Workshop: *Radio Street Survivors.*

2:45-5 p.m. Workshop: *Politics 1992.*

3:30-5 p.m. Workshop: *Super Reporters—Born or Made?*

6:45-10 p.m. Paul White reception, dinner and award. *Acceptance address by Mike Wallace, CBS News. Installation of 1991-92 RTNDA chairman, Jeffrey Marks, Maine Broadcasting System.*

# RADIO

## DEBORAH NORVILLE: TRADING UP TO RADIO

*Television's loss is radio's gain. Tonight (Sept. 23), former NBC Today show host Deborah Norville begins her three-hour nightly interview-talk show over ABC Talkradio, broadcasting from the Manhattan apartment she shares with her husband Karl and six-month-old son Niki. Norville was selected by ABC last May to take over the time slot vacated by Sally Jessy Raphael, and she says she hopes to create a "fireside chat" atmosphere that will involve her guests and call-in audience in a variety of political and social issues and contemporary trends. In this interview with BROADCASTING, Norville talks candidly about radio and television, women and broadcasting and the myth of "having it all."*



**When people hear that Deborah Norville is going to be "doing radio," they tend to think that's amazing. Do you think it's so amazing that at this stage in your career you're going to be a radio personality?**

People are surprised...and I'd be lying if I said I wasn't a bit surprised, too. TV is such a force in the everyday American experience, while radio is a part of daily life that we don't notice as much. We have it on in our cars, we have it on in our kitchens in the morning or evening, but we sometimes take it for granted. So maybe that's the reason people have said "Deborah Norville on radio?"

**But is radio something you ever anticipated doing?**

No. But, having said that, I must say I have never anticipated anything that has ever happened to me in my entire career. Did I anticipate I would ever be the host of the *Today* show? No. Did I anticipate I would ever be a network newscaster? Never in a million years. I decided to get into this business in 1976 with the idea that maybe, maybe, maybe I could one day get a job as a reporter in Atlanta. And that was my goal. So I didn't anticipate this radio job or any of the others I've had. My career got started so much further down the pike than I anticipated it was ever going to. People say "five years from now, what do you think you'll be doing?" Damned if I know. I really expected to start out in a tiny little town and one day be in Atlanta. But I started in Atlanta as a general assignment reporter, so my plan was confused before I ever got started.

**Daytime television and talk radio can be light-years apart. How do you plan on approaching a 7-10 p.m. radio audience as opposed to a 7-9 a.m. TV audience?**

The way I would have liked to approach the television audience but never got the opportunity. Basically: "Life is great, but don't take it too seriously."

**Can TV get too serious?**

Definitely. Sometimes we tend to get so wrapped up in the importance of the media that we lose sight of the fact that we're all just trying to get through the day. We're trying to balance the household budget, get the kids to school, keep groceries in the house, pick up the dry-cleaning. That's what life is all about. We just can't get so bogged down by the self-importance of the guys in Washington who represent us but sometimes seem like they're from another planet and aren't going to change our day-to-day lives anyway.

**What do you think radio will offer you and your listeners that you haven't been able to achieve on television?**

Radio has less structure, less stress, both for the host and the listener. I don't want anyone to spend a few hours with this program and turn it off, going "Ohhh, I'm worried now." Television news is criticized—and very often it's warranted—for only telling the bad stories. Well, on radio we'll talk about the negative things, but we're not going to talk *only* about the negative things. This program will be a chance to hear from

people who are involved in the events and trends and the movies and TV programs that people are interested in, and maybe learn a little more about people and politics and news events, and give listeners a chance to ask questions about those things. But moreover, once it's all said and done, we're not going to worry about it.

**Are you looking forward to having more than six minutes to interview your guests?**

Absolutely. Three hours is such an incredible luxury. It's what everyone in TV dreams of: the time to really cover a subject. We've got time to let the audience be a part of the process. In the six months I've been home I've noticed I'm back in my old habit of screaming at the TV: "Why didn't you ask him this?" Well, people at home will have a chance to not scream at the radio, but pick up the phone and dial 1-800-228-0220 and ask the question themselves.

**You have experience interviewing people, but are you anticipating that your callers may be a little different?**

Not really. While the calls will be screened, there's always the possibility in any live situation that Mr. Whacko is going to get on. But you can count on one hand the number of times that's actually happened in radio. But that's also what makes radio fun. It's fun to be sitting in your car and thinking: "I don't know where this guy is going with his question; it will be interesting to see how Deb handles it." That's what makes the live situation exciting for the audience as well as the host...and I thrive on that kind of thing. I don't like working with a script. It's more fun to go seat-of-the-pants.

**Do you think you would have received as much attention as you have over the last year if you weren't a woman? Are women treated differently, or at least "separate but equal," in this business?**

I've been a woman all my life, and people have always looked at me differently than they have the men. Look at any of the women's magazines. They print features about Diane Sawyer and how Maria Shriver does her makeup, the life and times of Jane Pauley. They focus on women broadcasters differently than they focus on men broadcasters. You never see a feature on Peter Jennings at home. People have a fascination with the women in this business, and maybe that's because many of the women in broadcasting have two very clear and distinct lives. They are professionals in radio or TV, yet almost all of them are married, most of them have families, and they're out there trying to juggle piano lessons and ballet and soccer practice, just as the people listening at home do.

**And they can't relate to the men?**

I dare say it's a little more difficult for the average guy or gal to relate to Dan Rather, who probably has lunch with the visiting head of Lithuania, does his broadcast and then that night may go to an important dinner with Henry Kissinger and eight other VIP's. Most of us just don't do that.

**As you said, you've been home for six months. In that time how have you prepared for this show?**

I haven't sat around and let my brain turn to total mush, but it has gotten a little soft around the edges. One of the things I've done to get plugged back in is to really read magazines instead of just looking at the pictures, voraciously read newspapers, watch TV. As far as the technical part of the program is concerned, we've been doing rehearsals at the studio and from my house, just to get used to the timing. We're also putting some interviews on tape just for those horrible moments when the wires break and we're still on the air.

**Are you worried about how intrusive this show will be on your home life?**

Yes, 7 to 10 at night is my "together time" with my husband,

when we talk about what's going on, catch up with each other. Before I accepted this job, my husband and I had some very long, serious talks about this. And it was his decision to make. I was eager to do this, but I would not have done it if I had not had his complete support. A job like this is not just one person, it's the entire family because of the time frame we're working in. But he is 100% behind it—which he'd have to be, since I'm going to be doing it from home.

**Will your program take on a "fireside chat" atmosphere?**

That would be great. My little boy's going to be right down the hall. Niki's six months old, and it won't be long before he's going to be crawling, walking, coming right down the hall. And one night I'll be saying "Hello, this is Deborah Norville with my co-host, Niki." But I hope it's like a fireside chat.

**What guests will be in your home, and which ones won't be?**

Technically it's feasible to have only one at a time at home. Panels and multiple guests we'll do from the studio, and I'll go over there. We will do phone or satellite hook-ups with guests who are outside New York, but one is all we can fit in that room. And I'm certainly not going to invite ax murderers into my living room.

**I'm told by ABC Radio News that directly following the aborted Soviet coup last month you and your family visited Estonia. What was it like to be in the middle of all that change?**

Absolutely incredible. I had been in Estonia three years ago, and the change since then was phenomenal. My husband is a Swedish citizen, born and raised in Sweden, but his parents were refugees during the war in Estonia. His maternal grandmother is still there, as are other relatives. This summer we'd made arrangements for visas, and they came through the day the coup started. We were absolutely devastated. Then three days later the coup fell apart, and we went. We flew in, met great-grandma, and then I left the baby with her while I went out and played reporter.

**Does it bother you that leaving the *Today* show and staying home to be with your family has derailed your "fast-track" career?**

Not at all. Having my baby and realizing the responsibility of getting him off to a good start—there's just no more important job. And I've been incredibly lucky. My career has so far eclipsed what I ever expected, and I thank God every night for that. But I also know that because I've had all these opportunities, I can step off the merry-go-round and focus a lot more of my energy on my personal life, on my little boy, on my husband. And if my career "suffers," so be it. It's not the only wheel that turns in the world.

**Still, without that day-to-day intellectual challenge a lot of people tend to get lethargic and to atrophy. Are you concerned that Deborah Norville will be getting the intellectual stimulation she needs?**

That's what I meant when I said my brain was starting to get a little soft around the edges over the last six months. I need this job to stay sharp. I need to work. I am a happier person if I'm intellectually challenged—and there's nothing more challenging than knowing you're going to spend three hours a night with potentially anybody and everybody in America. It will be fun for me, and it will be fun for the listeners. You're right. I do need to have something to focus my brain cells on or I won't be happy. But, on the other hand, I also know that I'd be very unhappy if I thought my child was being raised by someone else. I don't want to be that kind of mother. And if that means I'm not jetting around the world for NBC News, hey...big sacrifice. I'll jet around the world on ABC Talkradio instead.

-REB

# AOR STATIONS POST TOP GAINS IN SUMMER SURVEY

*Urban contemporary and contemporary hits radio continue to dominate biggest markets*

**R**adio stations programming urban contemporary and CHR formats continue to dominate the top-10 markets, according to just-released Birch summer survey numbers, but the biggest gains were posted by album-oriented rock stations: in New York, Group W's WNEW-FM jumped from 4.3 to 5.3 after undergoing some format fine-tuning this year, and in Chicago, newcomer WWBZ-FM continued to improve, moving from 4.1 to 5.8. Other AOR gainers

included KITS(FM) San Francisco, growing from 2.4 to 3.2, WWDC-FM Washington, from 3.9 to 5.4 and CBS rocker KTXQ(FM) Dallas, from 6.4 to 7.7.

Market-by-market highlights include:

■ New York: Urban-formatted WRKS-FM gained slightly from the spring survey, from 7.5 to 7.7, to finish number one, while WQHT(FM) slipped ahead of fourth-place finisher WBLS(FM). All-sports WFAN(AM) grew from 3.3 to 4.0, tucked in behind all-news WINS(AM) at

4.1.

■ Los Angeles: CHR outlet KIIS-AM-FM edged ahead of spring leader KKBT(FM). Capacities/ABC talker KABC(AM) went up from 4.6 to 5.4, and Howard Stern's new outlet KLSX(FM) inched up from 3.1 to 3.2.

■ Chicago: Urban leader WGCI-FM moved from 9.4 to 10.6, well ahead of WGN(AM) with 8.2. CBS CHR WBBM-FM retained third place with 7.4, well ahead of fifth-place WVAZ-FM at 4.5.

## BIRCH SUMMER NUMBERS

Spring 1991 vs. Summer 1991

### 1. New York

WRKS-FM	Urban	7.5	7.7
WQHT(FM)	CHR	5.2	5.5
WNEW-FM	AOR	4.3	5.3
WBLS(FM)	Urban	5.4	4.8
WCBS-FM	Oldies	4.3	4.1
WHTZ(FM)	CHR	4.0	4.1
WINS(AM)	News	4.4	4.1
WFAN(AM)	Sports	3.3	4.0
WXRK(FM)	Classic rock	3.5	3.9
WNSR(FM)	Soft AC	3.5	3.3
WOR(AM)	Talk	3.6	3.3
WQCD(FM)	Jazz	2.9	3.2

### 2. Los Angeles

KIIS-AM-FM	CHR	6.4	6.7
KKBT(FM)	Urban	6.6	6.0
KLOS(FM)	AOR	6.3	5.6
KABC(AM)	Talk	4.6	5.4
KOST(FM)	Soft AC	4.6	5.3
KPWR(FM)	CHR	5.0	4.4
KROQ-FM	AOR	4.4	3.7
KLSX(FM)	Classic rock	3.1	3.2
KRTH-FM	Oldies	2.3	2.9

### 3. Chicago

WGCI-FM	Urban	9.4	10.6
WGN(AM)	MOR/Talk	8.0	8.2
WBBM-FM	CHR	8.7	7.4
WWBZ-FM	AOR	4.1	5.8
WVAZ-FM	Urban	6.7	4.5
WCKG(FM)	Classic rock	4.5	4.0
WUSN(FM)	Country	4.7	4.0
WLUP-FM	AOR	3.6	3.8
WXRT(FM)	AOR	3.2	3.8
WBBM(AM)	News	3.9	3.4
WNUA(FM)	AC	3.2	3.3

### 4. San Francisco

KMEL(FM)	CHR	8.5	9.3
KGO(AM)	News/talk	8.6	7.9
KSOL(FM)	Urban	4.1	4.6

KCBS(AM)	News	4.3	4.3
KIOI(FM)	AC	3.1	3.4
KSAN(FM)	Country	2.8	3.3
KFRC(AM)	Classic MOR	2.8	3.2
KITS(FM)	Modern rock	2.4	3.2
KNBR(AM)	Sports/talk	3.2	2.8
KBLX-FM	New AC	2.8	2.6

### 5. Philadelphia

WUSL(FM)	Urban	10.8	8.7
KYW(AM)	News	6.8	7.3
WMMR(FM)	AOR	8.1	7.2
WIOQ(FM)	CHR	6.6	7.1
WYSP(FM)	Classic rock	7.6	6.6
WPEN(AM)	Nostalgia	5.3	5.8
WXTU(FM)	Country	4.1	5.1
WDAS-FM	Urban	5.5	4.6
WEGX(FM)	CHR	4.7	4.5
WWDB(FM)	Talk	4.5	4.4

### 6. Detroit

WJLB(FM)	Urban	8.8	8.5
WJR(AM)	MOR/n-tlk	7.0	7.2
WHYT(FM)	CHR	7.3	6.2
WJZZ(FM)	Jazz	4.8	5.6
WWWW(FM)	Country	5.1	5.5
WCSX(FM)	Classic rock	4.4	5.3
WMXD(FM)	Urban	2.9	5.3
WDFX(FM)	CHR	4.6	5.2
WLLZ(FM)	AOR	5.9	4.4
WRIF(FM)	AOR	4.7	4.2

### 7. Washington

WPGC-FM	CHR	12.2	13.4
WKYS(FM)	Urban	6.4	6.3
WMZQ-A-F	Country	4.8	5.7
WWDC-FM	AOR	3.9	5.4
WGAY-FM	Easy	4.2	4.5
WAVA(FM)	CHR	5.2	4.2
WASH(FM)	AC	4.3	3.8

WCXR(FM)	Classic rock	3.3	3.8
WXTR-FM	Oldies	2.4	3.4
WMMJ(FM)	AC/Motown	3.3	3.3
WRQX-FM	Hot mix	3.1	3.3

### 8. Dallas-Fort Worth

KSCS(FM)	Country	11.0	11.0
KTXQ(FM)	AOR	6.4	7.7
KJMZ(FM)	Urban	4.9	6.1
KPLX(FM)	Country	7.2	6.0
KKDA-FM	Urban	7.0	5.9
WBAP(AM)	Country	4.3	5.4
KEGL(FM)	CHR	4.9	4.8
KVIL-AM-FM	AC	5.1	4.7
KZPS(FM)	Classic rock	3.0	4.0
KDGE(FM)	New rock	3.3	3.8

### 9. Boston

WZOU(FM)	CHR	10.0	10.8
WXKS-FM	CHR	7.0	7.9
WBCN(FM)	AOR	6.6	7.3
WBZ(AM)	AC	5.6	5.4
WRKO(AM)	Talk	6.2	5.2
WBMX(FM)	AC mix	3.2	4.2
WZLX(FM)	Classic rock	4.7	4.2
WHDH(AM)	Talk	3.5	4.1
WODS(FM)	Oldies	4.2	4.0
WSSII-FM	Easy	4.7	3.9

### 10. Houston/Galveston

KIKK-FM	Country	10.0	9.4
KLOL(FM)	AOR	7.6	8.1
KILT-FM	Country	6.8	7.7
KBXX(FM)	AC	3.3	7.5
KMJQ(FM)	Urban	7.1	5.5
KHMX(FM)	Mix	5.3	5.3
KRBE-FM	CHR	4.2	5.1
KODA(FM)	AC	4.2	4.8
KZFX(FM)	Classic rock	4.5	3.6
KHYS(FM)	Urban	2.5	3.4
KLDE-FM	Oldies	2.9	3.2

■ San Francisco: CHR KMEL(FM) looms almost 5 points ahead of its nearest FM competitor, and 2 points ahead of news/talker KGO(AM), in second place. Urban-formatted KSOL(FM) moved from 4.1 to 4.6, slightly ahead of all-news KCBS(AM).

■ Philadelphia: Urban outlet WUSL(FM) dropped from 10.8 to 8.7 but retained the market lead, followed by Group W's KYW(AM), which rose from 6.8 to 7.3, and sister station WMMR(FM), which dropped from 8.1 to 7.2. Nostalgia-formatted WPEN(AM) rose from 5.3 to 5.8, and country outlet WXTU(FM) jumped from 4.1 to 5.1.

■ Detroit: Urban contemporary WJLB(FM) declined slightly, from 8.8 to 8.5,

but continued to rank number one, ahead of WJR(AM), which grew from 7.0 to 7.2. Jazz outlet WJZZ(FM) rose from 4.8 to 5.6, and urban contemporary station WMXD(FM) climbed from 2.9 to 5.3.

■ Washington: CHR giant WPGC-FM widened its market lead—climbing from 12.2 to 13.4—over second-place WKYS(FM), which dipped slightly from 6.4 to 6.3. Country outlets WMZQ-AM-FM moved up from 4.8 to 5.7, and classic rocker WCXR(FM) rose from 3.3 to 3.8.

■ Dallas-Fort Worth: Country outlet KSCS(FM) retained its number-one spot and 11.0 rating from the spring, almost five points ahead of third-place urban KJMZ(FM), which jumped from 4.9 to 6.1. Country station KPLX(FM) dipped to

6.0 from 7.2, just ahead of KKDA-FM with 5.9. Classic rocker KZPS(FM) rose from 3.0 to 4.0, and new rocker KDGE(FM) went up from 3.3 to 3.8.

■ Boston: CHR outlet WZOU(FM) grew from 10.0 to 10.8 to remain in the number-one spot, followed by CHR WXKS-FM, which also gained, from 7.0 to 7.9. AOR-formatted WBCN(FM) rose from 6.6 to 7.3, and mix-formatted WBMX(FM) jumped a full point to 4.2.

■ Houston-Galveston: Country outlet KIKK-FM declined from 10.0 to 9.4, but retained the lead over gaining album rocker KLOL(FM), which rose from 7.6 to 8.1. Country KILT-FM also gained, from 6.8 to 7.7, and new adult contemporary KBXX(FM) rose from 3.3 to 7.5. —4C

## RIDING GAIN

### JULY JUMP

Radio advertising revenue for July increased 2.6% over July 1990, according to the index of revenue pool results compiled by the Radio Advertising Bureau. Revenue growth figures were adjusted to reflect the fact that July was a four-week broadcast month in 1991 but a five-week month in 1990.

Local revenue posted a 3.5% increase in July, with the RAB reporting increases in every region of the country. National revenue was essentially flat, up 0.1%. Radio revenue year-to-date is down 3.1%, with local revenue down 3.5% and national revenue down 1.4%.

### NEWS SERVICES AT BRN

The Radio Business Network announced the addition of two new services to its network for music and non-music formats. *BRN Highlights* consists of three short hourly updates: "The Business Report," which provides business news and market information from around the world; "The Business of Living," with consumer news, and "Travelers' Weather," which offers news of airport delays as well as weather.

*BRN Forum* features interactive talk programming on consumer and business topics. BRN's financial talk show, "The Ways and Means Committee with Don McDonald," will be a part of *BRN Forum*. BRN is in its fourth year

of operation and has 83 affiliates throughout the U.S., Mexico, the Caribbean and Puerto Rico.

### CUT UP

Cutler productions in Los Angeles is launching the Cutler Comedy Network, a total morning-show package that will provide fully produced comedy bits and a collection of information on anniversaries, birthdays, jokes, one-liners, odd news stories and trivia. Company President Ron Cutler says he conducted extensive research with program directors in top markets to determine what their stations needed to improve their morning shows. "We're not just a comedy service, not just a joke sheet, not just a morning prep service," he said, explaining that CCN is a "user-friendly" package

available by barter. Cutler Productions currently produces *Cruisin' America* and *On The Move* for CBS Radio.

### COUNTRY AIR

For the ninth consecutive year, the Mutual Broadcasting System will broadcast the *1991 Country Music Association Awards Show* Oct. 2 beginning at 9:00 p.m. (ET/PT) live from the Grand Ole Opry. The 2-hour program, sponsored by Chevrolet and simulcast with CBS-TV, is set to air on 425 radio stations nationwide. Immediately following the broadcast, Lee Arnold, host of Mutual's *On A Country Road*, presents a one-hour exclusive post-awards *Party With the Stars* show, featuring on-the-scene interviews with all CMA winners and other special guests.



A panel at Radio '91, hosted by the Interep Radio Store, on how to market radio successfully in difficult times included Ralph Guild, moderator, chairman of the Interep Radio Store; Jack Myers, president of Myers Marketing and Research; Judy Jordan, assistant vice president, advertising and sales promotion of Delta Air Lines, and Page Thompson, executive vice president and director of media programming of DDB Needham.



# After Another Championship Year...



## 1990-1991 RANKING

	Households	Kids 2-11	Kids 6-11
1. Tale Spin	4.3	8.9	9.0
1. Chip 'n Dale	4.3	8.6	8.1
3. Tiny Toons	4.2	8.3	8.3
4. Ninja Turtles	3.9	8.1	7.9
5. DuckTales	3.8	6.9	6.7
6. Gummi Bears	2.6	4.6	4.2

SOURCE: NTI, PTD-8/25/91, GAA where available.

Disney leads the league in hits!

Look at Disney's stats for 1990-91! With quality animation and hilarious fun and adventure week after week, it's no wonder we're the fan favorite—with **Tale Spin** and **Chip 'n Dale** tied for 1st place.



# We Welcome Th



After his first week at bat (and before **JUT** levels have risen), this rookie prospect is already leading the league, with a powerful 4.6/12 CMA in Households. It looks like another great year for the DisneyAfternoon and their newest player, Darkwing Duck!

Source: NSI Households, CMA week of 9/9/91.

is Season's MVP!



#1 FIRST WEEK 4.6/12  
**DARKWING  
DUCK**



© DISNEY

# PROGRAMING

## THE RISE AND RISE OF PROGRAM PRICES

*Networks and studios point fingers at each other for increases over past six years*

**N**early two weeks ago the four network television entertainment division presidents sat before a Hollywood luncheon crowd and repeated a common theme. If television production costs aren't brought more in line with economic realities, the networks will have to rely more and more on low-cost programing, like reality shows, in the short run—and in the long run may have to cut back the number of hours of prime time programing they air. Although blame for the exorbitant rise in costs is bounced back and forth between

networks and studios, depending on which executives are the featured speakers at a particular luncheon, the breakdown of costs to produce a half-hour show this season versus six years ago indicates that the increases are being shouldered by both entities.

In comparing license fees, the networks are paying an average of nearly 45% more this year for a half-hour series than they did in the 1985-86 season. "License fees have escalated well beyond the escalation of advertising revenues," complained one network execu-

tive.

Most notable for the studios is the bottom line, where the average deficit per show assumed by the studios is approximately \$250,000, five times the burden six years ago. That works out to an average of \$6.5 million in the red for each half-hour produced on a yearly basis.

"The cost of the actual physical production has not grown at an alarming rate," said Peter Tortorici, executive vice president, CBS Entertainment, "rather it has risen more along the lines of typical inflationary growth. Where things went crazy were the above-the-line costs, especially for writer-producers."

The explosion in compensation for writing and producing talent came during a year-and-a-half- to two-year period following the launch and growth in popularity of *The Cosby Show*, which signaled a return of the half-hour form after network observers had declared the situation comedy a dead format. "When comedies were deemed to be the next big thing, a lot of speculation was done and many writer-producer teams were signed to big deals," said one network source. "They [the writing and producing deals] were, and are, beyond what the market could sustain. Those deals don't make sense in today's environment, but they're still around," said another network executive. "There's a tremendous amount of overhead being amortized among episodes because of those deals," he said.

While both the networks and studios agree that long-term contracts tying up writing and producing talent is the area where costs have risen the most, both point the finger at each other for the development. Network executives commonly point out that the studios offered the deals to the writer-producer teams, while the studios argue that the networks decry those deals but turn around and insist on working with only those few people. "Do network programing executives fall in love with a talent for a particular show? Yes, but the amount that we'll pay for that talent has

### THE COST OF A NETWORK HALF-HOUR

License Fee .....	\$275,000
Cast .....	\$40,000
Guest Cast .....	\$3,000
Writer .....	\$12,182*
Director .....	\$9,964
Below-Line Costs ...	\$150,000
Post-production .....	\$25,000
Producing Unit .....	\$40,000
Agent .....	\$3%/3%/10%
* \$6,310 for repeat	
Deficit .....	\$50,000

1985-86



License Fee .....	\$450,000
Cast .....	\$125,000
Guest Cast .....	\$10,000
Writer .....	\$13,969*
Director .....	\$12,685
Below-Line Costs ...	\$275,000
Post-Production .....	\$60,000
Producing Unit .....	\$125,000
Agent .....	5%/5%/10%
* \$7,235 for repeat	
Deficit .....	\$250,000

1991-92



changed," said a network executive.

One area where studios and the networks agree is the package deals made with agents. In the past, agents were given a package deal by the studio when they put together many of the components of a television series, including the star, writer, producer and director. For that service the agent was paid a per-episode fee and a percentage of the profits. Today, according to TV executives, agents are too often able to extract package deals by bringing only one component of the package.

"You have to start with the agents. Agents have to re-educate their clients about the environment. They have to lower their clients' expectations. The agents as well as others took advantage of the explosive marketplace due to the growth of general syndication and the foreign market," said one network executive. "Package deals are troublesome because they present such a big dollar figure. Nobody minds paying for a job well done, and many times agents do a wonderful job of putting a show together. But too often an agent uses the leverage he has by representing certain clients to extract a package deal," said another network executive.

"I don't think those [package deals] are a major part of the cost," said Jerry Katzman, agent at the William Morris Agency, and who represents English/Shukovsky Productions. "You're talking about \$15,000 an episode," he said, referring to the first percentage an agent receives for a package deal. "The major cost of a show is [caused] by the refusal of the networks to say no," said Katzman.

The 3%-3%-10% formula used most often in 1985-86 is still used today by agents; however, several studio sources said many agents are extracting "the more onerous 5%-5%-10% package," as one studio executive called it. The breakdown of the formula is as follows. The first figure is a percentage of the license fee paid to the agent from each episode. So if the license fee for a show that an agent has a package deal with is \$450,000, the weekly fee will be \$22,500. The agent receives this fee for the life of the show, and if for some reason the agent (actor, writer, director, etc.) does not bring to the show leaves the studio, the agent continues to receive his percentage. The second figure is also based on the license fee, and the agent receives an additional 3% or 5%, depending on which formula is used. This percentage kicks in to the agent and is tied to the profitability of the series. The final percentage, and the one that can be the most lucrative to the agencies, is tied to the back-end, or syn-

dication, revenues of a series. For instance, when *The Golden Girls* was sold into syndication, industry reports put Buena Vista's licensing fees in upwards of \$200 million. Depending on what kind of deal was negotiated, if an agent had a package deal for the network run of the series, his back-end percentage could net him up to \$2 million in addition to the show's other revenues.

The cost breakdowns shown represent the major costs for a network half-hour filmed series produced in the 1985-86 and 1991-92 seasons. In most cases figures used are an average of costs given by studio and network sources. While

the figure shown for 1991-92 license fees is \$450,000, that figure can range anywhere from \$375,000 to more than \$1 million in special cases. Paramount, for instance, has been reported to receive approximately \$2 million an episode in license fees from NBC for the most recent renewal of *Cheers*. Also, director and writer fees used are scale and supplied by the Writers Guild of America and the Directors Guild of America. Those payments also have wide ranges depending on whether the script has been submitted by a first-time writer or the episode has been written by the executive producer. —SC

## GGP'S DO-IT-YOURSELF STRATEGY

*Producer has made specialty of prepackaged coverage*



Winners are interviewed in GGP's 'Escape from Alcatraz Triathlon' coverage for NBC

**N**o one was bitten by sharks," said a relieved Bob Horowitz, vice president and general manager of GGP (Golden Gaters Productions), in reference to the man-eating fish that he said followed the swimmers in the *Escape from Alcatraz Triathlon*. The remote production, taped two weeks ago in and around San Francisco Bay (for broadcast on NBC's weekend sports lineup Oct. 5 at 4:30 p.m.), is one of several creatively prepackaged events GGP has engineered to avoid the financial sharks who have circled production/distribution companies in recent years.

Pre-sponsored network productions is an area where Horowitz sees the company "most aggressively creating new opportunities" over the next few years,

and is just one of several avenues GGP has carved out since its restructuring in 1978. Rather than receiving a straight license fee from NBC for the 90-minute *Alcatraz* special, GGP instead sold all the commercial time and corporate sponsorships itself and is buying the air time from the network. Although several production companies have made network time period buys in the past, GGP, under Horowitz's guidance, is honing the prepackaged concept with three hour-long *Tournament of Champions* skiing specials slated for telecast on CBS this fall and winter.

Also gaining a significant posture in syndication as the producer and distributor of sports and general information specials, GGP is going into the 1991-92

season with 12 hour-long pre-Olympic specials, *Albertville '92* (February winter games in France) and *Barcelona '92* (July summer games in Spain), in addition to several tie-in specials with Time Warner Inc.-owned magazines.

However, in analyzing the "currently depressed state" of the barter ad sales market for syndicated programming, where Horowitz said commercial buys for syndicated specials previously averaged \$25,000-\$30,000 per 30-second spot, he now estimates that those same spots average \$12,000 on the upfront market. "I don't think we'll see those [\$25,000-\$30,000] rates again, at least in the foreseeable future," Horowitz said.

To make up for the shortfall, GGP has emphasized the prepackaged network specials. For the *Alcatraz* special, Horowitz said, Chrysler's Dodge auto division purchased ad time that was also

packaged with corporate "signage" throughout the swimming, running and bicycling sections of the triathlon, not to mention a Dodge pace car appearing during various times during the telecast. Visa, the credit card company, has also bought a similar corporate sponsorship for the *Tournament of Champions* specials on CBS.

From the networks' perspective, Horowitz suggested that "as the ad market gets more difficult, [buying air time with presold programming] takes the onus off the networks to sell ad time and is an easier way for them to meet budgets." He added, "Instead of paying high rights fees for some sports programming, they can sell 20 hours or more [per season] for anthology or special events programs from outside packagers."

The tie-in with Time Warner magazines has also been a source of new income for GGP and Horowitz. With the

for hiring of Hillary Mandel, formerly a program buyer with Time Warner-owned HBO, tie-in deals with TW's *Money* magazine have been completed to syndicate *America's Best College Buys*, among other financial-theme specials. *Cooking Light*, another TW magazine, is working with GGP on syndicating *Cooking Light for the Holidays*, and plans are on the drawing board to clear a *Time* magazine special the 50th anniversary of the attack on Pearl Harbor with a yet-to-be-named cable network.

Horowitz said that GGP has avoided becoming overleveraged by going with a "step-by-step growth process" of acquiring production equipment and rights to special events programming. He stresses that the Corte Madera, Calif.-based, privately held company has "no debt" and is positioned for continuing expansion in TV production and distribution. —MF

## BUENA VISTA'S BENNETT MOVES TO ACI

**J**ames (Jamie) S. Bennett, most recently senior vice president of Walt Disney Studios' Buena Vista Television Productions, has been named president and chief executive officer of ACI (Allied Communications Inc.), a leading consortium of eight independent telefilm and mini-series producers based in Los Angeles. Jon Avnet, producer and founder of The Avnet/Kerner Co. and partner in ACI, said that Bennett's mandate will be to build sales of what he says are "network budget and network quality" telefilms for domestic and international clearance on cable networks, pay per view and syndication, as well as broadcast networks.

Bennett, whose specific responsibilities will fall into the areas of acquisition, distribution and original production, signed an unspecified multi year contract with ACI and joins the privately held consortium in mid-October. Originally joining Buena Vista Television as vice president of programming and production in 1985, Bennett was largely responsible for the successful first-run development of the morning talk show *Live with Regis & Kathie Lee* and the movie review weekly *Siskel & Ebert*. He also played a role in the successful launch and development of the animated strip *Ducktales* and the recently discontinued *Win, Lose or Draw* game show strip, as well as the respected *Today's Business* news magazine strip.

Though Buena Vista Television expe-



New ACI chief James Bennett

rienced poor ratings for the recently canceled game show strip *The Challengers*, and abandoned the development of a new national lottery game show because, Disney said later, it conflicted with Disney's "family-oriented" image. Bennett stressed there was no discord within the syndication division and left on "very amicable" terms with BVT President Bob Jacquemin and Walt Disney Studios' senior vice presidents Randy Reiss and Rich Frank.

"ACI approached me some time ago, and it simply became a matter of where they approached Disney about permission to talk to me," Bennett said. "It's that rare kind of opportunity to build a new company from the bottom up.

Avnet, who was the producer of the Emmy Award-winning telefilm *Heat Wave* for HBO last season, says that ACI's future is in "doing multi-picture deals" for the cable and broadcast networks. He said the key reason Bennett was hired is his management skills and "ability to deal with all these wildly different producers in meeting our common and sometimes divergent needs."

With 14 long-form titles being readied for sale at MIPCOM in Cannes, France, Bennett said that he is going to be present at the international program conference, which is scheduled Oct. 10-14. It was also announced by Avnet and ACI that Fred Haber, president of ACI International, will maintain his overseas sales responsibilities and will report directly to Bennett. Entry into domestic and international first-run syndication, Avnet and Bennett speculated, could be one or two years away from being a reality. Avnet said the member producers hope to produce, on average, 20 titles annually and build up the library (which currently stands at approximately 45 titles) for off-network syndication.

ACI, which was founded in 1989 and is chaired by Leonard Hill, lists as consortium members The Avnet/Kerner Co., Robert Greenwald Productions, Leonard Hill Films, Michael Jaffe/Spectacor Films, The Konigsberg/Sanitsky Co., The Steve Tisch Co., von Zerneck/Sertner Films and Steve White Productions. —MF

# 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 Sep 9	ABC 15.2/25		68. MacGyver [7.2/13] 6.4/12	8.0/14	1. NFL Monday Night Football—Wash. Redskins vs. Dallas Cowboys [18.9/32] 17.5/28	19.9/31	20.6/32	18.5/31	
	CBS 13.2/22		31. Evening Shade [11.6/20]	18. Major Dad [13.4/22]	11. Murphy Brown [14.9/23]	14. Designing Wm [14.4/22]	25. Northern Exposure [12.3/21] 12.7/20	12.0/21	
	NBC 11.2/18		18. Fresh Prince* [13.4/23]	39. Adv/Mark & Brian [11.0/18]	42. NBC Monday Night Movies—Blind Faith Part 2 [10.7/17] 9.9/15	10.4/16	11.0/18	11.4/20	
Tuesday Sep 10	ABC 14.7/26		17. Full House [13.7/25]	16. Who's the Boss? [14.0/24]	4. Roseanne [17.7/29]	6. Coach [16.3/27]	20. Barbara Walters Special [13.2/24] 13.7/24	12.7/23	
	CBS 10.5/18		23. Rescue: 911 [12.6/22] 11.9/21	13.4/23	54. CBS Tuesday Night Movie—83 Hours 'Til Dawn [9.4/16] 9.1/15	9.2/15	9.5/16	9.7/18	
	NBC 10.9/19		51. Matlock [9.7/17] 9.3/17	10.2/17	26. Heat of the Night [11.9/19] 11.4/19	12.4/20	39. Law and Order [11.0/20] 11.1/19	10.8/20	
Wednesday Sep 11	ABC 9.8/17		42. Dinosaurs [10.7/20]	37. Wonder Years [11.3/19]	26. Doogie Howser [11.9/19]	53. Davis Rules [9.6/16]	64. Anything But Love [7.7/14]	64. Married People [7.7/15]	
	CBS 13.0/23		62. Jake and the Fatman [8.2/15] 7.7/14	8.8/15	9. 48 Hours* [15.4/27] 14.3/23	16.2/26	16.2/28	15.0/29	
	NBC 10.7/19		15. Unsolved Mysteries [14.1/25] 13.1/24	15.0/26	47. Night Court [10.1/16] 9.9/16	10.4/17	63. Quantum Leap [8.0/15] 8.0/14	8.1/15	
Thursday Sep 12	ABC 7.4/13		76. ABC News: Line/Sand [6.2/11] 6.2/11	6.2/11	70. American Detectives [6.7/11] 6.2/10	7.1/11	54. Primetime Live [9.4/16] 9.4/16	9.5/17	
	CBS 11.4/19		39. Top Cops* [11.0/19] 10.2/18	11.8/20	47. Trials of Rosie O'Neill* [10.1/16] 9.3/15	10.9/17	21. Knots Landing* [13.0/23] 13.1/22	13.0/24	
	NBC 12.2/21		23. Cosby [12.6/23]	26. Adv/Mark & Brian [11.9/20]	12. Cheers [14.7/24]	35. Bob Hope 'n' Friends—Memories [11.4/19] 11.7/19	11.7/20	10.7/19	
	FOX 10.2/17		57. Simpsons [9.1/16]	60. True Colors [8.5/15]	34. Beverly Hills 90210 [11.5/19] 11.0/18	12.0/19			
Friday Sep 13	ABC 10.8/21		38. Family Matters [11.2/23]	50. TGIF Comedy Spec. [9.8/20]	46. Perfect Strang. [10.2/20]	47. Growing Pains [10.1/19]	31. 20/20 [11.6/23] 11.6/22	11.7/23	
	CBS 7.9/15		72. Fantastic Facts [6.4/13]	82. All in the Family [5.5/11]	59. CBS Friday Night Movie—Always Remember I Love You [8.8/17] 6.9/14	8.6/16	9.8/19	10.2/20	
	NBC 5.7/11		73. Real Life w/J. Pauley [6.3/13]	79. Expose [6.0/12]	82. NBC Movie of the Week Friday—Amityville: The Evil Escapes [5.5/11] 5.6/11	5.5/10	5.4/10	5.7/11	
	FOX 5.9/12		76. America's Most Wtd* [6.2/13] 5.5/11	6.9/14	82. Ultimate Challenge* [5.5/11] 5.5/11	5.5/10			
Saturday Sep 14	ABC 5.6/11		86. World Gymnastics Chm [5.2/10] 5.0/10	5.5/11	78. ABC College Football Special [6.1/12] 5.2/10	6.2/12	6.7/13	5.3/10	
	CBS 6.6/12		69. CBS Saturday Movie—Throw Momma From the Train [6.9/13] 6.7/14	6.3/12	7.2/13	7.3/13	79. Rewrite For Murder [6.0/11] 6.0/11	6.0/12	
	NBC 15.3/29		29. Golden Girls [11.8/23] 10.7/22	12.9/24	13. Empty Nest [14.6/27]	7. Nurses* [16.1/30]	2. Miss America Pageant [18.4/38] 18.1/34	19.1/37	
	FOX 6.3/12		70. Cops [6.7/14]	67. Cops 2 [7.5/14]	73. AMW: Lady Killer [6.3/12]	88. Best of the Worst [4.7/9]			
Sunday Sep 15	ABC 8.6/14	73. Life Goes On [6.3/11] 5.7/11	7.0/12	35. Am. Fun. H. Videos [11.4/18]	31. Am. Funniest People [11.6/18]	61. ABC Sunday Night Movie—A Fish Called Wanda [8.3/13] 8.2/12	8.1/13	8.5/14	8.4/15
	CBS 16.6/27	2. 60 Minutes* [18.4/34] 16.8/32	19.9/35	5. Murder, She Wrote* [16.6/26] 16.0/26	17.2/26	8. P.S. I Luv U [15.7/25] 15.6/24	16.2/25	15.7/26	15.3/27
	NBC 11.3/19	66. Adv/Mark Brian [7.6/14]	57. Eerie, IN* [9.1/15]	44. Man of the People [10.3/16]	30. Pacific Station [11.7/18]	21. NBC Sunday Night Movie—Problem Child [13.0/22] 11.5/17	12.9/20	13.1/21	13.9/24
	FOX 8.2/13	85. True Colors [5.3/10]	81. Parker Lws [5.8/10]	44. In Living Color [10.3/17]	51. Roc [9.7/15]	10. Married/Chdn [15.1/23]	54. Herman's Head [9.4/15]	87. Sunday Comics [4.8/8] 5.3/9	4.2/8

WEEKLY PRIME TIME AVERAGE      ABC 10.2/18      CBS 11.5/20      NBC 11.1/20      FOX 7.7/14      YELLOW = 1/2 HR WINNER

SEASON PRIME TIME AVERAGE      ABC 11.2/20      CBS 11.2/20      NBC 11.4/20      FOX 6.3/11      \*—PREMIERE

NIGHTLY RATING/SHARE      RANKING/SHOW [PROGRAM RATING/SHARE]      HALF-HOUR RATING/SHARE      SOURCE: A.C. NIELSEN

# WASHINGTON

## CAMERAS IN THE SUPREME COURT A DISTINCT, IF DISTANT, POSSIBILITY

*Many Washington observers see a growing possibility that television may be allowed to cover High Court proceedings, but not soon*

**C**ameras in the Supreme Court? Supreme Court nominee Clarence Thomas thinks it's a good idea.

So apparently do Justices David Souter, Anthony Kennedy and Sandra Day O'Connor. And the three-year federal court experiment with cameras would not have gotten off the ground if Chief Justice William H. Rehnquist had opposed it. It would seem, then, that should Thomas be confirmed—which last week looked likely—those not opposed to the idea constitute a majority on the court.

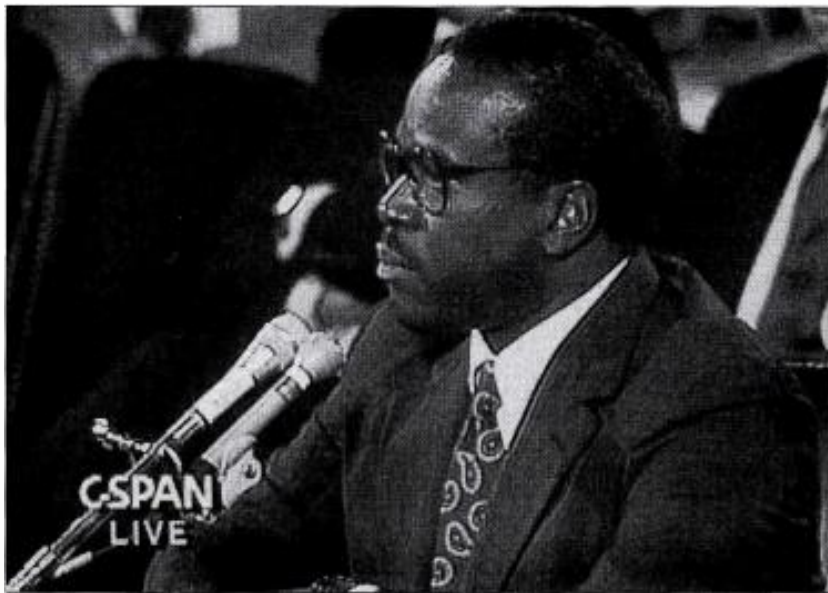
"Momentum is clearly shifting in this direction. I think we will see the day when Supreme Court oral arguments are [covered]. It would be a great service to the American people," said an aide to Senator Herbert Kohl (D-Wis.). Kohl asked Thomas, as well as Justice David Souter during his confirmation hearing, about camera coverage in the nation's highest court ("In Brief," Sept. 16).

"Thomas [is] on record saying we should televise Supreme Court oral arguments, although Souter was a little more equivocal," the aide said.

David Bartlett, president of the Radio-Television News Directors Association, said: "Thomas gave what is the most unequivocal vote of confidence to both the concept and execution of camera coverage of all courts. He came out strongly in favor of the openness and access that is fundamental to American government. He came out 100% on the right side of the issue."

Although a majority "not opposed" to cameras is considered significant by supporters, a majority is not enough. "It's my understanding that there is an agreement among the sitting Justices, at least prior to Souter, that it would require unanimous consent," said Bartlett.

Most believe it may be another five years—and perhaps a decade—before purely ceremonial coverage begins. It may be five to 10 years more before oral arguments are covered.



Judge Thomas during his Senate confirmation hearings

Opposition inside the court remains formidable. It is believed by some that cameras have no chance of being in the court until Justices Byron White, Harry A. Blackmun and John Paul Stevens III—who all grew up and practiced law before television came of age in the 1950's and 1960's—retire.

Thomas's and Souter's support is not surprising, said Bartlett. "These are guys who grew up in the television age. They're my age. We've never known anything but television. To a large degree we perceive the world through television and look upon television as the primary news medium."

Rehnquist's position is unclear beyond the belief that, like the federal experiment, he would not stand in the way should the other justices want it.

"If a majority of the justices at some point in the future were in favor, particularly if there were some strongly in favor, they would eventually dominate the

minority and get it through," said Bartlett. "A natural, demographic change takes place. Eventually, the people who sit on the court will be of Judge Thomas's age and his attitude about camera coverage. It will be considered no more unusual for cameras to cover the Supreme Court than it is for cameras to cover Congress. You have to remember that in the Eisenhower administration, live coverage of a presidential news conference was out of bounds. It was filmed and released after the fact. That wasn't a long time ago," Bartlett added.

Assuming that the old guard—White, Blackmun and Stevens—retire by the end of the decade, the long-term obstacle may be Justice Antonin Scalia. He was adamantly opposed to the idea during his confirmation hearings and has given no indication that his conviction has lessened.

To many, the irony of Scalia's opposition is that his testimony "played" the



best on television and cable. "He was very good on television. A lot of us thought that he was aware of that and presented himself accordingly," said Bruce Collins, C-SPAN vice president and legal counsel. C-SPAN has covered every confirmation (including Rehnquist's to be chief justice) since O'Connor's in 1981.

But Bartlett was and continues to be surprised at Scalia's opposition. "He's young enough to know better. Maybe he believes that government is best done in secret."

Nevertheless, Scalia's performance, coupled with C-SPAN becoming a part of the American psyche, was believed to have lessened some justices' resolve against camera coverage.

Then came Bork.

Robert Bork's confirmation process

and coverage is said to have chilled what little enthusiasm there was for it. "The justices were tremendously impressed with how television coverage of the Bork hearings was used to distort, or at least to sensationalize, the positions of Judge Bork," Collins said.

The complaint was that the press altered some of Bork's views and judicial decisions, many of which the justices were familiar with, and that his confirmation process became a stage for partisan politics to an unprecedented degree.

Many of the justices are said to have been concerned that their comments or questions—especially when playing devil's advocate or creating controversial hypothetical situations to flush out the full scope of a case's constitutional implications—would also be distorted or

reduced to sound bites without being placed in the proper context. The consequence might be less lively debates.

Not everyone agrees with that theory, though. Kohl's aide said: "I find it hard to believe it would inhibit freewheeling debate. After all, they're on the bench for life."

Bartlett sees the problem on a simpler level. Many judges, he said, "have been on the bench just long enough to forget who pays them. All nine justices are for every American citizen. We pay them. We're entitled to know what they do by the means that is the most convenient and comfortable to us. Not for them. They may feel it is more convenient to have sketch artists showing what they look like in pastels, but most Americans feel it is appropriate to see what they do on television." —PJS

## RETRANS CONSENT BILL EXPECTED FROM ECKERT

*Action in House predicted as stand-alone legislation or amendment*

**R**epresentative Dennis Eckert (D-Ohio) is widely expected to introduce retransmission-consent legislation in the House of Representatives, perhaps this week.

Broadcasting interests spent the summer seeking a House member to introduce the provision, in spite of opposition from the cable industry and much of the Hollywood production community. An Eckert spokesman said he will "likely introduce a package of bills regarding cable regulation" but "not necessarily" retransmission consent. However, other Hill sources said that Eckert has confided plans to introduce retransmission consent either as stand-alone legislation or as an amendment to the current House cable reregulation bill (H.R. 1303).

Meanwhile, the Senate cable reregulation package (S. 12)—including retransmission consent, must-carry, rate regulation and program access provisions—appears to be headed for easy passage in early October.

Retransmission consent, as proposed in S. 12, would give broadcasters the right to negotiate with local cable systems for a fee to carry their signals. Broadcasters would also be given the choice of retransmission-consent negotiations or requiring local cable systems to retransmit their signals through a newly enacted must-carry provision in S. 12.

The cable industry has protested the imposition of both retransmission consent and must carry, claiming S. 12 will lead to higher consumer cable bills.

Broadcasters say S. 12's rate regulation provisions will keep rates down. Network affiliates are hoping retransmission consent will provide a second revenue stream while smaller, independent stations say they need the option of must-carry as well.

Jack Valenti, president of the Motion Picture Association of America, has raised concerns to the Senate that retransmission consent could infringe upon the copyrights of its member companies. Valenti and National Association of Broadcasters President Eddie Fritts

held the latest in a series of meetings aimed at settling the issue last Tuesday (Sept. 17), but appear to have settled little. "It was more an information-sharing meeting, very cordial. We'll go back and see where our folks in California might be on this," said MPAA Vice President Barbara Dixon.

Fritts said the meeting was "a very thorough discussion that addressed a list of valid concerns by MPAA members." He promised to follow up with letters addressing those concerns.

There is no consensus among the ma-

## OBUCHOWSKI: DROP COMPULSORY LICENSING

**T**he time has come to eliminate the compulsory licensing scheme in the U.S. so that we can take the lead in combating compulsory licensing overseas." That's the opinion of National Telecommunications and Information Administration Director Janice Obuchowski, who added: "Many countries combat piracy of U.S. programming through compulsory license laws. While these systems have limited the effects of piracy, they do not allow the programmer to receive a free market price for its product."

Obuchowski's remarks came at Penn State's Media Globalization conference held at the National Press Club in Washington on Sept. 13.

She said some U.S. regulations "make it difficult [for U.S. broadcasters] to compete with other delivery systems domestically and in the global marketplace." One problem, she said, is the foreign ownership rule. "International mass media markets should be open to all firms, of whatever national origin, to compete on equal footing, [and] existing domestic rules and policies should not impede the ability of U.S.-based firms to compete effectively."

NTIA, she said, believes foreign ownership rules "should be relaxed to encourage both increased investment at home and open markets overseas." She said "one possible way of doing this [is] to permit foreign ownership of broadcast licenses when American companies are able to obtain equivalent access in the home country of the foreign applicant."

for Hollywood studios on retransmission consent (MPAA has not taken an official position on S. 12), but most MPAA members appear to be leaning against it ("Closed Circuit," Sept. 16). Time Warner, parent company of American Television & Communications Corp. and cable programming services including HBO, is the leading MPAA opponent of retransmission consent.

"We know Time Warner is doing all it can to influence other MPAA members to oppose retransmission consent and we remain curious to know what MPAA's position is on this cable provision rather than Time Warner's," Fritts said after last week's meeting.

Hollywood's impact on the coming S. 12 vote is expected to be minimal. The bill is expected to pass by a wide margin, and individual studios are not expected to risk angering the bill's two chief supporters—Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii)—by staging a last-minute push to stop it.

In the House, "Hollywood will not be inconsequential. On the other hand, I think there's growing concern that there needs to be a bill.... There is pretty conclusive evidence that cable is taking advantage of consumers," said Larry Irving, majority counsel for the House Telecommunications Subcommittee. Hollywood

## MMDS PROPONENT

Representative Rick Boucher (D-Va.) encouraged granting compulsory licenses to MMDS (wireless cable) in a letter to the Copyright Office. Comments on the Copyright Office's proposal to grant SMATV systems, but not MMDS or satellite carriers compulsory licenses, were due Sept. 9 (BROADCASTING, Sept. 16). Reply comments are due Oct. 9.

could potentially delay passage of legislation in the House by influencing a widely predicted jurisdictional dispute between the Commerce and Judiciary Committees over the copyright issues. Broadcasters claim retransmission, as written in S. 12, does not affect studios' copyrights. They point to the Senate, where no copyright grounds for blocking the proposal have been found.

Eckert's introduction of the provision will not gain rapid endorsement from the Commerce Committee Chairman John Dingell (D-Mich.) or Telecommunications Subcommittee Chairman Edward Markey (D-Mass.). Retransmission consent supporters are hoping momentum from a huge Senate victory will translate into stronger House backing of retransmission consent and H.R. 1303.

A key to passage of cable legislation may be the cooperation of House Republicans. The White House has informed the minority side it does not support S. 12 and H.R. 1303 and will veto the legislation as it is now written as excessively reregulatory.

Republicans say they share the cable industry's fear that retransmission consent will lead to higher bills for consumers. They also oppose the current rate regulation proposals. S. 12 permits local franchising governments to regulate rates in the absence of "effective competition" to a cable system. Effective competition is defined as competition from a "multi-channel provider" (wireless cable, regional satellite service or another cable system) as well as a significant number of broadcast signals. However, changes in the sunset and other provisions of the rate regulation proposal could sway Republican support.

White House opposition to S. 12 and H.R. 1303 could also be eliminated, some speculate, during the 1992 presidential election season. If the Bush administration is portrayed as weak on domestic issues, one relatively painless treatment may be a flip-flop on cable reregulation, which is seen as a pro-consumer issue by many. But others, citing the President's high standing in the polls, doubt such a move will be necessary. —RMS

## STUDY TO SHOW DROP IN MINORITY OWNERSHIP

*FCC actions, lack of capital seen as barrier, in spite of falling prices*

Figures that the National Telecommunications and Information Administration are expected to release next week will confirm what a few industry observers have been saying for some time: minority ownership of broadcast properties has declined substantially during the past two years.

The decline is no surprise to Jim Winston, president of the National Association of Black Owned Broadcasters. "The money's not out there for us," Winston said. "There are not that many deep-pocketed investors we can go to, and the FCC rules are not helping us right now."

The level of minority ownership has never come close to mirroring the proportion of minorities in the general population, although it nearly tripled between the mid-1970's and the end of the 1980's, from about 1% to about 3%.

Winston believes the FCC has abandoned the distress-sale policy, which allows broadcasters to sell to minorities if

their licenses are threatened by FCC action. There have only been six distress sales since 1980.

Winston may have an ally in Aaron Shainus, attorney for Georgia broadcaster Timothy Brumlik. The FCC revoked Brumlik's license last month because of a money-laundering conviction. Brumlik, Shainus said, sought to sell the property, WFXL-TV Albany, Ga., through the distress-sale policy, but was denied by the FCC. Shainus said that decision went against established FCC policy and that an appeal of their distress sale request has been filed in federal court.

Another potential boon to minority ownership, the minority tax certificate, which allows broadcasters to defer taxes on capital gains if they sell their property to a minority, is not helping now because many properties currently on the market are not likely to see the sizable capital gains that make the tax certificate attractive.

One of the frustrations, Winston said,

is that many of these properties are being offered at reduced prices but still remain out of reach for many minority investors. A reason for this predicament, he said, is that increased minority employment overall has not translated into increased minority positions for general manager or station manager—the group most likely to convince a potential investor of a broadcast venture's viability.

But some believe that a reduced rate of acquisition by minorities has not been the main cause of the overall decline. Rather, the high rate of minority-owned stations that have found themselves in financial trouble has outpaced new purchases. For some, it is a vicious cycle: because capital is in short supply to many minorities, their market may be restricted to AM's, weak or already-in-trouble FM's and small-market, usually independent TV stations, the properties the FCC and National Association of Broadcasters have consistently said are in the most trouble. —PJS

# BUSINESS

## TVB LOOKS TO THE FUTURE: COULD BE BRIGHTER

*1992 is expected to be better than 1991,  
but elections and Olympics  
may not be the boost hoped for*

**F**riday the 13th was probably an appropriate day for the Television Bureau of Advertising (TVB) to hold its first forecasting seminar, "Television 1992...Forecasting the Year Ahead." It is safe to say that no one in the room felt particularly lucky about the current state of broadcast television, and if they were looking forward to 1992, their spirits may have been dampened by day's end.

Although 1992 is expected to be better than 1991, national elections and the



Political consultant David Garth warned the TVB audience that politicians will be watching stations' handling of unit rates.

winter-summer Olympics may not provide the advertising boost the industry has been anticipating. According to the TVB, political spending will reach \$230 million next year, with \$30 million being spent on network and \$200 million spent on spot. While that figure, TVB said, is an all-time high, it is also only \$2 million more than what was spent in 1988. David Garth, political consultant and president, The Garth Group, told attendees there is probably less money available for political advertising than there was four years ago. One reason, according to Garth, is that the Federal Election Committee will likely have fewer dollars to match spending by candidates.

Political spending on the networks is expected to drop by \$8.5 million in

1992, compared to 1988. With President Bush likely to run unopposed for the Republican nomination and only three Democrats officially in the race so far, compared to eight in 1988, ad dollars could be scarce.

It is not all bad news for political advertising. Garth estimated that \$14 million will be spent in California, where there are two Senate races and seven new congressional seats. In New York, where a big Senate race is expected, Garth is looking for \$10 million in political advertising.

However, Garth warned attendees that politicians will be "watching the stations like a hawk" when it comes to unit rates. Two weeks ago, California Governor Pete Wilson and Lt. Governor Leo McCarthy filed suits against 22 stations claiming they were overcharged for spots in the 1988 election.

The Olympics also may not generate as much ad revenue as previously anticipated. Barry Kaplan, vice president, investment research, told attendees that over half of advertiser spending on the Olympics comes out of current budgets.

On a regional level, all parts of the country are showing some form of economic recovery, although that recovery is "considerably weaker than those in past cycles," according to Beth Burnham Mace, principal and senior regional economist, DRI/McGraw-Hill. The best perspectives, she said, will be found in the South and the West. New England, she said, will not experience a full job recovery until 1998, although some signs of recovery should be evident by next year. The mid-Atlantic region, Mace said, will have a weaker recovery than other regions despite the fact that its recession "was shorter and shallower than New England's."

The Pacific Northwest, Mace said, saw a brief drop in unemployment in the second quarter and has resumed its "growth pattern." The strength of the

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region, however, will "lessen over the next few years due to environment restrictions on the vital timber industry, coupled with overbuilding in the housing market." For broadcasters, the strength of the region may already be lessening. Two weeks ago, CBS affiliate KIRO-TV Seattle cut its staff by 30. In a memo to the staff, station management said the "prolonged national recession has been more severe than anyone expected," and the station believes it "must significantly reduce" operating expenses. The station cut 17 full-time and 13 part-time positions.

Followers of industries that advertise heavily on TV also spoke at the seminar, and few had good news. Edward Lapham, managing editor, *Automotive News*, said the auto sales slump "should be over, but it is not." After seven months of slight growth, he continued, there was a decline in August. "That," he said, "is not recovery." Auto dealers, Lapham said, have been cutting TV advertising budgets, from \$4.1 billion in 1987 to \$3.6 billion in 1990.

The word from the food service industry was not much better. Malcolm Knapp, president, Malcolm M. Knapp Inc., said restaurant sales through June were up 3% to 4%, compared to the

usual increase of 8% to 9%.

Not only is retail hurting from the recession, the structure of the business is changing and those changes may not bode well for TV, according to Ira Kalish, manager and economist, Management Horizons. Kalish said there are fewer large players in retail because of consolidation, which hurts advertising, because as the competition diminishes, so does the need for heavy ad budgets. Franchises, Kalish said, also rely heavily on promotions to generate business. Said Kalish: "The successful retailers don't do a lot of mass media advertising. They don't need to do as much, and in the future, they will do less."

Somehow, after all the discouraging news, Robert Coen, director of forecasting, McCann-Erickson, ended the conference upbeat. Coen, who has had to slash his previous ad estimates for 1991, said he is optimistic about 1992. "It will be a year of recovery—not robust, but it will go up." Of course, as Coen pointed out, the industry "does not need a robust recovery to see pretty good ad growth compared to 1991." —R



#### MEDIA MIX

New York-based Alexander's department store chain recently used television to promote the latter's competition: newspaper insert advertisements. As part of its 64th anniversary sale, chain has 30-second TV spot, created by Della Femina McNamee, in which camera pans from parrot to floor of cage revealing Alexander's sales circular being used as liner. Says voice-over: "So please take a look at our sales circular before you use it."

## PROGNOSIS FOR INTERNATIONAL TV

The international business of television is taking many different shapes, according to industry executives who spoke last week at a conference in New York held under the auspices of the Center for Communication.

Program syndicators continue to find the non-U.S. market extremely important. William Miller, president of Hearst Entertainment, said that 75% of that company's post-network revenue came from abroad. Others speaking favorably about the non-U.S. market included Michelle Kearney, senior vice president of Hollywood-based Carolco Films International.

The growth of alternative media outlets in other countries, which has helped fuel the program marketplace, may now also lead to more programming competition. Whether such programming will be a profitable business remains to be seen. Pat Ferns, president of Primedia Productions, based in Toronto, said that "technology means more and more has to be produced for less and less."

John Eger, president, Worldwide Media, said that for U.S. companies, the advances in technology may lead to a "reverse flow of programming [to the U.S.] to fill all the cable channels."

Les Brown, editorial consultant to the center, said that such trends may run

counter to the theme of internationalism. Brown said that theme may have not been realistic anyway, as the popular shows in most countries continue to be locally produced.

The number of foreign producers is likely to increase, said both the morning and afternoon panels. Among the reasons suggested were content laws and the fact that changing "production values," said Ferns, will make it easier for non-U.S. producers to satisfy their local audiences. Hearst's Miller said that last year the German network, RTL Plus, took its first yearly profit and spent it and more for productions.

What is true for entertainment TV is also true for non-entertainment TV which, said Ferns, is "by definition a national medium." Agreeing that selling documentaries internationally required special planning was Mary Herne, managing director of Public Television International. She said that despite enormous U.S. popularity and world-wide publicity, *The Civil War* has only been shown in nine foreign countries.

Mary Komodikis, vice president, ABC Video Enterprises, and Toshi Senda, vice president, Dentsu Inc. also spoke at the conference, which included two days of screening the best award winners at the Banff Television Festival. —G



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# CHANGING HANDS

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

**WWIN-AM-FM Baltimore-Glen Burnie, Md.** □ Sold by Communications Management National Ltd. to Almic Broadcasting Inc. for \$4.7 million cash. Seller is headed by Ragan Henry, who is also selling WKKV-AM-FM Racine, Wis. (see below). Henry heads Ragan Henry Broadcast Group Inc., licensee of one AM and three FM's. Henry also heads U.S. Radio, licensee of seven AM's and 10 FM's. Buyer is headed by Catherine L. Hughes, and is licensee of WOL(AM)-WMMJ(FM) Washington-Bethesda, Md. WWIN(AM) is fulltimer with Black. AC format on 1400 khz with 1 kw. WWIN-FM has CHR, urban contemporary format on 95.9 mhz with 3 kw and antenna 298 feet above average terrain.

**WYCL(FM) Boyertown (Reading), Pa.** □ Sold by Legend Communications of Pennsylvania Ltd. to WDAC Radio Co. for \$4.3 million. Seller is headed by Larry Patrick and is also licensee of WSOM(AM)-WQXK(FM) Salem, Ohio, and KMNS(AM)-KSEZ(FM) Sioux City, Iowa. Patrick also heads Signal Communications of New Jersey, which recently purchased WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey, for \$7.3 million ("Changing Hands," June 3). Buyer is headed by Richard T. Crawford, Dan D. Crawford and Paul R. Hollinger and is licensee of WDAC(FM) Lancaster, Pa. WYCL has adult contemporary format on 107.5 mhz with 29.9 kw and antenna 611 feet above average terrain. *Broker: Blackburn & Co.*

**WKKV-AM-FM Racine, Wis.** □ Sold by Three Chiefs Company Inc. to UNC Media of Milwaukee Inc. for \$3.175 million. Terms: \$175,000 cash at closing, \$3 million in assumption of liabilities. Seller is headed by Ragan Henry, who is also selling WWIN-AM-FM Baltimore-Glen Burnie, Md. (see above). Buyer is headed by Edward Dugger III, who is principal of UNC Ventures Inc., specializing in financing for minority-owned communications businesses. WKKV(AM) has adult contemporary format on 1460 khz with 500 w day and 65 w night. WKKV-FM has adult contemporary format on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.

**WOBT(AM)-WRHN(FM) Rhinelander, Wis.** □ Sold by Oneida Broadcasting Co. to Northwoods Broadcasting Inc. for \$850,000. Terms: \$300,000 cash at closing; \$400,000, seven-year note at 10%, and \$150,000 noncompete covenant. Seller is headed by Thomas P. Cleary, and has no other broadcast interests. Buyer is

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$621,899 □ 4

FM's □ \$14,756,812 □ 9

AM-FM's □ \$8,725,000 □ 3

TV's □ \$620,000 □ 2

Total □ \$24,723,711 □ 18

Year to Date:

AM's □ \$60,270,979 □ 200

FM's □ \$169,608,458 □ 207

AM-FM's □ \$191,063,972 □ 147

TV's □ \$926,654,200 □ 65

Total □ \$1,347,597,609 □ 619

For 1990 total see Jan. 7, 1991 BROADCASTING.

headed by Thomas (70%) and Robert Koser (10%), father and son; Dane Jensen (10%) and Thomas Walker (10%). Walker and Jensen have interests in licensee of WMAY(AM)-WNNS(FM) Springfield, Ill. Walker and Kosers have interests in WJMC-AM-FM Rice Lake, Ill. Walker also has interests in licensees of WOSH(AM)-WVG(FM) Oshkosh and WKMQ(FM) Winnebago, both Wisconsin; WKKK(AM)-WGMN(FM) Rockford, Ill.; WCHT(AM)-WGLQ(FM) Escanaba and WCFX(FM) Clare, both Michigan, and is permittee of WFDL(FM) Lomira, Wis. WOBT is fulltimer with oldies format on 1240 khz with 1 kw. WRHN has AC format on 100.3 mhz with 25 kw and antenna 385 feet above average terrain.

**WRJT(FM) Monterey, Tenn.** □ Sold by First Media of Monterey Inc. to JWC Broadcasting for \$590,000. Terms: \$350,000 cash at closing and \$240,000

*Continued on page 55.*

**VICTOR RUMORE**

has acquired

**WKZL-FM**

Winston-Salem, North Carolina

From

**NATIONWIDE COMMUNICATIONS, INC.**

**\$1,600,000.00**

The undersigned acted as broker in this transaction  
and assisted in the negotiations



**Kalil & Co., Inc.**

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# FOCUS ON FINANCE

Most media stocks underperformed market, which for week ending last Wednesday, increased up to 1%, according to variety of indices. Cable MSO stocks were among few groups showing increase, with leveraged issues performing particularly well. Cablevision Systems gained 6% to 26½; Adelphia gained 9%, and Jones Intercable stock

was up for week by 7%.

Among group owner-publishing issues, several have been on recent slides, including Multimedia, down 11% over last three weeks, and Times Mirror, off 9% over same period.

Most entertainment stocks were also off for week, including Time Warner, which dipped below \$80.

Stock Index Notes: A-American, N-NYSE, O-NASDAQ, T-Toronto. 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 Sep 18	Closing Wed Sep 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## BROADCASTING

A (BHC) BHC Comm.	54	7/8	55	-	1/8	-00.22	-6	1,529
N (CCB) Cap. Cities/ABC	408		436	-28		-06.42	16	6,847
N (CBS) CBS Inc.	151	5/8	159	5/8	-8	-05.01	67	2,006
A (CCU) Clear Channel	13	1/4	13	1/8	1/8	00.95	1325	100
O (JCOR) Jacor Commun.					1/8	00.95	1325	77
O (OSBN) Osborn Commun.					1/8	00.95	1325	77
O (OCOMA) Outlet Comm.	4		5	-1		-20.00	-6	26
N (PL) Pinelands	13	3/8	13	1/4	1/8	00.94	-31	228
A (PR) Price Commun.		5/16		1/4	1/16	25.00		2
O (SCRIP) Scripps Howard	54		47		7	14.89	24	557
O (SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	1
O (TLMD) Telemundo	2	1/8	2	3/4	-5/8	-22.72	-1	48
O (UTVI) United Television	28		28			00.00	3	304

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	30	1/4	29	3/4	1/2	01.68	23	566	
A (AK) Ackerley Comm.	2		1	7/8	1/8	06.66	-2	30	
N (AFL) American Family	23	5/8	23	3/8	1/4	01.06	15	1,927	
O (ACOMA) Assoc. Comm.	16	1/4	15	1/2	3/4	04.83	147	606	
N (CCN) Chris-Craft	25	3/4	27	-1	1/4	-04.62	9	657	
O (DUCO) Durham Corp.	32	1/2	32		1/2	01.56	16	274	
N (GCI) Gannett Co.	40	7/8	45	1/4	-4	3/8	-09.66	18	5,851
N (GE) General Electric	69	1/4	72	3/4	-3	1/2	-04.81	14	60,289
O (GACC) Great American	111/16	1	13/16	-	1/8	-06.89		85	
A (HTG) Heritage Media	2	5/8	3		3/8	-12.50	-3	119	
N (JP) Jefferson-Pilot	51	1/4	47	7/8	3	3/8	07.04	11	1,769
N (LEE) Lee Enterprises	22	7/8	25	1/4	-2	3/8	-09.40	12	527
N (LC) Liberty	42		40	1/8	1	7/8	04.67	13	329
O (LINB) LIN	68	3/4	75	3/4	-7		-09.24	-36	3,533
N (MHP) McGraw-Hill	53		54	3/4	-1	3/4	-03.19	15	2,598
A (MEGA) Media General	20	3/4	20	7/8	-	1/8	-00.59	21	536
N (MDP) Meredith Corp.	26	5/8	25	3/8	1	1/4	04.92	14	448
O (MMEDC) Multimedia	24	5/8	28		3	3/8	-11.05	17	852
A (NYTA) New York Times	22	1/2	22	3/8		1/8	00.55	32	1,739
N (NWS) News Corp. Ltd.	15	5/8	15		5/8	04.16	8	4,194	
O (PARC) Park Commun.	15		14	3/4	1/4	01.69	17	310	
O (PLTZ) Pulitzer Pub.	22	1/4	24	1/4	-2		-08.24	21	233
O (SAGB) Sage Bcsg.	1	5/8	1	3/4	-	1/8	-07.14	-1	6
O (STAUF) Stauffer Comm.	117		117			00.00	39	117	
N (TMC) Times Mirror	29	1/8	32	5/8	-3	1/2	-09.00	23	3,742
N (TRB) Tribune Co.	39	7/8	46	3/8	-6	1/2	-14.01	28	2,558
A (TBSA) Turner Bcstg.'A'	15	1/2	15	3/8	1/8	00.81	-36	2,351	

	Closing Wed Sep 18	Closing Wed Sep 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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N (WPO) Washington Post	219		216		3	01.38	17	2,601	
N (WX) Westinghouse	22	1/4	23	3/8	-1	1/8	-04.81	41	6,977

## PROGRAMING

O (IATV) ACTV Inc.	2	1/8	2	3/8	-	1/4	-10.52		1
O (AACI) All American TV	2	3/8	2	3/8			00.00		1
N (CRC) Caroleo Pictures	5	7/8	6	3/4	-	7/8	-12.96	18	169
O (DCPI) dick clark prod.	4	3/4	5	1/4	-	1/2	-09.52	16	39
N (DIS) Disney	112	1/2	116	3/4	-4	1/4	-03.64	19	14,635
A (FE) Fries Entertain.		5/16		5/16			00.00		1
A (HHH) Heritage Ent.		15/16		15/16			00.00		1
N (HSN) Home Shop. Net.	5	5/8	6		-	3/8	-06.25	-70	490
O (IBTVA) IBS		1/2		1/2			00.00		6
N (KWP) King World	29	1/8	26	1/8	3		11.48	12	1,103
K (KREN) Kings Road Ent.	9/32		1/4		1/32		12.50	-1	1
N (MC) Matsushita	118		119		-1		-00.84	14	245,467
A (NNH) Nelson Holdings		5/16		9/16	-	1/4	-44.44		1
O (NNET) Nostalgia Net.		7/16		7/16			00.00		2
N (OPC) Orion Pictures	1	5/8	2	1/4	-	5/8	-27.77		36
N (PCI) Paramount Comm.	36	1/4	38	1/8	-1	7/8	-04.91	28	4,264
N (PLA) Playboy Ent.	6	7/8	7	1/2	-	5/8	-08.33	76	127
O (QNTXQ) Qintex Ent.		1/8		1/8			00.00		2
O (QVCN) QVC Network	13	7/8	12	1/2	1	3/8	11.00	-23	244
O (RVCC) Reeves Commun.	6	3/4	6	3/4			00.00	-6	85
O (RPICA) Republic Pic.'A'	6	3/4	7	1/2	-	3/4	-10.00	33	28
A (SP) Spelling Ent.	4	1/4	4	7/8	-	5/8	-12.82	30	140
O (JUKE) Video Jukebox	3	1/2	3	5/8	-	1/8	-03.44	-23	36
O (WONE) Westwood One	1	5/8	2	1/16	-	7/16	-21.21	-1	24

## CABLE

A (ATN) Acton Corp.	4		3	3/4		1/4	06.66		6
O (ATCMA) ATC	43	3/4	44	1/4	-	1/2	-01.12	37	4,771
A (CVC) Cablevision Sys.'A'	26	1/2	24	1/4	2	1/4	06.00	-2	594
A (CTY) Century Comm.	8		8				00.00	-8	591
O (CMCSA) Comcast	15		13	1/8	1	7/8	14.28	-9	1,734
A (FAL) Falcon Cable	9		8	3/8		5/8	07.46	-4	57
O (JOIN) Jones Intercable	9	5/8	8	3/4		7/8	07.00	-2	114
N (KRI) Knight-Ridder	50	5/8	54	5/8	-4		-07.32	18	2,504
T (RCI.A) Rogers'A'	11	3/8	11	3/8			00.00	18	2,504
O (TCAT) TCA Cable TV	16		14	3/4	1	1/4	08.47	59	391
O (TCOMA) TCI	13	3/4	13	3/4			00.00	-19	4,846
N (TWX) Time Warner	78	7/8	83	3/4	-4	7/8	-05.82	-5	4,535
O (UAECA) United Art.'A'	13	7/8	13	5/8		1/4	01.83	-12	1,947
A (VIA) Viacom	27	7/8	29	3/4	-1	7/8	-06.30	-39	3,267

	Closing Wed Sep 18	Closing Wed Sep 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### EQUIPMENT & MANUFACTURING

N (MMM) 3M	89 1/4	86 1/8	3 1/8	03.62	15	19,600
N (ARV) Arvin Industries	22 1/4	24 1/8	- 1 7/8	-07.77	17	418
O (CCBL) C-Cor Electronics	6 1/8	5 1/2	5/8	11.36	612	27
O (CTEX) C-Tec Corp.	15	14 1/4	3/4	05.26	-18	247
N (CHY) Chyron	7/16		3/4	05.26	-1	5
A (COH) Cohu	10 1/2	11	- 1/2	-04.54	8	20
N (EK) Eastman Kodak	42 5/8	43 1/2	- 7/8	-02.01	20	13,832
N (HRS) Harris Corp.	22 7/8	23 3/4	- 7/8	-03.68	32	889
N (IV) Mark IV Indus.	15 7/8	14	1 7/8	13.39	9	226
O (MATT) Matthews Equip.	4 3/8	4 3/8		09.37	218	26
O (MCDY) Microdyne	8 1/2	9 1/8	- 5/8	-06.84	-11	35
N (MOT) Motorola	62 3/8	67 5/8	- 5 1/4	-07.76	16	8,219
A (PPI) Pico Products	1 3/4	2 1/2	- 3/4	-30.00	-2	6
N (SFA) Sci-Atlanta	12 1/2	14 1/4	- 1 3/4	-12.28	12	282
N (SNE) Sony Corp.	42 1/4	43 3/8	- 1 1/8	-02.59	20	14,305
N (TEK) Tektronix	23	29 3/8	- 6 3/8	-21.70	-21	670
N (VAR) Varian Assoc.	34 1/8	38 3/8	- 4 1/4	-11.07	77	646
O (WGNER) Wegener	3/4	1 1/8	- 3/8	-33.33	-2	5
N (ZE) Zenith	5 3/4	5 7/8	- 1/8	-02.12	-2	167

	Closing Wed Sep 18	Closing Wed Sep 11	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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### SERVICE

O (AFTI) Am. Film Tech.	3 3/8	3 1/4	1/8	03.84	-10	36
O (BSIM) Burnup & Sims	4	7 3/8	- 3 3/8	-45.76	-12	50
A (CLR) Color Systems	3	3 1/4	- 1/4	-07.69	-4	34
N (CQ) Comsat	33 1/8	31 5/8	1 1/2	04.74	-36	625
N (CDA) Control Data	8 1/4	9 1/4	- 1	-10.81	68	352
N (DNB) Dun & Bradstreet	46 7/8	44 1/8	2 3/4	06.23	17	8,374
N (FCB) Foote Cone & B.	25 7/8	26 3/8	- 1/2	-01.89	12	283
O (GREY) Grey Adv.	128	138	-10	-07.24	11	144
O (IDBX) IDB Commun.	12	11 3/4	1/4	02.12	109	76
N (IPG) Interpublic Group	47	47		00.00	109	76
N (IMC) Omnicom	28 1/8	28 3/8	- 1/4	-00.88	14	788
O (RTRSY) Reuters	48 3/8	43 3/8	5	11.52	16	20,983
N (SAA) Saatchi & Saatchi	7/8	13/16	1/16	07.69	-1	1,358
O (TLMT) Telemation	3/16	3/16		00.00		0
O (TMCI) TM Century		7/32	- 1/16	-28.57	-7	3
A (UNV) Untel Video	7 7/8	8 1/8	- 1/4	-03.07	10	11
O (WPPGY) WPP Group	3 1/4	3 5/8	- 3/8	-10.34	1	140
Standard & Poor's Industrials	458.84	456.65	+ 2.19	+ 0.47%		

## CHANGING HANDS

Continued from page 53.

consulting agreement. **Seller** is headed by Gerald R. Roberts, and has no other broadcast interests. **Buyer** is headed by Joe B. Wilmoth, who is licensee of WATX(AM) Algood, Tenn. WRJT has AC format on 107.1 mhz with 1.5 kw and antenna 482 ft.

KVEC(AM) San Luis Obispo, Calif. □ Sold by Richard E. Mason to Francis Sheahan for \$574,899 in assumption of debt. **Seller** heads licensee Chorro Communications; he also owns 51% of KKUS(FM) San Luis Obispo, Calif. **Buyer** has no other broadcast interests. KVEC has news-talk format on 920 khz with 1 kw day and 500 w night.

KZFF(FM) South Lake Tahoe, Calif. □ Sold by Emerald Communications Corp. to Tri-Valley Broadcasting Corp. for \$550,000 in asset sale. Station was purchased with co-owned KTHO(AM) in 1989 for \$1.525 million (BROADCASTING, Nov. 27, 1989). **Seller**, headed by Christian C. Larson, also owns KTMS(AM)-KHTY(FM) Santa Barbara, Calif. **Buyer**, headed by Craig Swope, also owns KPTL(AM) Carson City, Nev. KZFF has easy listening format on 102.9 mhz with 1 kw and antenna 2,794 feet above average terrain. **Broker**: William A. Exline Inc.

WRXY-TV Tice, Fla. □ CP sold by Golden Media Inc. to Robert R. D'Andrea for \$425,000 cash. **Seller**, headed by Steve Deans, has no other broadcast interests. **Buyer** also has interests in WCLF(TV) Clearwater, WTGL-TV Orlando and WHBR(TV) Pensacola, all Florida; WHTN(TV) Murfreesboro, Tenn.; WEJC(TV) Greensboro,

N.C., and wsws-TV Opelika, Ala. WRXY-TV is allocated to ch. 49 with 5,000 kw vis., 500 kw aur. and antenna 800 feet above average terrain.

WFAL(FM) Falmouth, Mass. □ Sold by Schooner Broadcasting Inc. to Cape Coastal Communications Inc. for \$425,000. Terms: \$250,000 cash at closing and \$175,000, seven-year interest bearing note. **Seller**, headed by Linda P. Baines, has no other broadcast interests. **Buyer**, headed by John Aitken (33.3%), Robert M. Lada (13.4%) and Edward S. Morgan (53.3%), has interests in LDI Inc., permittee of WFXR(FM) Harwich Port, Mass. WFAL has CHR format on 101.1 mhz with 3 kw and antenna 199 feet above average terrain.

KVNM(FM) Oro Valley, Ariz. □ CP sold by Pueblo Radio Broadcasting Services to

Christopher T. Maloney for \$423,000 cash. **Seller**, headed by Roy E. Henderson, has interests in KJAS(FM) Jasper, KA-CO(AM) Belleville and KMPQ(AM)-KMIA(FM) Rosenberg, all Texas. Henderson also has interests in LPTV's in Clear Lake, Tex., and new FM's in Franklin and Caldwell, both Texas, and Oro Valley, Ariz. **Buyer** is 66 2/3% partner in KTUC Investments, licensee of KTUC(AM) Tucson, Ariz. KVNM is allocated to 97.5 mhz with 3 kw and antenna 300 feet above average terrain.

WFFF-AM-FM Columbia, Miss. □ Sold by Haddox Enterprises Inc. to David H. Martin and Ronald E. Geiger for \$250,000. **Seller**, headed by Lester Haddox, has no other broadcast interests. **Buyers** have no other broadcast interests. WFFF(AM) has C&W format on 1360 khz with 1 kw day and 159 w night. WFFF-FM has adult contemporary format on 96.7 mhz with 3 kw and antenna 400 feet.

## McKINLEY CAPITAL PARTNERS LIMITED

### CAPITAL FOR MEDIA

1221 AVENUE OF THE AMERICAS  
SUITE 3000  
NEW YORK, NEW YORK 10020  
212-768-2626

ROBERT E. BEACHAM, MANAGING DIRECTOR

# CABLE

## CABLE'S APPETITE FOR FIRST-RUN MOVIES ABATING

*Broadcasters see potential for beneficial effect on prices charged by studios*

**F**irst-run theatrical movies are no longer as valuable an acquisition as they once were, cable networks say, and broadcasters who compete with cable to buy those movie packages hope to use cable's abated hunger to their advantage. Some broadcast station groups and cable networks, though, may find they fulfill both their agendas by teaming up.

Cable and broadcast executives say the movie-buying environment is undergoing a change. When cable networks such as USA Network, Lifetime Television and the Turner Broadcasting networks began several years ago to purchase theatrical movie packages that took the syndication windows out from under broadcasters, station groups countered with what some describe as a feeding frenzy: they frantically bought movie packages to keep them away from cable. With the feeding frenzy dying down, cable executives say they are taking a step back from the business of buying movies and instead putting the money into original programming, which they say provides an image value acquired product cannot.

Much of the reason cable networks jumped headfirst into theatrical movie purchasing was a pre-emptive strike "to get into the game," according to Dave Kenin, executive vice president for programming at USA Network. Now that they are established players, cable networks do not have to rush to prove themselves at any cost, he said. In recent months, studios have asked for price increases that Kenin says USA has passed up. For example, in the case of Disney's most recent package (which went to the Tribune Broadcasting/WTBS consortium) the price was 10% to 20% more than what USA had paid for its previous Disney package. "We're not really interested in something like that," said Kenin.

Some broadcasters say they sense cable's hesitancy. For them, such a pulling back means more control of the movie market and a lessening of the competitive relationship between cable networks and station groups for programming. "I don't think [cable networks] are competi-



Basic cable networks are showing less desire to pay for exclusivity on such titles as Warner Bros.' 'Presumed Innocent.' They are either walking away or looking for broadcast partners.

itors of mine anymore," said Michael Finkelstein, president and chief executive officer, Renaissance Communications. Cable networks will not come close to offering movie studios the prices they can get in syndication, he said.

Less fierce competition could no doubt have an effect on movie pricing. "Basic cable networks will have a role in determining pricing. If they are only willing to pay \$1 million a title, then broadcasters are in a better position to get movies first," said Dennis FitzSimons, vice president and general manager of Tribune's WGN-TV.

Whether cable's slowing movie-acquisition pace turns into a full-blown trend remains to be seen. Although cable may have slowed its buying, the move is not necessarily long term. "The cable networks have large inventories, and a lot has yet to play. When they do, the networks can get a more accurate reading on whether these buys are successful, and whether they want more," said Jim Kraus, executive vice president, director of sales and marketing, MCA TV. Although he acknowledged that the logi-

cal result of cable stemming its movie appetite right now is that pricing will flatten out, "who's to say cable will stay out for the long haul?" he asked.

Other studios have a different view on the value cable places on movie product and the prices those titles can bring in. "We couldn't disagree more" with the idea that the pricing and value of theatrical releases is dropping for cable or anyone else, according to Dick Robertson, president, Warner Bros. Domestic TV Distribution. The studio is in the midst of selling its Warner 30 package to Lifetime Television, Chris-Craft and other station groups, and "we expect a record license fee for it," he said.

The price may be a record for Warner Bros., but Lifetime and its broadcasting partners (a relationship structured by Warner Bros.) will all pay less by sharing the syndication window (but splitting windows for individual titles) than they would have paid for exclusive rights to the package. Sources say the two main buyers, Lifetime and Chris-Craft, are paying \$450,000 and \$550,000 per title, respectively. Lifetime is said to be getting a discount from



\$650,000 per title for taking Warner's *China Beach* as well (BROADCASTING, July 15).

Cable networks such as Lifetime say the days of footing the movie bill alone are just about over. Although Lifetime recently purchased an Orion package on its own, Pat Fili, senior vice president for programming for the cable network, said negotiations were started long before Lifetime decided that the price for exclusivity was becoming too dear. Fili said the Orion package would be the last movie acquisition made by Lifetime without partners to defray costs.

Exclusivity does not hold as much value for cable these days, with so many viewing potentials on cable, independent stations and, increasingly, pay per view, according to Dennis Miller, president, Turner Network Television. TNT is not in any talks with independent station

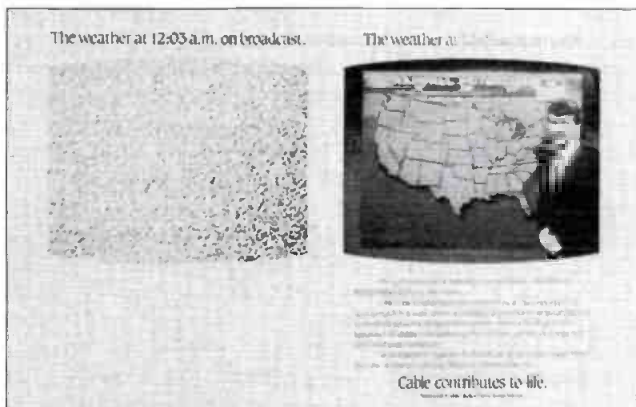
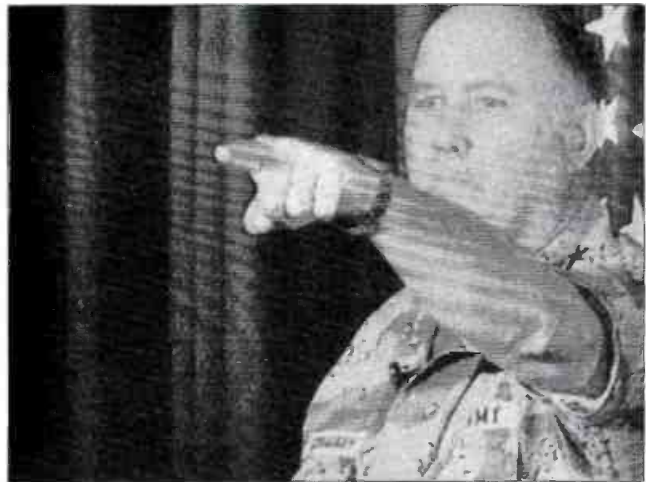
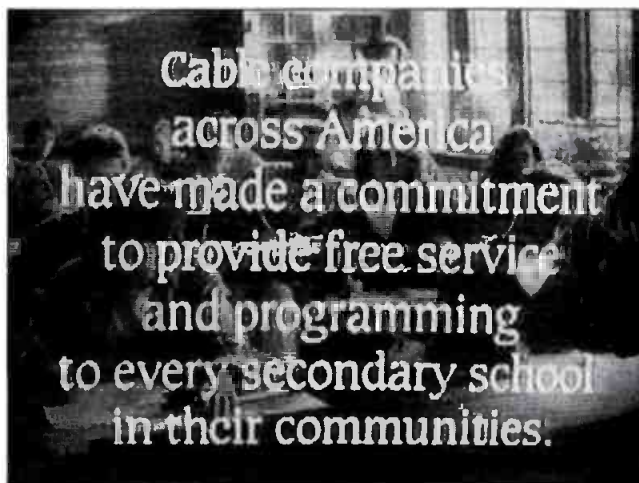
groups about partnering to buy movie packages. "It is up to the syndicator to take the oar and do that," said Miller, whose network buys mostly rerun movie packages. How successfully Warner fashions the Chris-Craft/Lifetime alliance may determine whether other syndicators follow suit, said MCA's Kraus.

With cable receding a bit from the movie marketplace, Tribune's FitzSimons says he does not understand why broadcasters such as Chris-Craft choose to align themselves with cable networks. "That's allowing competitors to buy programming for less, and use those dollars to program another daypart or promote themselves better," said FitzSimons. "Just when things are getting better, why go give a competitor a break?" Renaissance's Finkelstein agrees: "Why should we partner with them...when we can outbid them?"

Warner Bros.' Robertson said he draws no distinction between a Lifetime/Chris-Craft and a Tribune/WTBS alliance. FitzSimons maintains that because WTBS is a superstation and does not sell local ad avails, it is noncompetitive with broadcast stations. "WTBS is essentially a basic cable network. It's also one of the highest-rated networks, so there's a lot of wear and tear on the film, which should concern the broadcasters sharing those titles," said Robertson.

Though the strategic benefits of partnering with cable may be questioned, the economic benefits may be more straightforward. According to Bob Levi, executive vice president, program administration, Turner Entertainment Networks, co-purchasing movie packages with cable opens the door for stations to spend \$300,000 to \$400,000 per title to get the syndication window. **-SDM**

## NCTA UNVEILS PR INITIATIVE



The National Cable Television Association kicked off its \$10-million public relations campaign last week, with commercials featuring cable's commitment to schools (above left) and to covering news (CNN, above right). Those spots are among six that will be carried on 13 basic cable networks throughout the next year.

The \$10-million campaign includes a print portion, which will hit major market newspapers in New York, Los Angeles and Washington in October. Two print ads pictured above (lower left and lower right) promote cable's menu of time and choice, by focusing in on the Weather Channel, and describe that when HDTV arrives, "the cable industry will be ready to deliver it to your home." Both the video and print ads end with the tagline: "Cable contributes to life."

# CABLECASTINGS

## DELAY DENIED

The FCC denied a joint request by the National Cable Television Association, National Association of Telecommunications Officers and Advisers, National League of Cities and the U.S. Conference of Mayors to delay a Sept. 17 comment deadline on technical regulations for cable systems. The parties said a jointly developed compromise set of technical standards will not be ready for submission to commission before the reply comment deadline of Oct. 17. "Additional time will be necessary to obtain final approvals of the agreement from our respective organizations," the parties said.

In the FCC order, Mass Media Bureau Chief Roy Stewart said the organizations have reached only a "tentative agreement in principle" and that "the parties have not stated sufficient grounds" for delay. If an agreement is submitted by Oct. 17, Stewart said, the bureau may consider an extension of the comment period.

## TEXAS PPV DEAL

Home Sports Entertainment has signed 30 cable systems serving 750,000 subscribers in Texas to offer a four-game PPV package of college football. The games carry a suggested retail price of \$14.95, and kicked off with Baylor's last-second win over Colorado Sept. 14.

The other games scheduled are Texas A&M-Baylor on Oct. 19, Houston-Texas A&M Oct. 26 and Arkansas-Texas A&M Nov. 16. The PPV games can be offered to Texas-only subscribers because of a window in the CFA contract. Cable operators in Abilene, Amarillo, Austin, Corpus Christi, Dallas, Fort Worth, Laredo, Lubbock, San Angelo, Plano, San Antonio and Waco have signed to carry the games, which will be carried on a separate channel from HSE.

## SPORTS BOOST IN MINNESOTA

Midwest Sports Channel has signed an affiliation deal with Cable TV North Central, Minneapolis, providing MSC with a 100,000-home boost on Nov. 1. It will lift

MSC's overall subscriber count to 635,000 homes.

The service will be part of North Central's preferred cable service. Prior to Nov. 1, North Central will carry 10 Twins games on PPV and four on basic cable (on a regional weather channel), as the team pursues the divisional title. MSC will offer 44 Twins games on PPV this year, at a \$7.95 retail price. Individual operators can package games as they wish.

MSC has also added a 24-hour viewer hot-line, providing information on PPV, TVRO subscriptions, sports schedules, weekly programing highlights and carriage negotiations.

## CNBC ON SUPER CHANNEL

Beginning today (Sept. 23) Super Channel will air one hour and 10 minutes of CNBC programing. Super Channel, distributed via satellite and cable as well as terrestrially, reaches 43 million European homes. CNBC's half-hour *Business View* will air at 6 a.m., and a still undetermined program will air at 6:30 a.m. A live feed of *Market Wrap* will air for 10

minutes during the evening. Al Barber, president of CNBC, said he expects CNBC programing on Super Channel to total two to three hours per day by year's end. CNBC is the first U.S. programer to reach an agreement with Super Channel. USA Network sells ad time for Super Channel.

Since CNBC is using programing already produced for its U.S. network for Super Channel as well, there will be some attempt to modify it and give it a more global appeal to suit both American and non-American audiences.

## A&E-BBC EXTENSION

Arts & Entertainment and the BBC announced last week that they have entered into a new five-year arrangement that extends A&E's exclusive "first look" rights for BBC acquisitions and co-productions. Under a previous five-year agreement, A&E had the same rights. The contract extends to the following categories: light entertainment, music and arts, single dramas, drama series and serials and, for the first time, documentary features.

## PPV ACCOMPLISHMENT

Viewer's Choice said it has been successful in two market tests to expand the usage of PPV buyers, including those who never have bought a PPV movie or event.

In both markets, VC used a 99-cent offer in the first month of a six-month test. In one market, usage rates increased from 33% to 45%, bringing in almost 5,000 new users, while the usage base rose from 50% to 54% in another market that was 50% addressable.

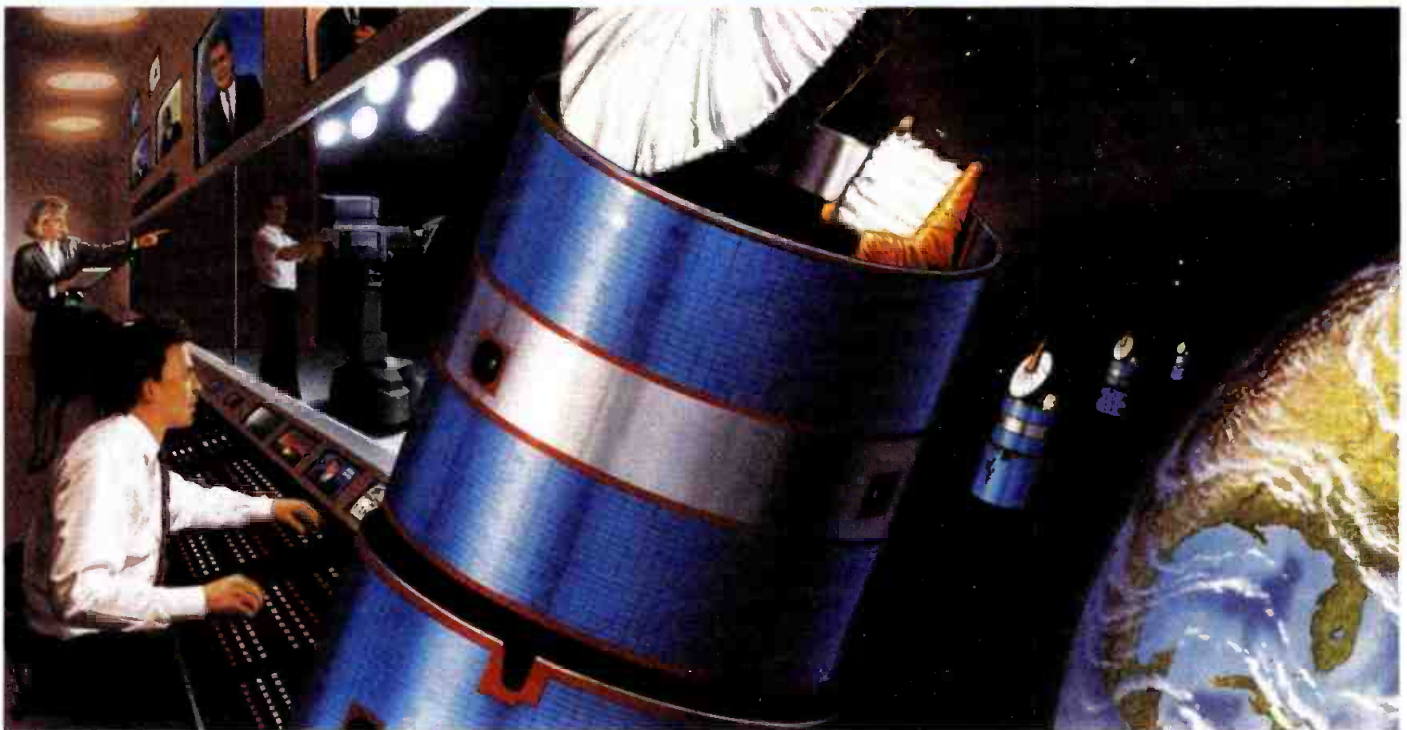
The tests were conducted from October to March of this year. In addition to the 99-cent offer, other marketing tools were used. A direct mail piece drew between a 2.5% and 10% response rate, a follow-up telemarketing effort drew a 5% response rate and a follow-up postcard drew 4% response rate.

Hilda Chazanovitz, vice president, marketing, Viewer's Choice, said the behavior of new PPV movie users translated into buying six movies and one event over one year's time. "Even though the promotion was movie-oriented," said Chazanovitz, "they bought an event," which proves that an investment to bring in new users pays off. "Once they've tried PPV, they are going to come back again and again," she said. The payback in the two test systems was five to seven months.

Chazanovitz said the tests also raised the overall awareness level among subscribers, which resulted in a doubling of the number of people likely to order a movie. A total of 10% of previous "nevers" said they would order a movie, and 40% of those who had bought a movie at one point in the past said they would again.

Viewer's Choice picked systems in which PPV was doing reasonably well. It's easier to move user rates from 15% to 25% than from 35% to 45%, she said, meaning those systems with lower usage rates had even more to gain, based on the study's results.

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# TECHNOLOGY

## CBA DENIES IT SEEKS FULL-POWER TV STATUS

*Broadcaster associations say low-power stations want HDTV position*

**T**he Community Broadcasters Association last week denied allegations from other broadcast television associations that the CBA has engaged in a "back door" request that the FCC upgrade the secondary status of CBA member licenses.

By logical extension, said CBA's detractors, the CBA's petition for rulemaking is really an attempt to gain primary consideration for high-definition television spectrum to be allocated to full-power during the next several years.

In comments filed with the FCC by the National Association of Broadcasters, the Association of Independent Television Stations and the Association for Maximum Service Television (MSTV), all warned the commission that the CBA's several specific requests add up to a veiled attempt, in NAB's words, "to make low-power stations the practical equivalent of full-power stations."

The CBA's petition for rulemaking, to which NAB, INTV and MSTV responded, specifically requested a name change ("community broadcasters," rather than "low-power television service"); higher power allowances, subject to interference standards, and a change from "oddball," five-digit designations now assigned to low-power stations to four-digit call letters assigned conventional stations.

In an outright "opposition" to CBA's request for rulemaking, INTV argued that any change smacking of a secondary to primary status for CBA members "would hamper implementation of Advanced Television Systems," said INTV.

Said NAB: "It makes no sense for the commission to provide augmented status for LPTV [low-power TV] stations when, at the same time, it contemplates adopting an HDTV standard which may displace many of those stations."

CBA attorney Peter Tannenwald, arguing that the NAB, INTV and MSTV comments "are all based on the premise that we're asking for a change in our secondary status," added, "they can't make us ask for what we haven't asked for." Not only did CBA's petition for rulemaking not ask for a status change, he said, such a request "is not even on our agenda."

Tannenwald said Community Broadcasters Association members "definitely want to be included" in the high-definition TV revolution, but fully recognize it is politically "unrealistic" to seek inclusion in the full-power station spectrum allotment process.

Contrary to MSTV assertions, he said, CBA believes "there will be something left in nearly all markets, even without video compression," in the way of HDTV spectrum, after full-power sta-

tions are accommodated.

As for the specifics in its petition, Tannenwald said, CBA members believe they would be taken more seriously by ratings services, advertisers, cable systems and others if they were armed with the "community" moniker, full-power-like call letters and stronger, non-interfering signals.

"The government can't fix all that," he said. "We just don't want shackles that prevent us from competing in the private market."

Nevertheless, INTV asserted that "these solutions bear no significant relation to the primary problem" faced by CBA members—difficulties getting consistent or full audience reporting.

Concluded NAB: "LPTV owners cannot raise any equitable claim that the commission should protect or enhance their investment when the commission made the secondary nature of low-power service unmistakably clear before opening its licensing process."

Describing itself as "devoted to maximizing the technical quality of the over-the-air broadcast system," MSTV told the commission: "Whatever relief, if any, the commission determines to grant CBA, it must clearly and unequivocally reaffirm, as it has done repeatedly in the past, that the low-power stations will not be permitted to impede the rollout of ATV." -PDL

## SATELLITE FOOTPRINTS

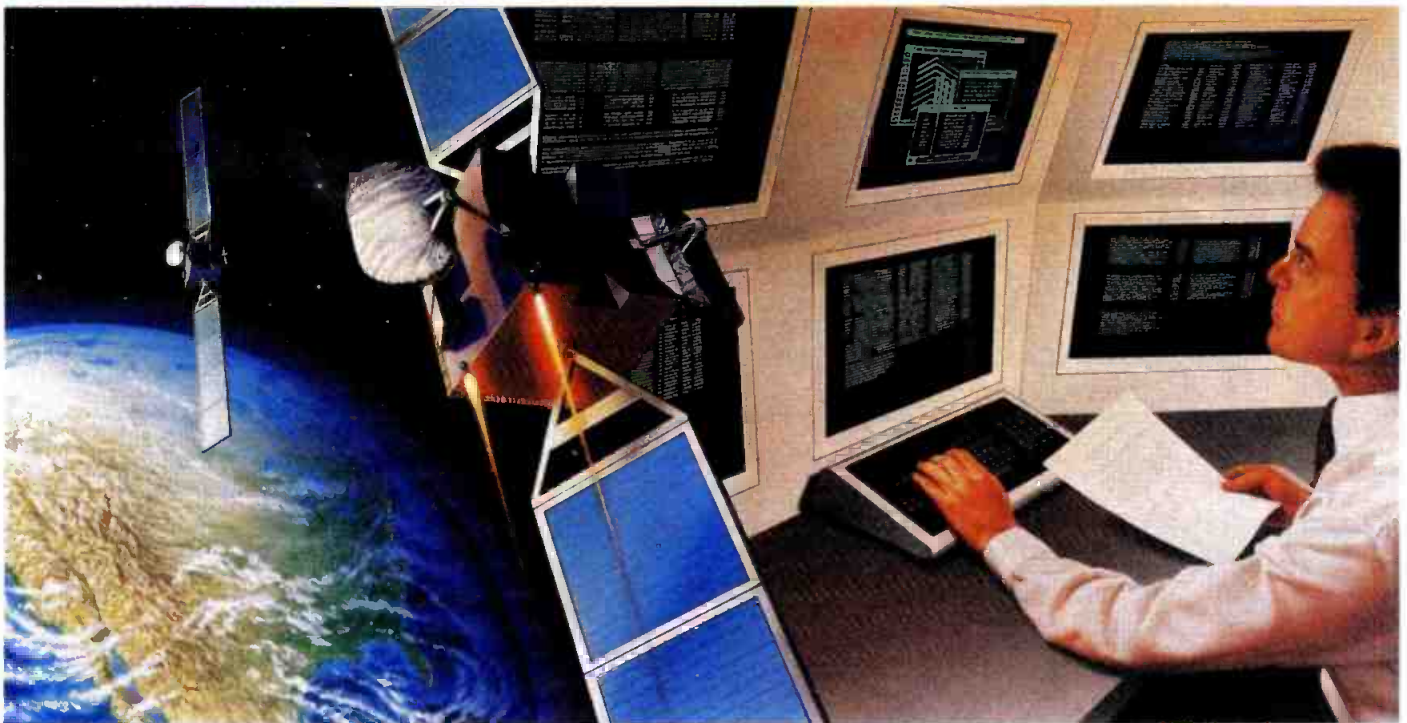
**Compression on call.** Already marketing a 3.0 megabit, compressed Digital News Gathering (DNG) satellite transmission service to network news divisions, On Call Communications, based in Pasadena, Calif., will soon roll out a switchable 3.3-6.6 megabit compressed digital compression package it says will deliver broadcast quality syndicated and live entertainment video. The 6.6 megabit option would occupy about one-fifth of a 36 mhz transponder.

Using a modified Compression Laboratories Inc. algorithm, On Call believes that, by Nov. 1, it will be able to offer occasional United Kingdom-to-United States DNG service, using less than 2 mhz satellite capacity. Before the end of the year, said On Call President James Gilbert, the 3.3-6.6 system will become available.

Former IDB Communications executive Gilbert said On Call is negotiating toward DNG contracts with the networks and is near signing a satellite transmission agreement with a syndicator. The latter service would become digital in the second or third year of the contract, he said, projecting that affiliate decompressors would be paid for in one year of operation. Gilbert said he also sees "a huge market" in domestic satellite newsgathering.

**CD satellite audio.** Unistar Radio Networks will begin using Scientific-Atlanta's Spectrum Efficient Digital Audio Technology (SEDAT) system Jan. 1, 1992, to deliver its programming to affiliates via IDB Communications' satellite capacity aboard GE Americom's Satcom C-5.

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# FOR THE RECORD

As compiled by BROADCASTING from September 9 through September 13 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

■ **WSFU-FM Union Springs, AL** (BALH910829HV; 94.1 mhz; 3 kw; ant. 265 ft.)—Seeks assignment of

license from Montgomery Christian Radio Inc. to Central Alabama Media Group for \$300,000. Station is currently off air. **Seller** is headed by L.E. Willis Sr., who recently sold WCLN(AM) Clinton, N.C. ("For the Record," Aug. 12), and is also selling WTZR(FM) Moyock (Chesapeake, VA), NC (see below). Willis also 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; WWCA(AM) Gary and WPZZ(FM) Franklin, both Indiana, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WWPD(FM) Marion, all South Carolina. **Buyer** is headed by Anthony L. Calhoun (51%) and Todd E. Marable (49%), and has no other broadcast interests. Filed Aug. 29.

■ **KVNM(FM) Oro Valley, AZ** (BAPH910829HZ; 97.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Pueblo Radio Broadcasting Services to Christopher T. Maloney for \$423,000. **Seller** is headed by Roy E. Henderson, and has interests in KJAS(FM) Jasper, KACO(AM) Belleville and KMPQ(AM)-KMIA(FM) Rosenberg, all Texas. He also has interests

in LPTV's in Clear Lake, TX, and new FM's in Franklin and Caldwell, both Texas, and Oro Valley, AZ. **Buyer** is 66.6% partner in KTUC Investments, licensee of KTUC(AM) Tucson, AZ. Filed Aug. 29.

■ **KVEC(AM) San Luis Obispo, CA** (BTC910827EB; 920 khz; 1 kw-D, 500 w-N)—Seeks transfer of control within licensee Chorro Communications for \$574,899. **Seller** is Richard E. Mason, who owns 51% of KKUS(FM) San Luis Obispo, CA. **Buyer** is Francis Sheahan, who has no other broadcast interests. Filed Aug. 27.

■ **WRXY-TV Tice, FL** (BAPCT910829KE; ch. 49; 5,000 kw-V; 500 kw-A; ant. 800 ft.)—Seeks assignment of CP from Golden Media Inc. to Robert R. D'Andrea for \$425,000. **Seller** is headed by Steve Deans, and has no other broadcast interests. **Buyer** also has interests in WCLF(TV) Clearwater and WTGL-TV Orlando and WHBR(TV) Pensacola, all Florida; WHTN(TV) Murfreesboro, TN; WEJC(TV) Greensboro, NC, and WWSV-TV Opelika, AL. Filed Aug. 29.

■ **WELF(TV) Dalton, GA** (BAPCT910830KG; ch. 23; 5000 kw-V; 500 kw-A; ant. 1,517 ft.)—Seeks assignment of CP from Dalton Television Associates Ltd. to Sonlight Broadcasting System Inc. for \$195,000. **Seller** is headed by Jesus Jimenez, and has no other broadcast interests. **Buyer** is headed by Paul F. Crouch Jr., and is also licensee of WMPV(TV) Mobile and WMCF(TV) Montgomery, both Alabama; and holds CP's for WBUY(TV) Holly Springs, MS, and WPGD(TV) Hendersonville, TN. Filed Aug. 30.

■ **WGML(AM) Hinesville, GA** (BAL910828EA; 990 khz; 250 w-D, 76 w-N)—Seeks assignment of license from Liberty Broadcasting Co. Inc. to Bullie Broadcasting Corp. as part of settlement of comparative hearing for new FM at Hinesville, GA, and in consideration for issuance of 210 shares of Bullie Broadcasting stock to E.D. Steele. **Seller** is headed by Steele, and has no other broadcast interests. **Buyer** is headed by Virginia B. Frankenthaler and Steele, and has interests in new FM at Hinesville, GA. Filed Aug. 28.

■ **WYTL(AM) Terre Haute, IN** (BAL910829EE; 1300 khz; 500 w-D)—Seeks assignment of license from Power Rock Broadcasting of Indiana to Cardinal Broadcasting Inc. for \$17,000. **Seller** is headed by William H. Rice, receiver, who is also receiver for co-owned WPFM(FM) Terre Haute, IN, which was recently sold ("Changing Hands," Sept. 9). **Buyer** is headed by Ronald J. Mott, and has no other broadcast interests. Filed Aug. 29.

■ **WFAL(FM) Falmouth, MA** (BALH910828HM; 101.1 mhz; 3 kw; ant. 199 ft.)—Seeks assignment of license from Schooner Broadcasting Inc. to Cape Coastal Communications Inc. for \$425,000. **Seller** is headed by Linda P. Baines, and has no other broadcast interests. **Buyer** is headed by John Aitken (33.3%), Robert M. Lada (13.4%) and Edward S. Morgan (53.3%), and has interests in LDI Inc. permittee of WFXR(FM) Harwich Port, MA. Filed Aug. 28.

■ **KPNP(FM) Garapan, Saipan, MP** (BAPH910827HR; 99.5 mhz; 100 kw; ant. 429 ft.)—Seeks assignment of CP from Serafin Delacruz to K-Z Radio Inc.; purchase agreement to be filed as amendment in near future. **Seller** has no other broadcast interests. **Buyer** is headed by Rex W. Sorensen and Jon Anderson, and is licensee of KGUM(AM)-KZGZ(FM) Agana, GU. Filed Aug. 27.

■ **WWIN-AM-FM Baltimore-Glen Burnie, MD** (AM: BAL910828HN; 1400 khz; 1 kw-U; FM: BALH910828HO; 95.9 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Communications Management National Ltd. to Almic Broadcasting Inc. for \$4.7 million. **Seller** is headed by Ragan Henry, who is also selling WKKV-AM-FM Racine, WI (see below). Henry heads Ragan Henry Broadcast Group

August 1991

## ACQUIRED

### SINCLAIR BROADCAST GROUP, INC.

of Baltimore, Maryland  
has acquired the assets of

### WPGH-TV, CHANNEL 53

serving  
Pittsburgh, Pennsylvania

from  
Renaissance Communications Corp.

The undersigned represented the buyer in this transaction.



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Inc., licensee of WKSG(FM) Mount Clemens (Detroit), MI; WXLE(FM) Johnstown, OH, and WDIA(AM)-WHRK(FM) Memphis. Henry also heads U.S. Radio, licensee of WAKR(AM)-WONE-FM Akron, OH; WRAW(AM)-WRFY-FM Reading, PA; WCOS-AM-FM Columbia, SC; KIKR(AM)-KJZS(FM) Conroe, KHEY-AM-FM El Paso and KJOJ-FM Freeport, all Texas; WOWI(FM) Norfolk, WBSK(AM) Portsmouth and WQOK(FM) South Boston, all Virginia; WRXJ(AM)-WCRJ-FM Jacksonville, FL, and WAYV(FM) Atlantic City. Buyer is headed by Catherine L. Hughes, and is licensee of WOL(AM)-WMMJ(FM) Washington-Bethesda, MD. Filed Aug. 28.

■ **KGRD(FM) Orchard, NE** (BAL910828HS; 105.3 mhz; 100 kw; ant. 495 ft.)—Seeks assignment of license from Good Life Radio Inc. to The Praise Network Inc. for assumption of debts and liabilities of Good Life Radio. Seller is headed by Herbert P. Roszhart (50%). Buyer is also headed by Roszhart. The Praise Network has filed applications for authority to construct noncommercial educational FM's at Norfolk, NE, and Hays, KS. Filed Aug. 28.

■ **KRCV(AM) Reno, NV** (BAL910829EF; 1340 khz; 1 kw-U)—Seeks assignment of license from Car Broadcasting Corp., debtor-in-possession, to Rolando Collantes for \$30,000. Seller is headed by Douglas Trenner, and has interests in KNUU(AM) Paradise, NV. Buyer has interests in KSVN(AM) Ogden, UT, and KGEN(AM) Tulare, CA. Filed Aug. 29.

■ **WTZR(FM) Moyock (Chesapeake, VA), NC** (BAL910829HX; 92.1MHz; 3KW; ant. 421')—Seeks assignment of license from American Eagle Communications Inc. to Willis Broadcasting Corp. for \$1.13 million ("Changing Hands," Sept. 9). Seller is headed by Jim Reese, and has no other broadcast interests. Buyer is headed by L.E. Willis, who is also selling WSFU-FM Union Springs, AL (see above). Filed Aug. 29.

■ **WRJT(FM) Monterey, TN** (BAL910823HF; 107.1 mhz; 1.5 kw; ant. 482')—Seeks assignment of license from First Media of Monterey Inc. to JWC Broadcasting for \$590,000. Seller is headed by Gerald R. Roberts, and has no other broadcast interests. Buyer is headed by Joe B. Wilmoth, who is licensee of WATX(AM) Algood, TN. Filed Aug. 23.

■ **KCUA(FM) Coalville, UT** (BAPH910828HY; 92.5 mhz; 330 w; ant. -138 ft.)—Seeks assignment of CP from Gene Guthrie to Community Wireless of Park City Inc. for \$18,812. Seller has no other broadcast interests. Buyer is headed by Blair Feulner and Dee McCarthy, and is licensee of noncommercial KPCW(FM) Park City, UT. Filed Aug. 28.

■ **WKKV-AM-FM Racine, WI** (AM: BAL910826HJ; 1460 khz; 500 w-D, 65 w-N; FM: BAL910826HK; 100.7 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Three Chiefs Company Inc. to UNC Media of Milwaukee Inc. for \$3.175 million. Seller is headed by Ragan Henry, who is also selling WWIN-AM-FM Baltimore-Glen Burnie, MD (see above). Buyer is headed by Edward Dugger III and Constance W. Balthrop, and has no other broadcast interests. Filed Aug. 26.

■ **WOBT(AM)-WRHN(FM) Rhinelander, WI** (AM: BAL910827HP; 1240 khz; 1 kw-U; FM: BAL910827HQ; 100.3 mhz; 25 kw; ant. 385 ft.)—Seeks assignment of license from Oneida Broadcasting Co. to Northwoods Broadcasting Inc. for \$850,000. Seller is headed by Thomas P. Cleary, and has no other broadcast interests. Buyer is headed by Thomas (70%) and Robert Koser (10%), father and son; Danc Jensen (10%) and Thomas Walker (10%). Walker and Jensen have interests in licensee of WMAY(AM)-WNNS(FM) Springfield, IL. Walker also has interests in licensees of WOSH(AM)-WVG(FM) Oshkosh, WI; WKKN(AM)-WGMN(FM) Rockford, IL; WKMQ(FM) Winnebago, WI; WJMC-AM-FM Rice Lake, WI; WCHT(AM)-WGLQ(FM) Escanaba, MI; WCFX(FM) Clare, MI, and is permittee of WFDL(FM) Lomira, WI. Thomas and Robert Koser have interests in licensee of WJMC-AM-FM Rice Lake, WI. Filed Aug. 27.

#### Actions

■ **KBAS(AM)-KWAZ(FM) Bullhead City, AZ-Neddes, CA** (AM: BTC910705EB; 1490 khz; 1 kw-U;

FM: BTCH910705EC; 97.9 mhz; 2.8 kw; ant. 1,571 ft.)—Granted transfer of control from Calnevar Broadcasting Inc. to Green River Broadcasting Corp. for \$1.284 million. Seller is headed by Thomas M. Jones, and has no other broadcast interests. Buyer is headed by Jeffrey R. Morris (30%), Ronald G. Lundeen (35%) and Raymond A. Lindstrom (35%). Morris is a director of Pleasant Valley Broadcasting Corp., licensee of KRIM(FM) Payson, AZ. Jane, his wife, and Lindstrom hold 51% and 49%, respectively, of voting stock of Pleasant Valley Broadcasting. Action Sept. 3.

■ **WBKL(FM) Callaway, FL** (BAL910717HF; 103.5 mhz; 100 kw; ant. 475 ft.)—Granted assignment of license from Martin Communications of Bay County to Milblack Inc. for \$500,000. Seller is headed by Catherine Williams, and has no other broadcast interests. Buyer is headed by James T. Milligan (67.5%), James R. Martin (12.5%) and Gerlinde M. Pfeffer (20%). Milligan and Martin are 75% and 25% partners, respectively, in M&M Partners, licensee of WNKS(FM) Columbus, GA. Martin and Milligan are 75% and 25% partners, respectively, in JRM Broadcasting Inc., licensee of WPNX(AM) Phoenix City, AL. Action Sept. 3.

■ **WRXJ(AM) Jacksonville, FL** (BAL910523EA; 930 khz; 5 kw-U)—Granted assignment of license from WRXJ Inc. to Panamedia of Jacksonville Inc. for \$455,000 ("Changing Hands," May 27). Seller is subsidiary of Hoker Broadcasting, and recently sold co-owned WCRJ-FM Jacksonville, FL ("Changing Hands," June 10). Hoker Broadcasting is headed by Jay Hoker, and is also licensee of WMLX(AM) Florence (Cincinnati), Ky.; WDFX(FM) Detroit (sold pending FCC approval); KCFX(FM) Harrisonville (Kansas City), Mo.; and WOFX(FM) Fairfield (Cincinnati), Ohio. Buyer is headed by Susan Goldsmith (50%) and Carol Goldberg (50%). Goldsmith is sole stockholder of SMH Broadcasting Inc., licensee of WSBR(AM) Boca Raton, FL. Action Sept. 3.

■ **WMXY(AM) Hogansville, GA** (BAL910719EB; 720 khz; 10 kw-D)—Granted assignment of license from Tharpe Communications Inc. to T. Wood and Associates Inc. for \$5,000. Seller is headed by L.A. Wood Jr., one of principals of assignee. Buyer is headed by Wood (33.3%), Sara Beth Mallory (33.3%) and Keith Terrell (33.3%), and has been granted CP for FM station in Hogansville, GA. Action Sept. 3.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
<b>Total Radio</b>	<b>10,943</b>	<b>1,539</b>	<b>12,482</b>
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
<b>Total TV</b>	<b>1,482</b>	<b>202</b>	<b>1,684</b>
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
<b>Total LPTV</b>	<b>908</b>	<b>959</b>	<b>1,867</b>
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

### CABLE

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

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

■ **WMGA(AM)** Moultrie, GA (BTC910403EB; 580 khz; 900 w-D, 250 w-N)—Granted transfer of control from Radio Moultrie Inc. to James C. Elder Sr. and Christopher Elder for \$30,000. Seller is headed by James D. Hardy and Douglas M. Sutton Jr. Sutton has 50% interest in Radio Covington Inc., licensee of WGFS(AM) Covington, GA. Buyers are James C. Elder Sr. (33.3%), Christopher Elder (33.3%) and Douglas M. Sutton Jr. (33.3%), and each have one-third interest in Radio Covington Inc., licensee of WGFS(AM) Covington, GA. Action Sept. 6.

■ **WKKX(FM)** Jerseyville (St. Louis), IL (BALH910719HB; 104.1 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Don Cavaleri, receiver, to Zimco Inc. for \$1.856 million. Sale of station in February for \$3.176 million fell through ("Changing Hands," Feb. 25). Cavaleri owns approximately 60% of stock and is president of Empire Broadcasting System Inc., licensee of WCZR(AM) Charleston and WLZT(FM) Miami, both West Virginia. Buyer is headed by Jerome R. Zimmer (20%), John P. Zimmer (20%), James L. Zimmer (20%), Donald W. Zimmer (20%) and David R. Zimmer (20%), brothers, who have interests in Bluff City Broadcasting Inc., licensee of KWOC(AM)-KCLR(FM) Poplar Bluff and KCLR(FM) Boonville, MO; Zimmer Communications Inc., licensee of WOOZ-FM Harrisburg, IL, and Zimmer Enterprises Inc., licensee of KZIM(AM) Cape Girardeau, MO. Action Sept. 6.

■ **KSPG(AM)-KBUZ(FM)** El Dorado, KS (AM: BAL910724EA; 1360 khz; 500 w-D; FM: BALH910724EB; 99.1 mhz; 45 kw; ant. 492 ft.)—Granted assignment of license from Gary L. Violet to New Life Fellowship Inc. for \$1.05 million. Seller is licensee of KSUX(FM) Winnebago, NE, and is applicant for new FM at Clearwater, KS. Buyer is headed by David G. and Tammie L. Brace, husband and wife, and is licensee of noncommercial educational KZZD(FM) Wichita, KS. David Brace is also 50% stockholder of Alpha Broadcasting Inc., licensee of KTCM(FM) Kingman, KS. Action Sept. 6.

■ **WXAM(AM)** Buffalo, KY (BAL910722EC; 1430 khz; 1 kw-D)—Granted assignment of license from H E K A Broadcasting Inc. to Mark Goodman Productions Inc. for \$25,000. Seller is headed by Herbert Day, and has no other broadcast interests. Buyer is headed by Mark A. Goodman, and has no other broadcast interests. Action Sept. 3.

■ **WKTW(FM)** Dover Township, NJ (BAL910718HG; 91.1 mhz; 10 kw; ant. 165 ft.)—Granted assignment of license from Performing Arts Network of New Jersey to Mercer County Community College for \$425,000. Seller is headed by Norman Sanders, and has no other broadcast interests. Buyer is headed by John P. Hanley and 12 other directors, and is licensee of noncommercial educational WWFM (FM), instructional fixed-service TV WOW99, and is tentative permittee for new LPTV ch. 33, all Trenton, NJ. Action Sept. 4.

■ **WWIT(AM)** Canton, NC (BAL910701EB; 970 khz; 5 kw-D)—Granted assignment of license from Mountain Broadcasting Inc. to Green Communications Co. Inc. for \$280,000, consideration for forgiveness of all indebtedness owed by Mountain Broadcasting to Daniel Greene Jr. Seller is headed by Gary Ayers, and has no other broadcast interests. Buyer is headed by Greene, and has no other broadcast interests. Action Aug. 30.

■ **WTIG(AM)** Massillon, OH (BAL910723EC; 990 khz; 250 w-D, 119 w-N)—Granted assignment of license from Dale Broadcasting Co. to WTIG Inc. for \$110,000. Seller is headed by Donald Smith, and is licensee of WBRC(AM) Painesville, OH. Buyer is headed by Raymond J. Jeske, and has no other broadcast interests. Action Sept. 4.

■ **WDIG(AM)** Steubenville, OH (BAL910722EB; 950 khz; 1 kw-D)—Granted assignment of license from Romano R. Cionni Sr. to World Witness for Christ Ministries Inc. for \$250,000. Seller has no other broadcast interests. Buyer, nonprofit corporation, is headed by Roy C. Dawkins and 10 other directors, and has no other broadcast interests. Action Sept. 9.

■ **WJSM-AM-FM** Martinsburg, PA (AM: BTC910429GS; 1110 khz; 1 kw-D; FM: BTCH910429GT; 92.7 mhz; 330 w; ant. 984 ft.)—Granted transfer of control within Martinsburg Broadcasting, from Sherwood B. Hawley to Larry S. Walters for \$151,000. Neither seller nor buyer has other broadcast interests. Action Sept. 6.

■ **KTPX(TV)** Odessa and KWAB(TV) Big Spring, both Texas (KTPX: BTCCT910725KH; ch. 9; 316 kw-V; 45.7 kw-A; ant. 1,270 ft.; KWAB: BALCT910725KI; ch. 4; 12.9 kw-V; 1.5 kw-A; ant. 380 ft.)—Granted transfer of control from James T. Taylor, receiver, to Midessa Television Co. for \$4.85 million. Sale includes satellite KWAB(TV). Seller has no other broadcast interests. Buyer is headed by R.H. Drewry, and is owned by general partners KSWO Television Inc. (50%) and Lawton Cablevision Inc. (50%), cable system serving Lawton, OK. Action Sept. 9.

■ **WRVA(AM)-WRVQ(FM)** Richmond and WWDE-FM Hampton, all Virginia (WRVA: BTC910620EE; 1140 khz; WRVQ: BTCH910620HK; 94.5 mhz; 200 kw; ant. 455 ft.; WWDE-FM: BTCH910620HJ; 101.3 mhz; 50 kw; ant. 505 ft.)—Granted transfer of control within proposed assignee of stations ("Changing Hands," March 4). Purpose is to relinquish majority control of Force II Inc., managing partner of general partner of Force II Communications Ltd., by transferring 50% of voting stock to Sillerman Communications Partners. Transferee, Feuer, holds approximately 6.9% of voting stock in Noble Broadcasting Group, which controls eight AM's and 10 FM's. Transferee is headed by Robert F.X. Sillerman. Sillerman has interests in licensees of WJMI(FM) Cleveland; WYHY(FM) Lebanon, TN; WNEW(AM) New York; WIX-AM-FM Nashville and WHMP-AM-FM Northampton, MA. Sillerman also has interests in Sillerman Representative Ltd., which holds 5.3% of class B non-voting stock of Group W Radio Acquisition Corp., licensee of 10 AM's and seven FM's in major U.S. markets. Action Sept. 5.

■ **WZTR(FM)** Milwaukee (BALH910722HD; 95.7 mhz; 3 kw; ant. 610 ft.)—Granted assignment of license from Mystar Communications Corp. to Shockley Communications Corp. for \$5.057 million ("Changing Hands," June 24). Seller is headed by Michael S. Maurer, who also owns WTPI(FM) Indianapolis. Buyer is headed by Terry K. and Sandra K. Shockley, husband and wife (each 49.5%), and is licensee of KDAL-AM-FM Duluth, MN, and WOLX-FM Baraboo, WI. Action Sept. 4.

## NEW STATIONS

### Applications

■ **Ogelsby, IL** (BPH910820MB)—Stephen W. Samet seeks 102.1 mhz; 1.7 kw; 130 m. Address: 834 Park Ave., W. Princeton, IL 61356. Principal is 100% owner of WZOE Inc., licensee of WZOE-AM-FM Princeton, IL. Filed Aug. 20.

■ **Ogelsby, IL** (BPH910820MC)—Doris A. Studstill seeks 102.1 mhz; 1.35 kw; ant. 147 m. Address: 908 Burlington St., Mendota, IL 61342. Studstill and husband Lamar Studstill have interests in WXKO(AM)-WKXX(FM) Fort Valley, GA, and WKXO-FM Pana, IL. Filed Aug. 20.

■ **Ogelsby, IL** (BPH910821ME)—First Assembly of God Church seeks 102.1 mhz; 3 ant. 86 m. Address: 5950 Spring Creek Rd., Rockford, IL 61111. Principal is headed by Sam Mayo, and also owns WQFL(FM) Rockford and noncommercial WGSL(FM) Loves Park, IL. Filed Aug. 21.

■ **Richwood, LA** (BPH910826ML)—Russ Robinson seeks 100.9 mhz; 6 kw; ant. 100 m. Address: 106 Garway Cove, Clinton, MS 39058. Principal has no other broadcast interests. Filed Aug. 26.

■ **Richwood, LA** (BPH910826MM)—Urban Network Communications seeks 100.9 mhz; 3.3 kw; ant. 136 m. Address: P.O. Box 193, Monroe, LA 71210. Principal is headed by Barbara Dawson-Monk, and has no other broadcast interests. Filed Aug. 26.

■ **Willmar, MN** (BPH910821MD)—Kandi Broadcasting Inc. seeks 95.3 mhz; 50 kw; ant. 150 m. Address: P.O. Box 380, 730 NE Hwy. 71, Willmar, MN 56201.

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| <input type="checkbox"/> Station Manager       |  |



Principal is headed by Perry W. Kugler, and is licensee of KDJ(S)AM) Willmar, MN. Kugler is 33.3% shareholder of KNSP(AM) Staples, MN. Filed Aug. 21.

■ **Westport, NY** (BPH910821MF)—Westport Broadcasting seeks 102.5 mhz; 6 kw; ant. -10 m. Address: P.O. Box 1085, Ridgefield, CT 06877. Principal is headed by Dennis Jackson and Jonathan M. Becker, who have interests in WREF(AM) Ridgefield, CT. Filed Aug. 21.

■ **Benton, TN** (BPH910820MD)—Stonewood Communications Corp. seeks 93.1 mhz; 6 kw; ant. 93 ft. Address: P.O. Box K, Benton, TN 37307. Principal is headed by W.J. Woody, and is licensee of WBIN(AM) Bcton, TN. Filed Aug. 20.

■ **Lafayette, TN** (BPH910819MB)—Ivon O. Davis seeks 104.1 mhz; 3 kw; ant. 100 m. Address: 717 Days Rd., Lafayette, TN 37086. Principal has no other broadcast interests. Filed Aug. 19.

■ **Vergennes, VT** (BPH910822MB)—Lakeside Broadcasting Corp. seeks 96.7 mhz; 3.4 kw; ant. 131 m. Address: 33 Pine Plain Rd., Wellesley, MA 02181. Principal is headed by John Davis, and has no other broadcast interests. Filed Aug. 22.

■ **Castle Rock, WA** (BPH910822MA)—Castle Rock Broadcast Partners seeks 107.1 mhz; .72 kw; ant. 540 m. Address: 33692 Santiam Hwy., Lebanon, OR 97355. Principal is headed by M. Heather McDaniel and Bettie Sue Ratter. McDaniel has interests in KFIR(AM)-KSKD(FM) Sweet Home, OR. Filed Aug. 22.

■ **South Bend, WA** (BPH910826MN)—Blue Denim Music Inc. seeks 105.7 mhz; 3.5 kw; ant. 271 m. Address: 2065 Ocean Ave., Raymond, WA 98577. Principal is headed by Dorothy B. Brazeau, and has interests in KAPA(AM) Raymond, WA. Filed Aug. 26.

#### Actions

■ **Seligman, AZ** (BPH891201MB)—Granted app. of Rick L. Murphy for 103.3 mhz; .46 kw; ant. 240 m. Address: 2908 Saratoga Ave., Lake Havasu City, AZ 86403. Principal has interests in KZUL-FM Lake Havasu City, AZ. Action Sept. 3.

■ **Thousand Palms, CA** (BPH910211MG)—Dismissed app. of B.J.F. Timm for 94.7 mhz; 3 kw; ant. -16 m. Address: P.O. Box 1874, Tallahassee FL 32302. Principal has interests in WVOJ(AM) Jacksonville, WANM(AM)-WGLF(FM) Tallahassee and WSGF(FM) Naples, all Florida, and WDMG-AM-FM Douglas, GA. Action Aug. 29.

■ **Thousand Palms, CA** (BPH910212MB)—Dismissed app. of Sam J. Walters for 94.7 mhz; 3 kw; ant. 91 m. Address: 12326 Granada, Leawood, KS 66209. Principal has no other broadcast interests. Action Aug. 29.

■ **Thousand Palms, CA** (BPH910212ME)—Dismissed app. of Keith B. Bussman for 94.7 mhz; .75 kw; ant. 166 m. Address: 221 W. Pearl Ave., Stockton, CA 95207. Principal has no other broadcast interests. Action Aug. 29.

■ **Grand Junction, CO** (BPH901219MC)—Dismissed app. of Marjorie A. Price for 104.3 mhz; 100 kw; ant. 314 m. Address: P.O. Box 1100, Clifton, CO 81520. Principal has no other broadcast interests. Action Aug. 29.

■ **Grand Junction, CO** (BPH901219MH)—Dismissed app. of Ogden Broadcasting of SC Inc. for 104.3 mhz; 100 kw; ant. 432 m. Address: 1500 Main St., Wheeling, WV 26003. Principal is headed by G. Ogden Nutting, and is licensee of WNMB(AM)-WGSN(FM) Myrtle Beach, SC. Ogden Newspapers Inc., through its wholly owned subsidiaries, also owns WTON-AM-FM Staunton, VA, and two LPTV's in Minnesota. Action Aug. 29.

■ **Greenville, GA** (BPH901221MH)—Dismissed app. of Greenville Communications Inc. for 95.7 mhz; 2.56 kw; ant. 131 m. Address: Rte. 1 Box 498, Waverly Hall, GA 31831. Principal is headed by Toxie L. Carroll, and has no other broadcast interests. Action Aug. 29.

■ **Lumpkin, GA** (BPH891214MI)—Granted app. of Radio Lumpkin Inc. for 99.3 mhz; 50 kw H&V; ant. 150 m. Address: P.O. Box 665, Broad St. Lumpkin, GA 31815. Principal is headed by Mary Alice Butts,

and has no other broadcast interests. Action Aug. 22.

■ **\*Rexburg, ID** (BPED910509MB)—Returned app. of Ricks College Corp. for 91.5 mhz; 100 kw-H; ant. -12 m. Address: Ricks College, Rexburg, ID 83460. Principal is headed by Ezra Taft Benson, and is licensee of noncommercial educational KRIC(FM) Rexburg, ID. Action July 31.

■ **Churubusco, IN** (BPH880107MH)—Granted app. of Robert M. Peters for 96.3 mhz; 3 kw H&V; ant. 100 m. Address: 110 Southridge Rd., Fort Wayne, IN 46825. Principal has no other broadcast interests. Action Sept. 4.

■ **\*Topeka, KS** (BPED900727MC)—Granted app. of New Life Fellowship Inc. for 90.3 mhz; 11 kw; ant. 256 m. Address: 2020 E. Blake, Wichita, KS 67211. Principal is headed by David G. Bruce, and has no other broadcast interests. Action Aug. 28.

■ **\*Topeka, KS** (BPED901005MB)—Dismissed app. of Bible Broadcasting Network Inc. for 89.9 mhz; 1 kw; ant. 56 m. Address: P.O. Box 1818, Chesapeake, VA 23327. Principal is headed by Lowell L. Davey, and is nonprofit, non-stock corporation which operates noncommercial educational FM's in Kansas, Georgia, Florida, North Carolina, Tennessee, South Carolina and Virginia. Action Aug. 28.

■ **Hardinsburg, KY** (BPH910314MJ)—Dismissed app. of Jenny A. Peterson for 104.3 mhz; 3 kw; ant. 100 m. Address: PRG Co. Ltd., 4314 Leaf Dr., Louisville, KY 40216. Principal is headed by Jenny A. Peterson, Joe Richardson and Gary W. Gillis, and has no other broadcast interests. Action Aug. 29.

■ **Philpot, KY** (BPH900706ME)—Dismissed app. of Commonwealth Communications Corp. of Owensboro Inc. for 94.7 mhz; 3 kw; ant. 100 m. Address: 4314 Cherry Ct., Evansville, IN 47715. Principal is headed by Randolph V. Bell, who holds CP for LPTV W67CB Evansville, IN. Action Aug. 29.

■ **Philpot, KY** (BPH900706MI)—Dismissed app. of Phil Eans for 94.7 mhz; 3 kw; ant. 100 m. Address:

5704 Old Kentucky #54, Philpot, KY 42366. Principal has no other broadcast interests. Action Aug. 29.

■ **Radcliff, KY** (BPH871110MU)—Granted app. of W & B Broadcasting Inc. for 103.5 mhz; 3 kw H&V; ant. 100 m. Address: P.O. Box 609, Radcliff, KY 40160. Principal is headed by William G. Walters, and has no other broadcast interests. Action Sept. 5.

■ **\*Buras, LA** (BPED900417MM)—Granted app. of Deep Delta Radio Inc. for 91.9 mhz; 3 kw; ant. 50 m. Address: P.O. Box 1307, Buras, LA 70041. Principal is headed by Maxwell E. Latham Jr., and is licensee of noncommercial KVDP(FM) Dry Prong, LA. Action Aug. 26.

■ **\*Sanford, ME** (BPED901101MH)—Granted app. of Word Radio Educational Foundation for 88.5 mhz; 100 kw-V; ant. 118 m. Address: P.O. Box 6336, East Rochester, NH 03868. Principal is headed by Dana Rines, and has no other broadcast interests. Action Aug. 26.

■ **Ocean City, MD** (BPH901226MA)—Dismissed app. of Bruce D. Blanchard for 106.9 mhz; 4.5 kw; ant. 98 m. Address: P.O. Box 1313, Salisbury, MD 21802. Principal has no other broadcast interests. Action Aug. 29.

■ **Ocean City, MD** (BPH901226MC)—Dismissed app. of Jeffery Scott for 106.9 mhz; 3 kw; ant. 100 m. Address: 12 The Narrows, Fenwick Island, DE 19975. Principal has no other broadcast interests. Action Aug. 29.

■ **Ocean City, MD** (BPH901227MC)—Dismissed app. of Ocean City Communications Corp. for 106.9 mhz; 3 kw; ant. 100 m. Address: 8701 Georgia Ave., Suite 801, Silver Spring, MD 20910. Principal is headed by Crystal Kuykendall, and has no other broadcast interests. Action Aug. 29.

■ **Bridgman, MI** (BPH900510MH)—Dismissed app. of Susan Vandersteen for 97.5 mhz; 3 kw; ant. 301 m. Address: 50855 Cherry Rd. Granger, IN 46530. Principal has no other broadcast interests. No Action Aug.

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■ **Port Huron, MI (BPH830325AE)**—Granted app. of Port Huron Family Radio for 102.3 mhz; 3 kw-H; ant. 91 m. Address: 4311 Pine Grove Rd., Port Huron, MI 48060. Principal has no other broadcast interests. Action Sept. 3.

■ **Pearl, MS (BPH910401MA)**—Dismissed app. of Addey Communications Inc. for 93.9 mhz; 3 kw; ant. 100 m. Address: 2229 Bellingrath Rd., Jackson, MS 39211. Principal is headed by Hattie Mae Houston and William H. Deterly Jr., and has no other broadcast interests. Action Aug. 29.

■ **Pearl, MS (BPH910401MB)**—Dismissed app. of Cynthia Grammar for 93.9 mhz; 6 kw; ant. 100 m. Address: 1668 Ravenwood Lane, Pearl, MS 39208. Principal has no other broadcast interests. Action Aug. 29.

■ **Gorham, NH (BPH901220MF)**—Dismissed app. of Thomas M. Pancoast for 107.1 mhz; 6 kw; ant. 86 m. Address: 52 School St., Littleton, NH 03561. Principal has no other broadcast interests. Action Aug. 29.

■ **Brockport, NY (BPH901220MD)**—Dismissed app. of George W. Kimble for 105.5 mhz; 3 kw; ant. 100 m. Address: Box 1012, Canandaigua, NY 14424. Principal has interests in licensees of WOLF-TV Scranton and WWLF-TV Hazleton, both Pennsylvania; WTJA(TV) Jamestown, WNY5(AM) Canton and WNYR(FM) Waterloo, all New York, and WNHA (AM) Concord, NH. Action Aug. 29.

■ **Monticello, NY (BPH910214MA)**—Dismissed app. of John Colagrande for 99.7 mhz; 6 kw; ant. 100 m. Address: 4 Yankee Ct., Clifton Park, NY 12065. Principal has no other broadcast interests. Action Aug. 29.

■ **Monticello, NY (BPH910215MS)**—Dismissed app. of Nubian Media for 99.7 mhz; 6 kw; ant. 100 m. Address: 25 Anderson Rd., Parkville, NY 12768. Principal is headed by Thomas Chism and four other

partners, and has no other broadcast interests. Action Aug. 29.

■ **Saugerties, NY (BPH910502MH)**—Returned app. of Thomas L. Williams for 92.9 mhz; 6 kw; ant. 51 m. Address: 176 Main St., Lake Katrine, NY 12449. Principal has no other broadcast interests. Action Aug. 29.

■ **Saugerties, NY (BPH910501MG)**—Returned app. of Peter Moncure for 92.9 mhz; 6 kw; ant. 100 m. Address: 1111 Fawn Rd., Saugerties, NY 12477. Principal has no other broadcast interests. Action Aug. 29.

■ **Piketon, OH (BPH910118MC)**—Dismissed app. of Piketon Communications for 100.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 70, Piketon, OH 45661. Principal is headed by Gerald E. Davis and Ronald A. Angell, and has no other broadcast interests. Action Aug. 29.

■ **Newport, OR (BPH910117MF)**—Dismissed app. of Noula Pappas for 92.7 mhz; 3 kw; ant. 276 m. Address: 627 E. Shepherd Ave., Fresno, CA 93710. Principal is licensee of KZEL-FM Eugene, OR. Action Aug. 29.

■ **Idalou, TX (BPH901101MJ)**—Dismissed app. of Bradley Broadcasting Ltd. for 105.7 mhz; 3.1 kw; ant. 139 m. Address: 103 E. 28th St., Lubbock, TX 79404. Principal is headed by Freeman Harris and Emma J. Bradley. Harris holds CP's for LPTV K59DX Lubbock, TX, and LPTV K36CP Aurora, CO. Action Aug. 29.

■ **St. George, UT (BPH901231MC)**—Dismissed app. of EH Communications Inc. for 95.9 mhz; 93 kw; ant. 619 m. Address: P.O. Box 1194, St. George, UT 84771. Principal is headed by Edith Hardisty, and has no other broadcast interests. Action Aug. 29.

■ **La Crosse, WI (BPH910122MK)**—Dismissed app. of Robert V. Barnes for 106.3 mhz; 8 kw; ant. 180 m. Address: 1412 89th St. NW, Bradenton, FL 34209.

Principal has no other broadcast interests. Action Aug. 29.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Juneau, AK KINY(AM) 800 khz**—Aug. 22 application for CP to change Nott Unipole Feed System Mount 5 Bay FM antenna on tower and correct coordinates 58 18 05N 134 26 26W.

■ **Bullhead City, AZ KFLG(AM) 1000 khz**—July 11 application (BP881121AA) to reduce power to 1 kw.

■ **Bakersfield, CA KZPM(AM) 1100 khz**—Aug. 16 application mod. of CP (BP891031AH) to make changes in antenna system; reduce power 5 kw day and change from DA to non-DA and decrease height.

■ **Modesto, CA KTRB(AM) 860 khz**—June 28 application for CP to change daytime directional antenna pattern.

■ **Cincinnati (no call letters) WCIN(AM) 1480 khz**—Aug. 26 application (BP910826AI) to CP to reduce power to 0.114 kw/1 kw and make changes in antenna system.

■ **Blountville, TN WJTZ(AM) 640 khz**—Aug. 20 application for CP to make changes in antenna system, decrease height and correct coordinates: 36 31 19N 81 25 25W.

■ **Fayetteville, TN WBXR(AM) 1140 khz**—Aug. 29 application mod. of CP (BP900519AI) to correct coordinates to: 34 57 11N 86 38 46W.

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## RADIO

### HELP WANTED MANAGEMENT

**GM/GSM for Rocky Mountain** resort FM. Unique small market position with equity opportunity. Growing group needs dedicated management to keep expanding. EOE. Reply Box P-22.

**Staffing for brand new FM:** Northeast—need bright, enthusiastic applicants for all staff positions: GM, SM, AE's, ND, On-air talent. Send resumes only to Box P-24. EOE.

**Sales manager:** Contemporary Christian top 10 Northeast market seeks dynamic sales manager who can balance selling with coaching. Looking for professional, creative team player able to interact with GM & OM. EEO employer. Reply to Box P-25.

**Radio general manager** wanted for Metroplex Communications, WFYV-AM/FM/Rock 105, Jacksonville. Must have a minimum of three years in senior station management. Larger market program directors or sales managers with broadcast-based experience will be considered but someone with general managerial experience is preferred. Jacksonville market experience a plus. Rock station management experience a plus. Minorities and women are encouraged to apply. Metroplex Communications is an equal opportunity employer. Send resumes to Steve Godofsky, c/o Metroplex Communications, 1818 Ohio Savings Plaza, Cleveland, Ohio 44114.

**Immediate need** for sales-oriented general manager with both bottom line and program experience. FM-AM combo in small competitive market located in beautiful Southeast. Send resume, references, and salary requirements to Box P-42. EEO.

**Northern Ohio AM/FM** seeks manager knowledgeable in all aspects of station operations. Must be experienced in and enjoy small market radio. Send resume, salary requirements. EOE. Reply to Box P-43.

**New England.** General manager for full-time AM/FM station in small to medium resort market. Successful station owned by strong company looking for energetic, sales oriented GM. Salary, bonus, equity participation. Reply Box P-44. EOE.

**General manager,** powerhouse New England FM. This super-rated facility needs an organized, disciplined leader; one who can find the hill and lead his troops up to take it. Spectacular opportunity with a great group. All replies held in confidence. Please reply to Box P-45. EOE.

**Florida AM/FM needs** traffic/sports/network manager. Music and talk formats. Send resume and salary history to Box P-46. EOE.

**Sales manager:** Gulf Coast Florida FM Country format needs a killer GSM to manage and motivate a sales staff. Organizational skills, people skills, street skills a must. Send resume, sales management philosophy, educational background, salary history and references to: 300 Mooty Bridge Rd., Suite 210, LaGrange, GA 30240. EOE.

### HELP WANTED SALES

**Sales person wanted:** Only battle-hardened street warriors with three to five years experience need apply. Send references and resume to WMMK, Box 817, Destin, FL 32540. EOE.

### HELP WANTED ANNOUNCERS

**Full power Southwest FM** seeking mature, talented communicator to succeed market leader. EOE. Resume only to Box P-47.

### HELP WANTED TECHNICAL

**Broadcast engineer:** Midwest combo: 50,000 watt FM & 5,000 watt directional AM seeking experienced engineer. Will maintain transmitters, studio/production equipment, STLs, satellite receivers, micro processor equipment. Competitive pay & benefits. Will have good transition support. Operation guided by Christian principles. Contact Ed Moore, GM, WFRN/WCMR, Box 307, Elkhart, IN 46515. 219-875-5166. EOE.

### HELP WANTED NEWS

**WSSU-FM, 50,000 watt** NPR public radio station in Springfield, Illinois, seeking director of network operations. Produce reports and programs about Illinois government and politics for WSSU and state radio network. Required: Two years radio news experience, six months devoted to covering government/politics, Bachelor's degree. Send cover letter, resume, non-returnable audition tape and three references to: Chair, Search Committee, WSSU Director of Network Operations, WSSU-FM, Sangamon State University, Springfield, IL 62794-9243. SSU is an EEO, affirmative action employer. Women, minorities and persons with disabilities encouraged to apply. Application review process begins October 15. Questions 217-786-6516.

**New FM station** in small-medium market. News, sales, announcers send T&R to Tom Jeffries. 96.7 WVNC, Canton, NY 13617-0136. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**NC 100,000 watt FM** is seeking a program director experienced in Urban/Black programming. Send an air check, resume, and references to The Bowen Company, 3420 Pebble Dr., Monroe, NC 28110. EOE.

### SITUATIONS WANTED MANAGEMENT

**GM, sales pro,** promotions, programing expert, people skills, profit motivated, bottom-line oriented, start-up or turnaround welcome, available immediately. Reply to Box N-45.

**Available now.** Experienced in sales, engineering and programing with over eight years as successful general manager. Recently left position on good terms. Looking for new opportunity with or without equity. Excellent references. Last 5 years, set billing and cash flow records for market. Tom 314-636-4558.

**Previous radio station owner** with nineteen years experience in management desires general management position with small to medium market station. Expertise in training ALL staff positions. Faxed resume upon request. Excellent credentials. 512-490-7489.

**General manager...31** years broadcast experience. Current position for last 7 years as FM-GM. 17 years TV operations. Midwest first choice. General class license, not a chief engineer. Strong on sales, but not a salesman or sales manager. No hard rock. No AM. Several years broadcast instructor. Percent of profit a must. Agricultural background. Management through station and community involvement. References, salary history, complete personal information and resume on request. I'll tell it like it is and there will be no surprise later. Box P-48.

**Outstanding small market GM...wants** to get back to Texas, Arkansas or Louisiana. Great track record. 20+ years experience. Box P-49.

**Management, sales, promotion.** Hire me, your bottom line will love you! 14 years experience, let's talk. Tom 413-773-8836.

**Let's roll up our sleeves** and get the job done. A 15 year advertising/broadcasting management executive seeks group management, GM, or administrative position in small/medium market. Successful turnaround experience. Extensive general manager, sales manager, and sales experience. MBA degree. Full P&L responsibility. Call 405-447-0626.

**Program director** with 18 years experience seeking GM position with stable group. Experienced in programing and sales. Creative and bottom line oriented. Currently in Top 100. Reply to Box P-56.

### SITUATIONS WANTED SALES

**Dynamic, redhead, female account executive** for hire in small market. Five years experience various formats. Rock, Country, etc. FCC 3rd class license for commercials, news, weather, great air voice! Specialize in creative promotional retail campaigns. Prefer Midwest, Colorado, Ozark or Pacific Northwest locale. Reply Box P-50.

### SITUATIONS WANTED ANNOUNCERS

**Eleven years experience,** very good pipes and delivery, prefer East or Southeast. Jay Linn, 135 Martin Rd., Pittsburgh, PA 15237. 412-364-5622.

**Announcer:** Maturé broadcaster seeking return to radio. Country, Oldies or Adult Contemporary. Prefer East Coast. Call Ed. 703-799-0739. Available now!

**Cage PBP!** Any college networks out there need a fresh voice for basketball? (And more!) Give me a call. Steve 602-425-5523 or 602-425-4471.

**Enthusiastic & aggressive** sports and news reporter. Winner of William Randolph Hearst Award 1991. Strong PBP skills on NCAA Division I level. Will relocate anywhere! Tim 818-718-8112.

**Veteran announcer-productive salesman** with credentials seeks return to the radio industry anywhere in native West Coast. Reply Box P-51.

#### SITUATIONS WANTED TECHNICAL

**Lifetime broadcast engineer.** 31 years experience all phases radio must relocate. Salary open. Leave message for resume. 318-387-2001.

**Experienced major market chief engineer** seeking opening for corporate director of engineering or a major market CE position. I have more than the required experience, am good at what I do, and established broadcasters will verify this. Construction, maintenance, computers, good administrative skills, supervisory experience, budgeting, unions. Call Jim 718-472-7244.

**Attention all stations!** Former Harns engineer is accepting assignments anywhere for expert field service on automation, transmitters, audio, constructional & directional antennas. Any manufacturers equipment. Available by the day, week or project. Super references. 813-849-3477.

**Quality/cost conscious, experienced engineer** seeks stable long-term growth opportunity. AM/FM including high power & directional. Also capable in operations, production, and on-air. Major references. Reply to Box P-19.

#### SITUATIONS WANTED NEWS

**Pro newsman/copywriter,** educated, personality. Available for interview anytime September. For details/demo tape phone me c/o Boye de Mente, tel. 602-952-0163

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Sonny Bloch, host of America's longest running independent,** 2-way talk show about money, business, real estate and life, would like to work for you for free. He offers 18 hours of programming 6 days per week (take all or part), plus a daily afternoon news show with plenty of openings for your local news, traffic and weather reports. Call him if you need instant revenue and ratings. He is now heard in over 200 cities including 90% of the top 100 markets. There must be a reason that this broadcaster has kept growing for 12 years. The answer is simple: The audience loves the show, the sponsors love the show, and your bank account will love the show!! You can have him now. It's as easy as a telephone call. Ask for Susan at 212-371-9268.

**Secret formula!** Survey proven #1 rated programming concept combined with a revolutionary new way of making money with your unsold airtime. Only two stations can have this format operational before the end of this year. Many will want it. Consultant basis. I work for a modest initial fee plus a percentage of the revenue I'll generate. All rights reserved. 813-849-3477

**18 years radio/TV/agency.** Solid promotion/community involvement; excellent organizational/people skills. Operations-programming or similar. Prefer Great Lakes medium/large opportunity. Reply Box P-28.

**Multi-award-winning producer/writer** wants to get in front of the camera. Exceptional interviewer, conversationalist, really well-informed, inquisitive, quick and insightful. Extensive past experience in radio talk. Expertise in the popular arts (degree in American Popular Culture; thesis on Pink Floyd's "Dark Side of the Moon"), but broad range of interests; have conducted in-depth sessions with personalities as diverse as Dr. Oliver Sachs ("Awakenings") and Nick Nolte. Have all the elements for you to put two and two together: producer's demo tape, headshot and radio outtake on 1/2" audio tape (i.e. voice). Excellent prompter reader. Impressive references. Will move anywhere to make this essential career enhancement. Please call Steve at 202-362-4915.

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**Expanding radio broadcaster.** Positions available in Colorado and Atlanta include: Sales, air personality, news, board, production, administration. Three years experience. Tapes and/or resumes to: Mainstreet Broadcasting Co., 1160 S. Millidge Ave., Athens, GA 30605.

#### TELEVISION

##### HELP WANTED MANAGEMENT

**National sales manager:** Top 75 market. NBC affiliate looking for aggressive NSM. Candidate should have a minimum five years local, national or rep sales experience. Knowledge of Marshall marketing helpful. Must be marketing oriented and forward thinking. Reply to: Bob Stettner, GSM, KXAN-TV, PO Box 490, Austin, TX 78767. No phone calls. EOE.

**Local sales manager** for major network affiliated group. Two positions available in Southeast. Emphasis on new account development, sales training and strong people skills. Excellent opportunity for successful A.E. to move up. Send resume, compensation requirements and references to Box P-36. EOE.

**General sales manager:** WBSV-TV in sunny Sarasota has an immediate opening for an experienced, enthusiastic sales manager. Must have minimum of 2 years GSM or NSM experience and be able to motivate an independent station sales team. Send resume and salary requirements to: Jack Moffitt, General Manager, WBSV-TV, 2065 Cantu Court, Sarasota, FL 34232, or call 813-379-0062 for further information. EOE.

##### HELP WANTED SALES

**TV/radio Southeast sales position.** Immediate opening with broadcasting's oldest media/merchandising/sales promotion firm (38 years). TV/radio sales experience required. Full-time travel (Mon.-Fri.). Draw against generous commission. Resume and recent picture to: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE

**General sales manager** needed for the NBC television station in Midland, Texas. Prior television sales management experience preferred. Send resume and references to Dan Robbins, KTPX-TV, PO Box 60150, Midland, TX 79711. EEO.

**Account executive:** WDEF-TV, Chattanooga's CBS affiliate, is accepting applications for the position of local account executive. Three or more years of television sales experience is preferred. Applicants should be aggressive, creative, organized, and motivated. Agency and new business development skills are required. Qualified applicants should send a resume to: Lynn Ayes, Local Sales Manager, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. WDEF-TV, a Park Communications Station, is an equal opportunity employer.

##### HELP WANTED TECHNICAL

**Honolulu, Hawaii engineering manager** needed for leading network affiliate. Successful candidate will lead the planning, installation and maintenance group; no operations. Bachelor's degree or equivalent experience required. Send letter with resume to: T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

**Chief engineer** for medium market. A hands-on type with good people skills and leadership qualities. Should have hands-on experience with UHF/VHF transmitter and the latest state-of-the-art studio equipment. Should have 3-5 years in supervisory position and possess FCC General Class or SBE certificate. Send resumes only to Box P-29. EOE.

**Maintenance engineer:** Experience with one-inch, broadcast 1/2" satellite technology, microwave, and cameras. Top 20 market. Send resume to Chief Engineer. Box P-37. EOE.

**Field operations coordinator:** Dominant CBS affiliate in 69th market needs person to operate and maintain satellite news gathering vehicle according to FCC rules and regs and in compliance with federal and state vehicular laws. Must demonstrate technical background and/or formal training in electronics, high power RF systems and microwave technology. Must acquire and maintain D.O.T. certification and Virginia commercial driver's license. Send resume to: Personnel Dept. WDBJ Television, Inc. PO Box 7 Roanoke, VA 24022-0007. EOE. No phone calls.

##### HELP WANTED NEWS

**Field producer:** Opportunity available for a creative, mature individual. Good journalism background a must. On camera experience required with a minimum of 3 years hands-on experience in news or magazine style stories. One of the country's top Christian television programs offers an excellent salary and benefits package. Send 1/2 inch reel and resume to: Personnel Director, PO Box 819099, Dallas, TX 75381-9009. EOE.

**TV news reporter:** Creative hard working TV reporter with excellent writing skills. Must be able to communicate to viewers in an understandable, personable, comfortable way. Live field experience essential. Must be creative writer and story teller, with a minimum of three years TV news experience. Send tape and resume to Liz Grey Crane, News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No calls. EOE.

**Reporter/weather:** WHIZ is looking for a reporter with the ability to do weather. Entry level. Tapes to George Hiotis, 629 Downard Road, Zanesville, OH 43701. WHIZ is an equal opportunity employer.

**News director:** WIS-TV, South Carolina's dominant news operation, is looking for a dynamic, innovative news director who sets high standards and has the ability to get things done. Successful candidate must have a prior record of notable achievement as a news director, assistant news director or major market producer. WIS-TV has a state-of-the-art news operation supported by ownership committed to excellence. Send resume and statement of news philosophy to General Manager, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

**Reporter: WTMJ-TV is searching** for an aggressive reporter with great storytelling ability. Minimum three years prior television reporting experience required. Send non-returnable 3/4 inch tape to Jim Prather, News Director WTMJ-TV, 720 East Capitol Drive, Milwaukee, WI 53201. EEO.

**TV reporter:** General assignment reporter, KFSN-TV. Minimum five years' full time on-air reporting experience. Investigative and/or consumer reporting experience helpful. Send resumes and air-check to: Doug Caldwell, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. KFSN-TV, a division of Capital Cities/ABC, Inc., is an equal opportunity employer. Women and minorities are urged to apply.

**Producer:** Strong writer, creative and solid news judgement. Minimum of two years newscast producing experience. Send resume, tape and writing samples to: Steven D. Hammel, News Director, WHEC-TV, 191 East Avenue, Rochester, NY 14604. WHEC-TV is an EOE.

**Weekend producer/reporter:** Dominant CBS affiliate in 69th market needs person responsible for weekend newscasts, including story assignments, production of programs, and overall appearance of news product. Strong writing and research skills required. Must be able to operate videotape editing station, meet deadlines and work well under pressure. Three years experience in television news preferred. Send resume and non-returnable tape to: Personnel Dept, WDBJ-TV, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE. No phone calls.

**Sports reporter/anchor:** Weekend sports anchor and responsible for field sports reporting. Prefer two (2) years on-air exp. Tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EOE, M/F.

**Anchor/reporter.** Experienced, energetic news professional for anchor position with female co-anchor during 10:00 pm news. Minimum of 2 years anchor experience with strong reporting, writing and communication skills. College journalism degree. Non-smoking environment. Resume, salary requirements and non-returnable tape to Sheldon Ripson, News Director, WHOI-TV (Peoria, IL market), 500 N. Stewart, Creve Coeur, IL 61611. EOE.

**Entry level reporter:** Send non-returnable tape and resume to WOWL TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls please. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager:** Responsible for managing commercial production, station clients, crew and downlink scheduling. Must have experience in commercial news, sports and remote directing. Top 20 market. Send resume to Operations Manager. Box P-38. EOE.

**Marketing/promotions coordinator:** Major market SE Fox affiliate. Experience in on-air campaign and spot creation for radio and TV necessary. 5 years TV minimum, sales experience essential. EOE M/F. Send resume only to Box P-39.

**Creative services manager.** Dominant west Texas affiliate seeks a professional with strong production background and good people skills to supervise a 3-person department. Experience and degree required. Send resume, salary requirements and tape to: Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**San Diego's premier production company** needs creative on-line editor. Five years editing experience in post production environment required. Heavy emphasis on ADO in combination with paintbox and computer graphics. Fax resume to Dan Rogers, 619-695-1224. Call World Video & Film, 619-695-1045. EOE.

**Director:** Minimum 2 years directing experience. Some live-to-tape television experience. Editing background, & remote experience. Must be creative, have technical knowledge, organizational & leadership qualities, and motivational skills. Undergraduate degree in radio-TV or communications. Send resumes only to Personnel Department WCFC-TV 38 S. Peoria, Chicago, IL 60607. Equal opportunity employer.

**Television facilities manager:** Manage field, post and studio production facilities for two public television stations and instructional production service. Qualifications are a four year degree with major field of study in Television Production, Communications or Instructional Media; and three years of demonstrated experience in studio and location production, or equivalent education experience. Salary competitive with generous benefits. Application deadline October 4, 1991. For information packet contact Facilities Manager Search Chairman, Northwest Public Television, Washington State University, Pullman, WA 99164-2530 or phone 509-335-6511. WSU is an EO/AA employer and educator. Protected group members are encouraged to apply.

**Production manager-WVAH-TV,** Charleston WV seeks an experienced production manager. Heavy emphasis on commercial production. This is a hands-on position, must be familiar with the latest production techniques. CMX, DVE, Chyron Scribe, MLI, remote and studio. Send resume and tape to John Fawcett, Operations Manager, WVAH TV 11 Broadcast Plaza, Hurricane, WV 25526. EOE.

#### HELP WANTED MARKETING

**Manager/national program marketing:** WPBT, public television in South Florida is looking for a manager/national program marketing to develop and execute a specific funding plan for our national programs including travel and presentations to corporations, foundations, governmental or quasi-governmental funders, prospective co-producers, distributors, etc. Oversees the creation of written proposal materials and participates in new program development process with special emphasis on the marketability of concepts to prospective funders, distributors and after-market purchases. We're looking for someone with three to four years experience in program funding or related field. Strong marketing background with a record of proven successes. Send resume to Human Resources, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H/V.

#### SITUATIONS WANTED MANAGEMENT

**Owners, GM's, GSM's;** Jeff Arthur Productions just wrote over one million dollars in new advertising revenue in Texas, Florida, Louisiana, North Carolina and South Carolina for stations just like yours. This proven results program works! Guaranteed! Please call collect - 813-573-5277.

#### SITUATIONS WANTED TECHNICAL

**Moving from NJ to Miami** seeking work in TV. Has over 3 yrs work exp. in NYC. Exp. in cameras. T.D. & editing etc. Carl 908-289-5660.

**25 years broadcast engineering.** 14 years as hands-on television chief engineer. Start-up and upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply to Box P-30.

**Mobile EIC/video engineer S.N.V./E.N.G.** engineer. 17 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

#### SITUATIONS WANTED NEWS

**Excellent, experienced sportscaster** looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

**Exceptional background.** Top AP, newspaper supervisor, reporter, editor, plus business experience and respect for bottom line. Seeking news or independent project. 415-751-1845.

**13 years TV operations and production** experience. Presently operations supervisor in Midwest market. Seeking permanent, more responsible position with solid company. Team player dedicated to quality and results. Please reply Box P-40.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Lighting director:** Experienced in broadcast television/film lighting with excellent references in working with a wide variety of clients in major market. Supervisory, budgetary, designing and planning knowledge in studio and remote lighting. Seeking lighting or studio supervisor position. Contact David 614-373-3397.

#### PERSONALITY/TALENT

**Emmy winner 4 times** w/original, sophisticated, surreal visual style and personality. Unlike any you've ever seen. Will bring new look, good numbers to your late-night. For tape/resume please contact: Reply Box P-31.

**Versatile minority entertainment anchor-reporter/news anchor-reporter** with 3 years of experience with "THE" entertainment news show and cable looks to jump start stalled career. I'm just looking to work with the best. Reply to Box P-41.

#### MISCELLANEOUS

**Primo people** seeks bi-lingual (Spanish/English) sports reporters with some anchoring experience. Call Steve Porricelli or Fred Landau at 203-637-3653. or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

**Anchors and reporters.** Do you have what it takes to get ahead in TV news? It's never been more difficult. You and your work must stand out. Former news directors Randy Covington and Peter Maroney can help with tape critiques and career guidance. For straight talk and honest advice that can help you take the next big step in your career, call New Day Communications, 215-552-8975.

#### ALLIED FIELDS

##### HELP WANTED INSTRUCTION

**Journalism** — Two new dynamic teachers to join journalism faculty by August 10, 1992. Successful candidates should have undergraduate or one graduate degree in journalism or closely related area and a minimum three years of good professional communication experience in an area related to new positions. Prior successful teaching experience, research, publication and/or creative activity interests, and public service are pluses. Positions are 12-month, tenure track, paying up to \$43,000 in Florida's capital city. (Position 1.) — Assistant/Associate Professor and GM of WAMF-FM, the university's non-commercial 1600-watt, student-operated stereo radio station. GM will select, train and monitor student staff, assure correct station operation, teach one or two courses, and direct WAMF fund-raising. Minimum two years of broadcast news or broadcast management preferred. Doctorate preferred. Masters required. (Position 2.) — Instructor/Assistant/Associate Professor and director of highly effective journalism placement/internship program. Successful candidate will have numerous contacts in newspapers, broadcasting, magazines and/or public relations; be a good liaison with the communication industries; work with students to prepare good resumes and portfolios; be active in developing new placement/internship opportunities, and teach two or three courses per term in area of expertise. Doctorate or Masters preferred. Bachelor's with extensive professional experience considered. Application letters/resumes due November 15, 1991 to Dean Robert M. Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307. The FAMU journalism program was the first at an historically Black university in America to receive national journalism education accreditation (1982) and reaccreditation (1988). FAMU is an equal opportunity/equal access university.

**Asst. prof./entry level, tenure track,** beginning August 1992. Teach core courses in Broadcasting Sequence, related courses depending on background. Strong professional experience and Ph.D. expected. Applications accepted through Oct. 10, 1991. Send letter, current vita, transcripts, three letters of reference to: David A. Haberman, Chair, Dept. of Journalism and Mass Communication, Creighton University, Omaha, NE 68178-0119; 402-280-2825. Creighton University is an affirmative action/equal opportunity employer.

**Telecommunications instructor** with the Grossmont-Cuyamaca Community College District. The closing date is October 15, 1991 at 4:30 p.m. For further information, please contact the District Personnel Office at 619-589-0900. EOE.

#### HELP WANTED SALES

**Mega-bucks:** Our marketing representatives earn \$100-200,000 commission. Sales managers earn \$200-450,000. International sales managers can earn \$1-2,000,000. 1-800-A-C-POWER. EOE.

#### EMPLOYMENT SERVICES

**We market talent!** News weather and sports. Demo tape preparation. Call M.T.C. between 6am & 9am Pacific Time M-F 619-659-0023.

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 Ext. R-7833 for current federal list.

**Jobs are now available** in the radio and television industry. Subscribe to "Hot Leads" today. 5 issues for \$15.00/10 issues for \$20.00. Send check or money order to: WWW Publishing Company, P.O. Box 2233, Natick, MA 01760. For info call 1-800-523-4WWW.

**Need personnel for television, radio or cable?** Call Bill Elliott's "Personnel Hotline" 813-849-3477. A free service to employers 24 hours a day! Fulltime and temporary personnel available. All positions. Executive to entry level.

#### EDUCATIONAL SERVICES

**On camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Anchor Workshop-Nov 2, 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 Inturbide 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.

**Wanted: Reasonably priced C and KU Band uplinks.** Submit specifications and cash price to: Webber Parrish, Telecommunications Systems, Rt. 4 Box 392, Olney, IL 62450, or call 1-618-863-2323.

#### FOR SALE EQUIPMENT

**BE-FM30, 1981.** Factory rebuilt, retuned, warranted, w/FX-30. Transcom 800-441-8454.

**AM transmitters:** Continental/Harris 1KW, CCA 2.5KW, MCM/CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

**FM transmitters:** Collins/RCA 20KW, BE/Collins/RCA 10KW, CCA 2.5KW, Harris 1 KW Transcom 800-441-8454.

**AM and FM transmitter,** used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**FM antennas.** CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**Micro control 9 channel** 6-year-old remote control in good condition. \$1500. WRUL/WROY, Carmi IL 618-382-4161.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**Blank tape, half price!** Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

**Broadcast equipment (used):** AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427

**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.

**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.

**TV transmitters:** RCA TTU-60 on channel 19 available mid-September. Very reliable. Many spare parts. Excellent Klystrons. Transistor exciter. See operating now. Contact Don Roden, Huntsville, AL 205-533-3676.

**For sale—**Complete field, production, and post-production system now in operation in a northern Illinois market. S-VHS acquisition format; editing primarily S-VHS. Call John Schaller at 815-282-4500.

### CABLE

#### Help Wanted Sales

#### ACCOUNT EXECUTIVE SALES NCA

National Cable Advertising, Cable's largest spot representative firm, seeks an experienced sales person for its New York office to represent major market systems. Proven track record in advertising sales, both on the agency and client level is required. Please send resume and salary requirements in confidence to:

Sue Schmalzbach  
Director of Sales  
National Cable Advertising  
114 W. 47th St. (17th Floor)  
New York, NY 10036  
FAX #: (212) 840-1497

### TELEVISION

#### Programing Services

LOCAL TV WEATHER VIA SATELLITE FOR YOUR MARKET TARGETED TV WEATHERCASTS DAILY VIA SATELLITE CUSTOM CUTS... TAILORED & LOCALIZED TO YOUR MARKET GREAT GRAPHICS. AMS TALENT, VERY SALEABLE AND AFFORDABLE. RESERVE YOUR MARKET NOW... AVAILABLE OCTOBER '91.

CALL WEATHERSTAR: 1-800-530-7970

### Help Wanted Sales

#### TELEVISION BROADCAST SALES

ANGENIEUX has a sales position available in the Metropolitan N.Y. area. You will demo and sell television lenses. Salary to match your experience and performance. Please reply with resume and salary requirements to:

7700 NO. KENDALL DRIVE  
STE 407  
MIAMI, FL 33156

(No Phone Calls)

### Help Wanted Technical

TELEVISION

#### VIDEOGRAPHER/EDITOR

VIDEOGRAPHER/EDITOR for broadcast and instructional productions. We're looking for someone with a strong visual and editorial sense. Responsibilities include: field/studio camera, lighting, sound, and editing in multi-formats. Bachelor's degree or equivalent work experience plus two years experience in the direction, operation and technical activities of TV and/or audio production. Client communications skills a plus. Excellent benefits package, salary high 20's. Please send resume indicating Ref. No. 011 to: P.O. Box 496, New Brunswick, NJ 08903.

THE STATE UNIVERSITY OF NEW JERSEY  
**RUTGERS**

Employment eligibility verification required  
An Affirmative Action/  
Equal Opportunity Employer

### Help Wanted News

#### NEWS DIRECTOR SAN DIEGO'S ONLY PRIME TIME NEWS

Hands-on News Director with good grasp of latest technologies, graphics, and an enlightened approach to local coverage and special event programming. Must be able to operate efficiently and competitively in America's sixth largest city. 3 years News Director experience essential. Send resume and tape of current newscast to (No phone calls please):

**9 KUSI-TV 51**

Attn: Personnel Director  
4575 Viewridge Avenue,  
P.O. Box 719051,  
San Diego, CA 92171.

AN EQUAL OPPORTUNITY EMPLOYER

## TELEVISION

### Help Wanted News Continued

Anchor  
Number #1 Station-Top 60

We are not looking for just an anchor! We are looking for a dynamic, warm and mature communicator to complement our female anchor. A person who wants to make a difference in this community.

Please send a letter, resume and 3/4" or VHS tape to:  
THE BROADCAST IMAGE  
GROUP  
Attn: Talent Recruitment  
123 Grant Avenue  
San Antonio, Texas 78209  
EOE - Tapes will not be returned.

### Help Wanted Programming Promotion & Others

KGW-TV in beautiful Portland, Oregon is seeking a Marketing Manager to coordinate and manage the Sales Marketing functions of the station, in order to generate and develop substantial new station revenue. Will assume complete responsibility for development and implementation of all vendor support programs, the creation and implementation of sales-driven promotions and programming, commercial production, as well as new business. Candidate should possess broadcast experience in all of the above areas and be a self-starting, creative and energetic individual. Working with both local and national advertisers a plus. Minimum of three years experience required. Position reports to General Sales Manager.

KGW-TV  
1501 S.W. Jefferson Street  
Portland, Oregon 97201-2566



Equal Opportunity Employer

### Situations Wanted News



## JACQUELINE KNAST

Experienced NBC affiliate TV reporter/anchor/host seeks opportunity.

Reply to Box P-57

## RADIO

### Help Wanted Management

# WWL 870am

## Local Sales Manager

Management opportunity is available at the top billing station in New Orleans. You must know how to sell a news/newstalk format and sports (professional and/or college). You must have a successful track record dealing with direct major advertisers. You must have the ability to motivate and work one-on-one with a ten person sales staff. Some management experience is desirable but not necessary. Minimum five years radio sales required. Send resumé to:

Eve Versteeg  
General Sales Manager WWL 870 AM  
1450 Poydras, Suite 440  
New Orleans, LA 70112  
EOE

## PLEASE NOTE:

When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does NOT forward tapes or other oversized materials to Blind Boxes.

### Help Wanted Technical

## RADIO BROADCAST TECHNICIANS

The Voice of America seeks Broadcast Technicians for studio, recording and maintenance positions in Washington, D.C. Applicants for all positions must have technical experience in professional radio or the audio portion of television which clearly demonstrates technical competence.

Salary starts at \$12.86 per hour. Shift work is required. To apply, send federal application (SF-171) to:

VOICE OF AMERICA  
B/POB, Room 1543  
330 Independence Avenue, SW  
Washington, DC 20547  
ATTN: MAG

The Voice of America is an Equal Opportunity Employer and a part of the United States Information Agency.



### Help Wanted Instruction



#### DIRECTOR SCHOOL OF JOURNALISM AND MASS COMMUNICATION

KENT STATE UNIVERSITY seeks applications and nominations for the above position, appointment effective July 1, 1992. In this professionally oriented school, a full-time faculty of 21 serves more than 1,000 undergraduate and 60 master's degree students in newspaper, magazine, and broadcast news; radio and television production, corporate video, media sales and management; advertising, public relations, photo-journalism and photo-illustration.

The selection process will focus upon candidates demonstrating the most advantageous mix of the following: Proven management/administrative leadership, professional/academic experience, and successful teaching experience/demonstrated interest in journalism and mass communication education. Responsibilities include: Financial and personnel management, academic program development and evaluation, leadership in research and professional development, generation of outside funding, and maintenance of a strong professional presence beyond the campus. Salary is commensurate with credentials and experience.

Nominations of and applications by women and minorities are especially encouraged. A completed application for this position will include a letter of interest, resume, and names, addresses, and telephone numbers of three to five references. The letter of interest should include a summary of the candidate's vision of a professional school of journalism and mass communication, especially in the areas of teaching and research/creative activity.

Completed application materials must be received by February 28, 1992. Send nominations and application materials to:

**Chair, JMC Director Search,  
College of Fine and  
Professional Arts,  
204 Taylor Hall,  
Kent State University,  
Kent, OH 44242**

EQUAL OPPORTUNITY/  
AFFIRMATIVE ACTION EMPLOYER

### ALLIED FIELDS

### Help Wanted Management

#### Public Relations Manager

We're Electronic Arts, the world's most award-winning creators of interactive software — both computer and video games. Right now, we're looking for a very special manager to bring a new, fresh, global PR perspective to our exciting entertainment products.

As the candidate we seek, you will know the broadcasting and entertainment industries — inside and out. You're capable of jumping right in and can deftly manage the day to day functions of our PR department. You can also develop and execute ingenious strategic plans and product publicity programs that will take our titles and affiliated label's products to new heights. In addition to 8-10 years experience in a related field, your management background clearly demonstrates good people skills, as you'll supervise a staff of five. A related college degree is preferred. You can also write effectively and possess the established media relationships and press contacts that this job demands.

If you're looking for a truly unique environment that fosters autonomy and creative productivity, look no further. We offer a competitive salary and benefits. For consideration, send your resume to: **Electronic Arts, 1450 Fashion Island Blvd., San Mateo, CA 94404. Attn: RC-HH. An equal opportunity employer.**

#### Electronic Arts

### Help Wanted Sales

#### SALES REPRESENTATIVE

Broadcasting Magazine is seeking a New York based sales representative. A minimum of 2-3 years outside sales experience is required. Candidate must be able to travel into geographic sales territory. Position includes selling to numerous advertising categories including Television Programers, Media Brokers, Cable Television Networks, etc.

Broadcasting, recently purchased by Cahners Publishing Company, offers a comprehensive benefits package in addition to a competitive salary for this position.

Please forward your resume to:

**Joan Miller  
Broadcasting  
630 Third Avenue  
New York, N.Y. 10017**  
No telephone calls, please.  
EOE - M/F/H/V

### Help Wanted Programing Promotion & Others

#### PROMOTION MANAGER

Broadcasting Magazine is seeking a New York City based promotion manager. This newly created position will report directly to the Publisher, and will work closely with ad sales to develop presentations; sales materials; merchandising; and, research projects. A minimum of three years experience is required - either with magazines; TV/Radio stations, or, syndicators. Broadcasting, recently purchased by Cahners Publishing Company offers a comprehensive benefits package in addition to a competitive salary for this position. Please send your resume to:

**Joan Miller  
Broadcasting  
630 Third Avenue  
New York, NY 10017**  
No telephone calls please. EOE

# Volunteer.

WE'RE FIGHTING FOR  
YOUR LIFE

American Heart  
Association



**Employment Services**

**California Broadcast Job Bank**  
 For application information call  
**(916) 444-2237**  
 California Broadcasters Association



**JOBPHONE**  
 Where Television/Radio  
 Professionals Find Employment  
**1-900-726-JOBS**  
\$1.99 Per Minute (5 6 2 7 1)

**Find A Job Today!**  
 TV Anchor, Weather, Sales  
 Reporter, Sports, Producer & Entry Level Jobs.  
 Radio Disc Jockey, News, Sales  
 Program Dir. & Entry Level Jobs.  
**1-900-786-7800**  
**Broadcast JobLine**  
\$2.29 per min. Your Career is on the line

**TV'S JOB LISTING LEADER**  
 As little as a TOTAL OF \$6 PER WEEK taps you into  
 MediaLine's unparalleled TV job listing service  
**NO OUTRAGEOUS PER MINUTE CHARGES**  
**NO STALE, OUTDATED LISTINGS**  
**JUST 60-75 NEW, CONFIRMED  
 TV LISTINGS PER WEEK**  
**TV'S JOB LISTING LEADER SINCE 1986**  
 To subscribe call 800-237-8073/California 408-648-5200  
  
**THE BEST JOBS ARE ON THE LINE**  
 P.O. Box 51909, Pacific Grove, CA 93950

**Miscellaneous**

**GET THE SPORTS TALENT ADVANTAGE**  
 Have your sports  
 anchor/reporter work  
 critiqued and your  
 career potential  
 evaluated. **SPORTS TALENT**  
 Phone: 415-927-9525

**Legal Services**

**FCC COMPLIANCE  
 PROBLEMS?**  
 Call  
**BROADCAST MEDIA LEGAL SERVICES™**  
 a service of McCabe & Allen  
**1-800-433-2636**  
 FLAT FEE LEGAL AND PARALEGAL SERVICES  
 MC-VISA-AMEX Accepted

**Business Opportunities**

**GATEWAY TO CHINA**  
 Reach over 50 million Chinese Nationals in  
 P.R.C and Hong Kong. New Commercial Independent  
 Network in The Peoples Republic of  
 China. Exclusive N. American and European  
 Agent. Seeking Sports and Entertainment Pro-  
 gramming Partners.  
**Reply Box P-53**

**LPTV STATION GROUP  
 FOR SALE**  
 Major and mid sized markets. Can  
 reach 4,500,000 homes. Will ar-  
 range network program feed, if de-  
 sired. Priced to Sell. Engineering  
 data upon request. All inquiries  
 should be forwarded to:  
**Reply Box P-55**

**For Sale Equipment**

Brand New Fully Equipped Ikegami Mo-  
 bile Units (40 FT) available for Rent or  
 Lease in the Far East. Units presently  
 located in the Peoples Republic of Chi-  
 na. Great Rates! Exclusive Worldwide  
 Agents.  
**Reply Box P-54**


**Dexel  
 CORPORATION**  
**EQUIPMENT SALES DIVISION**  
 Buying and selling pre-owned quality  
 broadcast video equipment.  
 Call our toll free number for information  
 on our national listing service.  
**1-800-842-5111**  
 FAX (818) 841-8539

**Wanted to Buy Stations**

**WANT TO SELL OR RETIRE?**  
 Manager, on the street selling  
 every day will put money down  
 and buy out. Am ready to move.  
**CALL 813-349-4872**

**For Sale Stations**

**MEDIA BROKERS • APPRAISERS**  
 RADIO • TV • LPTV  
 A Confidential & Personal Service  
**BURT SHERWOOD INC**  
 4171 Dundee Rd., Suite 268, Northbrook, IL 60062  
**708-272-4970**



**PENNSYLVANIA**  
 AM/FM Combo. University Town. Light  
 Industry. Agriculture. Tourism. Also FM,  
 6000 ERP. Everthing in place to go on air.  
 Different University Town. Separate or as  
 package. With or without real estate.  
 Owner is 65.  
**Reply Box N-51**

**50,000 Watt, Full-Time AM in  
 Huntsville, Alabama. Market  
 #106, \$175,000 Cash.**  
**Call M.D. Smith**  
**(205) 533-3131 M-F,**  
**9AM-4PM.**

**SW VA New Class A FM-10KW AM  
 FL-Class A FM VA - Class A CP  
 16 CATV Systems**  
  
**(804) 525-0900**

**TOP 100 MARKET AM/FM**  
 Mid Atlantic Area  
 Class A FM, C-3 CP Pending  
 Highly rated urban AM 24 hours  
 License/Equipment/Leases  
 \$995K, terms available  
**(804) 977-4181, 9-5 EDT.**

**S. FLA FULL C FM**  
 Booming Market  
 For Sale by Owners  
**Reply Box N-50**

**For Sale Stations Continued**

**STATION FOR SALE**

**50KW AM CLASS C FM  
TOP 50 MARKET-WESTERN  
P.O. BOX 25670  
HONOLULU, HAWAII 96825**

**TELEVISION STATION**

Sunbelt Independent. Solid share top 15 market. Excellent opportunity. Terms available. Principals only. 804-461-5444.

**FLORIDA**

GULF COAST, daytime AM, excellent opportunity for owner operator \$295,000  
MAJOR MARKET, daytime AM, growth potential, awaiting development \$995,000  
MAJOR MARKET, fulltime AM, well established, urban contemporary format \$850,000  
**BECKERMAN ASSOCIATES**  
Box 82784, Tampa, FL 33682 813-971-2061

**THE RADIO FINANCE SPECIALISTS**

- New Financings
- Refinances
- Smaller Markets
- Restructures

**SIGNAL PROPERTIES**

99 State St., Brooklyn Hts., N.Y. 11201  
(718) 643-5825

Large Market LPTV Construction Permits For Sale: Dallas, Fort Worth, Austin, Houston, New Orleans, Atlanta. Best Offer. Must Move Quickly. Contact N. Marchant at 817-926-4245.

**FOR SALE**

Complete 'on air' Local Power (LPTV) station with/without production equipment located in northern Illinois market. Turnkey situation.

**Call John Schaller  
at 815/282-4500**

**550 AM STEREO 5KW  
105.9 FM STEREO 6KW  
NEW ALL DIGITAL STUDIOS  
SINGLE STATION MARKET  
WITHIN MOBILE/PENSACOLA ADI  
(205) 368-2511**

**FLORIDA**

AM CENT. FLA. CASH FLOW	\$50K DN.
FM W. COAST MED. MKT. NEW	\$250K DN
AM/FM N. CENTRAL. TERMS	\$100K DN.
AM/FM W. COAST CASH FLOW	\$1,900M
AM/FM 50KW POS. CASH FLOW	\$1,200M

**HADDEN & ASSOC.  
•ORLANDO•  
407-365-7832**

**COASTAL CAROLINA**

Class C-3 FM (25,000 watts). Single station city. 6.6 million visitors annually. 25th fastest growing county in USA. Profitable. Sales 36% ahead of 1990. Unique growth area. Asking \$850,000. Terms.

**SNOWDEN Associates**

Media Brokers / Consultants

**Tom Snowden • Dick Paul**



**919-355-0327**

**BROADCASTING'S  
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 202-659-2340 (Information only).

**Payable in advance.** Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**We'll give you all the credit.**

Broadcasting, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

**IT'S EASY TO DO.** Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



**FAX (202) 293-FAST**

OR MAIL TO: Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036.

Deadline is Monday at noon Eastern Time for the following Monday's issue.

# FATES & FORTUNES

## MEDIA



Spinola

**John J. Spinola**, VP-GM, WBZ-TV Boston, adds duties as VP-GM, for co-owned WBZ(AM) there.

**Larry Gillman**, manager, accounting, KNBC-TV Los Angeles, named director of finance and administration.

**Jeffrey B. Grimshaw**, VP, advertising and promotion, Communications Satellite Corporation Video Enterprises, Clarksburg, Md., named VP, marketing and communications, succeeding Arthur Sando ("Fates & Fortunes," Sept. 9).

**Melissa P. Green**, sales executive, London Weekend Television International, New York, joins Public Television International there as manager, international acquisitions and co-productions.

**Mike Dunlop**, director of marketing, KTXH-TV Houston, named VP-GM.

**Christine Buchta**, operations coordinator, co-owned WTKI(FM) Milwaukee, named administrative operations coordinator, parent company WTMJ Inc. there.

**Scott Flury**, senior account executive, KKJY-FM Albuquerque, N.M., joins KDEF(AM)-KUCU(FM) there as GM.

**Dave Tillery**, operations manager, KQTV(TV) St. Joseph, Mo., named station manager, operations.

## SALES AND MARKETING

**Brian McGrath**, director, entertainment and leisure time investment banking activities, Oppenheimer & Co. Inc., joins International Sports Culture and Leisure Marketing AG, Lucerne, Switzerland, as president and CEO.

Appointments at Backer Spielvogel Bates Inc.: **Alex Hamill**, CEO and managing director, George Patterson Pty, Ltd., Sidney, adds duties as regional director, Asia-Pacific region, BSB Worldwide, there; **David Meredith**, president, BSB Japan, Tokyo, named deputy regional director for

Japan and Korea there, and **Valentine Appel**, senior VP, research director, New York, retired.



Hamill



Miraglia

**Tony Miraglia**, VP-GM, CBS Radio Representatives, New York, joins Group W Radio Sales there as president.

**Conrad Wicks**, senior account executive, WEEI(AM) Boston, joins WHDH(AM) there in same capacity. **Ginnee Berg**, account executive, WHDH, named co-op and vendor specialist.

**Edward Quagliariello**, account executive, LBS Communications, New York, joins Westwood One's Eastern regional sales department there in same capacity.

**Wendy R. Listick**, director of sales/retail, Sports Profiles Magazine Inc., Skokie, Ill., joins WBBM(AM) Chicago as account executive.

**Martha Sweney**, director of retail marketing, WUSN(FM) Chicago, joins WBBM-TV there as retail and new business supervisor.

Appointments at KTZZ-TV Seattle: **Greg Winston**, from Seattle Supersonics, named local sales manager; **Suzanne Rowe**, technical writer, Northwest Hospital, named local sales assistant, and **Sally Bellargeon**, accounts payable and income auditor, Warwick Hotel, named accounts receivable credit manager.

**Harry J. Spieker**, local sales manager, KESQ-TV Palm Springs, Calif., joins KNXV-TV Phoenix as account executive.

**Agnes Fuller**, from WYXR(FM) Philadelphia, joins WEAZ-FM there as account manager.

Appointments at Katz Continental Television: **Maury Wind**, VP, national sales manager, South Central station group, named VP, national sales manager, East station group, New York; **Neil Davis**, manager, Dallas, named VP, national sales manager, South Central station group, New York; **Candice Orem**, sales executive, Dallas, named sales manager; **Gregory**

**Stroud**, media buyer, Young & Rubicam, Detroit, joins Banner Radio, Dallas, as account executive; **Gabrielle Norton**, realtor associate, Fred Sands Realtors, Woodland Hills, Calif., and **Douglas Scott Johnston**, account executive, Banner Radio, San Francisco, join Banner Radio, Los Angeles, as account executives; **Elizabeth Dasher**, sales assistant, McGavren Guild Radio, San Francisco, named sales associate; **Chuck Armstrong**, general sales manager, WTDR(FM) Statesville, N.C. (Charlotte), named senior account executive, Katz Radio, New York, and **Nancy Davis**, account executive, KXRX(FM) Seattle, named sales executive, Katz Television, there.

**James Schuessler**, sales manager, Seltel Inc., Los Angeles, joins KING-TV Seattle as national sales manager, succeeding **Rick Moeller**, director of special projects.

**Kelly Coleman Vaught**, formerly with WPTF-TV Raleigh-Durham, N.C., joins WGHP-TV Highpoint, N.C., as account executive.

**Don Capener**, managing partner, The Capener Co., San Diego, Calif., named president and CEO, succeeding **Bob Capener**, named chairman.

Appointments at Seltel, New York: **Tony Chiulli**, from TeleRep, named account executive, rockets sales team; **Dennis McGlone**, sales manager, John Blair, named account executive, rangers sales team; **Rachel Flom**, account executive, Adam Young, to same capacity, renegades sales team; **Joe Cohen**, from Adam Young, named account executive, raiders sales team; **Jonathan J. Nissenblatt**, recent graduate, sales training program, named account executive, red sales team; **John Gallagher**, recent graduate, sales training program, named account executive, rebels team; **Scott Pressler**, recent graduate, sales training program, named account executive, Charlotte, N.C., and **Marie Giovenco**, account executive, WOKR(TV) Rochester, N.Y., named account executive, rockets team, Los Angeles.

**Sandra Vollero Levy**, manager of marketing, Financial News Network, New York, joins The Travel Channel, New York, as director of marketing. **Hilary Silver**, regional manager, The Travel Channel, named director, affiliate sales, Northeast region, New York.

**Rusty Kirkland**, general sales manager, KCMJ-FM Indio, Calif. (Palm Springs), joins KESQ-TV Palm Springs, Calif., as marketing consultant.

## PROGRAMING

**James S. Bennett**, senior VP, Buena Vista Television Productions, Walt Disney Studios, joins Allied Communications Inc. (ACI), Los Angeles, as president and CEO.

**Gary Berberet**, director of marketing, Hanna-Barbera Productions, Los Angeles, named VP, marketing.

**Dean Valentine**, senior VP, development, Walt Disney Television, Burbank, Calif., named executive VP, network television. **Laurie Younger**, senior VP, business affairs, Walt Disney Television, Burbank, Calif., named senior VP, network television.

**Ryuichi Okumura**, president, Antenna Company Ltd., Tokyo, joins Walt Disney Television Production-Japan there as VP.

**Jacqueline Adams**, correspondent, CBS News, New York, adds duties as anchor, *Healthtalk*.

**Avery Cobern**, manager, broadcast standards and practices, Fox Broadcasting Co., Beverly Hills, Calif., named director, children's programming, broadcast standards and practices.

**Tim O'Neill**, marketing operations director, British Satellite Broadcasting, joins BBC Enterprises, London, as sponsorship director, program sales division.



**Penny Price**, producer, *Geraldo*, New York, named coordinating producer.

**Linda Lieberman**, Northeast account executive, Republic Pictures Corp., New York, named VP, sales.

**Price**

**Donald J. Frehe**, VP, Orion Television Syndication, joins Tribune Entertainment Co., Chicago, as general sales manager, Central region.

Appointments at Network of Independent Broadcasters: **Kerry Andrews**, VP, Eastern sales, New York, named executive VP; **Sam Ashenofsky**, VP, Western sales, Los Angeles, named executive VP; **Nancy Garrett**, sales services manager, Los Angeles, named director of operations, and **Melody Walton**, sales assistant, New York, named traffic manager.

**Mark Mariani**, senior VP, national sales, CNN/Headline News, Atlanta, named senior VP, sports sales department, Turner Broadcasting Sales Inc.

**Rex Recke**, senior manager, acquisitions and development, The Discovery Channel, Bethesda, Md., named director, acquisi-



## READY TO ROLL

**M**ore than 100 executives representing 68 stations attended a Sept. 11 sales workshop hosted by Group W Target Marketing in Chicago to kick off its *Celebrate America* campaign. Stations covering more than 75% of the country are participating in the image campaign, which provides stations with a value-added vehicle for local advertisers.

tions and development, Discovery Networks. **Jo Ann Burton**, senior manager, network operations, The Discovery Channel, Bethesda, Md., named director, network operations, Discovery Communications.

**Karen Beck**, manager, affiliate relations, Western region, Viewer's Choice, Los Angeles, named director, affiliate relations, Western region.

**Carl Jackson**, director of design and special projects, WPDE-TV Florence, S.C., named production manager, WACH(TV) Columbia, S.C.

**Jeff Arnold**, formerly with Ian Leech & Associates and Travisano DiGiacomo Films, joins Sundog Productions, Santa Monica, Calif., as executive producer.

**Dennis Garcher**, management consultant focusing on international direct broadcast satellite and cable TV, Boca Raton, Fla., joins Superaudio Cable Radio Service, Englewood, Colo., as VP, affiliate sales and marketing.

**Matthew Pearl**, director of development, Robert Greenwald Productions Ltd., Los Angeles, named VP, development.

**David Jacobson**, promotion and marketing manager, Directions International production company, joins Sound Advice radio production company, Hollywood, as director of marketing.

**Roy Wikoff**, GM, WLSY-AM-FM Newburg, Ky. (Louisville), joins Bonneville Broadcasting System, Northbrook, Ill., as format sales/desktop radio consultant.

**Scott D. Weber**, director of Eastern off-network TV syndicated program sales, Warner Bros. Television/Lorimar Telepictures, New York, joins Western International Syndication there as VP, Eastern division sales.

**Richard W. Borel**, VP, sales-marketing and chief administrative officer, Target Productions, Boston, named executive

VP, chief operating officer.

**Ken Ehrlich**, former producer, *Fame*, joins Tribune Entertainment Co., Los Angeles, as producer, *The Dennis Miller Show*.

**Jeff Wyatt**, program director, KPWR(FM) Los Angeles, resigned.

**Paul Joseph**, from *Totally Hidden Video*, Fox TV, joins KHS-FM Los Angeles as executive producer, *Rick Dees in the Morning Show*, succeeding **Jack Silver**, program director, WLUP-FM Chicago.

**Betsy Gamba**, senior production manager, Financial News Network, joins KWHY-TV Los Angeles as production manager.

**Donnie Simpson**, program director and air personality, WKYS(FM) Washington, named VP, programming. **Barbara Prieto**, assistant program director, WKYS(FM), named program director.

**Gene Burns**, air personality, WRKO(AM) Boston, adds duties as host, *The Gene Burns Program*, WOR(AM) New York.

**Christopher Mattson**, managing editor, Conus Communications news department, Minneapolis-St. Paul, named account executive, Conus Satellite Services division.

**Lisa K. Schmitt**, program assistant, WDBJ(TV) Roanoke, Va., named program manager.

Appointments at Black Entertainment Television, Washington: **LaTanya Butler**, manager, affiliate marketing, Southeast region, named director, affiliate marketing and sales, Eastern region; **Clint Evans**, manager, affiliate marketing, Midwest region, named director, affiliate marketing and sales, Midwest region, Chicago; **Rochelle Gordon**, manager, affiliate marketing, Western region, named director, affiliate marketing and sales, Western region, Burbank, Calif.; **Rosalyn Doaks**, director, affiliate marketing, named director, special market development, and **Tallulah Anderson**, manager, affiliate services, named local advertising sales manager.

**Jack Bicknell**, former head football coach, Boston College, and head coach, Barcelona Dragons, World League of American Football, joins SportsChannel New England, Woburn, Mass., as college football analyst, *New England College Football Game-of-the-Week*.

**Gary Davis**, VP, data processing, Life Investors Insurance Co., joins TV Listing Inc., Fort Worth, as MIS director.

**Bill Selwood**, founder and president, Premier Broadcast Group, joins OurTown Television Ltd. news magazine, Saratoga Springs, N.Y., as VP, sales. **Sara Lundine**, coordinating producer, OurTown Television, adds duties as director of development.

**Chris Wott**, producer and director, WXIN(TV) Indianapolis, joins Telx Entertainment there in same capacity.

**Tom Stringfellow**, night assignment manager, WSVN(TV) Miami, forms String's Sports Video production company there.

**Steve Wexler**, from co-owned KGW(AM) Portland, Ore., joins KING(AM) Seattle as program director.

**Freddy Mertz**, from co-owned WFLA(AM) Tampa, Fla., joins WGST(AM) Atlanta as host, *The Freddy Mertz Show*.

**Bob Bates**, freelance producer and director, Los Angeles, joins Group W's *The Entertainment Report* there as producer. **Steve Voleti**, manager, financial planning and control, Group W Productions, Los Angeles, named controller, TV programing.

## NEWS AND PUBLIC AFFAIRS



Sattizahn

**Thomas D. Sattizahn**, TV consultant, Frank N. Magid Associates, joins Scripps Howard Broadcasting, Cincinnati, as VP, news and marketing.

**Richard Saxton**, financial commentator and host, Financial News

Network, joins KWHY-TV Los Angeles as anchor, business and financial programing.

**Mike Ward**, assistant news director, WMAQ-TV Chicago, named news director, succeeding **Dick Reingold** ("Fates & Fortunes," July 15).

**Jodi Fleisig**, 11 p.m. and weekend producer, WABC-TV New York, joins WSB-TV Atlanta as senior executive producer. **Thomas Sweeney**, Broward bureau manager, WSVN(TV) Miami, joins WSB-TV as assignment editor.

**Bill Taylor**, meteorologist, WUSA(TV) Washington, joins KOVR(TV) Stockton,

Calif. (Sacramento), as weekend weather anchor.

**Kristin Dodd**, formerly from KGAN(TV) Cedar Rapids, Iowa, joins WJKS(TV) Jacksonville, Fla., as reporter and weekend weathercaster.

**Arlene Torres**, network relations manager, Univision Network, New York, named director of communications and community relations, co-owned WXTV(TV) Paterson, N.J. (Secaucus).

**Donnie L. Comer**, photographer and editor, Group W Newsfeed, Washington, named facilities sales representative.

**Russ Nichols**, staff reporter and columnist, *Daily Commerce*, Los Angeles, adds duties as personal finance and consumer contributor, KBLA(AM) Culver City, Calif.

**Hope Donegan**, night assignment editor, WGAL-TV Lancaster, Pa., named morning producer. **Karla G. Krengle**, producer and assignment editor, WMDT(TV) Salisbury, Md., joins WGAL-TV as producer, *Farm Report*.

**Brandy Ramos Nikaido**, promotion assistant, KMPH(TV) Visalia, Calif. (Fresno), named community affairs director.

**Anette Falwell**, reporter and substitute anchor, WCPX-TV Orlando, Fla., joins WEAR-TV Pensacola, Fla., as weekend anchor and military affairs reporter.

## TECHNOLOGY

**Curt A. Rawley**, president and chief operating officer, Avid Technology Inc., Burlington, Mass., named president and CEO.

**Edward Y. Yablonski**, director, international engineering, AT&T Network Systems, joins American Mobile Satellite Corp., Washington, as VP, engineering and operations.

**Evan Schapira**, executive producer, Production Masters Inc. (PMI), Pittsburgh, named director of sales and creative services. **Paul Schneider**, from Telezign computer animation company, New York, joins PMI, Pittsburgh, as account executive.

**W. Brewster Mitchell**, chief financial officer, Primestar Partners, Philadelphia, adds duties as senior VP, finance and administration.

**Gary Milgrom**, VP, operations, Oasis Post Production Services, Toronto, joins Editel, Chicago, as editor.

**Richard Hobbs**, public relations manager, Logica, joins Rank Cintel, Ware, England, as publicity and advertising manager.

**William A. Freiburger**, former senior technical manager, field operations, ABC-TV News and Sports, joins New England Cable NewsChannel, Needham, Mass., as director of engineering.

## PROMOTION AND PR

Turner Broadcasting System Inc. appoints new VP's, public relations: **Lisa Dallos**, public relations director, Washington; **Steven Haworth**, public relations director, news division, Atlanta, to same division there; **Alison Hill**, public relations director, Los Angeles, to West Coast division there; **Piper Parry**, director of corporate communications, London, to international division there, and **Kitsie Riggall**, director of public relations, entertainment division, Atlanta, to same division there.

**Susan Irwin**, recent graduate, Southern Methodist University, Dallas, joins Knappe & Knappe there as public relations coordinator.

**Berry Brady**, director of communications, March of Dimes, Virginia chapter, joins Porter/Novelli, Washington, as broadcast associate, Broadcast and Video Services department.

## ALLIED FIELDS

New officers at Michigan Association of Broadcasters, Lansing, Mich.: **Robert F. Ottaway**, Ottaway Communications, Lansing, Mich., president; **Patrick J. Mullen**, WXM(TV) Grand Rapids, Mich., VP, president-elect; **Philip C. Lamka**, WCX(AM)-www(FM) Detroit, treasurer, and **Thomas C. Griesdorn**, WXYZ-TV Detroit, past president.

**Alistair Cooke**, host, public TV's *Masterpiece Theatre*, Boston, presented with 1991 Ralph Lowell Award from Corporation for Public Broadcasting.

## DEATHS

**André Baruch**, 83, radio and TV announcer, died Sept. 15 in Beverly Hills, Calif. In 1930's Baruch was announcer on programs including *The Shadow*, *The Kate Smith Hour* and *Your Hit Parade*, and later founded Armed Forces Radio Network. Baruch met wife, **Bea Wain**, while working on *The Kate Smith Hour* and in 1945 began *Mr. and Mrs. Music* husband-and-wife show on WMCA(AM) New York. He did play-by-play coverage for Brooklyn Dodgers and was original staff member for CBS Radio Networks. In addition to his wife, he is survived by daughter, **Bonnie**; son, **Wayne**; sister, **Yvette**, and two grandchildren.

**Ronald Briggs**, 62, retired international sales manager, Acrodyne Industries, died Aug. 12 in Naples, Fla. Cause of death was not released. Before joining Acrodyne in 1983, he had stints at CCA Electronics, Microwave Associates and McMartin. He is survived by his wife, **Mary**, and son, **Stephen**.

# FIFTH ESTATE

## RTNDA'S ROB SUNDE: THE WRITER SIDE OF THE NEWS

**W**hile most of his peers in high school were visiting their guidance counselors, Rob Sunde, currently director of news, ABC Information Network, and outgoing chairman of the Radio-Television News Directors Association, was already at work in his chosen profession. The news executive was just 15 years old when he took his first job in radio, working weekends as an announcer at his hometown station in Norwalk, Conn.

Sunde enjoyed his early taste of the business at WNLK(AM) so much that he followed up with positions at several radio stations in the Northeast. Those early jobs built the foundation for a career in broadcast journalism that would earn Sunde honors from Ohio State University, the Overseas Press Club and the New York Press Club.

"I often tell young people who come looking for a job that the greatest thing they can do is get into these smaller stations and work long hours, do as much as they can and perfect their skills as much as possible," says Sunde.

Over a three-year period early in his career, Sunde worked at five different radio stations in Providence, R.I.—WTMH(FM), WICE(AM), WEAN(AM), WPJB(FM) and WHIM(AM)—while at the same time studying full time at Brown University, at times juggling two jobs at once. Something had to give. During his junior year, Sunde left school to take a full-time job at WNH(AM) New Haven.

Following military service spent as a broadcast specialist with the American Forces Network in Europe, Sunde spent six years fine-tuning his skills in anchor positions at Connecticut stations WNAB(AM) Bridgeport and WAVZ(AM) New Haven. In 1968, he made the move to network radio as a writer at CBS News.

Although he came to CBS with plenty of news experience, Sunde, then 31, had not yet written a newscast for someone else. The CBS newsroom was an intimidating place, and it didn't help that he was working for a hard-to-please editor. Sunde was understandably nervous when he handed in his first assignment, a nightly newscast for anchor Doug Edwards. "Doug came out of the studio and walked over to the editor and said 'who wrote this?'" says Sunde. "I



said, 'Oh no, here it goes.' Doug came over, shook my hand, and said, 'I wanted to thank you for one of the finest newscasts I've yet to read.' The editor wouldn't talk to me for the rest of the night."

Sunde spent his next eight years at CBS News, writing and producing special events broadcasts, both in the studio and in the field. His assignments ranged from scripting news analysis for Walter Cronkite to producing live splashdown coverage of the Apollo astronauts. He also wrote and produced CBS News documentaries with Mike Wallace, Roger Mudd and Charles Osgood.

It was at CBS that Sunde realized how much he enjoyed writing for other people: imagining their speech patterns and picking just the right words. It's a pursuit he still follows in writing radio essays for anchor Peter Jennings. "Writing is probably the most crucial part of all we do in journalism," he says. In 1975,

Sunde left his daily newswriting job to become director of editorials for WCBS(AM) New York. He was later named assistant director of news operations and programs and, in his last two years (1981-83), was director of news and programs for the station.

Sunde moved back to network radio in 1983 as director of news for the ABC Information Network, where he continues to supervise news product for a network of more than 630 radio stations.

The busy news executive spends most of his time at ABC staying in close touch with news directors at affiliated stations. He has for several years also been active in the RTNDA, where he is currently finishing his one-year term as chairman.

Sunde believes that one of the greatest accomplishments for the RTNDA in the past year has been establishing the Radio-Television News Directors Foundation, which, unlike the association, can accept corporate funding for its various projects. The foundation has been a big help in difficult economic times, he says, as the RTNDA faces a decline in convention exhibit income and at the same time tries to limit the amount of dues increases.

While the RTNDA has made progress with the foundation, the association still has its work cut out in the area of minority representation, he says.

"I'm proud that we have five women on the board; that's an all-time high. But we're all white at the moment, and that does not make me happy. The days of white male leadership of our organization should have been over a long time ago. We absolutely need to start making the RTNDA look like the multicultural newsrooms that we foster."

### Tenold (Rob) Rosvold Sunde

*Director of news, ABC Information Network, and outgoing chairman, Radio-Television News Directors Association; b. April 30, 1937; Brown University, 1955-58; announcer, WNLK(AM) Norwalk, Conn., 1953-55; WTMH(FM) Providence, R.I., 1955; WICE(AM) Pawtucket, R.I., 1956-57; WEAN(AM) Providence, 1956; WPJB(FM) Providence, 1956; WHIM(AM) Providence, 1957-58; senior broadcast specialist, American Forces Network, 1959-62; anchor, WNAB(AM) Bridgeport, Conn., 1962-63; anchor, WAVZ(AM) New Haven, Conn., 1963-68; writer-producer, CBS News, 1968-74; director of editorials, WCBS(AM) New York, 1975-76; assistant director, news operations and programs, 1976-81; director, news and programs, 1981-83; present position since July 1983; m. Lila Gault, Nov. 25, 1989; children from previous marriage—Marja, 21; Jonathan, 17; Peter, 14.*

# IN BRIEF

**NAB** sent out emergency messages to its membership last Wednesday (Sept. 18) to prepare for **telephone lobbying blitz on Capitol Hill to block last-minute spectrum-auction proposal**. Senate Minority Leader Robert Dole (R-Kan.) proposed auction of government spectrum to private users as mechanism to offset costs of Senate's unemployment benefits bill. Proposal has tentative backing of Bush administration. Senate vote on proposal is expected early this week.

**FCC authorization bill**, including Bush administration's controversial \$67-million user fee proposal, **is expected to pass House early this week**. Senate has not yet begun work on commission authorization, but key leaders in Communications Subcommittee are known to oppose user fee plan.

**Networks will not have to comply with commercial time limits in children's programming until Jan. 1, 1992, not Oct. 1, 1991**. FCC granted CBS petition for temporary waiver last week. Programming acquired on barter basis prior to adoption of rules in April was given similar extension last month.

**Media Access Project filed petition to deny sale of Midwest Communications' WCCO-AM-FM-TV Minneapolis to CBS** because sale would violate two FCC rules—one-to-a-market and multiple ownership. MAP said CBS requests for waivers of two rules is "perilous step towards undermining the regularity of the commission's administrative scheme. CBS does not even claim that it will be harmed by a waiver. Nor does CBS allege that there will be any countervailing benefit to the

public.... CBS simply asserts that is entitled."

Comsat Corp. Chairman-CEO **Irving Goldstein** accepted State Department nomination to become director general of International Telecommunications



Satellite Organization. If appointed by Intelsat Board of Governors next March and confirmed by Assembly of Parties next April, Goldstein would replace another American director general, Dean Burch, who died Aug. 4. "I welcome the challenge to lead this vital organization during a time of rapid change in the global arena," said Goldstein, who joined Comsat in 1966 and has served in present position since October 1985.

**NBC and CBS are said to be considering increasing advertising inventory in more desirable prime time shows and reducing number of spots in lower rated shows.** Media buyers last week were talking with two networks about changes. According to media buyers, networks want to add at least one minute more of spots per hour in prime time. Media buyers, as expected, were not pleased with news. Said one: "They are changing the rules after the upfront is over." Executives at CBS and NBC did not return calls.

**Genesis Entertainment signed deal with Whoopi Goldberg** last Thursday to host fall 1992 talk show strip, which is being targeted for late fringe. *The Whoopi Goldberg Show* will be offered on straight barter basis (3½ minutes local/3½ national), with expanded hour "best of" show for weekends (7 minutes local/7 national).

## MPAA TO FIGHT CABLE REREG BILLS

**T**he Motion Picture Association of America board of directors unanimously agreed to formally oppose the Senate and House cable reregulation bills (S. 12 and H.R. 1303) during a West Coast meeting last Thursday (Sept. 19). A majority of Hollywood studios had been known to oppose retransmission consent and rate regulation proposals, but the association had remained neutral on the bills before last week ("Closed Circuit," Sept. 16).

At the same time, the studios said they support the must-carry and program-access provisions in the cable bill.

"We did a lot of sketching out of various scenarios [of S. 12's effects], and it is not a very happy prospect. There is nothing in it for copyright owners, and there is a lot of potential injury there," said MPAA President Jack Valenti.

National Cable Television Association President James Mooney said he was pleased by the MPAA's decision and restated his view that retransmission consent and rate regulation "would stifle investment in the new programming and new technology consumers want and expect." National Association of Broadcasters President Eddie Fritts said he was not surprised, saying the decision was "largely driven by Time Warner to protect its cable interests." He also said Valenti "apparently senses this could be an opportunity" to repeal the compulsory license.

Valenti said a meeting earlier in the week with Fritts (see page 49) failed to convince him of merits in the cable legislation and that the MPAA board acted on his advice. "I had a list of questions saying: 'What if this happens and that happens?' and the answers they gave me convinced me that [retransmission consent] is unworkable in the marketplace," he said. The goals the NAB seeks through retransmission consent could be achieved through reform or elimination of the current cable compulsory license, he said.

Meanwhile, with hope for MPAA support lost, the NAB is courting the telephone industry as a possible ally on the cable bills. Fritts continued a series of meetings with United States Telephone Association (USTA) representatives on cable reregulation last Wednesday (Sept. 18). USTA officials last week refused to say whether they will be able or willing to back the broadcasters' position.

-RMS



**UPI told federal bankruptcy judge that without changes in its labor contract with Wire Service Guild, UPI would be forced to liquidate in November.** UPI claims it is losing \$500,000 per month and will have total deficit of \$2 million since bankruptcy protection was sought three weeks ago if relief is not granted. Wire Service Guild and several major UPI creditors, which include AT&T, have opposed request.

Four-term **Senator Robert Packwood** (R-Ore.), ranking minority member of Communications Subcommittee, is expected to have tough primary challenge next May 19 following announcement Wednesday (Sept. 18) that insurance salesman and former Baptist minister Joe Lutz will run for Republican senatorial nomination. Lutz attracted 42% of vote in 1986 primary battle with Packwood.

**Katz Communications Inc.'s newly created Katz Cable Sales will represent Newschannel 8, Washington area regional news channel slated for debut on Oct. 7.** Heading Katz Cable Sales is John Orr, director of sales. Orr previously was president-GM, WGRC Rochester, ATC-Time Warner's cable channel. Katz Television Group President Peter Goulazian said creation of cable division is "natural progression of our company from representation of newspapers to radio stations to television stations and now cable."

As part of long-term agreement between MCA and **Sears, Roebuck & Co.**, retailer will be exclusive sponsor of CBS telecast of "E.T. the Extra-Terrestrial." CBS has scheduled first U.S. airing of blockbuster movie for Thanksgiving night Nov. 28 at 8:30-10 p.m. Promotional deal between studio and Sears will include in-store promotions for movie and TV promotional spots. Deal is part of effort by Sears to establish *Sears Family Theater* showcase for family-oriented programming. As exclusive sponsor of movie, Sears is expected to reduce number of spots during telecast.

Charles Furlong, VP, communications, Group W Radio, said industry trade talk is "way ahead" of negotiations for sale of **KSR(FM) Dallas** to Alliance Broadcasting Inc. Last Thursday, Furlong said that reported \$11 million price could change, and that finalization is "still 10 days away." Star Media's Peter Handy, brokering sale, said major points of deal were hammered out in letter of intent signed Sept. 13, and parties will be filing at FCC "as quickly as possible."

## CROWN TAKES MAJOR STAKE IN CENCOM CABLE

A breakthrough in the cable system trading market may have come last week, with Crown Media's announcement of its purchase of a controlling interest in Cencom Cable Associates, which serves 550,000 subscribers.

Terms weren't disclosed, but cable brokers were pegging the price at 10-11 times cash flow, which could put the purchase in the \$2,000-per-subscriber ballpark or beyond. Cencom said a *Wall Street Journal* report that the deal was valued at \$1 billion-plus and included \$200 million in equity was "pure speculation," but cable sources said those numbers probably weren't far off.

A cable broker said the deal includes Crown picking up Cencom's debt, and he backed Hoak's assessment that the "company owns and manages excellent properties, has a superb management team and presents significant potential for future growth," as reasons why the cash flow multiple was higher than today's average rate of eight or nine times.

Cencom Chairman Howard Brooks said the company was looking "to enhance our shareholder equity base," and described Crown as a "stable one-term investor."

Hallmark Cards, which owns Crown, has built a substantial war chest of \$700 million for cable purchases, and probably hasn't spent more than several hundred million on Cencom, the cable broker said. With KKR-Cablevision Industries and Meredith armed with money, the broker said, the deal market is on the verge of taking off.

Cencom said the final percentage Crown will own has yet to be determined, along with the disposition of TCI's 32% ownership stake in Cencom.

## BET GOES PUBLIC WITH \$63 MILLION STOCK OFFERING

Black Entertainment Television filed a registration statement with the Securities and Exchange Commission to sell 4.25 million class A shares at an offering price between \$11 and \$13, which could bring in more than \$63.5 million to the network.

Great American Broadcasting, which owned 22.8% of all Class A shares, is selling its entire 2.4 million block of Class A stock. Johnson is selling 375,000 shares, and another 1.46 million shares will come from public stockholders.

After the sale, Johnson will own 56% of the vote of all classes of stock. Liberty and HBO will maintain their 18% and 15% respective stakes in the network.

The prospectus details that BET generated revenue of \$51 million in fiscal 1991 (ending July 31), with 60% coming from advertising and 40% from subscriber fees. Operating income was \$18 million for the year, while net income was \$9 million.

## STATIONS, PERSONALITIES RECEIVE MARCONI AWARDS

The NAB presented Marconi Radio Awards to 23 radio stations and personalities for their outstanding contribution to the radio industry.

CBS Radio's **KMOX(AM)** in St. Louis was honored with the Marconi Radio Award for "legendary station of the year" at the close of NAB's Radio 1991 in San Francisco. Other stations and personalities recognized included ABC news commentator Paul Harvey, who was named network/syndication personality of the year; Mark & Brian, **KLOS(FM)** Los Angeles, major market personalities; Gary Burbank, **WLW(AM)** Cincinnati, large-market personality; C.C. Ryder, **KBFX(FM)** Anchorage, medium-market personality, and Don Munson, **WJBC(AM)** Bloomington, Ill., small-market personality.

Awards for station of the year went to **WCCO(AM)** Minneapolis, major market; **WHAS(AM)** Louisville, Ky., large market; **WHO(AM)** Des Moines, Iowa, medium market, and **KSPN-FM** Aspen, Colo., small market.

Marconi Awards also were distributed to stations of the year selected by format. Winners: **KOST(FM)** Los Angeles, AC/EZ; **KLOS(FM)** Los Angeles, AOR/classic rock; **KFRC(AM)** San Francisco, big band/nostalgia; **WRKS-FM** New York, black/urban; **KHIS-AM-FM** Los Angeles, CHR/top 40; **WFMT(FM)** Chicago, classical; **KNIX-FM** Phoenix, country; **WNUA(FM)** Chicago, jazz/new age; **WGN(AM)** Chicago, MOR; **KABC(AM)** Los Angeles, news/talk; **WCBS-FM** New York, oldies; **KAAY(AM)** Little Rock, religious/gospel, and **KCOR(AM)** San Antonio, Spanish language.

# EDITORIALS

Committed to the First Amendment and the Fifth Estate

## MONEY FOR NOTHING

**T**he House is expected this week or next to pass an FCC authorization bill that includes a user fee proposed by the Bush administration last February in the general scramble for new revenue sources. The proposed new fees would be on top of the approximately \$41 million the agency already collects in filing and processing charges.

The new fees may not seem burdensome, but then, that's what the camel assumed when told of the addition of that last straw. In addition to being one more economic hit in tough times, the fees are inequitable. Broadcasters already pay a fee not exacted from other commission users. It is in the form of a public interest obligation that has proved the passkey to government interference in its content, and as such has proved an onerous price indeed. There are terms under which we would not oppose the new fees: if the government wants to recognize broadcasting's full First Amendment rights and keep its nose out of content regulation. Absent that unlikely quid pro quo, we join Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Commerce Committee Chairman Ernest Hollings (D-S.C.), among others, in opposing the new user fees, which are a backdoor route to a payment-for-spectrum system.

Elsewhere on that front last week, Kansas Republican Senator Robert Dole was proposing that a government auction of spectrum it plans to reallocate to private use be applied to defraying the cost of an unemployment benefits bill currently in search of funding. The proposal further served to demonstrate just how cavalierly the media's future is parlayed in a cash-hungry Congress.

Purely from a practical standpoint, it seems to us the senator is putting the cart before the horse, given that the bill authorizing the reallocation of 200 mhz of spectrum from government to private use has not yet passed the Senate and that just what spectrum will be reallocated, and for what potential services—including personal communications networks, digital audio broadcasting and high-definition television, among others—has yet to be determined. Given the pace of bureaucracies, and the variables involved, that reallocation will likely take time. How much? Conceivably—at least in the minds of the Dole camp—it could all be resolved quickly and the money flow to government coffers like water. But we wouldn't bet the unemployment check on it.

## BAN ON THE BALLOT

**A**d ban advocates are trying a new tack in Oregon, where there is a proposal to put a ban on alcohol and tobacco ads to a popular vote by placing it on the 1992 ballot there. The proposed ban would cover advertising originating both within and outside the state, which means it would cover national and regional advertising as well as local, and affect both broadcasting and cable as well as print media (just the

sort of economic hit that nobody needs right now). The Association of National Advertisers has sent a letter to the Oregon secretary of state outlining the reasons why such a move would be unwise, as well as a violation of the state and federal constitutions.

We add our signature to that letter. Foremost among our reasons for doing so is that a total advertising ban is unconstitutional. Any restrictions on commercial speech must be narrowly tailored. As the courts pointed out to the FCC in overturning its indecency ban, a total prohibition is hardly narrowly tailored. But even if there were no such standard, we would oppose a ban on truthful, nondeceptive advertising of a legal product. Increased information, not enforced ignorance, should be the model for effecting social policy.

We encourage Oregon broadcasters and other interested parties to express their feelings on the issue to the Oregon secretary of state: The Honorable Phil Keisling, State Capitol Building, Salem, Ore. 97310.

## KEEP THE FAITH

**T**hese are hard times for the broadcast journalism profession, as for the media in general. Budget cuts have affected operations—and enthusiasm—nationwide. There is a growing feeling that better times are not in sight, and some are saying that what you see is what you're going to get.

That's not good enough. Journalism is localism at every station in the land, and to the extent that managements cripple their news staffs they limit their ability to compete effectively in the marketplace. And while fiscal prudence must come into play, there comes a time when you can no longer save your way out of a recession—you have to perform your way out.

Two commitments are required. That by management to support the best news product a given market will allow. And that by broadcast journalists to bring the same energy, talent and dedication to the bad times as they do to the good.

Something has to go first in turning broadcasting around. Let it be news.



Drawn for BROADCASTING by Jack Schmidt

"We're always first on the scene. Bill used to deliver pizzas."



## “We Saved Time and Money by Installing the Odetics Cart Machine.”

“When we decided to purchase a new cart machine two years ago, we knew the right equipment could save WTVH time and money. The Odetics TCS2000 Cart Machine has done just that.

For one thing, it's helped keep makegoods down to a bare minimum. In fact, makegoods due to cart machine failures are practically non-existent now. On-air errors and discrepancies just don't seem to happen with this machine.

The TCS2000 has paid off in terms of increased personnel satisfaction too. Our tape operators need a hassle free machine — one they can depend on. Once they overcame the initial concerns of working with equipment that was highly sophisticated and new to them, they embraced it. They've found that the Odetics machine not only saves them time, it makes their jobs easier. That's a credit to the machine itself, and to the thorough training our operators got from Odetics.

Because of its computer-based efficiency, the TCS2000 has saved an enormous amount of engineering hours. For

example, with the older technology machine we had before, a lost spot could have taken more than an hour to find. With the Odetics equipment, that same search now takes our engineers about five minutes. By saving time in ways like this, they've been able to concentrate on more productive tasks.

The efficiency of the Odetics machine has also resulted in a 15 percent reduction in our manpower needs in the technical area. And, of course, that means a corresponding increase in station profits.

Probably the biggest deciding factor in purchasing the TCS2000 was the opinion of our Director of Engineering. Having worked with the machine at another station, he already knew it was totally reliable. He was convinced it would be responsive to our station's cart handling requirements. We knew its advanced software would meet our broadcast needs well into the future.”

*Cathy Creany, General Manager  
WTVH Syracuse*

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