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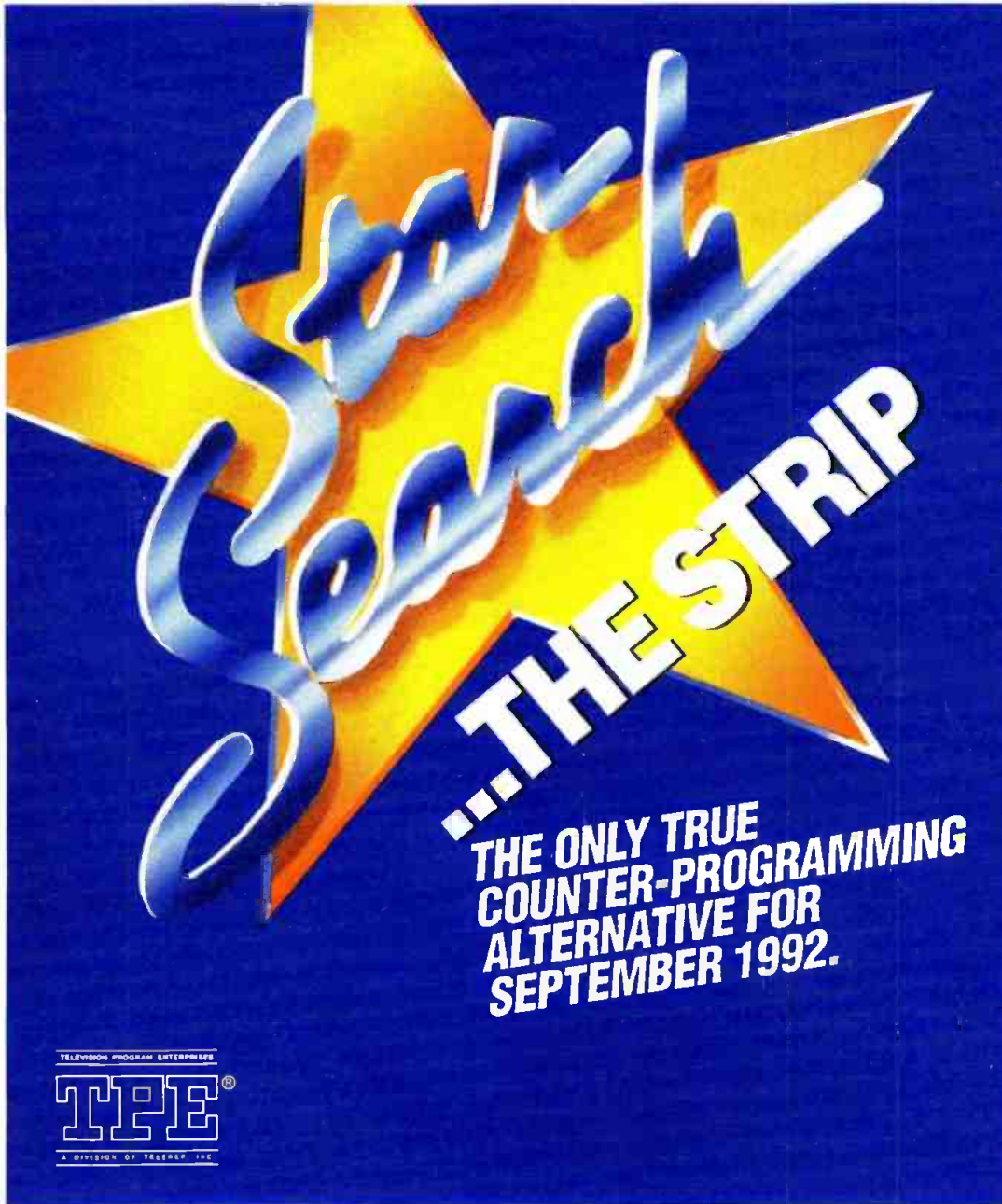
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- **CBS JOINS OVERNIGHT NEWS BATTLE /18**
- **COMPRESSION: CHANNELS MULTIPLY FASTER THAN PROGRAMING /28**
- **FCC TO SHIELD STATIONS FROM CANDIDATE SUITS /34**



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**COST CONTAINMENT,
NETWORK STYLE,**
page 3
Vol. 12, No. 24



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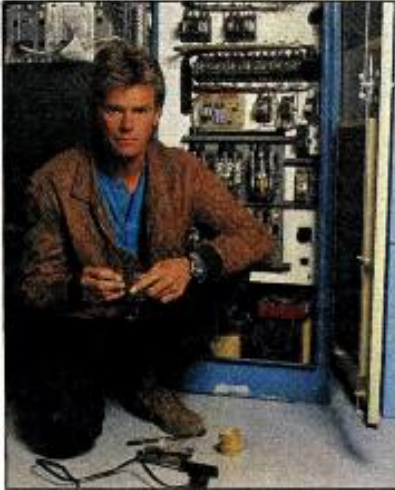




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Top of the Week



Shows that ABC has put on the air since new ownership took over the network in 1986, including 'MacGyver' (left) and 'Prime Time Live' (right), may not always win their time period. But their lower costs (a trend reflected at the other networks) have proved a particular boon to the company as advertising expectations have also been lowered. Programming costs at ABC this year were projected at \$1.9 billion, an impressive sum, but one that represents an annual increase in real-dollar terms of only 1% annually since 1986. And if revenue growth returns, observers expect considerable upside because of the lowered program costs.

ONE OF TV'S BEST-KEPT SECRETS: HOW ABC, CBS AND NBC HAVE TAKEN THE BITE OUT OF PROGRAM COSTS

By Geoffrey Foisie,
Rich Brown and Joe Flint

The truth about programing costs surprises even some network executives. Like outside observers, they assume the programing budget is drawn ever upward by the pull of a *Cosby* renewal, the bidding for a new sports contract or other big-ticket items. For the most part, the networks are happy to let stand that misimpression: in lobbying or negotiating it helps them play the aggrieved party more convincingly.

But the truth, according to some recent evidence from the networks, is that programing costs really have not increased that much, if at all. First, CBS senior vice president, finance, Peter Keegan, told some station executives that, excluding sports rights fees, total costs at the network since 1986 have been roughly flat. With the

ups and downs in the non-programing portion more or less balancing each other out, programing costs have, it would seem, increased very little, if at all.

Several weeks ago, ABC made the same revelation when Chief Executive Officer Dan Burke detailed the network's programing costs. Although he intended to portray a network squeezed by costs, the facts Burke presented showed instead that ABC's total programing costs since 1986 have increased at a compound annual rate of 3.9%. Discounted for inflation, that nominal-dollar increase—from \$1.64 billion in 1986 to \$1.98 billion in 1991—amounts to a real-dollar increase of only 1% per year.

How can the networks square their tightly controlled budgets with their complaints about budget-busting Hollywood contracts, sports rights fees and news event coverage? Put another

way, how has the leadership at the three television networks controlled costs so well?

The lion's share of programing money still goes to Hollywood, but it is now often targeted at less costly genres. During the 1985-86 broadcast season, ABC had 50 hours of miniseries—including two 12-hour "novels for television"—compared with only 12 hours total in the 1990-91 season.

In the networks' salad days, there was also a richer mix of hour-long shows, including *Dynasty*, *Dallas* and other prime time soaps. Now, the general impression is that the types of shows being put forward are less ambitious.

The low-cost genre is best represented by reality shows, in all day-parts. In 1986, ABC was running, between 11 a.m. and 12:30 p.m., a sitcom, a game show and a daytime soap. Either of the first two shows

might have been comparable in cost to the current infotainment offering *The Home Show*. But the incremental cost of the third half-hour of *The Home Show* pales in comparison to the soap that aired in 1986, *Ryan's Hope*.

For those expensive shows still airing, the networks admit to being stingier on what portion of production costs they are willing to shoulder. Said William Klein, CBS Entertainment senior vice president for business affairs: "You hear howling and pain that network license fees haven't kept pace with costs. In fact, it is hard to argue strenuously with that assertion."

As for sports costs, it seems a never-ending truth that the best way to avoid such costs is to stay away, as ABC has largely done, from the bid-

ding wars. That still leaves 5% to 10% of sports budgets represented by non-rights costs, but there, salaries are being kept in check. For instance, second-team announcers no longer make \$500,000 annually, said Jim Bukata, senior vice president, production, Trans World International.

Similarly, network news divisions have managed to keep costs down for correspondents. A former top network executive said a number of those top correspondents are making roughly 60% of what they were making five years ago. If reports are correct that NBC last week renewed Bryant Gumbel's contract for roughly the same terms as before, then the networks appear to be successfully keeping costs down on anchor salaries as well. NBC News, it was reported, extended the *Today* anchor's contract

for an additional three years for about \$7 million.

The reduction in staffing at the news divisions has been well reported. NBC News has cut its staff from approximately 1,300 in 1986 to about 1,000 today; the downsizing at CBS is said to have been greater. Each of the network news divisions has lost about 100 positions in the past year alone.

Despite all their cost-containment success, one executive suite denizen says there is still a problem. Although costs have been kept in check since 1986, that earlier year was already "too high a base." One consultant who had access to ABC's financial statements said program costs in 1979 were only 64% of revenue. By 1987, they had risen to roughly three-quarters of net revenue, about where they remain today. ■

CAMERAS IN THE COURT—SORT OF

Rape coverage draws big audience; technical glitches mark opening days

By Rich Brown

As the William Kennedy Smith trial got underway last week, NBC News had some unexpected company in revealing the identity of the alleged rape victim in the case. While NBC News stood by its controversial decision of intentionally identifying the woman, CNN accidentally revealed her identity through some technical slip-ups.

The biggest problem in protecting the alleged victim's identity came from a gray dot that was intended to cover the face of the woman as she testified last Wednesday. The dot had been arranged by the court as a way of shielding her image on the press pool feed. But National Teleproduction, the company that was brought in to operate the dot, failed to keep up with her movements and revealed her face to a national live audience via CNN. To avoid further slip-ups, the cable network on Thursday covered the gray dot with a larger blue dot.

CNN slipped earlier in the week by accidentally telecasting the alleged victim's name during trial coverage.

Most media organizations, including CNN, have taken strong positions in not identifying the alleged victim. But that is not to say that NBC News



Identity of alleged rape victim was protected during live TV coverage that drew big audiences for CNN and Court TV.

has no allies on the issue.

"If the name is relevant in the story, then we should have no hesitancy about using it," said David Bartlett, president, Radio-Television News Directors Association. "I agree entirely with [NBC News President] Michael Gartner that we are in the news dissemination business and not the news repression business. I am very impatient about the journalist as sociologist."

Press controversies aside, the trial proved to be a boon for cable networks CNN and the fledgling Court TV. Both managed to draw away some of the weekday audiences with their live coverage.

CNN saw its audiences build as the

testimony continued throughout the week. The cable network on Monday averaged a 1.1 rating and 3.1 share on a 24-hour basis among cable households, representing 625,000 households. Its highest opening-day rating was from 4 p.m. to 5 p.m., when the network attracted a 2.5/6.2, or 1.46 million viewers.

By Wednesday, CNN's ratings had grown to a 1.7/5.3 on a 24-hour basis, representing more than 1 million homes. From 5 p.m. to 6 p.m., the network had a 5.1/11.4, representing more than 3 million homes. The Wednesday ratings more than doubled the 0.7 rating that the network has averaged on a 24-hour basis during the current quarter.

Court TV did not have ratings on its gavel-to-gavel coverage because Nielsen does not rate networks with under 10 million subscribers, according to a spokesman for the cable network. But a Warner Cable system in Cincinnati, which is able to monitor audience viewing, reportedly showed Court TV ratings more than tripling the numbers it had shown during the previous week. Court TV, which is the pool camera for the trial, has avoided problems in revealing the alleged victim's identity by blocking her image with an electronic mosaic. ■

'CHECKBOOK JOURNALISM' BOUNCES BACK

By Rich Brown

The early testimony in the celebrated rape trial of William Kennedy Smith last week was marked by the revelation that a key witness had been paid \$40,000 by the syndicated tabloid show *A Current Affair*. Although the payment raised questions in the courtroom about the credibility of the witness, it failed to bring out the usual industry complaints that have been raised in the past over "checkbook journalism."

Last week's revelation was met with surprisingly little criticism from media watchers, said David Bartlett, president of the Radio-Television News Directors Association. One problem in speaking out against such practices could be that the issue of compensation has become a sticky one, he said.

"Is there a substantive difference between paying \$150 for a limo drive or \$40,000 for an interview? Yes, about \$39,850. But does that constitute an ethical difference? I'm not sure I'm prepared to make that call," said Bartlett.

A spokesman for *A Current Affair* would not confirm that the show had paid \$40,000 for exclusive rights to interview Anne Mercer, a friend of the alleged rape victim. "Sometimes we compensate for stories of interest to the public, and in so doing, we are no different from any other network or syndicated show of this type," said the spokesman.

Compensation remains a common practice at syndicated shows, said Av Westin, executive producer, *Inside Edition*. He estimated that a fee of some kind is paid out in about one-fourth of the 850 stories produced by *Inside Edition* each year. About half of those involve fees paid for exclusive rights, while the other half include reimbursement for travel expenses or lost work days. Westin said the program does not offer compensation to some convicted murderers.

"We clearly would have no difficulty in offering [Mercer] money," said Westin. "She is a critical witness to the events."

This Week

THE TRUTH ABOUT PROGRAM COSTS / 3

Despite the widespread belief that program costs are escalating out of control, reports from the networks suggest they have managed to reign in that expense. Substituting low-cost genres like reality shows for relatively expensive miniseries and hour-long dramas accounts for a big part of the effort.

PCS HEARING / 11

In an FCC hearing last week, 2-ghz microwave users objected to allocation of spectrum to cable television, telephone and other industries seeking to launch personal communications services. Chairman Alfred Sikes's response: "I'm not sure that what we have here is world-ending in nature."

NEWS AROUND THE CLOCK / 18

CBS News unveiled plans to launch an early-morning newscast in early 1992, joining NBC and ABC in an anchored overnight news business now dominated by CNN and All News Channel. The announcement coincides with the network's cancellation of *Nightwatch*.

COMPRESSED TIMETABLE / 28

TCI President John



Broadcasters clinging to hope of flat retail sales this season (p.43).

Malone's recent comment that compression to the home should be available in 18 to 24 months has sent a ripple through the industry. The timeframe is faster than many had thought, and it's an open question as to whether programmers will be ready to fill the new channels.

STATION ADMONISHED FOR HOAX / 31

The FCC has characterized as "spontaneous, isolated" the broadcast of a false murder confession by KROQ-FM Los Angeles last year. The agency laid the blame for the hoax on two DJ's, but admonished the station in light of its

responsibility to supervise employees.

FCC TO TAKE OVER OVERCHARGE CASES / 34

The FCC is expected this week to assert jurisdiction over enforcing the lowest-unit-charge law, a move that will pre-empt a plethora of candidate lawsuits against broadcasters. The agency is also likely to adopt new rules laying out broadcasters' obligations in providing candidates with "reasonable access" to the airwaves.

DREAMING OF A FLAT CHRISTMAS / 43

With this year's low projections for consumer holiday spending, broadcasters are hopeful that retailers' ad spending will at least match last year's. Some stations are reporting that sales are slightly up.

EBS MOVE TO DIGITAL / 48

The second of six FCC regional workshops on the Emergency Broadcast System could shed some light on costs and effectiveness of competing new EBS technology being proposed for adoption. Virtually settled, it seems, is that any new system will involve digital data.

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Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) is published weekly by Cahners Publishing Co., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issues, \$2.95, except special issues, \$4.50. Subscription, U.S. and possessions, \$85 per year. Canadian and other international subscribers, add \$40. U.S. and possessions, \$400 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600). Postmaster, please send address corrections to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. © 1991 by Cahners Publishing Co.

At Deadline

JUST SAY NO

Taking firm and unprecedented stance against FCC's broadcast indecency policy, Evergreen Media's WLUP(AM) Chicago informed agency last week it would not pay \$6,000 fine for allegedly indecent programing. "[N]one of the material broadcast is indecent," it said. Refusal means if FCC wants to press case it will have to get Justice Department to sue Evergreen in federal court. "We certainly will pursue it," said FCC official.

FULL WEEK FOR 'TODAY'

As expected, NBC announced it will restructure its Saturday morning children's lineup, filling 8-10 a.m. with *Saturday Today*, a seventh day of *Today*. Although not ruling out the possibility of using animated programing on Saturday morning, the network is counting on a strict lineup of live-action programing to attract children and teenagers. *Saturday Today* will debut on Aug. 1, 1992.

For other late-breaking news, see "In Brief," pages 72-73.

NEWS DEPARTMENTS

| | |
|-----------------------|----|
| Business | 42 |
| Cable | 28 |
| Radio | 31 |
| Technology | 48 |
| Television | 18 |
| Top of the Week | 3 |
| Washington | 34 |

FEATURE SECTIONS

| | |
|-----------------------------|----|
| Advertising/Marketing | 43 |
| Bicoastal | 19 |
| By the Numbers | 60 |
| Changing Hands | 47 |
| Closed Circuit | 15 |
| Datebook | 50 |
| Editorials | 74 |
| Fates & Fortunes | 68 |
| Fifth Estater | 67 |
| For the Record | 61 |
| In Brief | 72 |
| Monday Memo | 71 |
| Ratings Week | 26 |



VIEWERS DRAWN TO PEARL HARBOR SPECIALS

Last week's glut of programing marking the 50th anniversary of Pearl Harbor appears to have translated into a ratings success for television and radio stations across the country (BROADCASTING, Dec. 2).

While it was still too early at press time to know just how successful all the networks were in attracting audiences to their Pearl Harbor specials, a two-hour production by ABC News on Thursday won the night with a 24 share in the overnight ratings. Regularly scheduled programing on NBC scored a close second with a 23 share during the 8-10 p.m. period, while CBS lagged with a 14 share.

ABC's special, *Pearl Harbor: Two Hours that Changed the World*, was jointly produced with Japanese broadcaster NHK and featured host David Brinkley (left). Other specials were scheduled on the actual anniversary of the bombing last Saturday, including CBS's *Remember Pearl Harbor*, cohosted by General H. Norman Schwarzkopf and Charles Kuralt (right).

There had been some speculation that Japanese advertisers would be skittish about advertising on programing tied to the sensitive issue, and indeed none appeared on the first of the specials on ABC. But even with the absence of Japanese advertisers, ABC was able to sell out advertising on the special by late November, according to a network spokeswoman. —B

The NBC three-day 'workout'

Network agrees to clean up credits clutter, hold affiliates meeting

By Geoffrey Foisie


NBC last week conducted an intensive three-day "workout" session between top management and several score affiliate executives that resulted in almost two dozen changes in operating procedure, some of which will be implemented immediately. NBC President Bob Wright also gave a presentation he intends to repeat this week in a closed-circuit telecast for all network affiliates.

The workout meeting, at the Ritz Carleton in Rancho Mirage, Calif., was based on a several-year-old

General Electric management practice in which GE employes and customers can make specific suggestions on which GE management is required to make immediate yes-or-no decisions. Attendees included the NBC affiliate board, members of the affiliate promotion committee and the marketing advisory group.

Among the decisions made last week was to hold a two- to three-day affiliates meeting in Washington in March. Such a meeting had previously been canceled.

NBC also agreed to a proposal by affiliates to reduce the length of end-of-show credits as part of a larger ef-



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| Sold In Chicago | WFLD | Sold In Orlando | WOFL |
| Sold In Philadelphia | WGBS | Sold In Raleigh | WLFL |
| Sold In Washington | WDCA | Sold In New Orleans | WGNO |
| Sold In Dallas | KTXA | Sold In San Antonio | KRRT |
| Sold In Houston | KTXH | Sold In Salinas/Monterey | KCBA |
| Sold In Atlanta | WGNX | | |

Family Matters

Available For Stripping Fall '93



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fort to reduce clutter. Some of the credits, said one of those attending the workout, are required by union contracts, but NBC said it would try to reduce the remainder. Said Pier Mapes, president, NBC-TV: "We will be putting more programing time on in prime time just by trying to clean it up a little, if we can."

Betty Hudson, senior vice president, corporate communications, said the network is considering taking an "aggressive" approach to condom ad-

vertising, using its public service campaigns. But for now, Hudson added,

"We will be putting more programing time on in prime time just by trying to clean it up a little...."

Pier Mapes, president, NBC-TV

NBC would prefer to discuss and review the matter: "We have a sense

that we still need more data and research on societal views."

Among the 20 or so decisions reached at the workout, some will require more research, Mapes said. "There is a lot more data which needs to be gathered, all strategic," he said. "It will take some time to get them done."

Jim Waterbury, president and general manager of KWVL(TV) Waterloo, Iowa, was named chairman-elect of the NBC affiliates board. ■

Sikes sees 'rollback' of network-cable ban

Relaunch of rulemaking for relaxation or repeal of crossownership restriction expected this week

By Harry A. Jessell

FCC Chairman Alfred Sikes predicted last week that the FCC's upcoming review of the ban against broadcast networks' owning cable systems will lead to a relaxation of the ban.

"I certainly favor some relaxation," Sikes told reporters assembled in his office last week (see story, page 36). "And it is through that proceeding that the determination will be made as to the level of relaxation," he said. "I think we will get some rollback."

Responding to pressure from the broadcast networks, the FCC is expected to relaunch a rulemaking to

relax or repeal the ban at this Thursday's (Dec. 12) open meeting.

The FCC proposed and received comment on repealing the ban three years ago but never acted. Then-Chairman Dennis Patrick favored repeal, but could not persuade either of his co-commissioners at the time, James Quello or Patricia Dennis, to go along with him.

In the upcoming reprise, Sikes may have an easier time finding a majority, even though he is working with four other commissioners rather than two. Commissioners Sherrie Marshall and Ervin Duggan have indicated that they may be willing to vote for at least a relaxation of the ban. On the other

hand, Commissioner James Quello may champion the cause of local stations opposing any modifications.

All the broadcast networks have been urging the FCC to repeal the ban, most recently in comments on the FCC's "attic-to-basement" review of all broadcast regulations (BROADCASTING, Nov. 25). But of the three, Capital Cities/ABC has been most adamant. "Modification of the rules would be in the public interest," said Mark MacCarthy, vice president, government affairs, CapCities/ABC.

Opposing change have been local broadcasters, led by the networks' own affiliates. The networks have tried to win their affiliates over by promising various safeguards, but so far the affiliates are not buying.

Allied with the affiliates are the National Association of Broadcasters and the Association of Independent Television Stations. "People are viewing this as a network relief issue," said David Donovan, vice president, legal and legislative affairs, INTV. "It is not. It is a cable concentration issue. In all likelihood, cable MSOs would acquire broadcast networks."

Permitting network-cable crossownership with safeguards would constitute relaxation of the ban. In its FCC comments, CapCities/ABC proposed limiting network ownership to systems serving no more than 10% of all cable homes; requiring network-owned cable systems to carry local broadcast stations and to give the stations channel-positioning rights, and prohibiting networks from bypassing broadcast affiliates in markets where they have cable systems. ■

NIelsen KIDS' MEASUREMENTS QUESTIONED

A consortium of broadcasting, cable, programing, syndication and advertising agency executives met at ABC last week and has sent a letter to Nielsen Media Research questioning the validity of its measurement system for children's viewing and asking for the company to look into improving the system. Children's viewing according to Nielsen's Television Index was off 12% in October and about 15% in September.

About 25 people attended the meeting including John Sias, president, ABC Television Network Group. The meeting, according to some executives, focused less on the viewing dropoff than on the long-term problems that have plagued measuring it. "The frustration with Nielsen was as high and broad as I have seen it," said one attendee, adding that "though the ad agency people will deny it, not a single person came to bat for Nielsen."

Although no one from Nielsen was invited to the meeting, the company's presence was felt. During the meeting, a letter and data arrived from Executive Vice President John Dimling, defending Nielsen's measuring system. Nielsen said NTI data from November show viewing levels to be about equal to those of a year ago and said the reason for the recent decline was a legitimate decline in viewership, not a "button-pushing issue." Spokesman Jack Loftus said Nielsen would be "delighted" to discuss the issue and added that there is "no doubt" that children's viewing is the most difficult to measure. -JF

PCS ALLOCATIONS DEBATED BEFORE FCC

Public safety and business users doubt spectrum sharing

By Peter Lambert

Despite claims made at the FCC last Thursday, Dec. 5, that proposed personal communications services (PCS) threaten the reliability of existing public and private microwave services, FCC Chairman Alfred Sikes concluded, "I'm not sure that what we have here is world-ending in nature."

If Sikes's comment fell short of tipping the commission's hand on how it will accommodate current and would-be users of the 1- to 3-ghz bands, he appeared to underscore the FCC's



Time Warner's Dennis Patrick

policy statement of two months ago: it will authorize new and/or improved mobile voice and data services.

However, two of 11 afternoon witnesses representing police, fire, utilities and other 2-ghz microwave users objected to expedient allocation of some spectrum to cable television, telephone and/or other industries seeking to launch PCS businesses.

They warned the commission that existing public safety and business interests should not be forced to share spectrum with "unproven technology" that might interfere with microwave signals. Nor, they said, should they be forced to relinquish their spectrum without compensation, nor without other reliable frequencies instead.

Yet witnesses as diverse as Time

Warner Telecommunications President and former FCC Chairman Dennis Patrick and National Association of Regulatory Utility Commissioners President Kenneth Gordon encouraged the FCC to swiftly allocate new and shared spectrum—including 2-ghz frequencies now used by those emergency services—for PCS use.

Joining Patrick and Gordon in encouraging the commission to open licensing to all comers—including cable and/or telephone companies—were PCS proponents AT&T, Qualcomm Inc. and American Personal Communications; the Rural Telephone Coalition; National Economic Research Associates, and minority venture capital investor Syndicated Communications Inc.

Saying the cable industry is moving toward "a more sophisticated and capable infrastructure," Patrick said Time Warner has no interest in eventually becoming an "alternative telco." But given the FCC's categorizing PCS as a service not subject to telco regulation, he said, "we're very interested."

On the question of how PCS should be regulated, Patrick noted that regulations such as a ban against PCS cells in residential St. Petersburg, Fla.—where Time Warner is conducting PCS tests—"is an example of the kind of regulations that impede development of services." Nothing, he said, should inhibit the large investments it will take to get mobile voice and data services off the ground.

Left in glaring doubt by the end of a day-long en banc hearing were whether spectrum-sharing technologies would prove effective in the field and whether, alternatively, PCS will operate effectively in bands outside the 1- to 3-ghz range, which the microwave users said they cannot vacate without compromising reliability.

Carl Bailey, representing petroleum, railroad and utility company microwave users, disputed claims that code-division multiple access or time-division multiple access technology will allow spectrum sharing without



AND ARLEDGE MAKES 21

ABC News President Rooney Arledge last week became the 21st "Broadcasting Hall of Fame" nominee to accept induction during the magazine's 60th anniversary celebration this week (Tuesday, Dec. 10) at the Mayflower Hotel in Washington.

The entire first 60 honorees list is published today, beginning on page 37 of BROADCASTING's anniversary supplement.

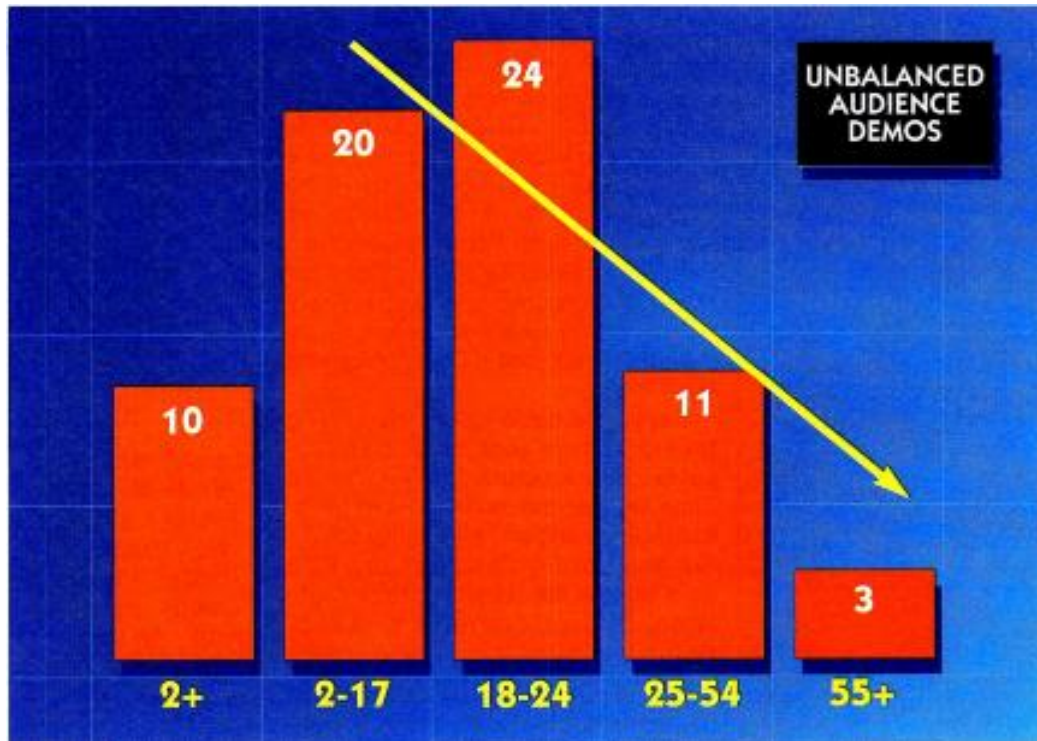
signal interference. Tests in Houston with PCN America and review of spectrum sharing proposals "to date have indicated that it is not possible to overlay any PCS-type modulation scheme over colocated microwave paths," he said.

Bailey and Associated Public Safety Communications Officers spokesman B.E. Wenke also questioned suggestions that voluntary frequency migration will solve their problems, even given a proposal by American Personal Communications that PCS licensees pay for their move.

Said Bailey: "If they would offer us something in the 1- to 3-ghz band, there would be no problem. We cannot go higher." Nor, he said, would right-of-way requirements allow most microwave users to migrate to fiber-optic interconnection. Moving, he estimated, would cost the nation's microwave users \$4 billion-\$7 billion. AT&T and Qualcomm said tests of whether PCS can go higher, to 6 ghz, remain inconclusive.

Projecting mass use of PCS, more jobs, and new domestic revenues from business and then consumer markets, NERA Vice President Charles Jackson said the PCS allocation "is the most important proceeding before the commission." ■

ONE-SIDED AFFAIR.

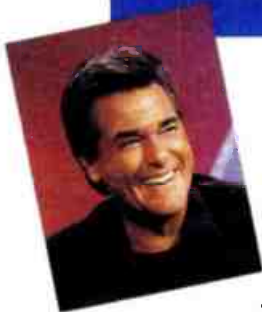
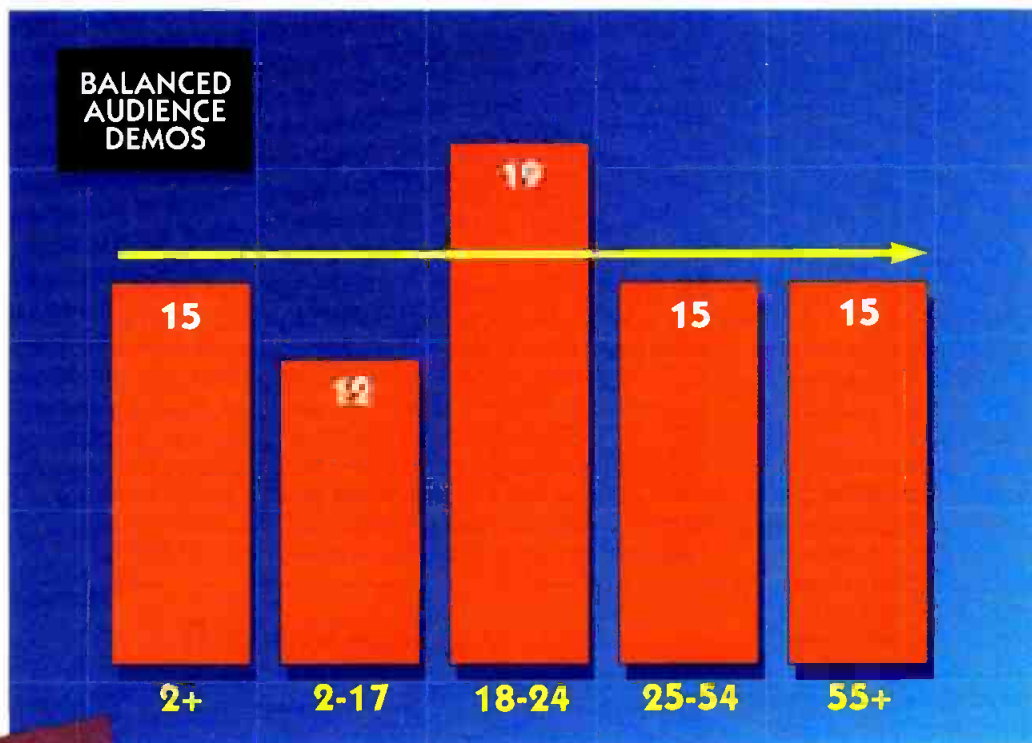


STUDES

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In television, as in love, you can't have success with a one-sided relationship. You have to have balance. With appeal to the broad spectrum of viewers that advertisers demand. Without excessive appeal to less desirable, less loyal younger viewers that discover programs early on, only to walk out when the next pretty girl or good looking stud comes along.

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Fin-syn changes moving along

By Harry A. Jessell

Assistant Attorney General James Rill told reporters in Washington last week that work on the Justice Department's recommendation for modifying the financial interest and syndication consent decrees is on a "solid schedule."

"We have ample staffing on it to move it along," Rill said prior to a speech sponsored by the Practising Law Institute and the Federal Communications Bar Association.

But Rill declined to predict when the recommendation would be issued, saying he did not want to lock the department into timetables.

He also declined to say what the recommendation would say, although it is assumed, given Justice's comments to the FCC, that it will call for relaxing the decrees to conform them with the FCC's new fin-syn rules. Until then, the networks are effectively barred from taking advantage of the new rules to acquire interest and syndication rights in some of their prime time programming.

For some network lobbyists and lawyers, Rill's comments confirmed their back-channel reports that Justice's action was forthcoming, possibly by the end of the month.

When the recommendation comes, it will not be soon enough for the broadcast networks. They asked Justice last July to trigger the process for modifying the decrees by issuing a recommendation to Los Angeles Federal District Court Judge Robert Kelleher, who has overseen the decrees since they were entered to settle antitrust suits against the networks more than a decade ago. After receiving comments from interested parties, Kelleher will decide whether and to what extent the decrees should be changed.

The networks had hoped for prompt action so they could benefit from new fin-syn rules when making program deals for 1992-93 early next year. ■



WHERE ARE THEY NOW?

FCC Commissioner Andrew Barrett (left) and newly appointed White House Chief of Staff Samuel Skinner (right) have much in common. As the 1974 photo suggests, they are, for instance, protégés of former Illinois Governor James Thompson (center). The photo was taken on the occasion of Barrett and Skinner being honored as two of Chicago's 10 outstanding young citizens. At the time, Thompson was the U.S. attorney for Chicago, Skinner was an assistant in his office and Barrett was head of the local chapter of the NAACP. According to Barrett, he and Skinner have been friends since Barrett was a law student and intern in the U.S. attorney's office in the early 1970's. As Bush's secretary of transportation, Barrett said, Skinner was instrumental in Barrett's appointment to the FCC in 1989 and reappointment a year later. Barrett is not the only apparent beneficiary of the White House shake up that put Skinner in and John Sununu out. Commissioner Sherrie Marshall may also be a winner: Sununu was reportedly antagonistic toward her reappointment to the FCC for her failure to toe the administration line on fin-syn. —HAJ

DIGITAL DEBUT

General Instrument and the Massachusetts Institute of Technology provided the first public demonstration of digitally compressed high-definition television transmission in Washington last week. As their DigiCipher—the first of four all-digital systems among six proponents—entered testing at the Advanced Television Test Center (ATTC) in Alexandria, Va., GI invited the press to view the results of real-time encoding and decoding via a backup system set up 12 hours earlier in its downtown Washington office.

"We see the United States in a leadership position, and we believe that, when testing is done, it will be obvious that HDTV is digital, now," said Robert Rast, vice president of HDTV business development for GI's VideoCipher Division.

Rast attributed the appearance of repeated, intermittent picture breakup during the 16-by-9 display of a variety of HD materials to shipping, late arrival and hurried setup of the compact, two-rack system late the previous night. Overall, the images, including high-motion rodeo sequences, appeared artifact-free. He said the primary system at ATTC had produced no similar breakup. In attendance, Keiichi Kubota, senior scientist for NHK America, described the equipment as "very stable" and the pictures as "beautiful."

Proclaiming the dawn of digital TV, Rast said he believes a U.S. lead in HDTV will save research and development, not manufacturing, jobs. "I think high-definition revenues will be used to fund R&D in the United States in the future," he said. As to FCC criteria for choosing among digital systems, Rast said "it's possible that politics," including protectionism, "will play a part if there's no clear winner on the technology side." —PBI

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

SILENT TREATMENT

FCC Chairman Alfred Sikes at a press conference last week declined the opportunity to endorse Commissioner Sherrie Marshall for reappointment next year. Asked whether he would endorse his fellow Republican for another term, Sikes offered "no comment." That has been his standard response to reappointment questions involving others over the years, he said. Sikes and Marshall have been at odds more often than not, and speculation has been that Sikes would withhold endorsement or promote his own candidate for the slot.

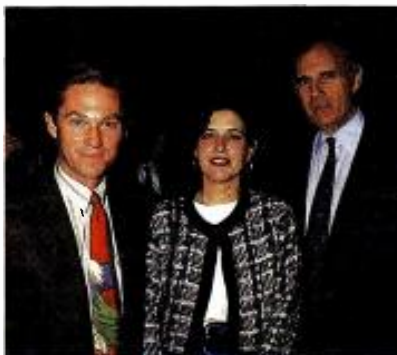
IMPORTANT OMISSIONS

The FCC's new political broadcasting rules, headed for likely adoption this Thursday (see story, "Top of the Week"), are also significant for what they will not do. First, they will not prohibit stations licensed to corporations from giving away ad time to candidates. Lack of that prohibition reflects the Federal Election Commission's inability to decide whether such give-aways constitute illegal campaign contributions. Second, rules will not impose tough or elaborate requirements for identifying sponsors of negative ads. Such requirements, of on-screen letters and images of certain size and duration, were advocated by People for the American Way. However, rules will note that candidates who adhere to PAW's guidelines can be assured of having met basic identification requirement.

NEW YORK

TAKE IT FROM THE TOP

NBC News last week quietly dropped all top-of-the-hour network news updates in a move that is expected to save the division several an-



The Museum of Television and Radio in New York hosted a reception last Monday (Dec. 2) celebrating Paradigm Entertainment's Yes, Virginia, There Is a Santa Claus, a made-for-TV movie that aired last Sunday on ABC. Hosting the celebration was I. Martin Pompadur (at right), chairman, president and CEO of RP Companies, his wife, Marian Pompadur, and actor Richard Thomas, who starred in the movie. RP Companies provided limited partnership financing for Paradigm.

nally. NBC found that about 80% of its affiliates had been pre-empting the 30-second update and adjacent 30-second network promotional spots to insert their own local news updates. NBC has opted to float the 30-second promotional spot at various points during the hour, a move that has not endeared it to the many NBC affiliates that can no longer preempt the network at the top of the hour. The move was a topic of discussion at the NBC affiliate meeting last week.

GETTING TOGETHER

In a meeting last Friday with national and foreign correspondents, Stephen Weiswasser, executive vice president, ABC News, said his job was not to implement cuts but that he could not guarantee that there would not be more cuts, according to sources at the network. The number-two man at ABC News since Oct. 2 has recently embarked on a series of meetings with the network's news staff, expressing an interest in

meeting with the staff on a quarterly basis.

ATLANTA

TURNER NEWS

Ted Turner, as always, is in the news—or in this case, may be out of it. (1) Insiders say Dec. 21 looks like the date for Turner-Fonda nuptials (it's her birthday), probably at his Montana ranch. (2) There's speculation he's in the running for *Time* magazine's Man of the Year award, although editors may have soured on the choice as word spread.

SAN DIEGO

METER READ

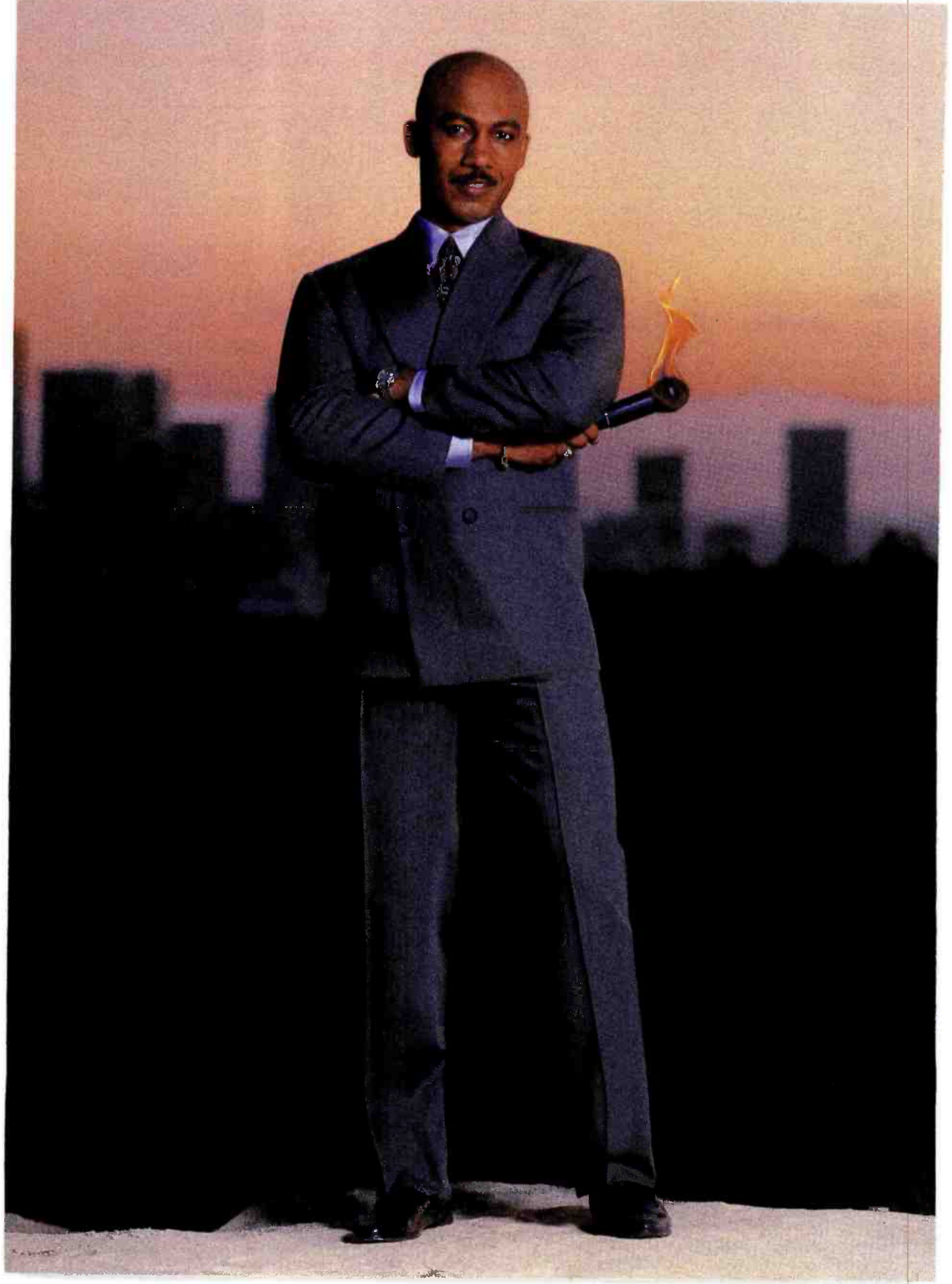
Look for Nielsen Media Research to make San Diego the newest metered market. The ratings service has already signed KNSD(TV) and XETV(TV) and may have a third customer as early as this week. Service is expected to be up and running by November 1992.

SACRAMENTO

LESS IS MORE

Entering its first major sweeps test since rolling back its prime time lineup to 7-10 p.m. (PT) last September, KCRA-TV's earlier 10 p.m. newscast averaged a 10.9 rating and 20 share (NSI, Oct. 31-Nov. 27) Mondays through Fridays during the November sweeps, dropping 29% of its share and about half a rating point compared with its 11 p.m. But that is far from the whole story.

According to a syndication research analyst, the station still grosses double its normal advertising revenue, since the cost per point for local spot in prime time is \$232, compared with the \$111 per rating point at 11 p.m. By achieving close to an 11 rating, the analyst said, the station could gross (before agency commissions) \$30,624 per newscast or \$10.3 million for the season.





Increased its own household share 57% over twelve week run.



More than doubled women 25-54 time period rating year to year.
#1 new talk show in the market among households, women 18-49 and 25-54.



More than doubled women 18-49 time period rating year to year.
#1 new talk show in the market among households, women 18-49 and 25-54.



Doubled women 18-49 time period rating year to year.



Increased women 18-49 time period share by 50% over July 1991.



Increased women 25-54 time period rating by 29% year to year.
#1 new talk show in the market among women 18-49 and 25-54.



Increased its own household share by 85% over eleven week run.



Available now.



Increased household time period share by 40% over July 1991.
#1 new talk show in the market among women 18-49 and 25-54.

A COOL HEAD FOR HOT TALK.

Source: NSI October 1991, 1990
New York: 6/24-9/13/91; Seattle: 7/1-9/13/91



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Television

AND CBS MAKES IT THREE IN OVERNIGHT NEWS

Network will launch anchored live service early next year, joining ABC and NBC; 'Nightwatch' is canceled, 50-plus laid off in Washington

By Rich Brown

After months of hemming and hawing on its plans to enter the overnight live news race, CBS News has unveiled an early morning newscast scheduled to launch in late February or early March 1992. Their entry marks the latest in the increasingly crowded overnight news business, which just last month saw the launch of a new service by NBC News.

The launch of the as-yet-untitled CBS broadcast coincides with the cancellation of the nine-year-old *Nightwatch* and the recution of more than 50 positions in the Washington bureau. There are roughly 20 *Nightwatch* editorial staffers and 30 technicians at CBS's Washington production facility, which will now house only the *Face the Nation* broadcast. *Nightwatch*, which was reportedly losing more than \$3 million a year, will be seen in reruns up until the launch of the new service.

As planned, the new overnight CBS broadcast will be based in New York and will air Monday through Friday from 2 a.m. to 6 a.m. ET. Unlike the prerecorded *Nightwatch*, the new CBS broadcast will feature both live news and taped reports. No staffing for the broadcast had been announced at press time.

Overnight news launches are costly for the networks—ABC executives have estimated their upcoming overnight service will cost more than \$10 million to launch and more than \$3 million in annual operating costs—but an increasing number of stations across the country have shown interest in providing news during the daypart. The network news divisions until now have been slow to commit to the day-



Now joined by CBS and ABC, NBC was first with an anchored overnight news service. Above: NBC News Channel President Bob Horner with anchor Sara James.

part, which has provided ample opportunity for such competing news services as All News Channel and CNN.

NBC News, the first of the three broadcast networks to launch an overnight anchored news service, last month averaged a 0.7 rating in its initial three weeks of *NBC Nightside*. The rating outpaced the 0.4 rating scored by CBS's *Nightwatch* as well as the 0.2 CNN rating and the 0.1 Headline News rating during the 2-6 a.m. period.

"The news audiences are changing all the time, and we're going into different dayparts where the audiences are," said Don Browne, executive vice president, NBC News. "It's going to be competitive, there's no question about it."

ABC News in about two weeks will begin rehearsals on *World News Now*, an anchored overnight news service

scheduled to launch on Jan. 6, 1992. ABC executives are anticipating that affiliates representing more than 80% of the country will pick up the broadcast, with most stations carrying two-and-a-half to three hours nightly. Firm commitments from affiliates are expected this week.

"It's going to look and feel like a new broadcast from ABC News," said David Bohrman, executive producer, *World News Now*. "We have a lot of airtime and we can try new ways of doing things."

Bohrman said *World News Now* will resemble ABC News shows while at the same time making a mark of its own. He added there will be a "striking difference" between the ABC News telecast and *NBC Nightside*, which he described as a very generic-looking broadcast.

The launch of *NBC Nightside* has had some effect on the number of clearances for All News Channel, according to vice president and general manager Charles Dutcher. But while the news service has lost hours at such stations as KXAS-TV Dallas and KPRC-TV Houston, it has also picked up new hours in the last month at stations including KCNS-TV San Francisco and WGNX-TV Atlanta. At least one station, WFLA-TV Tampa, Fla., is running both *NBC Nightside* and All News Channel as well as CNN.

All News Channel now supplies overnight news to roughly 65 markets representing almost 30% of U.S. households. Part of All News Channel's ability to maintain stations in the face of new competition might be tied to its new all-barter policy, which, beginning in January 1992, will allow stations, in most cases, to switch to barter as their contracts come up for renewal.

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Broadcasting & Cable Market Place (formerly The Broadcasting Yearbook)

Editorial

908-464-6800

Circulation

1-800-521-8110

Advertising

212-599-2830

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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Calculated move

"The NBC numbers keep coming up too high—I think it must be rigged." That was how David Poltrack, senior VP, planning and research, CBS, reacted to receiving a calculator sent him last week by his counterparts in NBC research. The gift was prompted by Poltrack's prediction two weeks ago (with two days remaining in the November sweeps) that CBS could tie NBC with a strong finish. According to Poltrack the NBC executives spoiled the surprise in their haste to generate publicity. "They must have contacted some of the New York papers right after they sent it because I got some phone calls from reporters asking me about it before I received it," he said. Poltrack may get the last laugh, however; he remains confident CBS will unseat NBC in the year-end prime time ratings race.

Talk talk

Although *The Jenny Jones Show* is the rookie and sole member of its syndicated talk show fold, Warner Bros. Domestic Television Distribution is looking to expand its talk portfolio. WBTD has scheduled appointments with New York rep firms and stations for its latest talk project featuring former WCAU-TV Philadelphia talk show host Jane Whitney. According to rep sources, Warner Bros. is going to pitch stations for initial 13-week commitments to test drive the talk vehi-

cle possibly as early as spring 1992. A pilot is believed to be completed for sales presentations. WBTD had no comment.

Ship ahoy

According to an INTV official, Viacom plans to take advantage of its bayside INTV locale (San Francisco, Jan. 8-10) by underwriting a nighttime excursion for 700 guests Jan. 10 on the "San Francisco Spirit," a 150-foot yacht operated by Pacific Marine Cruises out of San Francisco Bay.

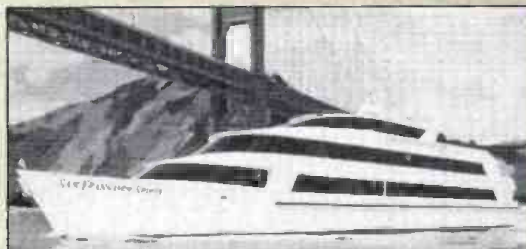
Coming & goings

In firming up the sales ranks at Twentieth Television, Chairman Lucie Salhany continues to tap into her connections at Paramount Domestic Television, according to sources. Following the appointment two weeks ago of Paramount's general sales manager, Greg Meidel, as president of Twentieth's syndication division, word has it that Buena Vista Television's VP, Eastern regional sales manager Ken Solomon, who was at Paramount when Salhany was president of the syndication divi-

sion, is close to finishing a deal to become VP, general sales manager, under Meidel. Another name making the rounds is Paramount's Dick Montgomery, senior VP, Western regional sales manager, who is said to be in position for a similar post at Twentieth.

Meanwhile, on the Paramount front, New York rep sources say Joel Berman, senior VP, national sales manager, will be promoted to executive vice president, general sales manager, filling the vacancy to be created by Meidel's departure early next year.

In the wake of Pine-lands Inc.'s laying off a dozen WWOR-TV staffers, including program director Farrell Meisel, the station is said to be looking at the New York station's current VP, program development, Bob Woodruff, to take over PD responsibilities. One source close to the independent said Woodruff has been actively involved in programming as well as production; WWOR-TV has expanded its news presence and produces *The Howard Stern Show*.



Viacom plans to roll on the river in New Orleans

NBC SWEEPS NOVEMBER, BUT CBS WINS WEEK

'Wizard of Oz' and 'Shrunk the Kids' fail to draw large audiences, but 'E.T.' scores big

By Steve Coe

In concluding the most hotly contested November sweeps in history, NBC outdistanced second-place CBS by three-tenths of a rating point and came out six-tenths of a rating point ahead of third-place ABC. The final Nielsen tabulations had NBC winning its seventh consecutive November sweeps with a 13.2 rating and 21 share, while CBS averaged a 12.9/21 and ABC finished with a 12.6/20. Overall, the three networks showed a 2% increase this November versus a year ago.

David Poltrack, senior vice president, planning and research, CBS, who with two days remaining in the sweeps predicted that CBS could tie NBC, said the weaker-than-expected performance of two CBS movies cemented the network's second-place finish. "Neither 'The Wizard of Oz' nor 'Honey, I Shrunk the Kids' did

well. If those two had done 14 ratings and if NBC came down comparatively, we could have tied. The last time 'The Wizard of Oz' aired it did a 14.8 rating, so it wasn't out of the realm of possibility," he said.

Instead, 'Honey, I Shrunk the Kids' averaged a 12.6/19 on Tuesday Nov. 26, and 'The Wizard of Oz' averaged a 12.3/21 on Wednesday, the last day of the Nielsen-monitored sweeps.

Although the performance of the two movies was not good enough to boost CBS past NBC in the sweeps, those movies along with specials and the network debut of 'E.T. the Extra-Terrestrial' propelled CBS to its seventh weekly ratings win of the 11-week-old season.

'E.T.' pulled in an 18.4/34 from 8 to 10:30 on Thanksgiving night, leading CBS to a 16.7/31 average for the night, dwarfing second-place NBC's 9.0/17. ABC and Fox tied for the night with a 7.4/14.

CBS also notched an uncharacteristic Friday night win, beating ABC to the kid-and-teen audience by scheduling a special airing of *Rudolph the Red-Nosed Reindeer* from 8 to 9, which averaged an 11.6/21, followed by *Circus of the Stars & Side Show*, which pulled in a 12.3/22 from 9 to 11.

NBC was quick to point out that, like the entire season, CBS's performance for the week of Nov. 25-Dec. 1 was generated by special programming. Between specials and movies slotted on nights usually scheduled with series, CBS aired nine-and-a-half hours of special programming in the week compared to NBC's two hours and ABC's one.

Through 11 weeks of the season, CBS's lead remains more than a full rating point ahead of NBC. CBS's average is a 14.0/23, followed by NBC's 12.7/21, and ABC's 12.2/20. Fox is averaging a 7.7/13. ■

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ORBIS CHANGES ITS NAME TO CAROLCO TELEVISION

'Terminator 2' is big ticket in new film package; syndicator outlines offerings for fall 1992

By Mike Freeman

New York-based Orbis Communications is changing its name to Carolco Television (its parent is Carolco Pictures) and putting together its biggest ticket movie package to date, led by the big hit "Terminator 2: The Judgment Day" and a batch of new first-run specials and series.

Hilary Hendler, who was installed as president and CEO of then-Orbis Communications earlier this year (BROADCASTING, July 1) says the name change to Carolco is intended to "better emphasize the Carolco connection."

"Terminator 2" (starring Arnold Schwarzenegger), which has grossed over \$400 million worldwide since its theatrical release last summer, is clearly the big name draw of the newly

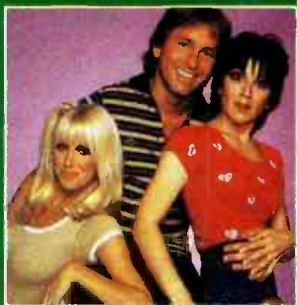
marketed Carolco V straight-cash movie package. Following through with a standard pay-per-view (on Request and Viewer's Choice PPV services) window in January 1991, then pay cable (Showtime) and network (ABC) windows, "T2" will trigger in syndication June 1998. The station trigger date is in close proximity to the date Warner Bros.' Volume 29 releases its 1989 hit theatrical "Batman."

Hendler stressed that "stations, rather than the syndicator, will pick the other titles from our library and will tailor [Carolco V] to their needs," citing recent Carolco Pictures titles such as "L.A. Story" (Steve Martin), "Rambling Rose" and "Basic Instinct" as among the available choices. After a station committee packages the titles, Hendler says the



The big gun in Carolco's (nee Orbis) movie package: "Terminator 2: Judgment Day"

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ence in New Orleans in January.

On the first-run horizon for the syndicator is the fall 1992 weekly *Country-line USA*, a half-hour barter series showcasing some of Nashville's up-and-coming singing talent. Hendler says that an 800-number request line will allow viewers to choose their favorite songs.

A high-profile venture with NBC Productions will have Carolco TV handling the distribution of several specials under the title *Untold Stories*, with two-hour specials focusing on aviator Amelia Earhart and silent movie star Charlie Chaplin, the latter project timed to coincide with Carolco Pictures' Chaplin movie bio being produced by Richard Attenborough. The teaming with NBC Productions, which has been aggressively producing syndicated series for LBS Communications (on *Memories*) and Rysher Entertainment (*Saved by the Bell*), is a first for Carolco Television.

Hendler says other specials on slate include *Motown Merry Christmas* and *Country Christmas* for December 1992, and an *Academy Awards Preview* special coinciding with the March 1993 awards ceremony.

Carolco TV is also placing a new emphasis on made-for-TV product, with *Singapore Sling*, a two-hour detective telefilm to be shot on location in Singapore by Barren Films of Australia. If the all-barter presentation generates sufficient ratings, Hendler says that production on 22 first-run episodes could begin for distribution

as early as spring 1993. Barren Films will also be producing *Tracks of Glory*, a four-hour miniseries telling the story of Marshall "Major" Taylor, an Olympic cyclist who won a medal at the turn of the century. *Glory* is scheduled to trigger just prior to the 1992 Summer Olympics in Barcelona next July. ■

CLUSTER PUTS ON THE 'DAWG'

Animated first-run strip targeted for fall '92

By Mike Freeman

Cluster Television is looking to revive the "squash and stretch" cartoon genre of such classic cartoons as *Road Runner*, *Tom & Jerry* and *Bugs Bunny* with its new syndicated *Stunt Dawgs*. Bragging the participation of veteran stunt specialist and director Hal Needham ("The Longest Yard," "Smokey and the Bandit I & II"), Cluster Television will be offering the first-run strip for fall 1992 syndication on a straight barter basis.

"The whole tone of these cartoons

is purely comedic, completely nonviolent. In the same way that 'Who Framed Roger Rabbit?' revived the notion that you can safely portray a rabbit getting his arm stuck in a door or crushed by a safe, we feel *Stunt Dawgs* can achieve the same effect with light-handed cartoon humor."

The concept of a cartoon devoted to the antics of Hollywood stuntmen, Cluster says, came from Needham and was pitched to Franklin-Waterman Co., which is headed up by Jeff Franklin. Franklin, who has brought the remastered animated *Casper* cartoon

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Claster Television's 'Stunt Dawgs'

series to Claster, again looked to the Timonium, Md.-based syndicator to distribute the series.

Flint Dille, who most recently wrote the script for the animated feature "An American Tail: Fievel Goes West," is writing the bible for the series, and Claster says he is close to

finalizing a deal with a Los Angeles-based animation house. Claster Television, which is a division of Hasbro Toys, is budgeting production at \$275,000-\$300,000 per episode, according to Claster, which translates to \$12 million for 40 original episodes.

Targeting 7-8:30 a.m. morning slots and 3:30-5:30 p.m. early-fringe slots, Claster will offer the series to stations on a 2-minute national/4-minute local barter split in the fourth quarter, 3/3 in the first and third quarters and 2.5/3.5 in the second quarter. ■

TOP MARKET INDIES MAKE GAINS IN SYNDICATED SWEEPS

In New York and Los Angeles, programing in key early fringe and access helps fuel year-to-year improvement

By Mike Freeman

Using year-to-year time period gains in the top two markets as a barometer, independent stations showed more significant growth than their affiliate counterparts in the just completed November syndicated sweeps.

Network O&O's in the nation's top two markets—New York and Los Angeles—posted little or no sign-on-to-sign-off ratings growth, while inde-

pendent stations continued to register gains with successful counterprograming in key early-fringe and prime access dayparts.

CapCities/ABC-owned stations maintained their domination of the affiliate ranks but, on the whole, Fox and Tribune Broadcasting-owned independent stations scored the most significant year-to-year sweeps gains.

The following is an analysis of the November sweeps ratings race in those markets. (All metered ratings

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are from the Nielsen Station Index [NSI].)

New York

Tribune's WPIX(TV) measured the largest gains in the market, a 20% improvement over November 1990 ratings, with a 4.9 rating/12 share sign-on/sign-off just overtaking Fox's WNYW(TV) (4.5/11, itself up 2% over year-ago ratings). Pinelands Inc.'s superstation, WWOR-TV, dropped 3% from year-ago ratings with a bottom-ranked 3.7/9.

WABC-TV again yielded a top-ranked 8.0/20 sign-on/sign-off average, but experienced a slight decline versus its year-ago average (8.1/21). The ABC O&O, nonetheless, had 36% higher ratings than second-place WCBS-TV (5.9/15, down 3% from November 1990). WNBC-TV dropped 2% of its rating average with a 5.7/14.

Much of WPIX's upward surge was due to a solidifying of morning and afternoon time slots. By slotting Tribune Entertainment's *Geraldo*, which WCBS originally had in its 4 p.m. slot last season, WPIX realized a 75% rating improvement in its noon time slot

LAUGH TIME

Tribune Entertainment is planning on offering an hour-long weekly, *The Apollo Comedy Hour*—a spinoff from Tribune's syndicated weekly variety series *Showtime at the Apollo*—for syndication in fall 1992. The latest *Apollo* incarnation will showcase stand-up comedians, and will be hosted by actress Phyllis Stickney.

with a 3.7/14 in the latest sweeps, but the hour talk show was down 26% from its showing on the network O&O a year ago (5.0/13). In the 3-5 p.m. slots, the four-program *Disney Afternoon* kids block posted an 8% share increase with a 4.7/13, which helped WPIX's 5-7:30 p.m. sitcom block realize a 15% share increase with an 8.0/15. Warner Bros.' *Full House* topped out the winning independent block with a 9.7/18, a 63% improvement over *21 Jump Street* in the 6 p.m. slot last season.

Filling the 4-5 p.m. slots on WCBS, King World's *Candid Camera* (1.8/5) and *Inside Edition* (2.7/7) turned in 160% and 85% rating declines post-*Geraldo*, respectively. In prime access, Columbia's *Married...with Children* (8.7/15) and Viacom's *The Cosby Show* (9.6/16) posted 33% and 25% share increases for WWOR's second-ranked 7-8 p.m. slots.

Key morning gains were made by WNYW's *Good Day New York* at 7-9 a.m. (3.4/15), increasing its rating 48% over last year, while KABC benefited from Buena Vista's *Live with Regis & Kathie Lee's* (7.9/33, a 33% rating increase) and Multimedia's *Sally Jessy Raphael's* (8.1/32, up 27%) year-to-year improvements at 9-11 a.m. The talk show increases spilled into early fringe, with Paramount's *The Maury Povich Show* second-ranked 4.9/14 providing WNBC with a 20% rating increase at 4 p.m. and lead-in muscle for Multimedia's *Donahue* (6.1/15, up 33%). However, King World's *The Oprah Winfrey Show* tightened its grip on the 4 p.m. hour, registering a top-ranked 12.2/31, a 15% increase for KABC.

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Why take a chance when you can take *Too Close For Comfort*®. This superbly produced ensemble comedy, starring Ted Knight and Nancy Dussault still delivers solid ratings wherever it's programmed.

Year after year, it attracts large numbers of

young adults, and an unusually large share of men, making it an ideal player for early or late fringe.

Too Close For Comfort: great programming flexibility, perfect demos, and the durability that comes with outstanding production values!

Los Angeles

Year-to-year sweeps gains were non-existent for the network O&O's, KABC-TV held on to the sign-on/sign-off crown with a 6.1/15, followed by KNBC-TV's 5.9/15 and KCBS-TV's 5.1/13. Tribune-owned KTLA(TV)'s 4.1/10 was tops among independents, making an 8% rating gain; Fox O&O KTTV(TV)'s 3.8/10 represented a 3% increase; Chris-Craft/United TV's KCOP(TV) dropped 8% of its rating with a 3.3/8 clocking; and Disney-owned KCAL(TV) turned in a 12% improvement with a 2.8/7.

The major highlight in L.A. was KTTV's vast improvement in the 6:30-8 p.m. prime access slots. Sister division Twentieth (Fox) Television's *Studs* kicked off access with a third-ranked 6.5/11, a 57% increase over year-ago programming. At 7 p.m., KTTV hit the jackpot, with Columbia's *Married...with Children* winning the time period with a 9.9/16 average, a 129% rating surge over November 1990's tracking of *M*A*S*H*. However, Twentieth's *A Current Affair* dropped 28% of its *Married* lead-in, but nonetheless turned in an 8% year

FIRST-RUN BYRON

Talk show host Byron Allen's BYCA Television Distribution company will expand production on *The Byron Allen Show* from weekly syndication to first-run stripping in fall 1992. The talk show will be sliced down to a half-hour and will continue to be offered on a barter basis for late night. Byrne Enterprises has been named to handle national barter advertising sales.

gain with a fourth-ranked 7.1/11.

For the other contenders, the prime access race was extremely tight, with King World's *Wheel of Fortune* (9.6/15) and *Jeopardy!* (11.5/17) atop 7-8 p.m. for KCBS, each posting respective 17% and 14% year-to-year gains. K-W's other syndicated strips, *Inside Edition* (7.3/12) and *Candid Camera* (6.6/10), each posted 1% and 20% gains in KABC's access slots. Paramount's *Entertainment Tonight* (7.1/11) dropped 16% of its year-ago ratings, followed by the studio's *Hard*

Copy (9.7/15), which improved 37% on *ET*'s lead-in for WNBC. Tribune Entertainment's *Now It Can Be Told* stumbled for KTLA with a bottom-ranked 4.9/8 (down 20% in rating), but *Full House* improved 55% over its lead-in with a third-ranked 7.6/12 at 7:30.

Full House's lead-in from access may have been a key contributor to KTLA's 8-10 p.m. prime time movie block, whose fourth-ranked 8.7/13 average was up 13% from last season. That also led KTLA's hour newscast to move up 14% with a 4.9/9. The Tribune station's recently launched 7-9 a.m. newscast also improved 11% with a fifth-ranked 2.0/8 average.

Despite continuing to rank seventh in the market with its 8-11 p.m. newscasts, Disney's KCAL continued to climb with a three-hour 3.4/9 average, up 17% over last season's rookie newscasts. In the affiliate news race, KABC maintained its hold, with its 4-6:30 p.m. news block (7.1/16 average) winning each half-hour except 6 p.m. However, KNBC continued to hold the winning hand at 11 p.m., with its newscast averaging a 7.3/19, down 4% from last year. ■

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Broadcasting's Ratings Week Nov 25-Dec 1

| | ABC | CBS | NBC | FOX |
|---------------------|---------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------|--------------------------------|
| MONDAY | 13.7/20 | 18.3/27 | 16.1/24 | NO PROGRAMING |
| 8:00 | 66. Young Riders 8.1/12 | 13. Evening Shade 16.0/24 | 14. Fresh Prince 15.8/24 | |
| 8:30 | | 11. Major Dad 16.5/24 | 20. Blossom 13.7/20 | |
| 9:00 | 17. NFL Monday Night Football—San Francisco | 2. Murphy Brown 21.0/30 | 10. NBC Monday Night Movies—A Mother's Justice 16.7/25 | |
| 9:30 | 49ers at Los Angeles Rams 14.3/24 | 26. Memories of M*A*S*H 18.8/29 | | |
| 10:00 | | | | |
| 10:30 | | | | |
| TUESDAY | 15.6/25 | 12.3/19 | 13.1/20 | NO PROGRAMING |
| 8:00 | 7. Full House 17.6/27 | 26. CBS Tuesday Night Movie—Honey, I Shrunk the Kids 12.6/19 | 34. I'll Fly Away 12.0/18 | |
| 8:30 | 8. Home Improvemt 17.4/26 | | 21. In the Heat of the Night 13.6/20 | |
| 9:00 | 3. Roseanne 19.5/29 | | 21. Law and Order 13.6/23 | |
| 9:30 | 9. Coach 17.2/26 | | | |
| 10:00 | 43. Homefront 10.9/19 | 35. Rescue: 911 11.8/20 | | |
| 10:30 | | | | |
| WEDNESDAY | 10.1/17 | 11.0/19 | 14.1/24 | NO PROGRAMING |
| 8:00 | 42. Dinosaurs 11.1/19 | 55. Brooklyn Bridge 9.1/15 | 11. Unsolved Mysteries 16.5/28 | |
| 8:30 | 44. Doogie Howser 10.8/18 | 60. Royal Family 8.5/14 | 28. Seinfeld 12.5/21 | |
| 9:00 | 45. MTV 10 10.7/18 | 31. CBS Movie Special—The Wizard of Oz 12.3/21 | 41. Quantum Leap 11.2/20 | |
| 9:30 | | | | |
| 10:00 | 57. Civil Wars 8.6/15 | | | |
| 10:30 | | | | |
| THURSDAY | 7.4/14 | 16.7/31 | 9.0/17 | 7.4/14 |
| 8:00 | 85. Pros and Cons 4.5/9 | 5. CBS Movie Special—E.T.: The Extra-Terrestrial 18.4/34 | 49. Cosby 10.4/21 | 62. Simpsons 8.4/17 |
| 8:30 | | | 54. A Diffnt. World 9.5/18 | 78. Drexell's Class 6.3/12 |
| 9:00 | 80. FBI: Untold Stories 5.9/11 | | 47. Cheers 10.5/19 | 73. Beverly Hills 90210 7.4/13 |
| 9:30 | 76. American Detect. 6.9/12 | | 57. Wings 8.6/15 | |
| 10:00 | 39. Primetime Live 11.4/22 | 57. Brooklyn Bridge 8.6/18 | 71. L.A. Law 7.5/15 | |
| 10:30 | | | | |
| FRIDAY | 10.6/19 | 12.1/22 | 11.6/21 | 4.9/9 |
| 8:00 | 36. Family Matters 11.6/21 | 36. Rudolph, the Red-Nosed Reindeer 11.6/21 | 25. Matlock 13.1/23 | 79. Simpsons 6.0/11 |
| 8:30 | 45. Step By Step 10.7/19 | | | 85. Charlie Hoover 4.5/8 |
| 9:00 | 64. Perfect Strngs 8.2/14 | 31. Circus of the Stars 12.3/22 | 56. Reasonable Doubts 8.7/16 | 83. In Living Color 5.2/9 |
| 9:30 | 68. Baby Talk 7.7/14 | | | 87. Herman's Head 3.8/7 |
| 10:00 | 26. 20/20 12.6/24 | | | |
| 10:30 | | | | |
| SATURDAY | 7.8/14 | 9.1/16 | 12.0/22 | 5.6/10 |
| 8:00 | 70. Who's the Boss? 7.6/13 | | 33. Golden Girls 12.2/22 | 75. Cops 7.1/13 |
| 8:30 | 71. Growing Pains 7.5/13 | 53. CBS Saturday Movie—The Burbs 9.6/17 | 47. Walter & Emily 10.5/18 | 64. Cops 2 8.2/14 |
| 9:00 | 74. TheYoung Riders 7.3/13 | | 19. Empty Nest 13.8/24 | 87. Charlie Hoover 3.8/7 |
| 9:30 | | | 28. Nurses 12.5/22 | 89. Get A Life 3.1/5 |
| 10:00 | 62. The Commish 8.4/16 | 67. P.S. I Luv U 8.0/15 | 38. Dame Edna's Hollywood 11.5/22 | |
| 10:30 | | | | |
| SUNDAY | 13.2/20 | 17.9/27 | 9.7/15 | 8.7/13 |
| 7:00 | 49. Life Goes On 10.4/16 | 1. 60 Minutes 23.7/36 | 81. Eerie, Indiana 5.6/9 | 77. True Colors 6.8/11 |
| 7:30 | | | 84. The Torkelsons 5.0/8 | 68. Parker Lewis 7.7/12 |
| 8:00 | 16. Am Fun Home Vld 15.0/21 | 6. Murder, She Wrote 18.0/26 | 60. Hot Country Nights 8.5/12 | 39. In Living Color 11.4/16 |
| 8:30 | 15. Am Fun People 15.7/22 | | | 51. Roc 9.7/14 |
| 9:00 | | | | 18. Married w/Childn 14.0/20 |
| 9:30 | 21. ABC Sunday Night Movie—Big 13.6/21 | 24. CBS Sunday Movie—Hallmark's: One Against the Wind 13.4/21 | 30. NBC Sunday Night Movie—Fatal Friendship 12.4/19 | 51. Herman's Head 9.7/14 |
| 10:00 | | | | 82. Sunday Comics 5.3/8 |
| 10:30 | | | | |
| WEEK'S AVGS | 11.3/19 | 14.2/23 | 12.1/14 | 7.1/12 |
| SSN. TO DATE | 12.2/20 | 14.0/23 | 12.7/21 | 7.7/13 |

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

True Love.

Congratulations to The Cosby Show, now in its fourth year in syndication. Proof that great marriages last.

COSBY SHOW
MARRIED/W CHLDNRN

~~8.4~~ 9.0
~~7.1~~
~~7.0~~
~~7.3~~ 8.1



Source: NTI GAA HH ratings,
11/4/91-11/17/91.

Source: ~~NTI GAA HH ratings,~~
~~10/21/91-11/3/91.~~

Source: ~~NTI GAA HH ratings,~~
~~9/23/91-10/13/91~~

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Broadcasting

Cable

THE QUICKENING PACE OF DIGITAL COMPRESSION

New technology may arrive before programing is available to fill additional channels

By Sharon Moshavi

Digital compression may be coming faster than many in the cable industry had thought, and the question remains whether programers will be ready to meet the hastening challenge of filling the new channels compression will make available.

Tele-Communications Inc. President John Malone, speaking at the Western Cable show in Anaheim two weeks ago, sent a ripple through the cable industry by predicting an earlier timeframe for digital compression (and increased channel capacity) than most had thought likely. He said compression to the home would be available in 18 to 24 months, with "large scale" rollout in two to two-and-a-half years. While cable programers have been planning for the future, Malone's



TCI's John Malone: compression to the home predicted in 18-24 months

comments convinced some that the future may arrive sooner than they think.

"When John Malone makes predictions about various timetables in our industry, a lot of people take note," said Marshall Cohen, executive vice president, MTV Networks, which has

plans to test triple channels of MTV starting in 1992. Malone's words and actions have managed to move the industry before; his comments at last year's Western Show about TCI's interest in pay per view gave that fledgling business a huge boost. TCI, one of the least addressable MSO's in the industry, is now going ahead with extensive upgrading of homes to PPV.

Some believe Malone's public statement about a shorter timeframe for digital compression is merely giving voice to what a few already know. "What Malone said won't speed the process up a lot. He's just acknowledging that technology is moving faster than most people thought," said Dave Pangrac, American Television & Communications' director of engineering and technology.

Malone's digital compression predictions seem to be in sync with hardware manufacturers'. Scientific-Atlanta last week submitted its proposal for a digitally compressed standard to TCI and CableLabs, among others (see story, page 29). S-A's proposal, or whatever standard is chosen, will enable cable operators to expand channel capacity considerably without needing to upgrade any other part of their system.

Unlike PPV, digital compression is not yet a reality, and though many in the industry concede Malone's 18-month timetable, two years is sooner than most had thought for a large-scale rollout of compression. Discovery Networks Chairman John Hendricks, sitting beside Malone on the dais at the Western Cable Show, said he was "taken by surprise" at Malone's 18-month timetable. Hendricks's own prediction had been more than a year longer. But if Malone is right, ever-hastening digital compression may increase cable programers' rush to create and announce new channels. Hendricks said he believes there may

GUTKOWSKI TO HEAD MADISON SQUARE GARDEN

MSG Network President Robert Gutkowski has been named president and chief executive officer of Paramount Communications' Madison Square Garden. No network replacement has yet been named.

As head of Madison Square Garden, Gutkowski will have responsibility for the New York Knicks, New York Rangers, MSG television and radio networks, the MSG Entertainment Group, the operations of the Garden arena and the newly opened Paramount Theater. Since August, when the Garden's then-president resigned, Gutkowski had taken over the responsibilities of president of Madison Square Garden Entertainment, which presents concerts, college basketball, tennis and other events at the two venues.

Gutkowski said he is taking over the Garden as it embarks on "an awfully positive path." On the television side of the business, "we are always looking at pay per view and how we can make MSG Network more attractive." He said MSG "has its eye on" a few PPV event ideas such as boxing and concerts.

Gutkowski said he will be looking to appoint a president for MSG Network in the next couple of weeks. "Paramount always looks to promote talented people from within," he said, although he did not rule out going outside the company for a replacement.

Gutkowski, 43, joined Paramount Communications in 1983 as vice president, advertising sales, for Paramount Pictures Domestic Television Distribution, and became president of MSG Network in 1985. -SDM

be a race to establish those services, since he believes only 10 or so channels will be devoted to networks; the rest will be PPV programming. "If you want to launch a channel, you need to be first in the niche. Now is the time to announce," he said.

But many programmers do not see this as the time to announce. While many have ideas for expanding their niches into several channels (as MTV plans to do), no one views this as the time to launch, given the lack of channel capacity and operators' unwillingness to pay for additional programming. But the vicious cycle—operators' lack

of willingness to support programmers and programmers' refusal to take chances to launch—could mean that technology will run ahead of programming, and programmers may be left behind.

The "cable industry is just beginning to wake up and realize it needs to nurture new services," said Lloyd Werner, senior vice president, Group W Satellite Communications. "If operators won't pay for anything new, there won't be anything on those channels." Werner is hopeful, though, that "sometime in the middle of next year the philosophy of the early 80's will

return to one of nurturing and paying for new services." Operators will need to make commitments before channels go up on the satellite, he said, and not as they presently do, waiting for channels to launch and then deciding whether or not to carry them.

Turner Broadcasting System is one company that is starting to place itself in position for increased channel capacity. The company has had many ideas for channels, but is now finally creating a cohesive plan to go ahead with some of those ideas, according to a Turner spokesman. ■

HDTV/COMPRESSED NTSC SYSTEM IN WORKS

SA, Zenith, AT&T combine to produce method of sending, via satellite, digital signals to both terrestrial broadcasters and cable systems

By Sharon Moshavi

Scientific-Atlanta has joined forces with Zenith Electronics Corp. and AT&T to develop a single system to transmit both digital high-definition television and digitally compressed standard NTSC signals to cable systems.

Zenith and AT&T have already been at work developing Digital Spectrum Compatible-HDTV, an all-digital simulcast HDTV system. S-A will now team with Zenith to support DSC-HDTV's adoption as an FCC standard. In teaming up with Zenith and AT&T, S-A has agreed to develop the satellite system that will transmit the HDTV signal to both broadcasters and cable systems. In addition to developing the satellite technology for HDTV, SA will contribute to the testing of the HDTV system over the satellite.

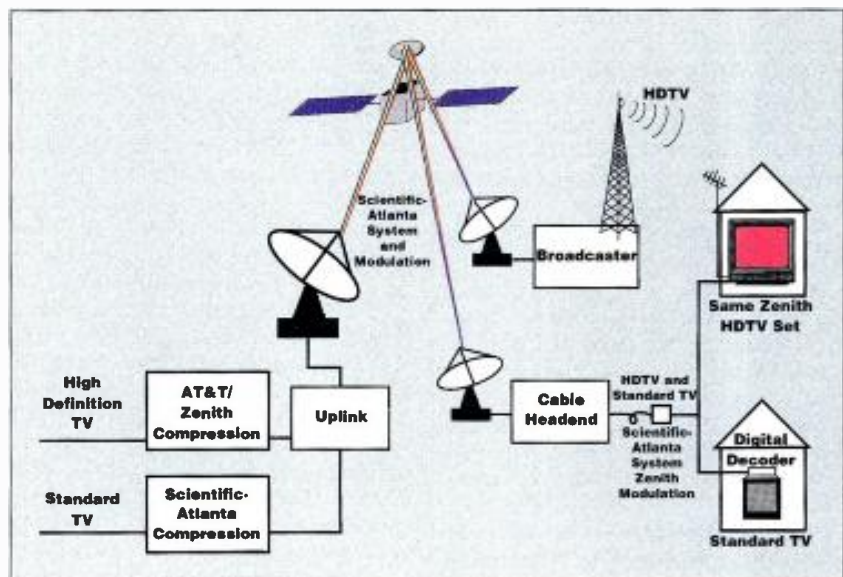
Jerry Pearlman, Zenith chairman, president and chief executive officer, said Scientific-Atlanta's satellite support refines and improves DSC-HDTV for national distribution applications. The ability to be transmitted nationally via satellite should help strengthen the AT&T-Zenith HDTV standard proposal in the eyes of the FCC, said William Warwick, president of AT&T Microelectronics.

And, because the HDTV transmission will essentially piggyback on digital compression transmission, which is a technology that consumers are likely to have before HDTV, the system "will help hasten the emergence

of HDTV," said AT&T's Warwick.

That same satellite transmission plan for HDTV will send S-A's digital compression system for standard TV signals to cable systems. This common transmission structure, called end-to-end video transmission, will be developed under a separate agreement between S-A and Zenith. The same decoder will work for receiving both HDTV and digital compression signals, according to William Johnson, S-A chairman and chief executive officer. Additionally, the same tuner will be able to accept HDTV signals via over-the-air broadcast or through a cable system.

Last week, S-A also submitted a proposal to CableLabs, Tele-Communications Inc., Viacom International, HBO and PBS to have its digital compression system (called Vector Quantization, or VQ) become the standard for the cable industry. This system would allow two HDTV signals or four to 10 digitally compressed standard signals in one satellite transponder. If the system is accepted as the standard by the cable industry, Zenith will manufacture its HDTV sets to handle digitally compressed TV signals, so those sets will not require a separate decoder, according to Zenith's Pearlman. ■



THE PRICE OF LIBERTY JUST WENT UP

Public offering of BET, stock split, restructuring boost fortunes of TCI spin-off

By Sharon Moshavi

When Tele-Communications Inc. first spun off Liberty Media Corp., Wall Street analysts were discouraging of the investment. Now, boasting a stock price that has doubled in the past month, thanks largely to the November public offering of Black Entertainment Television, one of its holdings, and the company's October stock split and restructuring announcement, the Liberty portfolio is looking more attractive. "Liberty is now looked at as a cable programming player, and cable programming is hot," said Bear Stearns's Ken Goldman.

Liberty, a non-operating company whose portfolio contains TCI's minority cable system and programming interests, has seen its stock price rise from an average of \$330 a share since it started trading in March to its current \$610. The price went up dramatically the last week of October, when the split was announced, then climbed steadily after the BET offering.

BET's public offering has been a success, analysts say, which has them figuring that if one piece of Liberty's portfolio is such a good buy, the rest may be as well. "People now are looking at Liberty and saying these are early-stage investments in rapidly developing areas of the business," says analyst Chris Dixon of PaineWebber.

BET has also boosted the value of the Liberty portfolio. One of the main problems when Liberty spun off was that no one knew what any of the holdings were worth, according to Frederick Moran of Donaldson, Lufkin & Jenrette. When Liberty was launched "you couldn't really sink your teeth into the valuation of the assets," he says. The BET offering has not only helped analysts make an assessment, but has also shown that the value of the assets is higher than once thought. "The value of BET is three or four multiples of what TCI had valued it at," Moran says.

Owning stake in Liberty offers buyers a way to diversify media investments in a wide variety of burgeoning companies, letting them reduce risk while entering new programming ven-

tures in an increasingly fractionalized television industry, according to Dixon, who describes the company "as essentially a mutual fund representing TCI's interests." The four pieces of Liberty's portfolio that Dixon points to with interest are the QVC Network shopping service; the Video Jukebox network, the interactive music video channel; International Cablecasting Technologies, the digital audio cable service, and Encore, the low-priced premium movie service.

Another reason for Liberty's stock surge is the reclassification announced

at the end of October that will result in a 20-to-1 split of both class A and B stock (likely to come late in the first quarter of 1992). More investors may be attracted once share size is down to a more palpable level, and that change will make Liberty more heavily traded, analysts say. But, according to Bear Stearns's Goldman, who calls Liberty a "quasi-private company," the stock will not trade more heavily unless the small circle of stockholders decides to sell some shares, enabling Liberty to become more broadly held. ■

TCI RESTRUCTURES IN WAKE OF UAE TAKEOVER

Tele-Communications Inc.'s takeover of United Artists Entertainment became official last week, enabling the MSO's board of directors to confirm the appointments of several senior-level UA executives and restructure TCI's senior-management hierarchy.

Fred Vierra, former UAE president-chief operating officer, was named executive vice president of TCI. Also named to the same title was Donne Fisher, TCI's chief financial officer and treasurer. That brings to three the number of executive vice presidents at TCI; the other is J.C. Sparkman, who is also the MSO's chief operating officer.

Other UAE executives who have been hired by TCI include: Brendan Clouston, formerly UAE's senior vice president and chief financial officer, now TCI's senior vice president, strategic planning, and Stephen Brett, former executive vice president-legal at UAE, is now TCI's senior vice president and general counsel. Brett replaces John Draper, who has joined TCI spin-off Liberty Media Corp. as general counsel. Also hired from UAE was Gary Howard, former senior vice president and chief administrative officer. He becomes a TCI vice president, reporting directly to TCI President John Malone, with the responsibility of "continuing the process of rationalizing TCI's various businesses," according to the company.

In addition, Marvin Jones, former president and chief operating officer of UAE's cable division, has formed his own company, Marvin Jones Associates Inc., which has been hired by Liberty Media to advise on cable operations and investments. -SDM

DISNEY, BET REACH AGREEMENT WITH BMI

BMI has reached music licensing agreements with the Disney Channel and Black Entertainment Television, effectively ending anti-trust litigation in federal court against BMI by the cable industry. All parties, including programmers, the National Cable Television Association and the Community Antenna Television Association have agreed to drop all appeals and cross-appeals arising from the decision by the court last year.

Both the Disney and BET agreements call for a through-to-the-viewer license, which BMI had initially opposed. The music licensing organization had wanted separate licenses for cable programmers and operators. The agreements extend to June 1992, with options for extensions. -SDM

Radio

FCC ADMONISHES KROQ-FM FOR MURDER HOAX

Broadcast called 'spontaneous, isolated event'; blame laid on errant disk jockeys

By Reed E. Bunzel

The FCC has officially admonished Infinity Broadcasting's KROQ-FM Los Angeles for broadcasting a false murder confession in which an "anonymous caller" claimed to have brutally killed his girlfriend.

The broadcast, which aired June 13, 1990, sparked a massive criminal investigation by law enforcement agencies on the West Coast, and subsequently was featured on NBC-TV's *Unsolved Mysteries*.

Infinity management did not learn that the broadcast was a hoax until April 1991, when law enforcement officials presented the company with information that indicated the broadcast was a hoax perpetrated by KROQ-FM personalities Kevin Ryder and Gene Baxter and Arizona disk jockey Doug Roberts, who subsequently was hired by the station (BROADCASTING, April 22).

In a public notice released last week, the commission concluded that the hoax broadcast was "a spontaneous, isolated event, orchestrated solely by certain on-air personnel who subsequently engaged in a cover-up. Neither station management nor the licensee knew, or had any reason to suspect, that the broadcast was actually a hoax. Further, the commission noted, upon learning that the broadcast was a hoax, management promptly effectuated disciplinary and remedial action."

The commission further stated that Infinity "did not abdicate its basic responsibility to supervise its employees" but, because "licensees are ultimately responsible for the actions of their employees [thus they] will not be excused for past violations by reason of subsequent remedial action."

Chuck Kelley, chief of the FCC's Mass Media Bureau Enforcement Division, told BROADCASTING that the commission concluded that Infinity accurately represented how the situation occurred and the details of what happened, and decided that "the blame falls primarily on the employees in question." However, KROQ-FM also was admonished "because the event took place at the station, and the licensee ultimately was responsible for the fact that this hoax, which was contrary to the public interest, was in fact broadcast." The admonition was formally voted by the commission, Kelley said.

Infinity President Mel Karmazin said he was satisfied that the commis-

sion came to the same conclusion that company management did in deciding that the event was "an isolated event where some employees made a huge, huge mistake" and that station management had no reason to believe this was going to occur.

Karmazin said that the entire incident was an embarrassing and unfortunate event that "won't happen again." The hoax broadcast and subsequent fallout also "probably turned out to be a significant event for radio, because it has made the industry more sensitive to the subject. Not only will these three employees, not do this sort of thing again; DJ's in general won't do it because they have seen what can happen if they do." ■

BLOCH RAISES OFFER TO \$2 MILLION FOR UPI

The ante has been raised in the bid to purchase UPI Radio Network, according to Sonny Bloch, the talk show syndicator who last week increased his offer to \$2 million. Bloch previously bid \$1.5 million after Colombian-based radio group Primera Cadena Radial Colombiana (CARACOL) offered \$1 million in cash. Should CARACOL counter the \$2-million offer, Bloch says he is prepared to go higher.

Bloch contends that his attempts to purchase UPI Radio have been hindered by "closemouthed" executives at UPI's headquarters in Washington, including UPI President Peter VanBennekom, who Bloch says continually refuses to acknowledge Bloch's bids. "We're having trouble communicating with them, so I've advised my attorneys to go to the bankruptcy courts, who represent the creditors, and advise them that we keep coming up with offers and they're not communicating with us." Bloch says he suspects "something is wrong because of the way the bidding is being handled," and alleges that "funny money-type things are going on." Bloch refuses to further speculate on the definition of "funny money" except to say that "I suspect something is not right."

While primarily interested in UPI Radio as an adjunct to his Florida-based Independent Broadcasters Network, Bloch also is considering a joint venture proposed by a group of UPI European managers who are interested in acquiring the wire service. That venture is in the initial planning stage.

Bloch says he has learned that VanBennekom intends to conclude negotiations for UPI Radio by the end of the year. VanBennekom could not be reached for comment.

-REB

IT'S A WONDERFUL LIFE IN PLENTYWOOD

Residents of rural Montana town collect cash to keep local radio station from going dark

By Patrick Sheridan

The prospect of KATQ-AM-FM Plentywood, Mont., going dark did not sit too well with the good people of northeast Montana. So, instead of lamenting the loss of local service or blaming the station's misfortunes on the slumping broadcast marketplace or the region's agricultural woes, folks in Plentywood and surrounding Sheridan County decided to do something about it.

They're buying the station.

Plentywood, population just over 2,100, is the largest town in a county of about 5,000 residents. People make their living from the land, but the past two decades have been hard—there have been far more years with droughts and grasshopper infestations than years with rain and bumper crops. Produce prices are lower than they were in the 1950's.

Plentywood lies south of Regina, Canada, about 50 miles from the bor-

der; 200 miles to the east is Minot, N.D., and Billings and Great Falls, both Montana, are 350 and 400 miles, respectively, to the west. The closest big city is Minneapolis.

It's as rural as rural gets.

And yet the not-for-profit corporation formed by community activists raised more than \$142,000, with no single donation exceeding \$5,000.

The motivation? "We'd be without anything that would do the local news, items of local interest. It's strictly a homebody station. Dogs get lost and cats get lost. Somebody's house is on fire. Last year the high school burned down. It's been a series of tragedies, but we think we've turned it around," says Mary Nielsen, a retired farmer and chairman of Radio International KATQ Broadcast Association Inc.'s board.

"We were about to lose the radio station. The present owner [Joy Fanning] had been operating it pretty close to single-handedly for almost

three years. She had no sales staff to speak of.... She simply ran out of the means to pay the debt," says Nielsen, who along with local pharmacist Robert Mann led the community drive.

Much of the debt that plagued KATQ was inherited, and worse, there was little in terms of real estate or equipment to show for it.

KATQ's problems began in the late 1970's and early 1980's when KATQ (AM) went on the air to join KATQ-FM, which went on the air as Montana's first FM in 1962. Although some of the debt that has been passed on to subsequent owners can be traced to putting on the AM, some can be traced to problems following KATQ(AM)'s becoming the emergency broadcast station for northeast Montana. A previous owner apparently failed to put all the necessary equipment in the system, and subsequent owner took on additional debt to bring the station into full compliance with EBS standards. That debt, too, was passed along.

UPDATED PLAY CELEBRATES BILL OF RIGHTS

This weekend (Dec. 14-15) commercial and public radio networks will join forces in a nationwide, non-exclusive broadcast of a revised edition of Norman Corwin's landmark broadcast, "We Hold These Truths," first aired in 1941 to mark the sesquicentennial of the signing of the Bill of Rights. The hour-long drama, updated by Corwin, features over 80 different characters and invites listeners to consider the freedoms and privileges secured by the Bill of Rights. The radio play, which 50 years ago was heard by over 60 million listeners, is being presented this year as a major closing event to note the bicentennial of the Bill of Rights.

"We Hold These Truths" was taped last weekend at Evergreen Studios in Burbank, Calif., with participation from such actors as James Earl Jones, Richard Masur, Brenda Vaccaro, Ben Vereen, Tom Bosley, Bill Bixby, Richard Dysart and Hector Elizondo, writers Studs Terkel and Ray Bradbury and producer Steven Bochco. The program was produced by Otherworld Media of Freeland, Wash., and WETA-FM Washington. Distribution to public radio stations is being coordinated by American Public Radio, while the National Association of Broadcasters has enlisted ABC, CBS, NBC, Mutual and the Unistar radio networks to distribute the program to commercial stations nationwide. "We Hold These Truths" will not be simulcast, but affiliated commercial stations can air the radio play the weekend of Dec. 14-15 and a second time before Dec. 16.

Major funding for the program has been provided by the Pew Charitable Trusts, with additional support from the Ahmonson Foundation, the American Booksellers Foundation for Free Expression and the Commission of the Bicentennial of the United States Constitution. NAB's participation in the distribution of the program is due, in part, to the fact that its president and chief operating officer, Edward O. Fritts, chairs the commission's Bicentennial Communications Advisory Committee. -REB

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It all ended up in Fanning's lap. "I was just a flunkie who worked here. The owner took it dark for a few days, and I just hated to see it go off. One thing led to another, and I went over to the bank and took over the whole mess," Fanning says.

It's been one calamity after another since: glitches, equipment failures, fires, antennas knocked out by lightning or high winds. The station's service was interrupted over 150 times in Fanning's first year as licensee.

Fanning had a decision to make: either manage the debt or improve the equipment. She opted for the latter, and the debt began to mount again. KATQ owed about \$300,000 to the bank and about \$50,000 to various services such as AP and BMI.

"I never took on operating debt. I basically kept the stations going by signing on myself every day. I hired very few people, but things got ugly last year...I looked at throwing it out to a broker, and I looked at religious broadcasters. Our reach into Canada is very attractive to them. I really gave that a lot of thought, but the town wasn't thrilled with that [idea] and people spoke pretty loudly [against] it. We decided that wouldn't work here. And the town showed me in more ways than one," Fanning says, "that they wanted me to stay."

Nielsen's group did the rest by negotiating the \$300,000 bank debt down to about \$185,000. "We had kids opening up their piggy banks; we had one senior citizen in the nursing home give \$29.45. It was probably all the lady had. We had three people in one household—each of them gave \$5,000. That was our largest contributor," Nielsen says.

Approximately \$100,000 will go directly to the bank, and KATQ has opened a new-equipment account at the bank with the remaining \$42,000. The bank will also receive advertising in lieu of money for the outstanding balance. By the time the commission approves the transfer, KATQ should be operating debt free.

From now on the board will manage the bookkeeping and Fanning will continue running the station.

So, as far as radio is concerned, in spite of drought and hard times, it's still a wonderful life in Plentywood. "It's been amazing," Nielsen says. "People are still coming into the station asking if we need more money." ■

NORTH EAST FILLS THE OVERNIGHT

New network offers 6 p.m. to 6 a.m. music, interviews

By Reed E. Bunzel

Insomniacs, truckers and other overnight radio listeners in the U.S. northeast corridor now can tune in to a new programming network whose broadcast day begins at 6:00 every evening and continues until 6:00 the next morning. North East Satellite Entertainment, which programs a mix of adult contemporary music, high-profile personalities, news and weather, currently is being carried by some 20 affiliates from Connecticut to Pennsylvania. NESE is completely advertiser-supported; stations pay no fees for the service.

The Rochester, N.Y.-based network is the brainchild of founding partners Robert Scott, Kenneth Unger and Charles Brucato, with financial support from Thomas Golisano, president of Paychex Inc., also of Rochester. Scott said he anticipates a large following from evening workers and nighttime travelers seeking a consistent radio signal on major Northeast interstate highways, and described the overnight service as "similar to morning and afternoon drivetime." The network currently is targeting affiliates in a 13-state area ranging from Maine to Delaware to Michigan.

The NESE programming night begins at 6:00 p.m. with *Nighttime Live with John Garabo*, which features AC music, live interviews and news updates. From 10:00 p.m. to 2:00 a.m. the network airs *Nunzio in the Night*, a combination of "unpredictable humor, music and other program features," according to Scott. At 2:00 a.m. DJ Stevie Brooks presents *In the*

Heart of the Night, a blend of Southern charm and nighttime conversation, followed by *American Home Magazine*, which wakes early risers with music, agricultural news and information. News will be broadcast twice each hour through the night. ■

WHMA WANTS REVIEW

In the latest action in the proposed move to Atlanta of WHMA-FM Anniston, Ala., licensee Sapphire Broadcasting, managed by former media broker Tom Gammon's Crown Broadcasting, asked the FCC to review the Mass Media Bureau's recommendation to deny the move.

The FCC ruled on Oct. 25 that any benefits of a move would be offset by a "disruption to existing service" at Anniston (BROADCASTING, Oct. 28). The application for review countered: "The ultimate folly of denying [Sapphire's] petition...is that the 'listeners' in the so-called loss area do not and will not listen to WHMA, either because shadowing problems preclude useful reception or because they prefer signals that are closer to home."

Hoyt Goodrich, a general partner of Bridge Capital Investors, one of two groups financing WHMA-FM, said the loss-of-service argument was not used once in any other grants made by the FCC under the 1989 community-of-license rule. "It doesn't sound like we're getting a fair shake to me," he said. ■

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Washington

FCC TO SHIELD STATIONS FROM LOWEST-UNIT-CHARGE SUITS BY CANDIDATES

At upcoming open meeting, commission is also expected to adopt new political broadcasting rules for a 'more faithful' interpretation of statutory obligations

By Harry A. Jessell

To the relief of broadcasters, the FCC is planning to assert total jurisdiction over enforcement of the so-called lowest-unit-charge law, pre-empting lawsuits against broadcast stations by political candidates claiming to have been overcharged for campaign spots.

According to FCC and industry sources, the five commissioners are heading toward a unanimous vote for full preemption sometime this week, possibly at the scheduled open meeting on Thursday (Dec. 12).

In a related matter, the FCC is expected at the Dec. 12 meeting to adopt new comprehensive rules laying out broadcasters' obligations under the provision of the Communications Act requiring stations to provide candidates with "reasonable access" to the airwaves and to sell time to them at their "lowest unit charge" or "on par with...[their] most favored commercial advertiser."

The rules will for the most part codify existing policies and staff interpretations, including a full-disclosure requirement promulgated in September 1990, the sources said. Because the rules may contain some new twists, they said, the FCC will assert that they apply prospectively only.

FCC officials said the rules are an effort to bring order out of the chaos of the FCC's existing political broadcasting enforcement, which has evolved over the years and confounded FCC officials, broadcasters and candidates alike. The rules will be "a more faithful, more literal interpreta-

tion of the statute," said one official.

Also this week, the FCC expects to issue notices to several stations advising them that they are liable for fines and lesser penalties for violations of various political broadcasting rules. The stations were among 30 the FCC "audited" in July 1990 for compliance with the rules.

"It looks as if the FCC will move to

The rules are an effort to bring order out of the chaos of the FCC's existing political broadcasting enforcement.

pre-empt and provide greater clarification for broadcasters, and we view that as very encouraging," said Jeff Baumann, executive vice president and general counsel, National Association of Broadcasters.

According to Baumann's reading of the FCC last week, the pre-emption ruling and the rules were still unsettled, with key elements the subject of debate among the commissioners.

That reading was confirmed by FCC insiders. "This is one of those things where there is no one right answer," said one official immersed in the proceedings last week. "And with Congress looking over our shoulder, we are going to be very cautious."

As the FCC got down to business on political broadcasting last week, it received two letters calling for strict en-

forcement of the law—one from Republican Senators Mitch McConnell (Ky.), Warren Rudman (N.H.) and Commerce Committee member John Danforth (Mo.) and one from Democratic Senator Sam Nunn (Ga.). The former carries special weight because of Danforth's close relationship with FCC Chairman Alfred Sikes.

Alarmed by the growing number of lawsuits (real and threatened) in state courts, broadcasters, led by the National Association of Broadcasters, lobbied hard over the past few months to convince the FCC to assert jurisdiction and pre-empt courts in determining lowest-unit-rate liability and remedies.

"It makes perfect sense," said David Donovan, vice president, legal and legislative affairs. "What you will do if you don't pre-empt is expose broadcasters to multiple lawsuits in multiple jurisdictions."

But the scope of the pre-emption was still in dispute late last week. FCC Chairman Alfred Sikes and General Counsel Robert Pettit were trying to narrow the pre-emption somewhat and to attach complaint procedures that would give candidates access to broadcasters' commercial advertising records. The procedures would give complainants the "discovery" opportunities similar to what they would have in court, one FCC official said.

Among other things, the Republican Senators, in their letter, said a candidate "should have reasonable access to the commercial records...to insure that the candidate has been treated as the most

Continues on page 41.

SLIM CHANCE FOR POLITICAL AD REFORM IN '92

Wide differences in House, Senate versions expected to slow legislation; veto likely

By Randy Sukow

Prospects appear to remain dim for passage of political advertising reform legislation in 1992—or at least for the legislation as now written—due in part to wide differences between the “lowest unit rate” provisions passed by the House and the Senate in 1991. In any case, President Bush is expected to veto either bill if one of the plans reaches his desk.

House and Senate conferees are expected to meet sometime in early 1992 to hammer out the differences between the Senate’s campaign reform bill (S. 3), authored by David Boren (D-Okla.), and the House Campaign Spending Limit and Election Reform Act (H.R. 3750), introduced by House Administration Committee member Sam Gejdenson (D-Conn.).

The Senate bill, passed last May by a 56-42 vote, requires that broadcast-

ers sell all “eligible” candidates advertising time at their lowest unit rate and on a nonpre-emptible basis (BROADCASTING, June 3). The bill also sets voluntary spending limits for Senate candidates only. Senate campaigns that remain below the limits between primary and general elections would be eligible for a further 50% discount on the lowest unit rate, a controversial provision for broadcasters.

S. 3 also would create a government-funded voucher program to defray costs for long blocks of political advertising (one to five minutes).

An amendment submitted by John Danforth (R-Mo.), ranking minority member of the Senate Commerce Committee, softened S. 3 for broadcasters by allowing pre-emptions of spots until they are paid and by making clear that broadcasters will not be penalized if a spot is pre-empted by “circumstances beyond the control of

the broadcasting station,” such as breaking news. The Danforth amendment also limits the period candidates are eligible for the lowest unit rate to within 30 days of primary elections and 45 days of general elections, except for Senate candidates eligible for the 50% discount.

The House bill, passed by voice vote a few days before Congress finished its 1991 session last month, contains lowest-unit-rate language similar to the Danforth amendment’s. H.R. 3750, however, does not provide the 50% discount for House or Senate members.

James C. May, executive vice president, government relations, National Association of Broadcasters, gave S. 3 little chance of passage when it was passed last spring, and the political climate has not changed since then, he said. The House and Senate bills “are fundamentally incompatible. It’s going to be exceedingly difficult to come

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up with a single version treating House and Senate members alike," May said. Two similarities in the bills: spending limits and public financing.

"Both of those are veto material."

NAB's position also has not changed. The 50% discount provision and special exemptions for senators

are not acceptable to broadcasters. H.R. 3750's lowest-unit-rate section "tracks right on line with our board position," May said. ■

SIKES SLAMS HOUSE TIME BROKERAGE BILL

Chairman hopes to testify against proposal; he says he is in favor of relaxed foreign ownership rules for countries that reciprocate, allowing networks to own cable systems, allowing limited telco entry with video dial tone and letting TV stations air different material when they begin HDTV broadcasts

By Harry A. Jessell

FCC Chairman Alfred Sikes told reporters last week he opposes House legislation restricting joint venture and so-called time brokerage agreements among broadcast stations.

"I would not urge that that law be passed, and I look forward to testifying against it," Sikes said in a wide-ranging press conference in his Washington office.

Responding to questions, Sikes said he supports: (1) relaxing foreign ownership restrictions; (2) relaxing the ban

against broadcast networks' owning cable systems (see "Top of the Week"); (3) permitting telephone companies to have limited ownership in programming should they provide video dial tone service; and (4) permitting TV stations to simulcast HDTV programming different than the programming broadcast over their NTSC channel.

Sikes also hinted that the FCC may begin a proceeding next year to repeal or relax the prime time access rule, which several broadcasters and one program syndicator have demanded.

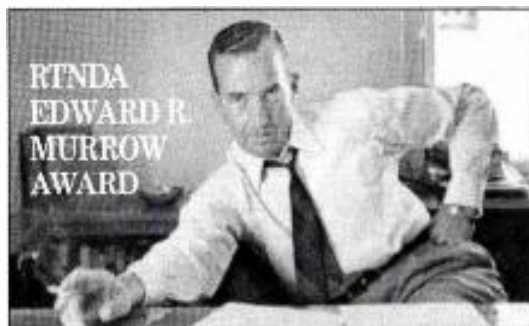


Chairman Sikes will testify against House time brokerage restrictions

"It is conceivable we will do something on PTAR in this next year." PTAR limits the amount of network and off-network programs that network affiliates in the top 50 markets may air during prime time.

If radio stations are prohibited from entering into time brokerage arrangements and other cooperative ventures, many will fail, said Sikes. "We can say we are going to make sure [broadcasters] cannot own more [stations], they can't engage in strategic partnerships, they can't cooperate in programming and sales," Sikes said. "It's just going to result in [Mass Media Bureau Chief] Roy Stewart getting more notifications that this or that station is going to go dark," he said. "Maybe that's the intention of the Congress. Maybe its intention is to retire frequencies."

Sikes ridiculed the inside-the-Beltway mentality that opposes time bro-



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kerage deals because they diminish diversity. "How many rock 'n' roll speakers do we need for the culture to be defended against tyranny?"

Sikes said he shares Congress's concern that broadcasters not enter time brokerage agreements, in which a broadcaster effectively turns over control of its station to another party.

"We are going to look closely at what constitutes a de facto transfer of a license, and we will preclude that from happening," Sikes said, noting that time brokerage is among the issues raised in the FCC's review of radio ownership rules.

Sikes said he would support relaxation of the restrictions on foreign ownership of telecommunications facilities and broadcast stations, but only on a reciprocal basis. "If there is truly a reciprocal opportunity—Great Britain is often cited as the most likely because of our common language—I don't have a problem with it," Sikes said. "But I am absolutely confident there are a number of legislators that would."

Current rules limit foreign ownership to 20% of an FCC licensee or 25% of a company that controls a licensee. Sikes said the FCC may waive the 25% holding company cap. The FCC is more likely to grant waivers of the 25% cap for common carriers because, unlike broadcast stations, they are not involved in defining American culture, he said.

Sikes said he continues to oppose the lifting of all impediments to cable owning programming, believing such a move would lead to telephone companies buying up cable systems and "one monopoly displacing another."

However, under the FCC's proposed video dial tone regime, in which telephone companies are primarily common carriers providing video distribution for a host of programmer-customers, he said, "there are legitimate program participation" opportunities for the telcos—owning a minority interest in the program services or owning outright several of the services.

Broadcasting should be allowed to simulcast unduplicated HDTV programming when the HDTV technology becomes available in a few years, Sikes said. "The broadcasters are going to be incurring a large investment bill to go HDTV, and this is one way they could stimulate a more rapid development of what they are investing in," he said. ■

REPUBLICANS LINE UP AGAINST RBOC RESTRICTIONS

By Randy Sukow

Key congressional and administration Republicans were united last week in opposition to House and Senate bills aimed at restricting the regional Bell operating companies' (RBOC's) delivery of cable television and other information services.

Voices from the Senate Commerce Committee, House Telecommunications Subcommittee and the Justice Department criticized the legislation during a Washington conference sponsored by the Practicing Law Institute and the Federal Communications Bar Association.

Senator John Danforth (R-Mo.), ranking minority member of the Commerce Committee, will oppose the Information Services Diversity Act (S. 2112) as it is now written, said Walter McCormick, the committee's minority

chief counsel and staff director.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) introduced the bill just before the end of the 1991 congressional session (BROADCASTING, Dec. 2). It would prohibit RBOC's from offering information services in their local telephone service regions in almost all cases. S. 2112 is similar to H.R. 3513, introduced earlier by House Telecommunications Subcommittee member Jim Cooper (D-Tenn.), which sets an even tougher entry test (BROADCASTING, Oct. 14).

Danforth does not quarrel with Inouye's goal: protection of classified advertising revenues for daily newspapers, which are likely to be among the first media affected by RBOC information services. But both the House and Senate bills go too far by protecting cable and broadcasting, McCormick said. "At what point is [S. 2112]

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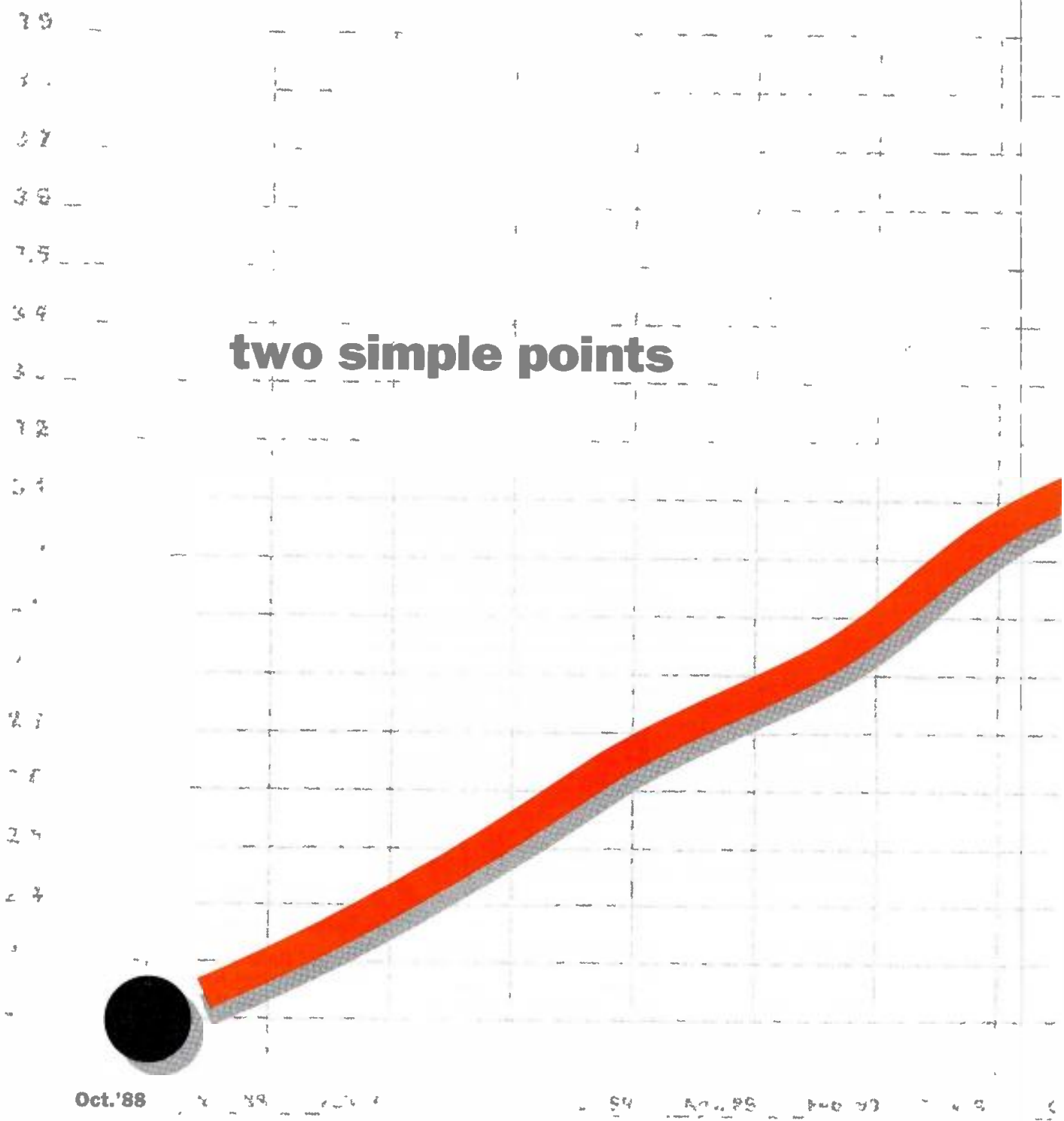


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aimed at protecting a unique industry, or to what extent is it aimed at protecting a dominant, entrenched industry like cable television?" he said.

Current regulatory safeguards and antitrust law are adequate to prevent RBOC's from establishing information-services monopolies, said James Rill, assistant attorney general, anti-trust division. "All together, the provisions of H.R. 3515 would effectively prohibit the BOC's from providing electronic publishing or other information services for the foreseeable future," he said.

Rill praised U.S. District Court Judge Harold Greene's decision to lift the RBOC information-services restriction, which had been written into the modified final judgment (MFJ),

the consent decree governing the 1984 breakup of AT&T. "In the [Justice] Department's view, this development is likely to lead to new services and improvement to existing services, as well as a wealth of additional benefits to consumers."

Matthew Rinaldo (R-N.J.), ranking Republican on the House Telecommunications Subcommittee, also said the Cooper bill's entry test was too stringent. As written, the bill would prohibit RBOC's from offering information services until 50% of the homes and businesses in their markets have access to a rival local telephone service and 10% are subscribing to it. "It would be very, very difficult for a Bell company to meet that test," Rinaldo said. ■

WASHINGTON WATCH

EQUAL TIME HAS NO PRICE

The FCC said WFBQ-FM Indianapolis did not violate the agency's personal attack rule and was not obligated to provide John Price with equal time to respond. Price alleged that WFBQ's *Bob and Tom Show* referred to Price as "Yankee Doodle Hitler" and made other comments comparing him to a Nazi. Price claims these remarks constituted an attack, and as such he deserved notice of the attack and a complete tape or transcript of the show. Price also contends that because he was seeking political office, he was due equal time to respond. The FCC found that the *Bob and Tom* act was a parody and not intended as serious discussion of political and controversial issues. The FCC also said that because no competing candidate appeared on WFBQ, equal time rules did not apply. The commission noted that WFBQ notified Price of the broadcast and offered Price response time that he rejected.

ROMAN CONQUEST

The FCC granted WTLK(TV) Rome, Ga.'s request to be included in the Atlanta television market. FCC rules prevent TV stations from acquiring non-network program exclusivity against stations up to 35 miles away. Despite being 56 miles from Atlanta, WTLK's signal covers much of the city, while its grade-B

contour overlaps most of the Atlanta ADI. The FCC said WLTK was clearly competitive with other stations in the market and should be permitted to purchase exclusive program rights.

AUCTION ANTICIPATED

Republican and Democratic congressional staffers appearing at last week's conference on telecommunications policy, sponsored by the Practicing Law Institute and the Federal Communications Bar Association, generally agreed that the Congress would authorize some form of spectrum auction next year. "There has been an interesting evolution on this issue.... [Last year] there was a 'hell-no' attitude on auctions," said Michael Regan, minority senior counsel, House Telecommunications Subcommittee. But general dissatisfaction with the current lottery system for assigning spectrum for new services is forcing both sides of the aisle to reconsider.

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is among those who have changed positions on spectrum auctions. Earlier this fall, Inouye praised a plan proposed by subcommittee member Ted Stevens (R-Alaska) to auction 45 mhz out of 200 mhz planned for transfer from government to private applications.

LOWEST UNIT CHARGE

Continued from page 34.

avored commercial advertiser.”

Nonetheless, at least one commissioner resisting the Sikes-Pettit addition, arguing any decision on new complaint procedures should be put off until the candidates and broadcasters have had a chance to comment on specific proposals.

The new political broadcasting rules would, among other things, codify a full-disclosure policy first set forth by the FCC in September 1990 in an attempt to correct some problems discovered two months earlier in the 30-station audit.

The September 1990 policy states that broadcasters “should disclose to candidates all rates and the availability of package options available to commercial advertisers.”

According to one FCC official, the full-disclosure rule, as proposed, is limited so candidates cannot “cherry-pick” from discount packages offered different commercial advertisers and fashion a deal superior to anything any single commercial advertiser has struck. The intent is to get candidates a deal as good as—not a better than—the most favored advertisers’, the official said.

According to FCC and industry sources, the full-disclosure rule and others drawn from the 1990 policy statement will be applied prospectively or retroactively only to September 1990. Broadcasters had feared the FCC would characterize the rules as mere “clarifications” of existing policy and, by so doing, permit them to be applied to cases prior to September 1990.

Among the proposed reforms headed for likely adoption is repeal of a 1978 policy allowing stations to exclude political advertising during newscasts. If adopted, stations would have to sell time to candidates demanding spots within newscasts just as they now must sell them time in any other type of programming or daypart.

The five commissioners hope to make the final determinations on which of the 30 audited station will receive tentative fines and the amounts of the fines.

Of the 30 stations, only Chronicle Broadcasting’s KRON-TV San Francisco appears to be facing a stiff fine for a lowest-unit-charge violation. The Mass Media Bureau recommended in October it be fined \$25,000. ■

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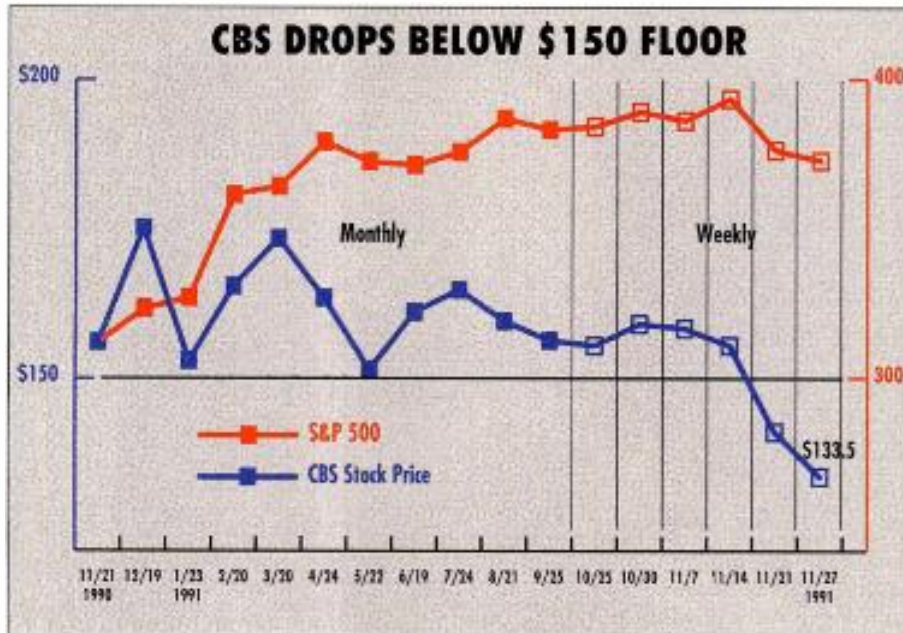
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Business



The future of network television is being debated through the price of CBS stock, and that debate has taken a sharply pessimistic turn over the last two weeks with CBS's 15% drop to below \$150, a level that seemed to hold up the stock for five-and-a-half years.

There has been no company news inciting shareholders' heavier-than-usual selling, although two weeks earlier CBS announced a \$322-million write-down of its major league baseball and football telecast rights. More proximate to the sell-off were two negative research reports on CBS, one by Standard & Poors, which downgraded its rating on CBS debt, and another by John Tinker of County NatWest, which slashed a 1992 earnings-per-share for CBS from \$11.08 to \$8.30.

Tinker's report said most of the company's prime time ratings improvements were from special events programming or existing shows; that no new entertainment series had succeeded. Thus, Tinker questioned the network's ability to gain advertising revenue share and reduced the network's next-year operating results from a \$30-million profit to a \$15-million loss.

The decline of CBS and NBC network operating results, said Tinker, also affects their perceived asset value. He cut his total CBS value estimate from \$248 to \$210 per share. Tinker also suggested, as did S&P, that free cash flow will actually be negative in both 1992 and 1993, largely because of continued payments for sports rights fees.

Some people have wondered not why the stock fell but why it had not dropped below the \$150 level earlier. In response, PaineWebber securities analyst Alan Gottesman said, "Some people thought earlier this year CBS was being dressed up for a sale. When a deal didn't pan out, investors then looked at the stock as an early-bird special on an economic recovery."

So far, the recovery has proved elusive, but Gottesman has kept his 1992 earnings estimate at \$10 per share because he thinks the network's ratings gains put it in a position to benefit, should advertising pick up. Others are similarly sanguine, including Ed Atorino of Salomon Brothers.

OCTOBER CHILL

TV station revenue for the first month of the fourth quarter compared poorly with October 1990. Two publicly reporting affiliate groups, Pulitzer and Gannett, both showed an 11% decline. A broader unaudited survey of several dozen station owners showed that affiliate groups were off 10%, with national/regional spot down more than local. Independents, a category including Fox affiliates, was off 2%, with spot showing a 2% increase.

DEBT REDUX

SCI TV, with \$140 million in bank debt due in three weeks, said it was trying to negotiate an extension of the due date. The group owner was to have sold at least one of its six TV stations to raise the principal repayment but blamed "industry downturn and restrained financial markets" for its failure to do so. Under its \$655-million bank loan agreement, SCI also owes \$150 million in 1992 and again in 1993.

For the first nine months of 1991, SCI TV's cash flow has not covered its \$48.3 million in cash interest payments, despite a 2% decline in interest rates. Also, the company also had accrued \$34.2 million in non-cash interest, payable by issuing additional debt.

Revenue fell 14% for the third quarter and 11% for the first nine months of the year. Meanwhile, cash operating expenses increased 1% and 3.5%, respectively, primarily a result of higher "program contract rights expenses." As a result, the company said, cash flow plunged 44% and 35%, respectively, at its one independent and five affiliate TV stations.

AD AGENCIES RESULTS HOLD

Third-quarter earnings of major advertising agencies generally held up, leading to some speculation that the agency business might rebound. Omnicom Group said its third-quarter domestic results were roughly flat, after eliminating "divestitures net of acquisitions." The company reported third-quarter revenue of \$275.4 million and pre-tax income of \$19.2 million, up 37%.

Interpublic Group said gross income for U.S.-based operations jumped 33%, to \$138.3 million, for the third quarter. Foote, Cone & Belding said operating income, excluding its share of a European joint venture, declined, largely due to a direct-marketing and printing facility.

Third-quarter revenue was up 1%, to \$86.8 million. Grey Advertising said recently that absent some restructuring charges, the company's operating profit for 1991 would be ahead of that reported in 1990.

Agency stocks had been underperforming the market but in the past two months have picked up. Susan Decker, Donaldson, Lufkin & Jenrette, attributed the improvement to "early signs the scatter market is tightening and that national advertising in spot and magazines is showing less negative comparisons." —CF

CAPITAL IDEA

Ackerley Communications said it plans to hire an investment banking firm "to investigate other sources of capital which might be available to replace some of the company's long-term debt." Two months ago, Ackerley renegotiated its senior bank loan to extend repayment of some principal repayments—\$35.6 million was due in 1992. The new agreement added a \$9.5 million credit line, of which Ackerley has already borrowed \$6.5 million. In the third quarter, its broadcast revenue dropped 8%. —CF

Advertising Marketing

FLAT CHRISTMAS WOULD CHEER BROADCASTERS

If the holiday season were no worse than a year ago, stations would be happy

By Joe Flint

Only in a year like 1991 would broadcasters be content with a holiday season that is flat, compared to the year before. And that is what they have to look forward to. With the typical American household expected to spend less on Christmas shopping this year, broadcasters again face the possibility of a disappointing fourth quarter.

Although one large-scale survey of retailers provides cause for optimism, many broadcasters would be happy if this year's fourth quarter were flat.

While many retailers and department store chains are said to be waiting until the last minute, stations do not expect this holiday season to be any worse than last year, which, all things considered, is something to be thankful for. Still, the public is not expected to return to stores in full force. In a Morgan Stanley Investment Research report, economist Steve Roach lowered his forecast for real consumer demand in the fourth quarter to 1.5% annualized growth.

According to a survey by the Con-

ference Board, a New York-based business organization, the average household will spend about \$375 on gifts this Christmas. That is a 3% decline from what was projected last year; last year's projection was a 4% decline from 1989.

Spending, the survey says, will be



Broadcasters hope Santa will deliver the goods this Christmas.

down "moderately" in the Northeast and the West and down "sharply" in the South. The Conference Board calls for improvement in the Midwest.

Overall, more than 33% of households will spend less than \$200 on presents. Says Fabian Linden, executive director of the Conference Board's Consumer Research Center: "The prevailing economic environment is less positive than last year at this time. Gross national product is marginally lower, the unemployment rate is higher. Also, there will be substantially fewer shopping days than last year between Thanksgiving and Christmas—only 26 days, compared with 32."

Contradicting the report is a survey by the accounting firm of Deloitte & Touche and DDB Needham Worldwide that is optimistic about the holiday season. The survey of more than 1,000 retailers and about 3,000 consumers shows the "holiday sales picture a bit brighter than a year ago." Full resiliency, the study says, is still "not a near-term reality for retailers and consumers." To fight the current economy, the study reports, retailers

Aiding Public Understanding

The Gulf War reflected a different kind of gulf—the chasm between the public and the press. The Freedom Forum Media Studies Center at Columbia University brought together media professionals and scholars to study media and society. Since its founding, the Center has sponsored an abundance of dialogue and its staff and Fellows have generated more than 40 important books and hundreds of articles.

Advancing Many Voices

Preserving the vitality of the First Amendment depends on action, as well as research and conferences. When the nation's only black-owned metropolitan daily newspaper faced the prospect of shutting down, The Freedom Forum provided critical support to keep the Oakland Tribune's voice alive.



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Working with journalism schools to help train future journalists continues to be a top priority of The Freedom Forum, the nation's largest funder of journalism education, through programs, conferences, scholarships and on-the-job internships.



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Free Press. Free Speech. Free Spirit. They make freedom work. They are the goals that make The Freedom Forum work. If you have an idea that will advance these goals, let us hear from you. The Freedom Forum is dedicated to helping the freedoms embraced in the Bill of Rights survive and thrive for many more centennial celebrations.

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CBS, COKE TEAM UP FOR OLYMPICS PROMOTION

CBS and Coca-Cola have teamed up in a multimillion-dollar, joint-promotion campaign for the upcoming 1992 winter Olympic games. George Schweitzer, CBS senior vice president, marketing and communications, called "Medals & Millions" a value-added, Olympics-themed promotion that will offer 16 \$1-million grand prizes for each night of Olympics coverage, "the largest advertising, promotion and publicity effort ever for a single event on the network." Game cards will be available with Coca-Cola products and viewers can check the numbers on their cards with the number on the screen to see if the card is a winner. Print and radio will be used extensively to promote the campaign.

Schweitzer also said he expects the network to sell out the remaining 17% of ad inventory for the games, and the network, he added, does not anticipate taking a write-down on the games.



plan to increase promotions and advertising efforts.

Normally, according to a report by the Federal Reserve Bank of Cleveland, non-auto sales rise 20% or more from September through December. To date, the 1991 pace has been flat, and the near-term outlook for consumers "remains uncertain."

Still, there may be reason for encouragement. Lisa Churchville, general sales manager, WMAQ-TV Chicago, says retail spending in the fourth quarter is better than fourth quarter last year. A good sign, she says, is that the station is "having more trouble separating stores in commercial pods."

Even the hard-hit New England area may have something to smile about this Christmas. WBZ-TV Boston general sales manager Tony Vinciguerra says retail is "slightly better" compared with a year ago. Linda Sullivan, general sales manager, WJAR(TV) Providence, R.I., says that while "it is a little too early to tell, indications are things will be at least flat and perhaps better this year."

The same is true for WNUV-TV Baltimore, where general sales manager Mike Kelly is expecting this year to be flat, "which, compared to the national economy, is very good." And in Indianapolis, Sharon Chalfin, general sales manager, WRTV(TV), says her station is also projecting a flat fourth quarter. "At this point," she says, "thank heavens, it is no worse than flat."

One potential bright spot for broadcasters is the news that retail chain Wal-Mart will begin testing using television in four markets. According to one report, the retail chain decided that price-wise, newspapers are not a sound investment. ■

RESHUFFLING THE KIDS' MARKET IN WAKE OF NBC

Syndicators, Fox, CBS and ABC hope to make gains from NBC's exit

By Joe Flint

With NBC's announcement that it is getting out of the Saturday morning children's programming business, as expected (BROADCASTING, Oct. 21), none of its competitors will mourn the loss. Instead, they and media buyers are anticipating an even tighter marketplace than at the present. Still, there may be enough alternatives to keep pricing reasonably close to current levels.

The network children's market is said to be in the \$200-million range. Of that, NBC, media buyers estimate, accounts for roughly \$60 million. Spending on syndicated programming is also in the \$200-million range.

"Obviously when there is less inventory to buy, the natural tendency is for the remaining inventory to go up," says Lou Abitablo, executive vice president, Bohbot Communications, "however, since there are more available alternatives, that scenario may not take place."

Still, increases or not, the NBC money will likely stay in the market. Fox has increased its Saturday children's lineup from two hours to three, and it may be the big winner to emerge from NBC's decision.

Tim Duncan, executive director, Advertiser Syndicated Television Association, is also hoping to see gains from NBC's departure. "This will

make the remaining inventory all the more valuable," he says.

Rich Goldfarb, senior vice president, Turner Program Syndication, agrees that "an incredibly strong market last year will now be even tighter." He also points out that NBC's decision to get out of children's programming could open up more time periods for syndicators if the network is unsuccessful in getting 100% clearance for its new programming, which will be a Saturday version of *Today*, a one-hour version of *Saved by the Bell* and additional programming yet to be announced for 11-12 a.m.

Turner Broadcasting System recently acquired Hanna-Barbera, which could be in need of a home if an animation channel is not in Turner's near future.

Whether NBC's decision will have others question their own commitment to children's programming remains to be seen. News programming is not as costly as children's programming, and there are (as yet) no advertising limitations on it.

Also, growing concern about the validity of Nielsen's measurement of children's viewing has many programmers worried about makegoods and a possible restructuring of the measuring system. For now, however, an already solid marketplace for broadcasters, syndicators and cable programmers just got better. ■

Changing Hands

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

KTMA-TV Minneapolis □ Sold by estate of KTMA Acquisition Corp., debtor, to Sonlight Television Inc. for \$3.3 million. Terms: \$2.5 million cash at closing and \$800,000 three-year noninterest-bearing note. Seller is headed by Don Johnston, trustee, and has no other broadcast interests. Buyer is headed by Robert Beale (55% voting stock) and Linda R. Brook, and has no other broadcast interests. KTMA-TV is independent on ch. 23 with 1740 kw visual, 174 kw aural and antenna 1,150 feet above average terrain.

WTLJ(TV) Muskegon (Grand Rapids-Kalamazoo-Battle Creek), Mich. □ Sold by Video Mall Communications to Tri-State Christian TV Inc. for \$1.5 million. Terms: \$1.47 million cash at closing and \$30,000 escrow deposit. Seller is headed by Marvin D. Sparks, and is also licensee of WTJC(TV) Springfield, Ohio. Buyer is headed by Garth W. Coonce, and has application pending for purchase of WGGH(AM) Marion, Ill. It is licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich.; WNYB-TV Buffalo and WINM(TV) Angola, Ind., and is licensee or permittee of several LPTV's. Coonce also heads Radiant Life Ministries, licensee of WLXI-TV Greensboro, N.C. WTLJ is independent on channel 54 with 4,395 kw visual, 440 kw aural and antenna 1,000 feet above average terrain.

WQPM-AM-FM Princeton, Minn. □ Sold by P.M. Broadcasting Co. to Segue Communications Corp. for \$1.2 million. Approved sale to John V. Montgomery last year for \$410,000 ("Changing Hands," Sept. 3, 1990) did not close. Terms: \$260,000 escrow deposit, \$740,000 cash at closing and \$200,000 for four-year noncompete covenant. Seller is headed by Terrence P. Montgomery, and has no other broadcast interests. Buyer is headed by Paul B. Steigerwald (30% voting stock), former general manager and program director for Midwest Communications Inc.; he has no other broadcast interests. WQPM(AM) has contemporary country format on 1300 khz with 1 kw day, 83 w night. WQPM-FM simulcasts AM programing on 106.3 mhz with 3 kw and antenna 300 feet.

WPGR(AM) Philadelphia □ Sold by Kiss Ltd. to All Star Radio Inc. for \$800,000. Seller is headed by Kenneth O'Keefe, and is licensee of WYXR(FM) Philadelphia; WPIT-AM-FM Pittsburgh; WKXS-AM-FM Everett-Medford, Mass.; WRFX(FM) Kanapolis, N.C.; WHTT-AM-FM Buffalo and WKQG(AM)-WPXY-FM Rochester, both New York. General partners in KISS Ltd. are also general

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,172,509 □ 6

FM's □ \$10,000 □ 1

AM-FM's □ \$2,140,000 □ 4

TV's □ \$4,800,000 □ 2

Total □ \$8,122,509 □ 13

Year to Date:

AM's □ \$71,290,508 □ 246

FM's □ \$211,603,609 □ 264

AM-FM's □ \$330,086,849 □ 202

TV's □ \$1,058,904,400 □ 79

Total □ \$1,671,885,366 □ 791

For 1990 total see Jan. 7, 1991 BROADCASTING.

partners in WNUA(AM) Chicago. Buyer is headed by Marina Kats, and has no other broadcast interests. WPGR has oldies format on 1540 khz; with 50 kw day.

KLEE(AM)-KOTM-FM Ottumwa, Iowa □ Sold by Kleeco Radio Inc. to FMC Broadcasting Inc. for \$400,000 for terms payable in 20 years. Seller is headed by Gary Johnson, trust officer for Daniel C. Palen estate. Estate also owns 50% of WGLB-AM-FM Port Washington, Wis. Buyer is headed by Thomas A. Palen (100%) and Beverly Palen, wife of late Daniel Palen. Beverly Palen is currently vice president of Kleeco Radio. KLEE has country, news-talk format on 1480 khz 500 w day and 333 w night. KOTM-FM has contemporary hit format on 97.7 mhz with 6 kw and antenna 200 feet above average terrain.

WKXM-AM-FM Winfield, Ala. □ Sold by Ad Media Management Corp. to Harper-Mainord Broadcasting for \$365,000, payable in 144 equal monthly installments. Stations were purchased in 1989 for \$142,500 when WKXM-FM was not yet on air; application for license is pending. Seller is headed by James B. Pate, and has no other broadcast interests. Buyer is owned by general partners Maxine Harper (67%) and Jack Mainord (33%), and has no other broadcast interests. WKXM(AM) has country format on 1300 khz with 5 kw day and 30 w night. WKXM-FM has oldies format on 105.9 mhz with 3 kw and antenna 328 feet above average terrain.

CLOSED!

WTKN-AM/WHVE-FM, Tampa, Florida from Susquehanna Radio Corporation to Paxson Broadcasting, Inc., for \$7.3 million.

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NEW EBS TECHNOLOGY VYING FOR ADOPTION

As part of its current rulemaking, the FCC is holding a series of regional workshops to generate ideas on improving country's emergency warning network

By Peter Lambert

The FCC will continue its efforts to improve the nation's Emergency Broadcast System tomorrow (Dec. 10), hosting the second of six regional workshops, this one at the Federal Regional Center of the Federal Emergency Management Agency in Maynard, Mass.

Promising more than a simple exchange of ideas and plans, debate there could shed more light on a brewing controversy over the costs and effectiveness of competing new EBS technology now being proposed for adoption by the FCC.

An ongoing FCC notice of inquiry on new technology could lead the commission to mandate the use of a specific alerting system, or to set minimum system requirements, within the next year. In either case, a significant market could be at stake for manufacturers.

Virtually settled, it appears, is that any new system will involve transmission of digital data, in addition to, or instead of, the current two-tone, in-band audio signal that warns of an emergency message to come.

However, in a fashion similar to the current digital audio broadcasting debate, camps are split between those who propose an in-band technology and those who propose a subcarrier technology. Both systems would require that broadcasters purchase new digital encoding, receiving and decoding equipment.

Subcarrier, radio data system (RDS) equipment would supplant old equipment and likely cost more, about \$1,200 for the average small-market station. However, RDS would be able



KPIX-TV San Francisco was one of many outlets covering the 1989 earthquake

to disseminate considerable data in short bursts, and it could automatically turn on a new generation of consumer radios coming out next year, thereby alerting consumers not already tuned in.

Additionally, radio stations could use RDS to offer money-making, value-added services, such as delivering call letter readouts to consumer radio displays or participating in services that allow consumers to call up frequencies according to format, once car radio manufacturers begin delivering a new generation of receivers next summer.

In-band equipment would build on existing EBS equipment, providing digital data at substantially lower data rates, carrying nothing beyond information about the nature, magnitude, location and duration of an emergency. But it could cost one-quarter to one-half as much as the subcarrier system.

In any case, broadcasters and others agree the current system is flawed. They point to incomplete or lagging

warnings before and during hurricane and tornado watches over the past several years, the 1989 World Series earthquake in San Francisco and other local and regional emergencies. An upgraded EBS must reach the populace through all available outlets, including cable systems, few of which are interconnected with local or regional emergency services agencies, they say.

Tests of several systems are ongoing in Texas, Missouri, California and Colorado. And according to Frank Lucia, senior EBS engineer for the FCC, the commission may extend the window for comments on its EBS notice of inquiry for another three months beyond the Dec. 31 deadline, depending on progress in those tests. An associated notice of proposed rulemaking (to be closed for comments by next February) would reduce the minimum EBS tone transmission time from 25 seconds to eight seconds.

Driven in part by criticism that EBS shortcomings have been given short shrift at the federal level, FCC Chairman Alfred Sikes and Defense Commissioner Andrew Barrett have taken an active role in pushing for change.

In addition to the technology inquiry, the FCC has scheduled workshops in Atlanta in February; Kansas City in March; at the annual NAB convention in Las Vegas in April; Dallas in May; Washington in August and Seattle in September.

"Broadcasting constitutes the only truly effective means of providing emergency information to the public very quickly," says Sikes. The Dec. 10 workshop "and future workshops will improve and perfect this vital communications link between nation-

al, state and local government and the public."

Not all the debate will focus on cost. Much argument also will go to the issue of effectiveness.

Lloyd Collins, chief engineer for KCMO-AM-FM Kansas City, Mo., believes EBS must remain in-band because a listener must be able to hear the familiar EBS tone to "turn his head and listen" for the emergency information to come. He also questions whether the RDS data can weather FM or TV multipath interference or survive AM delivery.

On the flip side, Jerry Lebow, president of Sage Broadcasting's Sage Alerting Systems Inc. (which made its first public stock offering in November), argues that radio listeners and TV viewers have become desensitized by weekly two-tone signal tests and often shut off their sets.

Lebow argues that his system would best assure the widest automatic dissemination of the most complete information. With Sage's RDS-based Sage I system, he says, AM and FM listeners or TV viewers would all hear a sounder and get the emergency message, but the FM subcarrier would carry control data to AM and TV stations and cable systems and receivers.

Describing Sage I as "a peace dividend" initially developed for NATO by Bosch in Germany, Lebow says the system would use a 57 khz subcarrier to deliver specific emergency information at data rates able to address receivers 36 times faster than the Weather Radio Specific Area Message Encoder (WRSAME) system, the in-band system developed by the National Oceanic and Atmospheric Administration's National Weather Service and manufactured by Nemar in Dallas, says Lebow.

Sage control data could automatically "capture" and switch on or override all radio, broadcast and cable signals, as well as activate outside sirens and electronic message boards. Self-testing every 10 seconds would supplant weekly audible tests.

And when Delco and other manufacturers begin selling RDS receivers next year, broadcasters could begin delivering call letters, stock information and other data display services to radio listeners on the road. RDS would also make it possible for listeners to dial in stations by format. Users would need to spend about \$1,200 on a decoder, frequency agile receiver

and personal computer hardware and software. Primary "Common Program Control" stations would spend closer to \$3,000 on Sage I.

"We believe broadcasters will buy the system to put their calls on the new Delco radio," says Lebow. "You could say, then, that if he buys it for that reason, the EBS upgrade is at no direct cost."

But KCMO's Collins says concerns about cost, multipath in FM and TV and reliable AM delivery have led at least one significant group of radio broadcasters to all but settle on an in-band approach.

The Primary Entry Point (PEP) Advisory Committee—manned by engineers from 37 stations that would be tied together for a national EBS network—began tests of WRSAME at WBAP(AM) Fort Worth, Tex., several months ago and moved the equipment to KCMO three weeks ago. Last week the FCC extended PEP's test authority through next April. Collins says he also hopes to test other in-band systems, including one being developed by Santa Clara, Calif.-based Time and Frequency Technology (which already builds EBS equipment) and the Improved Colorado EBS system. ■

NAB AND IN-BANDERS REMAIN AT ODDS

Relations between the National Association of Broadcasters and in-band digital audio broadcasting proponents got no prettier last week, as American Digital Radio Inc. and Strother Communications Inc. declined invitations to present some details on their in-band systems to the meeting of NAB's DAB Task Force Technical Advisory Group on Jan. 23-24, 1992.

Each of those in-band proponents pointed to NAB's affiliation with the Eureka L-band DAB system and the presence of competing in-band proponents—Acorn Project/USA Digital partners, Gannett Broadcasting and CBS Radio—on the advisory committee as their reasons for a negative RSVP.

"I'm sorry to hear these two gentlemen have decided not to participate; it handicaps our ability to make the most informed decision," said advisory committee Chairman Don Wilkinson, chief engineer of KOMO(AM) Seattle. Arguing that NAB's advocacy of the Eureka system in L band "definitely" does not preclude NAB's adoption of a viable in-band FM and/or AM-FM DAB system, Wilkinson added, "We all have stations that will benefit or suffer from the right or wrong decision."

According to SCI President Ron Strother's Dec. 3 letter to Wilkinson, the NAB-Eureka "alliance has made it difficult" for SCI and its partner LinCom Corp. "to market and secure financing of our systems. It does not go unnoticed that our own trade association is our competitor." Additionally, he said, the fact that Gannett and CBS have recused themselves from the January meeting "provides little comfort. If they cannot be present at any of the presentations or share in the proprietary information of other system developers, then it would seem their appointment to the group serves no purpose."

In his own Dec. 3 letter to Wilkinson, American Digital Radio President Edward Schober said: "We cannot expect the advisory group with its present membership to be able to provide unbiased evaluations of DAB technology, nor expect the NAB to serve as an impartial independent party in digital radio development while the Eureka/NAB affiliation remains active."

Schober said he will keep Jan. 23 "open on my calendar" in the hopes that the NAB will "shed their special relationships" with Acorn and Eureka by then.

Both Strother and Schober said their companies still plan to participate in NAB's April 1992 convention in Las Vegas.

Noting that Gannett and CBS were appointed to the group before they became involved in Acorn, Wilkinson said he expects the group "will get some disclosure from Acorn. In my own estimation, that is to the disadvantage of their competitors who don't attend," he said, adding, "but I believe the task force recognizes the potential for undue influence." ■

Date Book

■ Indicates new listing or changed item.

THIS WEEK

- Dec. 8-13**—"Producing Newscasts," seminar for broadcast journalists sponsored by *Poynter Institute*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.
- Dec. 9**—*CBS Inc.* meeting for prospective minority purchasers of KLOU(FM) St. Louis. CBS Headquarters, New York. Information: Mark Perlman, (212) 975-6339.
- Dec. 9-13**—*PaineWebber* 1991 media conference. McGraw-Hill Building, Mezzanine level. New York. Information: (212) 713-1460.
- Dec. 9-13**—Lectures on First Amendment issues by journalists and public figures sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. World Room, Columbia University Graduate School of Journalism, New York. Information: (212) 854-4150.
- Dec. 10**—*Advertising Women of New York* showcase luncheon. Grand Hyatt, New York. Information: (212) 593-1950.
- Dec. 10**—*BROADCASTING* magazine 60th anniversary dinner and Hall of Fame inauguration. Mayflower Hotel, Washington. Information: Joan Miller, (212) 599-2830.
- Dec. 10**—*New York Women in Cable* and *Cable Television Administration and Marketing Society* present the 1991 Cable Follies and special presentation of the Roy Mehman Innovator/Leadership Award. The Hudson Theatre, Hotel Macklowe, New York. Information: Beth St. Paul, (201) 585-6430, or Patricia Karpas, (201) 585-6429.
- Dec. 10**—"The Computer Manipulation and Creation of Audio and Video: Assessing the Downside," colloquium sponsored by the *Annenberg Washington Program, Communications Policy Studies, Northwestern University*. Washington. Information: Sharon Duffy, (202) 393-7100.
- Dec. 10**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Portland, Ore. Information: Elizabeth Miropol, (312) 565-2300.
- Dec. 10-12**—*Cable Television Administration and Marketing Society* service management master course. Atlanta. Information: (703) 549-4200.
- Dec. 11**—"The Road to Results," affiliate ad sales workshop sponsored by *MTV Network*. Seattle. Information: Elizabeth Miropol, (312) 565-2300.
- Dec. 11**—Gala dinner honoring the First Amendment and Justice William J. Brennan Jr. sponsored by *Columbia University Graduate School of Journalism* as part of Freedom Week celebration. The Rotunda of Low Memorial Library, Columbia University, New York. Information: (212) 755-1190.
- Dec. 11-12**—Occupational Health and Safety Act compliance seminar sponsored by *National Cable Television Institute*. Information: (303) 761-8554.
- Dec. 11-13**—Ninth annual Private Cable Show. Westin Resort, Hilton Head, S.C. Information: (713) 342-9655.
- Dec. 12**—*Women in Cable, Greater Philadelphia chapter and Philadelphia chapter of Cable Television Administration and Marketing Society* annual

Christmas celebration. Merion Tribute House, Bala Cynwyd, Pa. Information: Cathy Schmidt, (215) 668-2210 or Lisa Stuchell, (215) 443-9300.

Dec. 12—*International Radio and Television Society* Christmas benefit. Featuring entertainment by The Temptations. The Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Dec. 15—Deadline for entries for *The International Sports Video and Film Festival 92*. Information: (305) 893-8771.

ALSO IN DECEMBER

Dec. 18—*Hollywood Radio and Television Society* holiday party. Century Plaza, Los Angeles. Information: (818) 769-4313.

Dec. 19—*New York Women in Film* 14th annual Christmas luncheon. Guest speaker: Academy award actress-director Jodie Foster. Waldorf-Astoria. Information: (212) 679-0870.

■ **Dec. 27**—Deadline for technical papers for *Canadian Cable Television Association* 35th annual convention and cablexpo. Papers on any communications engineering topic related to cable television are eligible. Information: (613) 232-2631.

Dec. 31—Deadline for applications for advanced management training for public broadcasting executives being held in February. Sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Information: Karen Cox, (907) 277-2776.

MAJOR MEETINGS

Jan. 8-10, 1992—*Association of Independent Television Stations* annual convention. Nob Hill Complex, 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: (201) 428-5400.

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

Feb. 7-8, 1992—26th annual *Society of Motion Picture and Television Engineers Advanced Television and Electronic Imaging* conference. Westin St. Francis Hotel, San Francisco. Information: (914) 761-1100.

Feb. 9-14, 1992—14th *International Market of Cinema, TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

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

March 25-28, 1992—*National Broadcasting So-*

ciety/Alpha Epsilon Rho national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

April 5-7, 1992—*Cable Television 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 10-12, 1992—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

April 10-15, 1992—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

■ **April 12-16, 1992**—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas. Future convention: Las Vegas, April 19-22, 1993.

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 2-4, 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.

Aug. 23-27, 1992—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

Sept. 9-11, 1992—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 9-12, 1992—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 23-26, 1992—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

■ **Oct. 14-17, 1992**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

Nov. 20-22, 1992—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

JANUARY 1992

Jan. 6—Deadline for entries for the 42nd annual Green Eyeshade Award honoring excellence in journalism sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Winners chosen in 26 categories. Full-time journalists from the southeastern states are eligible. Works must have been printed or aired between Jan 1, 1991 and Dec. 31, 1991. Information: Kat Yancey, (404) 496-9957.

Jan. 7—Deadline for entries for Commendation Awards sponsored by *American Women in Radio and Television*. Information: (202) 429-5102.

Jan. 7-8—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Holiday Inn Crowne Plaza, Burlingame, Calif. Information: Ellen Neill-Dore, (703) 691-8875.

Jan. 7-8—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

Jan. 7-10—*Association of Independent Television Stations* annual conference. San Francisco. Information: (202) 887-1970.

Jan. 8—Preview screening of PBS documentary, "Empire of the Air: The Men Who Made Radio," sponsored by *The Radio Hall of Fame at the Museum of Broadcast Communications and General Motors*. Chicago Cultural Center. Chicago. Information: (312) 987-1500.

Jan. 8—Deadline for 11th annual *Northern California Radio and Television News Directors Association* awards. Information: Darryl Compton, (415) 561-8760.

Jan. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Anne Sweeney, senior vice president, program enterprises, Nickelodeon/Nick at Nite. Copacabana, New York. Information: (212) 768-7050.

Jan. 8—Deadline for entries for ADDY Awards, sponsored by *The Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Jan. 8-10—*Association of Independent Television Stations* annual convention. Nob Hill Complex, San Francisco.

Jan. 9-10—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Holiday Inn Crowne Plaza, Burlingame, Calif. Information: Ellen Neill-Dore, (703) 691-8875.

Jan. 9-10—"Essential Skills in Public Affairs," two-day course for cable system managers sponsored by *Community Antenna Television Association*. Hyatt Fair Lakes, Fairfax, Va. Information: Ellen Neill-Dore, (703) 691-8875.

Jan. 10—Deadline for entries for Community Radio Program Awards honoring the best community radio broadcasts, station-based and independent productions that exemplify outstanding and creative use of radio. Sponsored by *National Federation of Community Broadcasters*. Information: Wendy Muzzy, (202) 393-2355.

Jan. 10-16—*National Association of Broadcasters* joint board meeting and legislative forum. Palm Springs, Calif.

Jan. 13—Deadline for entries for the Anson Jones Award competition honoring excellence in health communication to the public. Sponsored by *Texas Medical Association*. Entries must have been broadcast between Jan. 1, 1991, and Dec. 31, 1991. Information: (512) 370-1389.

Jan. 13-15—"Taking Charge of Tomorrow...Proactive Research Strategies for the '90s," 1992 research conference sponsored by *Cable Television Administration and Marketing Society*, Loews

60 for 60. On Dec. 10, in Washington's Mayflower Hotel, BROADCASTING will celebrate its 60th anniversary and inaugurate its Hall of Fame. Sixty honorees will be inducted that evening; others will be named annually. Proceeds go to the Museum of Television and Radio and the Broadcast Pioneers Library; arrangements for tickets (\$350 each) may be made through Joan Miller at (212) 599-2830.

Santa Monica Beach Hotel. Los Angeles. Information: Colleen Harkins, (703) 549-4200.

Jan. 14-15—14th annual *International Sport Summit*. New York Marriott, New York. Information: (212) 239-1061 or (301) 986-7800.

Jan. 15—Drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Jennifer Lawson, executive vice president, national programing and promotion services, PBS. Copacabana, New York. Information: (212) 768-7050.

Jan. 15—Deadline for entries for INPUT '92 sponsored by *South Carolina ETV*. Those who are eligible to apply include directors, producers, writers and videographers at PBS stations, as well as independent filmmakers who produce programs for public television. Information: Sandie Pedlow, (803) 737-3208.

Jan. 16—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Jan. 16—*Federal Communications Bar Association* luncheon. Speaker: Dr. Thomas Stanley, FCC chief engineer. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

Jan. 20-24—*NATPE International* convention. New Orleans.

Jan. 21-23—47th annual Georgia Radio-Television Institute sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education at the University of Georgia. Athens, Ga. Information: (404) 395-7200.

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

Jan. 27—*Nebraska Broadcasters Association* Legislative/Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Jan. 29—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Janeen Bjork, vice president and director of programing, Selltel, Inc.; John von Soosten, vice president and director of programing, Katz Television Group. Copacabana, New York. Information: (212) 768-7050.

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

Jan. 31—Deadline for entries for the 24th annual Robert F. Kennedy Journalism Awards sponsored by the *Robert F. Kennedy Journalism Awards Committee* and the *Robert F. Kennedy Memorial*. Entries must have been published or broadcast in the United States for the first time in 1991. Information: Jennifer Phillips, (202) 333-1880.

Jan. 31—Deadline for application to *Harvard University Neiman Fellowships for Journalists*. Applicants must be full-time news, editorial employees or photographers with newspapers, press services, radio, television or magazines (except for trade journals); have three years of professional experi-

ence in the media and must obtain their employer's consent for a leave of absence for the academic year. Information: (617) 495-2237.

Jan. 31—Deadline for entries for the 1992 Vanguard Awards sponsored by *National Cable Television Association*. Information: (202) 775-3669.

Jan. 31-Feb. 2—*California Broadcasters Association* winter conference. Wyndham Hotel, Palm Springs, Calif. Information: (916) 444-2237.

Jan. 31-Feb. 1—"Getting a Jump Start on Cable Issues," ninth annual conference sponsored by *Minnesota Association of Cable Television Administrators*. Radisson Executive Conference Center and Hotel. Plymouth, Minn. Information: Linda Magee, (612) 782-2812.

FEBRUARY 1992

Feb. 1—Deadline for entries in 1992 Best of the Best Promotion Contest sponsored by *National Association of Broadcasters*. Information: (202) 429-5300.

Feb. 2-3—*Minnesota Broadcasters Association* and *Society of Broadcast Engineers* winter conference. The Radisson Hotel, Minnetonka, Minn. Information: Tascha Renken, (612) 926-8123.

Feb. 4—Deadline for entries in 1992 National Media Owl awards sponsored by *Retirement Research Foundation*. Entries must have been produced in the United States and broadcast between Jan. 1 and Dec. 31, 1991. Information: (312) 915-6868 or (312) 664-6100.

Feb. 4-5—*South Carolina Cable Television Association* winter meeting. Downtown Marriott, Columbia, S.C. Information: Nancy Horne, (404) 252-2454.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 955-4122.

FOCUS ON CHILDREN: THE BEAT OF THE FUTURE

The Columbia University Graduate School of Journalism, funded by a grant from The Prudential Foundation, is bringing together leading experts in children's issues for a media conference with print and broadcast journalists. This seminar will be national in scope and impact.

Dates: February 3, 4, and 5.

For further information, please call 212-854-3861 or write:

FOCUS ON CHILDREN
705 Journalism Bldg.
Columbia University
New York, NY 10027

Registration is \$90. Some scholarship support is available.

Feb. 5-9—20th annual faculty industry seminar sponsored by *International Radio and Television Society*. Theme: "Surviving in the 1990's: Is Broadcasting on Its Way Up or Out?" New York Marriott East Side, New York. Information: (212) 867-6650.

Feb. 5-9—*Urban Network* third annual conference. Slouffer Concourse Hotel, Los Angeles. Information: (818) 843-5800.

Feb. 6—"Computers for Video, Video for Computers," all-day tutorial sponsored by *Society of Motion Picture and Television Engineers*. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 6-8—*American Women in Radio and Television* board of directors and foundation board meeting. Washington. Information: Donna F. Cantor, (202) 429-5102.

Feb. 7—Newsmaker luncheon sponsored by *International Society of Radio and Television*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

Feb. 7-8—26th annual *Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Westin St. Francis, San Francisco. Information: (914) 761-1100.

Feb. 9-14—27th annual management development seminars for broadcast engineers sponsored by *National Association of Broadcasters*. University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 9-14—14th *International Market of Cinema, TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

Feb. 11—"Using Humor in Business," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

Feb. 11-12—*The Georgia Cable Television Association* annual convention. Peachtree Plaza Hotel, Atlanta. Information: Nancy Home, (404) 252-4371.

Feb. 11-12—*North Carolina Cable Television Association* winter meeting. Washington Duke Inn, Durham, N.C.

Feb. 12-14—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev.

Feb. 17-19—*Broadcast Cable Credit Association* credit seminar. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

Feb. 19-20—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* board of directors meeting. Town and Country Hotel, San Diego. Information: Cathy Lynch, (708) 296-0200.

Feb. 20—*Federal Communications Bar Association* luncheon. Speaker: Sharon Percy Rockefeller, president of WETA. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

Feb. 24-26—*Michigan Broadcasters Association* mid-winter conference. Lansing Center, Lansing, Mich.

Feb. 24-29—Advanced management training seminar for public broadcasting executives sponsored by *Stanford University, Alaska Public Radio Network, Management Action Programs, Inc.* and the *Corporation for Public Broadcasting*. Palo Alto, Calif. Information: Karen Cox (907) 277-2776.

Feb. 26-28—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

MARCH 1992

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

March 6-8—11th annual Northern California *Radio and Television News Directors Association* convention and awards. Clarion Inn, Compton, Calif. Information: Darryl Compton, (415) 561-8760.

March 6-8—*Radio and Television News Directors Association* region two super-regional conference. Clarion Inn, Compton, Calif. Information: Darryl Compton, (415) 561-8760.

March 7-10—*National Association of Broadcasters* state leadership conference. Washington.

March 11—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

March 12-15—*National Federation of Community Broadcasters* annual conference. Seattle. Information: Wendy Muzzy, (202) 393-2355.

March 14—The Green Eyeshade Awards program sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Atlanta Airport Marriott, College Park, Ga. Information: Kat Yancey, (404) 496-9957.

March 18—Presentation of International Broadcasting Awards for "world's best radio and TV commercials," sponsored by *Hollywood Radio and Television Society*. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

March 19—*Federal Communications Bar Association* luncheon. Speaker: Newton Minow, former FCC chairman. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

March 19—17th annual Commendation Awards ceremony sponsored by *American Women in Radio and Television*. The Waldorf-Astoria Hotel, New York. Information: (202) 429-5102.

March 25-28—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

APRIL 1992

April 5-7—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 7—Newsmaker luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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

April 10-12—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: Eleanor Pachnik, (212) 486-1111.

April 10-15—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

April 12-16—*National Association of Broadcasters* 70th annual convention. Las Vegas Convention Center, Las Vegas.

April 22—"Getting to the Top: Negotiating the Obstacle Course," breakfast sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

April 23—*Federal Communications Bar Association* luncheon. Speaker: Cathleen Black, president of American Newspaper Publishers Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

April 29—Gold Medal Award dinner sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

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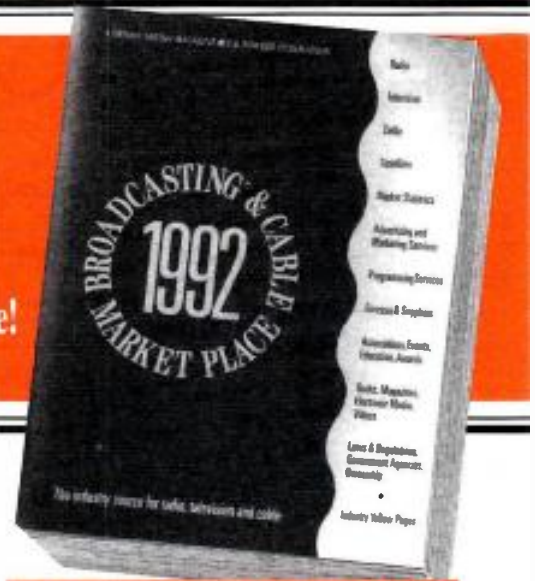
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- New market data — with figures, rankings, charts and maps based on Arbitron, Nielsen and other authoritative research.
- A special 60th Anniversary feature — a chronological history of major events in radio, TV and cable over the past 60 years. Not available anywhere else.
- FCC and other industry rules and regulations.
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- Programming and Equipment Manufacturer Indexes — which provide quick access to sources by specific category of service.
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RADIO

HELP WANTED MANAGEMENT

GM's/GSM's needed for expanding group. Must be computer literate and love to teach. Send your resume, a sales kit, your earnings history and an overview of your sales and management philosophies to: 723 Lari Dawn, San Antonio, TX 78258. EOE.

Station manager needed for midwest combo. Must have sales and management skills needed for turnaround. 70,000+ market. Replies confidential. Resume, compensation requirements, career objectives to Box T-16. EOE.

National sales manager wanted for leading Soft Adult Contemporary station in major East Coast market. Looking for an aggressive, goal-oriented, well-organized radio sales executive. Minimum of five years sales experience is necessary. Successful applicant should be detail oriented, have excellent telephone skills, be able to execute a tight collections policy, and provide fast, effective follow-up to clients. Ability to travel frequently is a must. National sales experience and experience in selling a soft adult contemporary station is helpful. Send resume to: J. Christopher Broullire, General Sales Manager, WASH-FM, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE.

General manager, Central California: Our firm is looking for an unusual radio station general manager who is first and foremost a hands-on sales person. Our general managers are the best sales people in their markets and can train and lead their staffs to be #1. If you would like to join our success team and have managerial experience in small or medium markets, this position may be for you. We also welcome applications from GSM's ready to move up. Resume and references to Box T-15. EOE.

Salesman or sales manager for AM-FM small market in West Texas, within hour's drive of Lubbock. Same ownership past thirty years. Reply to Box T-18. EOE.

GM/GSM for Arizona sports station. Sales background, stable employment and quality references desired. Great opportunity for someone seeking greater responsibility and career advancement. EOE. Reply to Box T-17.

Pennsylvania single station/AM-FM market, seeking experienced manager. Forward resume, including sales record. Positive equity situation available. Completely confidential. Reply to Box T-19. EOE.

General sales manager wanted for Benchmark Communications' WZNY-FM (Sunny 105) and its recent L.M.A. partner WGUS-AM/FM (Big Gus) in Augusta, GA. We are one of radio's fastest growing groups offering a dynamic opportunity in this beautiful southeastern market (#109). You must have a proven track record as an experienced sales manager who can train, motivate and deliver strong power ratios. Can you continue the winning tradition of Sunny 105, as well as bring this AC/Country, FM/FM/AM combo to a position of market dominance? Excellent opportunity and compensation. Enormous potential. Send resume with performance and income history (no phone calls please) to: Joe Mathias, General Partner, Benchmark Communications, 2164 Wisconsin Avenue, NW, Washington, DC 20007. EOE.

HELP WANTED SALES

Well, I have interviewed a lot of potential sales reps and have found a few great employees. But I need more for MN, CO, UT, TX, GA, NC, and NE. If you are aggressive, know how to sell and close, want to earn an excellent income while traveling selling our products to radio stations just FAX me your resume at 615-646-3628. EOE.

Sales manager, Pacific Northwest, resort community...#1 rated station needs a sales manager to lead staff to the next level of growth. Must be a trainer, understand the meaning of rate integrity and leadership. We offer a great benefit program, retirement (an unheard-of commodity in radio), lots of winter recreation, 15 golf courses and wonderful environment to raise a family. Forward resume, salary requirements to Box T-20. EOE.

Radio syndication company seeking aggressive salesperson willing to work with small base plus commission. Must have broadcast sales experience. Send resume to: 32 East 57th St., New York, NY 10022 Attn: T. Siciliano. EOE.

HELP WANTED TECHNICAL

Chief engineer for Utica-Rome's top combo, group owned Class B FM and 5K directional AM operation. Candidate for this position must have strong maintenance and administrative skills. Must possess SBE certification or FCC General Class license. Send resume with salary history to WIBX/WLZV, PO Box 950, Utica, NY 13503. Attention: Thomas Yourchak, General Manager. EOE.

HELP WANTED NEWS

WTOP Newsradio 15, Washington, DC: Washington's all-news radio station has an immediate opening for a managing editor. Applicants should have prior major market news management experience, well developed people skills and demonstrated leadership ability. No calls. EEO/F. Send letter and resume to: Joe D. Gillespie, Director, News & Programming, WTOP Newsradio 15, 3400 Idaho Avenue, NW, Washington, DC 20016.

Trainers: National Public Radio seeks editor/trainer and producer/trainer to work with reporters to enhance their reporting and production skills. Requirements include: BA or equivalent experience; 4 years of journalistic and editorial experience; ability to produce and/or write for broadcast news; ability to train reporters with limited experience. Salary commensurate with experience. Send cover letter and resume to: NPR Personnel—#625, 2025 M Street, NW, Washington, DC 20036. EOE.

Radio news editors: A major radio network has immediate part-time editor openings in the news department. Position responsible for editing tape for broadcast, conducting interviews with newsmakers, broadcasting closed-circuit feeds, editing, recording and carting correspondent reports. Position requires three years experience as writer, editor or reporter at major market station or network. Strong editorial and technical skills a must. Qualified candidates are invited to send a resume to Box T-21. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Production director/morning person for established Midwest AM/FM. Top-notch production equipment, professional yet fun staff, excellent opportunity. Located 1-1/2 hrs from Chicago in beautiful Illinois River Valley area. Send resume and tape to Joe Hogan, Operations Mgr., WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

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Station owners: Contemplating selling your station? We are two radio men with 44 years broadcast experience seeking ownership/management opportunity. We have the knowledge and experience but lack capital. 419-243-0043.

Bottom line operator: Take charge management. Mature, 30 years broadcaster; national/local sales, winning programming/promotion, successful recruiter/trainer, knows balance sheets/p&ls. Solid references. Reply to Box T-22.

Start 1992 right: Successful group VP, GM, GSM, done it all. Detailed organizer, motivator, record, references, degrees. 20-year achiever. Reply to Box T-23.

Take charge GM: 25 years experience — sales, programming, new construction, upgrades — revenue-ratings driven. Prefer South — all considered. John Parker 502-247-0090.

SITUATIONS WANTED PERSONALITY/TALENT

Radio personality. Looking for morning drive or PM drive. 20 yrs. radio experience. Hatter, 319-752-0394.

SITUATIONS WANTED ANNOUNCERS

Announcer, 18 years in radio, seeks stable position at AC station. Other formats considered. Mike, 904-255-6950.

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Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Attention managers: One station market's certified coverage maps, market information 1990 population. Write Charles Niles Associates, PO Box 385115, Minneapolis, MN.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Candidate must have minimum three years TV sales experience, a strong knowledge of ratings, research, marketing and sales. Management experience preferred but would consider a hard charging account executive looking to move up with a great company. Rush resumes to Personnel Department, WJTV-TV, 951 Whitehaven Road, Grand Island, NY 14072. No phone calls please. EOE.

Local sales manager: Mid-Atlantic, top fifty, strong, growing affiliate looking for an exceptional sales leader. The winning candidate will be highly motivated, a real team player and a television marketing professional for the 90's. Major emphasis on new business, vendor, selling value, and growing the television market. Position available immediately for the right individual. Resumes to Box T-5. An EOE-M/F station.

Business manager: WTTV, Channel 4, Indianapolis, one of the country's leading independents, needs a financial manager. Originating Indiana University Basketball, Purdue Basketball and many other live events and programs requires a professional with a strong background, preferably with independent experience. We are owned by River City Broadcasting, one of the fastest growing operators of television and radio stations. Replies will be kept in the strictest confidence. Send resumes to: General Manager, WTTV, 3490 Bluff Road, Indianapolis, IN 46217. EOE M/F.

UHF TV station and wireless cable system in tax-free Cayman Islands now seeking permanent staff in all positions. Experienced only need apply. CITV/US Office, 130 Prim Road Suite 233, Colchester, VT 05446. EOE.

Sales manager: If you are fed up with the highly leveraged pressures from investor ownership, why not start the new year off right! We are an industry-respected family owned group of five small-medium market affiliate stations. Our station has a terrific career growth opportunity. We are the dominant NBC station in a two-station market. We seek a sales leader who can properly market our position and lead our staff of professionals into the challenging 90's. You will be responsible for our extensive regional market and direct the efforts of our superior Petry national sales team. The person selected should have the potential to quickly move up to GSM. Excellent fringe benefit package. Contact Charlie Webb, VP/GM, WVVA-TV, PO Box 1930, Bluefield, WV 24701. 304-325-5487. EEO/MF.

General manager: Small, privately owned broadcast group has an opening for general manager. Excellent lifestyle and working environment available. Experience in station and/or sales management required. Please respond to Box T-24. EOE.

HELP WANTED SALES

We need a hustler! Mid-sized syndicator looking for a strong West Coast salesperson to work large and small market territory. Willingness to travel hard, work the phones, and be a team player are necessary requirements. Send resume to Box T-13. EOE.

Local account executive: Broadcast sales experience required. Send resume to: LSM, WBFS, 16550 NW 52 Ave., Miami, FL 33014. EOE.

General sales manager: Opportunity available with small market, group owned station. Previous sales management experience required. Progressive company also provides further growth opportunities. Please respond to Box T-25. EOE.

HELP WANTED MARKETING

Regional marketing manager Western region: Major TV rep firm seeks regional marketing manager to develop new business for station clients. We are looking for an energetic sales pro with experience in product marketing/promotion and TV media to call on top level manufacturer, retail and agency executives. This new position, based in Los Angeles, offers tremendous growth potential, excellent compensation and benefits, some travel required. Confidential replies to Box T-26. An equal opportunity employer.

National production development officer: KTCA-TV, Twin Cities Public Television, Minneapolis/St. Paul, is seeking first-rate development pro with demonstrated abilities in corporate fundraising and marketing. Foundation fundraising experience an added plus. Job involves working in creative environment on projects of quality and excellence. Salary: \$40s. Send resume by Dec. 17 to: Box 13, KTCA-TV, 172 E. 4th St., St. Paul, MN 55101. EOE/AA

HELP WANTED TECHNICAL

Maintenance engineer needed for state of the art facility. Position requires thorough knowledge of studio maintenance and UHF transmitters. FCC and/or SBE certification required with a minimum of 2 years experience. Send resume to: WHSL-TV, 1408 N. Kingshighway, Suite 300, St. Louis, MO 63113. No telephone calls. EOE.

Television uplink/maintenance engineer: Television maintenance engineer needed to participate in design, maintenance and operation of live 24-hour broadcasting operation. Heavy emphasis placed on uplink experience. Requires 3-5 years current hands-on maintenance experience, ability to troubleshoot to the component level, and commitment to engineering excellence. Must be a team player. AS degree in Electronics or equivalent experience. If you would like the excitement of live television and want to work for America's #1 cable shopping network, then mail or fax your resume to: Mike Cavanaugh, QVC Network, Goshen Corporate Park, West Chester, PA 19380, FAX 215-430-2368. An equal opportunity employer, M/F.

Overnight tape/master control operator: Sign station off/on. Record satellite programming for tape delay. Verify daily commercial play list and dub commercials, PSA's and promos. Load daily commercial play list into automation computer. Send resumes to Royce Baird, KTYA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Electrical/electronic engineer position is available which requires a BS degree and 3-5 years experience in video systems and secondary digital communications. Experience with military systems desired. BDM Management Services Company provides technical support services to the Army Joint Readiness Training Center at Ft. Chaffee, Arkansas. Send resume and salary requirements to Ms. P.A. Jenkins, BDMMS, PO Box 10990, Fort Smith, AR 72917. An equal opportunity employer.

Chief engineer: WBRE-TV 28, Wilkes-Barre, PA. NBC affiliate. Candidate must have experience with ENG systems, UHF transmitters and studio facilities. Good people skills and prior management experience at station level a must. Resume to: William Harper, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773. EOE.

Chief engineer: Assistant to chief engineer that is ready to become a chief. Applicant should have knowledge of latest technology with experience administratively. Dominant NBC affiliate. Great company and benefits. Ideal quality of life. A rare opportunity. Salary DOE. Please send resumes to: Judy R. Carrier, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24203. Minorities and women encouraged to apply. No phone calls. EOE. Deadline for accepting resumes is December 16, 1991.

HELP WANTED NEWS

Reporter: Come join the Emmy winning NBC affiliate in Charlotte, NC, which is also the home of the NBC News Channel. We seek a compelling journalist who can write and deliver the story in competitive local news market. You must be outstanding in live settings. Our requirements include at least five years TV news experience and a college degree. If this sounds like you, send resume, references and a non-returnable tape showing your abilities to Ken Middleton, News Director, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE. M/F.

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.

Executive producer: We are looking for a team leader with great news judgment, excellent people skills, superb writing ability, and extraordinary producing talents. Successful candidate should have a college degree and significant experience as large market producer or previous experience as an executive producer, managing editor or news director. Send resume and cover letter to: Bob Cashen, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. EOE.

TV weathercasters wanted: Seeking to build a TV weather dept. from scratch. At least one year on-air experience. Colorgraphics weather system experience a plus. Send air tape to: National Weather Network, PO Box 786, Jackson, MS 39205. EOE.

WHAG-TV job opportunities: Sports director/anchor. Coordinate sports coverage, anchor early and late evening sportscasts and perform general sports assignments. Minimum two years experience. Send resume, salary requirements and non-returnable 3/4" demo tape. **Sports reporter:** Strong reporting background required for general sports assignments and weekend sports anchor duties. Send resume, salary requirements and non-returnable 3/4" demo tape. **News reporter:** General assignment reporter. Minimum one year radio or television news experience required. Strong writing ability a must. Knowledge of VCR shooting and editing preferred. Send resume, salary requirements and non-returnable 3/4" demo tape. **Television news photographer:** Entry level position to shoot and edit 3/4" videotape for daily news stories. Requires creative individual who is able to meet deadlines. Experience preferred. Send resume, salary requirements and non-returnable 3/4" demo tape. WHAG-TV is an NBC television affiliate located in Arbitron's 192nd market. We offer a comprehensive benefit package, including a 401(k) retirement savings plan and a (IRS) Section 125 Flexible Spending Plan. A pre-employment drug screen will be required of applicants given final consideration. Application deadline for these positions is December 16, 1991. Telephone calls from applicants will not be accepted. Apply to: Personnel, WHAG-TV, 13 East Washington Street, Hagerstown, MD 21740. WHAG-TV is an equal opportunity employer.

News producer: Produce 5:30/11:00 newscasts weekdays. Applicants must be able to demonstrate expertise at writing copy, editing tape and supervising the assembling of the newscasts. Must have strong leadership and organization ability. College degree in broadcast communications preferred. Please send resumes to: Judy R. Carrier, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24203. Minorities and women encouraged to apply. No phone calls. EOE. Deadline for accepting resumes is December 16, 1991.

Consumer reporter/consumer specialist: If you have what it takes to produce Chattanooga's best consumer news, we want to meet you. We will provide a producer, the best news crew in the Southeast, SNG, ENG and computers. You must be experienced, aggressive and a self-starter. Anchor skills a plus. This is not a beginner's job! Send non-returnable tape and resume showing your best work to: Jim Church, News Director, NewsChannel 9, 410 West 6th Street, Chattanooga, TN 37402. WTVC is an equal opportunity employer.

Assignment editor: KSDK, NBC St. Louis affiliate, #1 all news time periods. Qualified applicants must have ability and minimum 3-5 years experience to handle an aggressive desk. Send resume and tape: News Director, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Photographer: WCNC-TV, the Emmy winning NBC affiliate in Charlotte, NC, seeks a talented individual with at least five years shooting experience. Our team needs a highly creative journalist who can tell the story when shooting spot news or series. Experience setting up live shots is mandatory. College degree preferred. EOE. M/F. Send resume and non-returnable tape to Doug Stacker, Chief Photographer, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901.

WJBF-TV wants an aggressive reporter with experience. Good anchor/producing skills helpful. Send resume and non-returnable tape to Pete Mchenfelder, Dept. ND-4, WJBF-TV, 1001 Reynolds Street, Augusta, GA. EOE.

Wanted: Topnotch producer. We want more than a show stacker. We need a sharp, creative, enthusiastic newscast architect who can supervise, lead news personnel. Must be production savvy and must be an excellent writer. No beginners. Please send 3/4" tape, resume and references to Liz Grey Crane, News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No calls. EOE.

Freelance reporter: For production of video news releases on health issues. Northeast region. Non-returnable tape and resume to: Jim Burns, Burns Media, 850 Seventh Avenue, NY, NY 10019. EOE.

Producer: Top 50-75 Northeast market. Major independent. Strong writing skills a must. Take traditional news into the 90's with creative flair for visuals. "1:30 stackers" need not apply. Reply to Box T-10. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant art director to help lead top TV graphics department. WABC-TV New York seeks a highly skilled, hands-on design manager. Major market experience and strong management skills needed. News and promotion experience necessary for a high-pressure environment. Experience with state-of-the-art computer design and production equipment a must. Send resume and reel to: Art Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

Promotion/community relations: If you have at least three years experience handling promotion of a network affiliated commercial television station, are creative and a good organizer, have strong people skills, we have a position for you. Applicant must be able to take a project from conception to completion. We'll challenge you with multiple projects and tight deadlines. We offer health and life insurance, company-paid retirement program, paid holidays/vacations, and attractive earnings potential. We are located in the North/East section of the country. Please send resume to Box T-27. Please do not send tapes. EOE.

WNYC Public Radio & TV currently seeks a production technician to work in the TV production department. Responsibilities include setting up basic lighting, audio, floor manager, generator, field camera, editing, studio staging functions and all other elements of the studio, location and post production operations. Requirements include a BA degree in Communications or satisfactory equivalent, and a minimum of two years recent operational experience in TV production. Applicants must have a motor vehicle driver's license valid for operation in NY. Salary: \$25,466 + complete benefits package, including 3 wks vacation. If interested, please send resume to WNYC Personnel, Dept. 13P, 1 Centre Street, 26th Floor, New York, NY 10007. No phone calls. EOE.

Producer/executive producer: Florida ABC affiliate seeking two producers. If you like long hours and an opportunity to do something more than be a line producer, you're our person. Enjoy life in the sun and working with a great group of people. Must be a newsroom leader with a minimum of two years experience. Must be flexible in producing style, willing to take chances, and more than a show stacker. EOE. Send resumes to Box T-28.

Executive producer, national production development: KTCA-TV, Twin Cities Public Television, Minneapolis/St. Paul, is seeking outstanding executive producer to develop national arts, cultural and humanities productions and oversee national foundation fundraising. Candidate is someone with national production credits and strong foundation fundraising experience. Candidate can generate ideas, develop ones own or other station's ideas, do foundation fundraising, and project-manage or executive-produce projects as required. This is an outstanding opportunity to work in a highly creative environment dedicated to excellence. Salary: \$40s. Send resume by Dec. 17 to: Box 14, KTCA-TV, 172 E. 4th St., St. Paul, MN 55101. EOE/AA.

SITUATIONS WANTED MANAGEMENT

Consulting: Manager highlighted in WSJ article about LPTV available for consulting. More than seven years experience managing profitable LPTVs. For rates contact Ken Shapiro 312-951-0871. 1636 North Wells Street, Chicago, IL 60614.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work. Also knowledgeable newscaster. 216-929-0131.

TV weather = Rocket science? I don't think so. Weather for people, not space shuttle astronauts! Reply to Box T-29.

Experienced reporter who's able to bring the news home to your viewers. I can do it all! Medium market. Susan 216-871-5189.

Experienced anchor/producer/reporter: Energetic, creative and outgoing female ready to work for your station and community. Medium market. Call 409-758-3577.

Hardworking reporter: Energetic female reporter looking for small to medium market. Willing to relocate anywhere. Can also write, shoot and edit! Call 617-484-0320.

SITUATIONS WANTED PERSONALITY/TALENT

Hardworking minority female seeking entry-level talent and/or trainee position - prefer the weather department. Please reply to Box T-11.

MISCELLANEOUS

Primo people - The news director's friend! We can deliver the best talent... immediately. Call Steve Porricelli or Fred Landau at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

Station owners Kennedy's first presidential flag color 11" x 17" portrait January 1961. M.D.'s antique collection. Holiday gift limited supply \$4,000.00 mint. Order now. Charles Niles & Associates Broadcast Consultants, PO Box 385115, Minneapolis, MN.

Job hunting? As broadcasting's biggest employment-listings consultant, we're preparing for yet another major expansion in 1992! Ask about our all new "Portfolio of Services". Media Marketing, PO Box 1476-PSB, Palm Harbor, FL 34682-1476. 813-786-3603 or FASTFAX: 813-787-5808.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships: Assignments for qualified MA candidates. NPR public radio station or student operated radio station; involvement in programming, news, marketing, audio production; TV/film production; monitor performance, production, and news labs. Tuition waiver plus stipend up to \$5,000 per academic year. Begins Fall 1992. Contact Dr. William R. Rambin, School of Communications, Northeast Louisiana University, Monroe, LA 71209-0320. 318-342-1390. EOE/AA.

Seton Hall University Department of Communication broadcasting teacher: Broadcasting assistant/associate professor to teach undergraduate media research, theory and criticism, with a specialization in broadcast history and ethics and laws (with potential for graduate level teaching in communication research), beginning September 1992. Candidate should have solid grounding in traditional and contemporary media theory and research. Ph.D. required and evidence of scholarly activity with significant teaching experience. Tenure track position. Send application, vita and three letters of reference to: Dr. Donald J. McKenna, chair; Department of Communication; Seton Hall University; South Orange, NJ 07079-2696. Application deadline: January 20, 1992. Seton Hall University is a private institution affiliated with the Roman Catholic Archdiocese of Newark, NJ approximately 15 miles from New York City. Communication is the largest department in the College of Arts and Sciences with curricula cycles in broadcast-film, public relations-advertising, journalism, communication graphics, speech and theater, and a new MA in Corporate and Public Communication. Seton Hall is an affirmative action/equal opportunity employer.

Assistant/associate professor: The Department of Communications seeks an experienced television theory and production faculty member for a full-time tenure track position beginning August 1992. Doctorate in Communications desired/Master's degree required. Successful candidate will have significant professional media experience. For a complete application, a candidate must present: 1.) A letter of application and a resume; 2.) A resume videotape on either VHS or U-Matic; 3.) At least three current letters of recommendation. Salary dependent on qualifications. Review of applicants will begin February 1, 1992, but the position will remain open until filled. Submit application to: Dr. Ralph R. Donald, Chairman, Department of Communications, 305 Gooch Hall, UT Martin, Martin, TN 38238-5099. UT Martin is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

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 deadline extended to February 1, 1992. Send letter, current vita, transcripts, three letters of reference, evidence of teaching competence, statement of research interests 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.

Broadcast journalism: Instructor or assistant professor to teach undergraduate courses in Communications. Course load to include news reporting, writing for electronic media and broadcasting. Minimum qualifications: M.A. in Communications or related area and significant professional experience; terminal degree and experience preferred. Send letter of application, vita and at least three letters of recommendation to Don A. Grady, Chair, Department of Journalism and Communications, 2800 CB, Elon College, NC 27244. Review of applications will begin January 31, 1992. Minority and women candidates are especially encouraged to apply. EOE.

The American University School of Communication in Washington, DC seeks Graduate Fellows to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communication, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016-8017.

Assistant professor of speech and mass communication in television studies. Tenure-track position contingent upon state funding. Qualifications: Doctorate or MFA degree and experience in teaching television courses required. Ability to teach radio courses and/or introduction to electronic media desired. Professional production experience preferred. Responsibilities: Teach undergraduate and graduate courses in studio and field television production. Possible assistance in the development of a campus television station and cable services, teaching in radio, and supervision of electronic media interns. Closing date: February 5, 1992. Send letter of application, curriculum vitae, three letters of recommendation and graduate transcript to Ronald J. Matton, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204-7097. Minorities and women are encouraged to apply. An affirmative action, equal opportunity employer.

HELP WANTED SALES

Nearly 100 markets already taken: If you have what it takes to live on \$2,000 in commissions per month while you build your own business into a six-figure income, call us now. We need good people with media sales experience in: Buffalo, Charleston/Huntington, Colorado, Des Moines/Omaha, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, Pittsburgh, Raleigh-Durham, San Diego, West-Central Texas. We market the world's largest stock library of animated effects, plus pre-produced TV commercials and custom characters like Jim ("Hey Vern, It's Ernest") Varney and much more. Call Lee Michaels at Cascom Syndication, 615-242-8900.

HELP WANTED TECHNICAL

Challenging employment opportunity: Major supplier for Broadcast Computer System for radio and TV is immediately seeking several support team members. Products include Broadcast System III, Real World Accounting, WordPerfect, and X-Windows/MOTIF. The mission of the Decision, Inc. support team is to install computer systems and to train and support the operators. The position involves frequent travel including some international travel. Must have strong teamwork attitude. Applicants with an understanding of radio/TV broadcasting and some knowledge of computer operations will be considered first. Mail resume and cover letter to Business Manager, 402 South Ragdale, Jacksonville, TX 75766 or fax complete information to 903-586-6751. All replies held confidential. EOE.

EMPLOYMENT SERVICES

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, PO Box 2233, Natick, MA 01760. For info call 1-800-523-4WWW.

EDUCATIONAL SERVICES

On camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart. Eckhart Special Productions.

TV weathercasting workshop: Produce your on-air demo tape in studio with two camera set-up, chroma key, colorgraphics computer system, weather set etc... and get not only a demo air tape... but real experience in front of the camera. Professional AMS TV weathercaster with 10 years experience on-air will coach and critique you and assist. Weekend workshop bookings available. Other times by appointment. Call National Weather Network: 601-352-6673 for dates & info.

WANTED TO BUY EQUIPMENT

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.

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AM transmitters: Continental/Harris 1KW, CCA/MCM 2.5KW, CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

FM transmitters: RCA 20KW, Collins 10KW, CCA 2.5KW, Collins 1KW. 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.

TV antennas. Custom design 60 KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$4.99. 3/4" - 20 minutes \$5.99, 3/4" - 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. For more info. call Carpel Video toll free, 1-800-238-4300.

Broadcast Equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, tumblers, 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.

UHF TV transmitters 2 avail. 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185. We do start-up business.

Colorgraphic Systems Inc. Live Line III graphics unit. Includes computer mainframe (Cremco). Terminal w/keyboard. Digipad 5 includes power supply, Palette interface and stylus. \$5,000 contact Brenda 317-552-0804.

Used television production equipment: List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. - Celebrating 10 years of excellence. 918-252-3600.

Buy, sell, employment. DataBank Computer listings. Modem: 300 to 2400 baud, MNP-5, V.42bis. \$0.99 minute. Average seven minutes. 900-329-8080

TELEVISION

HELP WANTED MANAGEMENT

LOCAL SALES MANAGER

Orlando market. Immediate opening. Independent TV station. Must have 3-5 years TV sales management experience. Professional, aggressive go-getter a MUST. Resumes accepted through 12/13/91 only, send resumes along with references and salary requirements to: Wayne Spracklin, WKCF-TV, 602 Courtland Street, Suite 200, Orlando, Florida, 32804. (407) 645-1818. EOE.

HELP WANTED NEWS

SCIENCE TELEVISION JOURNALIST

Network seeking Science TV Reporter. Daily deadlines and extensive traveling. Qualifications: Undergraduate degree in science field, 4 years as science journalist, 2 years reporting science on TV. No calls. Send resume, print samples to Box T-12. EOE.

ASSISTANT NEWS DIRECTOR/ EXECUTIVE PRODUCER

WCNC-TV, the NBC affiliate in Charlotte, NC, needs an experienced journalist to join our EMMY award winning team and assist in running our news operation. WCNC-TV is also the home of the NBC NewsChannel. Our ideal candidate has recent management experience plus a background as an executive producer or producer who has successfully produced newscasts, series, specials and special events. We require a minimum of ten years experience and a college degree. If this sounds like the situation you have been waiting for, please send resume, description of current duties and news philosophy, references and a non-returnable tape showing your creative capabilities to:

**Ken Middleton, News Director
WCNC-TV,
1001 Wood Ridge Center Drive,
Charlotte, NC 28217-1901.
EOE. M/F.**

EARLY DEADLINE NOTICE

**Due to the Christmas
Holiday, the deadline
for Classified
Advertising will be
Noon, Friday
December 20, 1991 for
the December 30, 1991
issue.**

ON-AIR PROMOTION PRODUCER

KABC-TV, an owned station of Capital Cities/ABC, Inc., has an immediate need for a dynamic On-Air Promotion Producer.

Position requires 3+ years experience producing fresh, effective spots at the local or network level, excellent writing skills, and a strong working knowledge in all aspects of production. Familiarity with animation and graphics is a plus. We offer a competitive salary/benefits package. For immediate consideration, send your resume and tape to:

**Capital Cities/ABC, Inc.,
Personnel Department
4151 Prospect Ave., Dept PP/B,
Hollywood, CA 90027.**
Equal Opportunity Employer



Director of Children's Programming, PBS

We are seeking an experienced programming professional to direct PBS's services in children's programming. Responsibilities include working closely with PBS member stations and producers to identify station needs, assess and develop new proposals, and monitor ongoing series. Will also work with other PBS programming staff on program strategies, services, and schedules, and represent PBS at conferences and meetings. Qualifications: BA degree with 6-8 years experience in children's programming; thorough working knowledge of TV/film production preferred. Must have excellent judgment to assess programs for production values, audience accessibility, and overall program schedule. Must also have excellent oral and written communication and management skills. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to:

Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314
PBS is an equal opportunity employer



San Diego's 10

KGTV, San Diego's leading TV station now has the following employment opportunities:

Commercial
Producer/Director

News and Program
Producer/Director

On-Line Computer Editor

Please call JobLine 10 for specific duties and requirements. Minorities and women are encouraged to apply.

JobLine 10: (619) 237-6250
Equal Opportunity Employer M/F/H/V

SITUATIONS WANTED MANAGEMENT

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Special projects

If you need a seasoned, mature professional hire **THE INTERIM TELEVISION EXECUTIVE.**
Call Stan Pederson at 417-831-4235.

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AUCTION - RADIO STATION
WLRV - AM 1380
Lebanon, Virginia
Saturday, December 28, 1991
at 2:00 P.M.

Auction Location: WLRV Studios, 303 West Main Street, Lebanon, VA.

Includes: All broadcasting and office equipment and furnishings and leasehold interest in studio building.

Terms: 10% cash day of sale, balance within 30 days.

Inspection: December 27, 1991, from 11:00 a.m. to 4:00 p.m. at studio.

Contact: Gregory M. Reed at (615) 246-8181.

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AUCTION - RADIO STATION
WJTP - AM 1130
Newland, North Carolina
Saturday, December 28, 1991
at 10:00 A.M.

Auction Location: WJTP Studios, Highway 181, approximately 1/2 mile North of Newland, NC

Includes: All broadcasting and office equipment and furnishings and leasehold interest in studio building.

Terms: 10% cash day of sale, balance within 30 days.

Inspection: December 27, 1991, from 11:00 a.m. to 4:00 p.m. at studio.

Contact: Gregory M. Reed at (615) 246-8181.

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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: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 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: No charge. All other classifications: \$15 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.

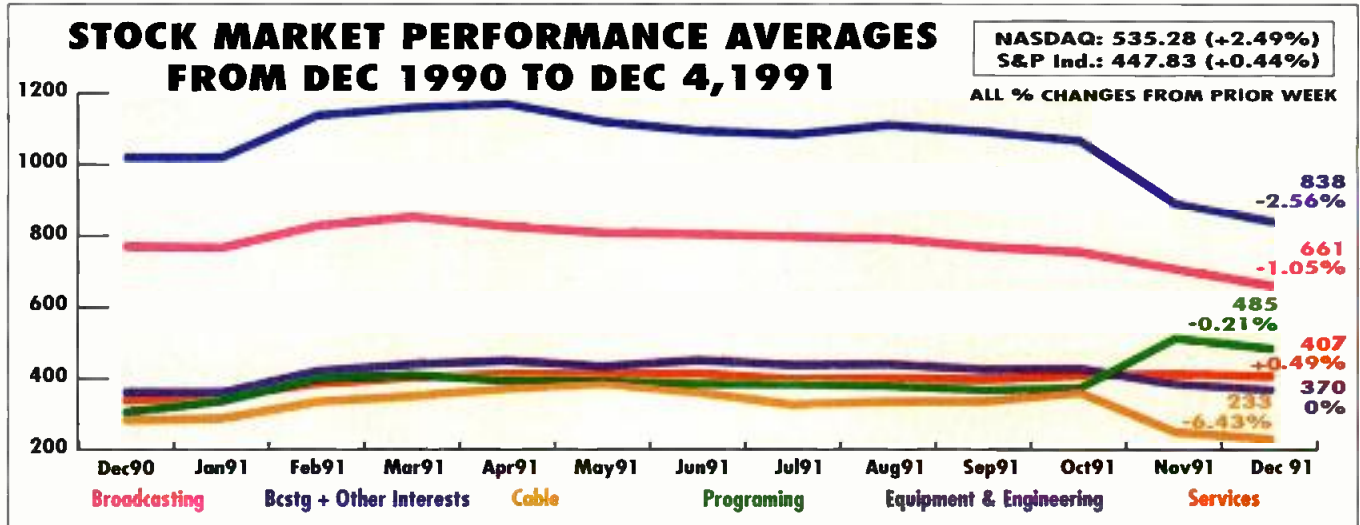
Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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.

Broadcasting's By The Numbers



NUMBER AND PERCENTAGE OF HOUSEHOLDS WITH VCR'S, CABLE AND PAY CABLE



Source: TVB and A.C. Nielsen

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

| Service | ON AIR | CP's ¹ | TOTAL* |
|--------------------|---------------|-------------------|---------------|
| Commercial AM | 4,988 | 235 | 5,223 |
| Commercial FM | 4,539 | 1,009 | 5,548 |
| Educational FM | 1,497 | 311 | 1,808 |
| Total Radio | 11,024 | 1,555 | 12,579 |
| Commercial VHF TV | 556 | 16 | 572 |
| Commercial UHF TV | 575 | 168 | 743 |
| Educational VHF TV | 124 | 4 | 128 |
| Educational UHF TV | 233 | 12 | 245 |
| Total TV | 1,488 | 200 | 1,688 |
| VHF LPTV | 230 | 149 | 379 |
| UHF LPTV | 738 | 794 | 1,532 |
| Total LPTV | 968 | 943 | 1,911 |
| FM translators | 1,878 | 363 | 2,241 |
| VHF translators | 2,701 | 79 | 2,658 |
| UHF translators | 2,338 | 320 | 2,658 |

CABLE

| | |
|-----------------------------|------------|
| Total subscribers | 56,072,840 |
| Homes passed | 87,433,000 |
| Total systems | 11,135 |
| Household penetration† | 61% |
| Pay cable penetration/basic | 79% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.
 Source: Nielsen, NCTA and Broadcasting's own research.

For the Record

As compiled by BROADCASTING from Nov. 25 through Nov. 29 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WKN(AM) Lexington, AL** (BAL911113EF; 620 khz; 5 kw-D, 99 w-N)—Seeks assignment of license from Doris Harrison to Country Boy Communications Inc. for \$85,009. **Seller** has no other broadcast interests. **Buyer** is headed by Eugene G. Hutchens, and is permittee of WFIX(FM) Rogersville, AL. Filed Nov. 13.

■ **WKXM-AM-FM Winfield, AL** (AM: BTC911115GR; 1300 khz; 5 kw-D, 30 w-N; FM: BTCH911115GS; 105.9 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control of Ad Media Management Corp. to Harper-Mainord Broadcasting for \$365,000. **WKXM-FM** is CP; application for license is pending. **Seller** is headed by James B. Pate, and has no other broadcast interests. **Buyer** is owned by general partners Maxine Harper (67%) and Jack Mainord (33%), and has no other broadcast interests. Filed Nov. 15.

■ **KTCN(FM) Eureka Springs, AR** (BALH911113HZ; 100.9 mhz; 1.1 kw; ant. 531 ft.)—Seeks assignment of license from Butler Broadcasting Co. Inc. to Bank of Eureka Springs for \$10,000. **Seller** is headed by Beverley Butler, and has no other broadcast interests. **Buyer** is headed by Lewis E. Epley and W. King Gladden, and has no other broadcast interests. Filed Nov. 13.

■ **WQBR(AM) Atlantic Beach, FL** (BAL911115EA; 1600 khz; 5 kw-D, 90 w-N)—Seeks assignment of license from Conception Investments Inc. to New Covenant Educational Ministries Inc. for \$27,500. **Seller** is headed by Roger G. Robertson II, and has no other broadcast interests. **Buyer** is headed by Wiley Tomlinson, and is also licensee of noncommercial educational WNCM(FM) Jacksonville, FL. Filed Nov. 15.

■ **WHO-AM-TV and KLYF(FM) both Des Moines, Iowa** (WHO(AM): BAL911114KH; 1040 khz; 50 kw-U; WHO-TV: BALCT911114KG; 316 kw-V; 47.9 kw-A; ant. 1,970 ft.; KLYF: BALH911114GX; 100 kw; ant. 1,700 ft.)—Seeks assignment of license from Palmer Broadcasting Ltd. to Hughes Broadcasting Partners II Ltd. for estimated \$70 million ("Changing Hands," Nov. 18); asset purchase agreement will be filed as amendment. Sale includes KFOR-TV Oklahoma City (see below). **Seller** is headed by William J. Ryan, and also owns WNOG(AM)-WCVU(FM) Naples, FL. **Buyer** is headed by Jeffrey T. Stevenson, Kenneth McQueen and Paul Hughes, and is backed by VS&A Communications Partners Ltd. and Smith Barney Investors Ltd. Hughes Broadcasting also owns WOKR(TV) Rochester, N.Y., and holds approximately 5% limited partnership interest in Naragansett Radio Ltd., licensee of WYNK-AM-FM Baton Rouge, KEZO-AM-FM Omaha and KAYI(FM) Musgookee, OK. Filed Nov. 14.

■ **KLEE(AM)-KOTM-FM Ottumwa, IA** (BAL911112EC; 1480 khz; 500 w-D, 333 w-N; FM: BALH911112ED; 97.7 mhz; 6 kw; ant. 200 ft.)—Seeks assignment of license from Kleeco Radio Inc. to FMC Broadcasting Inc. for \$400,000. **Seller** is headed by Gary Johnson, trust officer for Daniel C. Palen estate. Estate also owns 50% of WGLB-AM-FM Port Washington, WI. **Buyer** is headed by

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—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.

Thomas A. Palen (100%) and Beverley Palen, wife of Daniel Palen (deceased). Beverley Palen is currently vice president of Kleeco Radio. Filed Nov. 12.

■ **WLRS(FM) Louisville, KY** (BALH911106GH; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Radio One of Louisville Inc. to Desert Communications II Inc. for cancellation of debts owed to Greyhound Financial Corp. as consider-

ation. **Seller** is headed by Thomas M. Duddy, receiver, and was recently granted the sale of WAVG-(AM) Louisville, KY. **Buyer** is headed by Gregory C. Smalis, who is also purchasing KYIS(FM) Oklahoma City (see below). Filed Nov. 6.

■ **KXLA(AM) Rayville, LA** (BAL911115ED; 990 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from GTB Radio Broadcasting Inc. to Richland Broadcasting Co. Inc. for \$160,000. **Seller** is headed by Thomas L. Bigby, Ana J. Plaza and Glen Tryon, who have 50% interests in licensee, have interests in WNJX-TV Mayaguez, PR. **Buyer** is headed by James T. Strong, and has no other broadcast interests. Filed Nov. 15.

■ **WBOS(FM) Brookline (Boston), MA** (BALH911118GW; 92.9 mhz; ant. 1,100 ft.)—Seeks assignment of license from Ackerley Communications of Massachusetts Inc. to GCI Boston Inc. for estimated \$9 million ("Changing Hands," Nov. 25). **Seller** is headed by Barry Ackerley, and owns KGET(TV) Bakersfield and KCBA(TV) Salinas, both California; KKT(TV) Colorado Springs; WAXY-(FM) Fort Lauderdale, FL; WIXT(TV) Syracuse, NY; KFXX(AM) Oregon City and KGON(FM) Portland, both Oregon, and KVOS-TV Bellingham and KJR(AM)-KLTX(FM) Seattle, both Washington. Filed Nov. 18.

■ **WTLJ(TV) Muskegon (Grand Rapids-Kalamazoo-Battle Creek), MI** (BALCT911121KF; ch. 54; 4,395 kw-V; 440 kw-A; ant. 1,000 ft.)—Seeks assignment of license from Video Mall Communica-

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tions to Tri-State Christian TV Inc. for \$1.5 million. Seller is headed by Marvin D. Sparks, and is also licensee of WTJC(TV) Springfield, OH. Buyer is headed by Garth W. Coonce, and has application pending for purchase of WGGH(AM) Marion, IL. It is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI; WNYB-TV Buffalo and WINM(TV) Angola, IN, and is licensee or permittee of several LPTV's. Coonce also heads Radiant Life Ministries, licensee of WLXI-TV Greensboro, N.C. Filed Nov. 21.

■ **KTMA-TV Minneapolis** (BALCT911115KG; ch. 23; 1740 kw-V; 174 kw-A; ant. 1,150 ft.)—Seeks assignment of license from estate of KTMA Acquisition Corp., debtor, to Sonlight Television Inc. for \$3.3 million. Seller is headed by Don Johnston, trustee, and has no other broadcast interests. Buyer is headed by Robert Beale (55% voting stock) and Linda R. Brook, and has no other broadcast interests. Filed Nov. 15.

■ **WQPN-AM-FM Princeton, MN** (AM: BAL911118GT; 1300 khz; 1 kw-D, 83 w-N; FM: 106.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from P.M. Broadcasting Co. to Segue Communications Corp. for \$1.2 million. Seller is headed by Terrence P. Montgomery, and has no other broadcast interests. Buyer is headed by Paul B. Steigerwald (30% voting stock) and has no other broadcast interests. Filed Nov. 18.

■ **WARW(AM) Cornwall, NY** (BAL911119ED; 1170 khz; 1 kw-D)—Seeks assignment of license from 530 Route 94 Corp. to William H. Walker III for \$25,000. Seller is headed by Robert Castelo, and has no other broadcast interests. Buyer is licensee of WBUG(AM) Amsterdam, NY, and owns Walker Broadcasting Co. Inc., permittee of WRWD(FM) Highland, NY. Filed Nov. 19.

■ **KFOR-TV Oklahoma City** (BALCT911114KF; 97.7 kw-V; ant. 1,540 ft.)—Seeks assignment of license from Palmer Broadcasting Ltd. to Hughes Broadcasting Partners II Ltd. for estimated \$70 million ("Changing Hands," Nov. 18); asset purchase agreement will be filed as amendment. Sale in-

cludes WHO-AM-TV and KLYF(FM) both Des Moines, Iowa (see above). Filed Nov. 14.

■ **KYIS(FM) Oklahoma City** (BALH911112GQ; 98.9 mhz; 100 kw; ant. 1,108 ft.)—Seeks assignment of license from Zumma Broadcasting Co. to Desert Communications III Inc. for cancellation of debts owed to Greyhound Financial Corp. as consideration. Seller is headed by Thomas W. Parrish, receiver. Buyer is headed by Gregory C. Smalis and Greyhound Financial Corp. (100%). Smalis is also purchasing WLRS(FM) Louisville, KY (see above). Filed Nov. 12.

■ **KQLL-AM-FM Tulsa-Owasso, OK** (AM: BAL911119EA; 1430 khz; 5 kw-U; FM: BALH911119EB; 106.1 mhz; 100 kw; ant. 1,315 ft.)—Seeks assignment of license from Pathfinder Communications Corp. to Truth Publishing Co. Inc.; asset purchase agreement is incomplete and will be submitted as amendment. Seller is headed by John F. Dille Jr. and John F. Dille III, father and son, who will also be principals in assignee. It is licensee of WTRC(AM)-WYEZ(FM) Elkhart and WQHK(AM)-WMEE(FM) Fort Wayne, both Indiana; WKCY(AM)-WWEZ(FM) Cincinnati, and WQWQ-AM-FM Muskegon Heights and WCUZ-AM-FM Grand Rapids, both Michigan. It also publishes a daily newspaper in Greencastle, IN. Buyer publishes daily newspaper in Elkhart, IN. Filed Nov. 19.

■ **WPGR(AM) Philadelphia** (BAL911120EA; 1540 khz; 50 kw-D)—Seeks assignment of license from Kiss Ltd. to All Star Radio Inc. for \$800,000. Seller is headed by Kenneth O'Keefe, and is licensee of WYXR(FM) Philadelphia; WPIT-AM-FM Pittsburgh; WXKS-AM-FM Everett-Medford, MA; WRFX(FM) Kanapolis, NC; WHTT-AM-FM Buffalo and WKQG(AM)-WPXY-FM Rochester, both New York. General partners in KISS Ltd. are also general partners in WNUA(AM) Chicago. Buyer is headed by Marina Kats, and has no other broadcast interests. Filed Nov. 20.

■ **WTVE(TV) Reading (Philadelphia), PA** (BTCCT911113KF; ch. 51; 1445 kw-V; 290 kw-A; ant. 774 ft.)—Seeks transfer of control from Reading Broadcasting Inc. as debtor-in-possession to Reading Broadcasting Inc., in order to allow Reading to remain in control and in possession of its business throughout reorganization. Reading Broadcasting is headed by Michael Parker, who recently purchased WHRC(TV) Norwell, MA ("Changing Hands," Aug. 12). Filed Nov. 13.

■ **KWBC(AM)-KNAV(FM) Navasota, TX** (AM: BAL911115EF; 1550 khz; 250 w-D; FM: BALH911115GV; 92.5 mhz; 3.6 kw; ant. 263 ft.)—Seeks assignment of license from Whitten Broadcasting Co. Inc. to McMullen Broadcasting Co. for \$175,000. Seller is headed by Robert H. Whitten, who is 80% owner of weekly newspaper serving Grimes Co., TX. Buyer is headed by Ulman D. McMullen, and has no other broadcast interests. Filed Nov. 15.

■ **KLSY(AM) Bellevue, WA** (BAL911115EE; 1540 khz; 5 kw-U)—Seeks assignment of license from Bellevue Radio Inc. to Classic Country Radio Inc. for \$75,000. Seller is headed by Dudley A. White, and is also licensee of KLSY-FM Bellevue, WA, and is subsidiary of Sandusky Newspapers, licensee of KDKB(FM) Mesa, AZ; KEGL(FM) Fort Worth, TX; and KRMX-FM San Diego, which was recently sold ("Changing Hands," Aug. 5). It recently purchased KIXI(AM) Seattle ("Changing Hands," Oct. 7). Buyer is headed by Barbara J. Geesman (100%), who is also 100% voting stockholder of Joy Broadcasting Inc., licensee of KJUN(AM) Puyallup, WA, and Bar B Broadcasting Inc., licensee of KTOL(AM) Lacey, WA. She is also proposed assignee of KENU(AM) Enumclaw, WA. Filed Nov. 15.

Actions

■ **KUHL(AM)-KXFM(FM) Santa Maria, CA** (KUHL: BAL910911EC; 1440 khz; 5 kw-D, 1 kw-N; KXFM: BALH910911ED; 99.1 mhz; 2.3 kw; ant. 1,906 ft.)—Granted assignment of license from Great Electric Communications Inc. to Blackhawk Communications Inc. for \$1,145,653 ("Changing Hands," Sept. 2). Seller is headed by C. Andrew Whatley and Mike Reichert, and also owns KSBL(FM) Carpinteria (Santa Barbara), CA. Buyer is headed by

Roger R. Blaemire, and has no other broadcast interests. Action Nov. 18.

■ **WDVE(FM) Pittsburgh and WNDE(AM)-WFBQ(FM) Indianapolis** (WDVE: BALH911011GE; 102.5 mhz; 55 kw; ant. 820 ft.; WNDE: BAL911011GF; 94.7 mhz; 52 kw; ant. 850 ft.; WFBQ: BALH911011GG; 94.7 mhz; 52 kw; ant. 850 ft.)—Granted assignment of license from Great American Television & Radio Co. Inc. to Broadcast Alchemy Ltd. for \$54 million ("Changing Hands," Oct. 14). Seller is headed by George E. Castrucci, and owns WBRC-TV Birmingham, AL; KTSP-TV Phoenix; KSEG(FM) Sacramento, CA; KBPI-FM Denver; WXTB(FM) Clearwater and WTSP-TV St. Petersburg, both Florida; WKLS-FM Atlanta; WRIF(FM) Detroit; WDAF-AM-TV and KYYS(FM) Kansas City, MO; WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN(AM)-WLVO(FM) Columbus, both Ohio; KEX(AM)-KFRZ(FM) Portland, OR, and WLZR-AM-FM Milwaukee. Buyer is headed by Frank E. Wood (6.25%), Lane Broadcasting Inc. (15.63%) and Lane Media Ltd. (78.12%). Wood has interests in Rich Communications Corp., licensee of WGR(AM)-WGRF-FM Buffalo, NY. Action Nov. 26.

■ ***KSCS(TV) El Paso, TX** (BAPED910221KE; ch. 38; 730 kw-V; 73 kw-A; ant. 1,828 ft.)—Granted assignment of license from St. Clement's Episcopal Parish to Channel 38 Christian Television for no financial consideration to change business classification to corporation. Seller has no other broadcast interests. Buyer is headed by William S. Francis, and has no other broadcast interests. Action Nov. 19.

■ ***KPAC(FM) San Antonio, TX** (BAL910802GH; 90.9 mhz; 3 kw; ant. 299 ft.)—Granted assignment of license from Texas Public Radio to Bible Broadcasting Network Inc. for \$75,000. Seller is headed by Richard Villasana Jr. and 27 other board members, and has no other broadcast interests. Buyer is headed by Lowell L. Davey, and is non-profit, non-stock corporation which is licensee of WYFW(FM) Wichita, KS; WAVO(AM) Decatur, WYFK(FM) Columbus, WYFA(FM) Waynesboro, WYFS(FM) Savannah and WYFZ(FM) Evans, all Georgia; WYFE-FM Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WYFN(AM) Nashville, WHGG(FM) Knoxville and WYFC(FM) Clinton, all Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYV(FM) Cayce, all South Carolina; WYFY-FM Fisher, WV; WYFD-FM Decatur, AL, and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Action Nov. 20.

■ **KASL(AM) Newcastle, WY** (BAL910926EB; 1240 khz; 1 kw-U)—Granted assignment of license from Radio Broadcasters Inc. to Castle Radio for \$50,000. Seller is headed by Delores Kath and Donald S. Jones; they have interests in KVSH(AM) Valentine, NE, and KWIV(AM) Douglas, WY. Kath also has interests in KATH-FM Douglas and KGOS(AM)-KERM(FM) Torrington, both Wyoming. Jones also has interests in KCSR(AM)-KQSK(FM) Chadron, NE. Buyer is headed by group partners Stephen E. Holloway (30%), Ann A. Fossey Holloway (30%) and Timothy P. Tessman (40%), and has no other broadcast interests. Action Nov. 19.

NEW STATIONS

Applications

■ **Joshua Tree, CA** (BPH911107MG)—Morongo Radio Ltd. seeks 92.1 mhz; 3 kw; ant. 91 m. Address: 7565 Sherman Hoyt, Twenty-Nine Palms, CA 92277. Applicant is headed by general partner Kevin D. Roberts, has no other broadcast interests. Filed Nov. 7.

■ **Callstoga, CA** (BPH911115MG)—Moonbeam Inc. seeks 100.9 mhz; .075 kw; ant. 829 m. Address: P.O. Box 526, Nicasio, CA 94946. Applicant is headed by Mary F. Constant, and has no other broadcast interests. Filed Nov. 15.



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■ **Windsor, CA** (BPH91115ME)—Windsor Wireless seeks 104.1 mhz; 3 kw; ant. 100 m. Address: 6551 Circle Hill Dr., San Jose, CA 95120. Applicant is headed by general partners Nancy L. Dewey and Barney L. Dewey, has no other broadcast interests. Filed Nov. 15.

■ **Windsor, CA** (BPH91115MJ)—Margery E. Clark seeks 104.1 mhz; 26 kw; ant. 344 m. Address: 8410 Oak Way, Windsor, CA 95492. Applicant has no other broadcast interests. Filed Nov. 15.

■ **Bowdon, GA** (BPH911031MC)—Spectrum Broadcasting Co. seeks 105.5 mhz; 1.25 kw; ant. 207 m. Address: P.O. Box 314, McRae, GA 31055. Applicant is headed by Tana D. Stalnaker, who has interests in Sol Broadcasting Inc., licensee of WKTM(FM) Soperton, GA. Filed Oct. 31.

■ **Bowdon, GA** (BPH911031MD)—Steven L. Graddock seeks 105.5 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 32, Fruithurst, AL 36262. Applicant is 100% shareholder of WKNG Inc., licensee of WKNG(AM) Tallapoosa, GA, and permittee of WCKS(FM) Fruithurst, AL. Filed Oct. 31.

■ **Bowdon, GA** (BPH911031ME)—Reliance Broadcasting Inc. seeks 105.5 mhz; 6 kw; ant. 100 m. Address: 101 Commercial Ave., Carrollton, GA 30117. Applicant is headed by Jeffrey P. Davis. Reliance Broadcasting is licensee of WBTR(FM) Carrollton, GA. Principal Kenneth L. Bazzle has interests in KTVH(TV) Helena, MT; WTKT-AM-FM, Georgetown, KY, and KYEL-TV Yuma, AZ. Filed Oct. 31.

■ **Bartonville, IL** (BPH91115MI)—Willis Jordan seeks 99.9 mhz; 3 kw; ant. 100 m. Address: 2321 West Sherman, West Peoria, IL 61602. Applicant has no other broadcast interests. Filed Nov. 15.

■ **New Albany, IN** (BPH91115MA)—Adams Rib Inc. seeks 94.7 mhz; 1.25 kw; ant. 146 m. Address: P.O. Box 1226, Jeffersonville, IN 47131. Applicant is headed by Mary L. Smith, who has 25% interest in Brightness Ministries Inc., which owns LPTV at Jeffersonville, IN, and CP's for W26AS Clarksville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Smith also owns CP's for WLWZ(AM) Athens, OH; WRRD(AM) Blennerhassett, WV, and WMSP(AM) Elk Hills, WV. Her daughter, principal Angelia M. Pait, owns 49% of CP for WMII(AM) Hendersonville, TN. Smith is also seeking station at Whitehall, OH (see below). Filed Nov. 15.

■ **New Albany, IN** (BPH91115MK)—Mid-America Electronics Services Inc. seeks 94.7 mhz; 3 kw; ant. 100 m. Address: 410 Mt. Tabor Rd., New Albany, IN 47150. Applicant is headed by Peter C.L. Boyce, who is 50% owner of WKRP(AM)-WINN(FM) North Vernon, IN. Filed Nov. 15.

■ **New Albany, IN** (BPH91115MD)—Barbara Ruth Zarris seeks 94.7 mhz; 1.86 kw; ant. 128 m. Address: 105 E. South St., Crown Point, IN 46307. Applicant owns WBPT(FM) Naples, FL. Filed Nov. 15.

■ **New Albany, IN** (BPH91115MC)—Rita Reyna Brent seeks 94.7 mhz; 1.608 kw; ant. 135 m. Address: 2106 St. Andrews Rd., Jeffersonville, IN 47130. Applicant has no other broadcast interests. Filed Nov. 15.

■ **Louisville, KY** (BPH911031BF)—Terry C. Jenks seeks 105.5 mhz; 6 kw; ant. 100 m. Address: 12017 Running Creek Rd., Louisville, KY 40243. Applicant has no other broadcast interests. Filed Oct. 31.

■ **Lansing, MI** (BPE911104MC)—Lansing Community College seeks 89.7 mhz; .1 kw; ant. 38 m. Address: 521 N. Washington Square, Lansing, MI 48901. Applicant is headed by Abel B. Sykes Jr. and Shirley M. Rodgers, and has no other broadcast interests. Filed Nov. 4.

■ **Ortonville, MN** (BPH91119MD)—Tri-State Broadcasting Co. Inc. seeks 106.3 mhz; 6 kw; ant. 100 m. Address: R.R. 1 Box 115, Ortonville, MN 56278. Applicant is headed by Donald P. Egert, and owns KDIO(AM) Ortonville, MN. Filed Nov. 19.

■ **Whitehall, OH** (BPE911112MA)—Lou Smith Ministries Inc. seeks 91.5 kw; 2 kw; ant. 322 m. Address: 2711 Highway 62, Jeffersonville, IN 47130. Applicant is headed by David L. Smith, who

has 25% interest in Brightness Ministries Inc., which owns LPTV at Jeffersonville, IN, and CP's for W26AS Clarksville and W08CT New Albany, both Indiana, and W20AX Glasgow, KY. Smith also owns CP's for WLWZ(AM) Athens, OH; WRRD(AM) Blennerhassett, WV, and WMSP(AM) Elk Hills, WV. Her daughter, principal Angelia M. Pait, owns 49% of CP for WMII(AM) Hendersonville, TN. Smith is also seeking station at New Albany, IN (see above). Filed Nov. 15.

■ **Lometa, TX** (BPH911107MH)—Debra L. Witcher seeks 101.9 mhz; 6 kw; ant. 100 m. Address: Route 2, Box 32A, Lampasas, TX 76650. Applicant has no other broadcast interests. Filed Nov. 7.

■ **Dillwyn, VA** (BPH91115MH)—Dillwyn Radio Co. seeks 93.7 mhz; 6 kw; ant. 100 m. Address: 1200 Nineteenth St. NW, Ste. 700, Washington, DC 20036. Applicant is headed by Randall A. Hanson, and has no other broadcast interests. Filed Nov. 15.

Actions

■ **Lenwood, CA** (BPH891214MQ)—Granted app. of Wendell A. Tyler for 107.3 mhz; 44 kw; ant. 235 m. Address: 2647 Ryans Place, Lancaster, CA 93536. Applicant has no other broadcast interests. Action Nov. 4.

■ **Lenwood, CA** (BPH891214NB)—Dismissed app. of Jane E. Cote for 107.3 mhz; 6 kw; ant. 76 m. Address: 1111 Coronet Dr., Riverside, CA 92506. Applicant has no other broadcast interests. Action Nov. 4.

■ **Lenwood, CA** (BPH891214NE)—Dismissed app. of Ribera Broadcasting Ltd. for 107.3 mhz; 3 kw; ant. 76 m. Address: 25163 Johnson St., P.O. Box 28, Lenwood CA 92311. Applicant is headed by general partner Eddie J. Ribera, and has no other broadcast interests. Action Nov. 4.

■ **Springfield, IL** (BPE901205MA)—Granted app. of Illinois Bible Institute Inc. for 90.5 mhz; .85 kw; 118 m. Address: P.O. Box 140, RR 3, Lake Williamson, Carlville IL 62626. Applicant is headed by Ernest J. Moen, and is licensee of WIBI(FM) Carlville, WBGL(FM) Champaign and WCIC(FM) Pekin, all Illinois. Action Nov. 13.

■ **Ashley, MI** (BPH901226MD)—Granted app. of William V. Constine for 92.5 mhz; 3 kw; 100 m. Address: 204 Stratford Dr., Owosso, MI 48867. Applicant has no other broadcast interests. Action Nov. 4.

■ **Ely, MN** (BPH891204MJ)—Granted app. of BJL Broadcasting Corp. for 92.1 mhz; 6 kw; 100 m. Address: P.O. Box 630 (Central and Allaire St.), Ely, MN 55731. Applicant is headed by Jeanne A. Larson, and is licensee of WELY(AM) Ely, MN. Action Nov. 6.

■ **Winona, MN** (BPH900514MG)—Granted app. of Home Broadcast Co. for 101.1 mhz; 2.3 kw; 163 m. Address: 1400 Homer Rd., Winona, MN 55987. Applicant is headed by Lester F. Baechler, and has no other broadcast interests. Action Nov. 1.

■ **Columbia Falls, MT** (BPH900411MB)—Dismissed app. of Jerome J. Dobson, et al., for 95.9 mhz; 6 kw; -99 m. Address: 906 Olive Suite 9800,

St. Louis, MO 63101. Applicants have no other broadcast interests. Action Nov. 13.

■ **North Creek, NY** (BPE900117MA)—Granted app. of St. Lawrence University for 89.9 mhz; 2 kw; 608 m. Address: Romoda Drive, Canton, NY 13617. Applicant is headed by Bruce W. Benedict, and has no other broadcast interests. Action Nov. 4.

■ **Amarillo, TX** (BPH891011MI)—Granted app. of John A. Gay Jr. for 105.7 mhz; 6 kw; 72 m. Address: 1603 W. 8th, Amarillo, TX 79101. Applicant has no other broadcast interests. Action Nov. 5.

■ **New Braunfels, TX** (BPE901003MF)—Granted app. of Southwest Bcg. of New Braunfels Inc. for 89.9 mhz; 7 kw; 91 m. Address: P.O. Box 310277, New Braunfels, TX 78131. Applicant is headed by Tim Walker, and has no other broadcast interests. Action Nov. 5.

■ **Martinsville, VA** (BPE860130MG)—Granted app. of Martinsville Community Workshop Inc. for 90.5 mhz; 3.5 kw; 99 m. Address: P.O. Box 889, Blacksburg VA 24060. Applicant is headed by Virginia L. Baker, and has no other broadcast interests. Action Nov. 14.

FACILITIES CHANGES

Applications

AM

■ **Peoria, IL** WMBD(AM) 1470 khz—Nov. 15 application of Midwest Television Inc. for CP to correct coordinates to: 40 34 22 - 89 32 00.

FM's

■ **Tuskegee, AL** WACQ-FM 99.9 mhz—Nov. 5 application of Double H Broadcasting Inc. for mod. of CP (BPH-880210MN) to change ERP: 2.95 kw H&V, 142 m. and TL: 35 km south of I-85 County Road 3, Macon County, Tuskegee, AL.

■ **Bella Vista, AR** KBVA(FM) 106.5 mhz—Nov. 6 application of Gayla Joy Hendren for mod. of CP (BPH-880701MT) to change ERP: 37 kw (H&V); ant. 173 m.

■ **Pine Bluff, AR** KOLL-FM 94.9 mhz—Oct. 30 application of Southern Starr of Arkansas Inc. for CP to change Community of license from Pinebluff to Maumelle, AR (per MM docket #90-493).

■ **Los Angeles** KKLA(FM) 99.5 mhz—Nov. 7 application of Inspiration Media Southern CA Inc. for CP to change ERP: 10.7 kw H&V, 878 m., and TL: Mt. Wilson antenna farm, Los Angeles.

■ **Hinesville, GA** WHVL(FM) 104.7 mhz—Oct. 30 Bullie Broadcasting Corp. for mod. of CP (BPH-890504MN) to change ERP: 6 kw (H&V).

■ **Keokuk, IA** KOKX-FM 96.3 mhz—Oct. 30 application of W. Russell Withers Jr. for mod. of CP (BPH-880505NA) to change ERP: 90.4 kw (H&V); ant. 299 m.; TL: .3 kilometer S. of Johnson St. Rd.,



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.5 km W. of U.S. Rte. 61; Keokuk City; Lee County, IA, change to class C1 (per MM docket #89-451).

■ **Medicine Lodge, KS KREJ(FM)** 95.9 mhz—Oct. 28 application of Florida Public Radio Inc. for CP to change ERP: 50 kw (H&V); ant. 150 m.; TL: TBO; change freq from 95.9 TO 101.7; change to class C2.

■ **Bar Harbor, ME WPRG(FM)** 99.1 mhz—Nov. 6 application of Bar Harbor Communications for CP to change ERP: 16.67 kw (H&V); ant. 123 m.; TL: Mount Cromer; Gouldsboro Twn; Hancock County, ME. employ 6 bay circularly polarized, directional FM antenna.

■ **Old Town, ME WUMC(FM)** 107.3 mhz—Nov. 8 application of Penobscot Indian Nation for mod. of CP (BPH-871026MO as mod.) to change ERP: 50 kw (H&V); ant. 94 m.; TL: 925 m. W. of Rte. 116, 2.1 km S. of Argyle, ME.

■ **Dowagiac, MI WDOV-FM** 92.1 mhz—Nov. 12 application of Dowagiac Broadcasting Co., Inc. for mod. of license to increase to 3.3 kw (H&V) (per MM docket #88-375).

■ **Munising, MI WQXO-FM** 98.3 mhz—Nov. 8 application of Wallace D. Steinhoff for CP to change ERP: 32 kw (H&V); ant. 108.9 m.; change to class C2 (per MM docket #86-447).

■ **Cleveland, MS WMJW(FM)** 106.9 mhz—Oct. 30 application of Carol B. Ingram for CP to change ERP: 25 kw (H&V); ant. 100 m. TL: 18.8 km NNW Cleveland, MS, MS Hwy 32; change freq. from 106.9 to 107.5; change to class C3 (per MM docket #89-415); change community of license from Cleveland to Rosedale, MS.

■ **McComb, MS WXLT(FM)** 94.1 mhz—Nov. 12 application of Dowdy Broadcasting Co. Inc. for CP to change TL: 8.5 km east of Clinton and 1 km N. of St. Johns Church in Feliciana Parish, LA.

■ **Moberly, MO KZZT(FM)** 105.5 mhz—Oct. 30 application of FM-105 Inc. for CP to change ERP: 25

kw; ant. 94 m.; change to class C3 (per MM docket #89-550).

■ **Springfield, MO KTXR(FM)** 101.3 mhz—Oct. 9 application of Stereo Broadcasting Inc. for mod. of license (BLH-890314KB) to change to channel 267C (per docket #86-103).

■ **Hampton, NH WZEA(FM)** 102.1 mhz—Oct. 28 application of Jane E. Newman for mod. of CP (BPH-880505OY) to change TBD.

■ **St. Marys, PA WKYN(FM)** 97.5 mhz—Nov. 4 application of WKYN Inc. for CP to change ERP: 20 kw H&V, ant. 230 m. and TL: approx. one-quarter mile north of Lamont, PA, west side of Highland-Lamont Rd.

■ **Isabela, PR WKSA-FM** 101.5 mhz—Nov. 4 application of Isabela Broadcasting Inc. for CP to change antenna supporting-structure height.

■ **Racine, WI WHKQ(FM)** 92.1 mhz—Oct. 11 application of Vision Broadcasting Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

Actions

AM's

■ **Monument, CO KCBR(AM)** 1040 khz—Nov. 18 application of Chip Lusk and Kent Bagdasar granted for CP to reduce pwr to 1.9 kw; change TL to South Circle Dr. at Valli Hi Country Club, Colorado Springs: 38 49 08 - 104 46 32.

■ **Oak Harbor, WA KJTT(AM)** 1110 khz—Nov. 18 application of Whidbey Broadcasting Service Inc. granted for CP to increase pwr to 1 kv day-1 kv night and change freq. to 1520 khz.

FM's

■ **Kingman, AZ KRCY(FM)** 105.9 mhz—Nov. 14 application of Hualapai Broadcasters Inc. granted for CP to change ERP: 17 kw (H&V); application prefix corrected from BMPH- to BPH-.

■ **Berkeley, CA KPFB(FM)** 89.3 mhz—Nov. 14 application of Pacifica Foundation Inc. granted for mod. of CP (BPED-910115IB) to change antenna pattern.

■ **Santa Ana, CA KYMS(FM)** 108.3 mhz—Nov. 19 application of Interstate Broadcasting Systems Inc. granted for CP to change ant. 91 m.; TL: Lincoln and Washington Sts. adjacent to freeway, Santa Ana. Amended 4-17-91 to change ant.: 62 m.

■ **Lafayette, FL WHKX(FM)** 99.9 mhz—Nov. 15 application of Rowland Capital Broadcasting Co. granted for CP to change ERP: 50 kw H&V, 150 m., TL: hwy 59, 1.2 km southwest of Wacissa, Jefferson County, FL; class C2.

■ **Lahaina, HI KPOA(FM)** 93.5 mhz—Nov. 15 application of KPOA Radio Ltd. granted for CP to change class to C3 (per MM docket #89160); ERP: 346 kw; ant. 738 m.; TL: atop Waiakeakua; 6 km SE of Lanai City; Maui County, HI. Application file no. BPH-910513JJ, renumbered as BPH-910809IE, is hereby accepted for tender and accepted for filing 9-19-91.

■ **Grand Rapids, MI WCSG(FM)** 91.3 mhz—Nov. 14 application of Grand Rapids Baptist College granted for mod. of CP (BPED-881130IE as mod.) to change ERP: 37 kw (H&V).

■ **Rushford, MN KWNO-FM** 99.3 mhz—Nov. 14 application of B.O.G. Broadcasting Co. granted for mod. of CP (BPH-900802ME) to change ERP: 2.56 kw (H&V), 152 m.

■ **Waite Park, MN KXSS-FM** 103.1 mhz—Nov. 13 application of Genesis Broadcast Professionals Inc. granted for CP to change ERP: 25 kw H&V, TL: 1.5 km from Saint Augusta, MN, at bearing of 246.4 degrees, and change class: C3 (per docket #89-377).

■ **California, MO WBEY(FM)** 102.9 mhz—Nov. 15 application of Tidewater Broadcasting Co. Inc. granted for mod. of CP (BPH-880915NM) to

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change: 6 kw (H&V) ant. 100 m.; TL: intersection of McIntosh Rd. and Richneck Rd., 3 m. west of Hollywood, Maryland (St. Marys).

■ **Liberty, NY** WVOS-FM 95.9 mhz—Nov. 15 application of Mountain Broadcasting Corp. granted for mod. of license to increase ERP: 3.3 kw H&V (per docket #88-375).

■ **Honeoye Falls, NY** WFUD(FM) 107.3 mhz—Nov. 13 application of Honeoye Falls Radio Inc. granted for mod. of CP (BPH-870819NG) to change ant. 100 m.; TL: Bailey Rd., East Bloomfield, Ontario County, New York.

■ **Lebanon, OR** KIYQ(FM) 103.7 mhz—Nov. 18 application of Spotlight Media Corp. application granted for CP to change ant. 343.5 m.; TL: Peterson Butte, 5.6 km from Lebanon, OR, city hall on bearing of N230E degrees; change to class C (per MM docket #88-542).

■ **Radnor Township, PA** WYBF(FM) 89.1 mhz—Nov. 15 application of Cabrini College granted for mod. of CP (BPEd-860725MH) to modify directional antenna pattern.

■ **Villanova, PA** WXVU(FM) 89.1 mhz—Nov. 15 application of Villanova University granted for mod. of CP (BPEd-870402KA) to modify directional antenna pattern.

■ **Alvin, TX** KACC(FM) 91.3 mhz—Nov. 19 application of Alvin Community College granted for CP to change freq.: 89.7; ERP: 8 kw H&V; ant. 103 m.; TL: .75 mi. south of Texas Highway 6 on county road 155; class: C3.

■ **Payson, UT** KTCE(FM) 92.3 mhz—Nov. 1 application of Moenkopi Communications Inc. returned for mod. of CP (BPH-880421MM) to change ERP: .110 kw (H&V); ant. 675.4 m.; TL: 9 km NW of Payson.

■ **Roosevelt, UT** KIFX(FM) 98.5 mhz—Oct. 10 application of Evans Broadcasting Inc. granted for CP to make change; ERP: 3.19 kw (H&V); ant.: 515 m.; TL: 16 km N310 E. of Vernal, UT.

■ **Lynchburg, VA** WKZZ(FM) 100.1 mhz—Nov. 14 application of CEBE Investments Inc. granted for CP to change ERP: 20 kw H&V, ant. 100 m., TL: 1.46 km northeast of intersection of highway 677 with highway 622, Amherst County, VA; change to class C2 (per MM docket #90-366).

■ **Lynchburg, VA** WGOL(FM) 97.9 mhz—Nov. 1 application of Douglas Broadcasting Inc. granted for CP to change ERP: .57 kw (H&V), ant.: 587 m., TL: Tobacco Row Mt., 3.1 miles N of Elon, Amherst County, VA, change to channel 250C3 (per docket #90-553).

■ **Tappahannock, VA** WRAR-FM 105.5 mhz—Oct. 31 application of Rappahannock Communications Inc. granted for mod. of CP (BPH-9009111C) to change ERP: 6 kw ant. 100 m.; TL: approximately 1 km north of Richardson Creek; approximately .25 km south of state road 615; Richmond County, VA.

■ **Columbus, WI** WVKY(FM) 100.5 mhz—Nov. 15 application of Beaver Dam Broadcasting Co. Inc. granted for CP to changes ERP: 6 kw (H&V).

TV

■ **Islamorada, FL** WKEB(TV) ch. 9—Nov. 19 application of Keys Educators Broadcasting Inc. granted for mod. of CP (BPET-851018KM) to extend completion date. Original grant date: 4-28-86; expired on 10-30-91.

tuted Channel 235C2 for Channel 235A at Prairie Grove, and conditionally modified CP of KDAB(FM) accordingly. (MM docket 91-245 by R&O [DA 91-1410] adopted November 8 by Assistant Chief, Allocations Branch).

■ **Churubusco, IN** Effective January 13, 1992, substituted channel 242B1 for Channel 242A at Churubusco, and conditionally modified CP of WKQM(FM) accordingly. (MM Docket 91-244 by R&O [DA 91-1434] adopted November 13 by Assistant Chief, Mass Media Bureau).

■ **Clayton, LA** Effective January 13, 1992, allotted channel 300A to Clayton as its first FM service. Filing window: January 14-February 13, 1992. (MM Docket 91-247 by R&O [DA 91-1436] adopted November 13 by Assistant Chief, Allocations Branch).

■ **Sulphur, OK** Proposed substituting channel 265C2 for Channel 265C3 at Sulphur, and modifying license of KFXT(FM). Comments are due January 21, replies February 5, 1992. (MM Docket 91-343 by NPRM [DA 91-1435] adopted November 13 by the Assistant Chief, Allocations Branch).

■ **Ardmore, OK, and Sherman, TX** Proposed reallooting channel 12 from Ardmore, OK, to Sherman, TX, and modifying license of KXII(TV) accordingly. Comments are due January 21, replies February 5. (MM Docket 91-342 by NPRM [DA 91-1432] adopted November 14 by the Chief, Mass Media Bureau).

■ **Crane, TX** Effective January 10, substituted channel 267C1 for Channel 265A at Crane, and conditionally modified license of KAIR-FM accordingly. Docket 91-222 by R&O [DA 91-1409] adopted November 8 by Assistant Chief, Allocations Branch).

■ **Odessa, TX** Effective January 13, 1992, allotted channel 299C2 to Odessa. Filing window: January 14-February 13, 1992. (MM Docket 91-231 by R&O [DA 91-1433] adopted November 13 by the Assistant Chief, Allocations Branch).

ALLOCATIONS

■ **Bay Minette, AL** Effective January 10, 1992, substituted Channel 293C3 for Channel 293A at Bay Minette, and conditionally modified CP of WFMI(FM) accordingly. (MM Docket 91-246 by R&O [DA 91-1411] adopted November 8 by assistant Chief, Allocations Branch, Mass Media Bureau).

■ **Prairie Grove, AR** Effective January 10, substi-

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- Broadcasting Magazine, June 1991

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- TV/Independent Manufacturer of Radio/TV/Cable Equipment Organization
- Radio Station Advertising Agency Other (please describe)
- Radio Network Advertiser
- Cable TV Operation

2. What best describes your title? (Check one)

- President/Owner/CEO Program Director
- Vice President News Director
- Director/Manager Chief Engineer/Technician
- General Manager Other (please describe)
- General Sales Manager Station Manager

Fifth Estater

BARBARA ANN KREISMAN

It is often said that Washington is a place full of people from somewhere else wanting and waiting to go home again. But Barbara Kreisman, FCC video services branch chief, can't go home again because, well, she never really left.

Although born in New York City, Kreisman grew up in the Washington suburb of Silver Spring and attended college at nearby University of Maryland. While at Maryland in the late '60s, Kreisman caught the radio bug. "I was a disk jockey and writer for WUMC. I had a rock show. Great music. It was a lot of fun," she says. But despite the "fun" radio promised, her pragmatic upbringing, along with a generous financial aid package, led her to American University, where she earned a law degree in 1972. The aid saved her from incurring too much debt and, to some extent, left public service open as an option.

Fresh out of AU, it was on to an uncertain future at the FCC. "I wasn't sure what I was going to do. I knew I liked communications, but that was about it." Although the lure of private practice has often tempted her, she has resisted. "I've stayed because I've had all sorts of different and interesting jobs. My counterparts in private practice probably make more money, but I think my jobs have been more interesting."

In 1972 she started out at complaints and compliance in the old Broadcast Bureau. "It's an attorney's get-your-feet-wet type of job. You learn the commission's rules and regulations and how to write FCC decisions. Then I went to the hearing division. I really liked that job a lot because it was like being a prosecutor. It was very creative."

Her most famous case was probably the license revocation of Faith Center Inc.'s KHOF-TV San Bernardino, KHOF-FM Los Angeles and KVOF-TV San Francisco, all California. "In Faith Center, Gene Scott lost his license for failure to comply with discovery. We never got to the substan-



tive issues. Scott liked to personally attack those people whom he viewed as working for the government. In my case he named a monkey after me. [Scott once went on the air displaying mechanical monkeys he had given the names of those he considered his adversaries.] There was an all-monkey band named for the FCC, and another for the U.S. attorney's office. It was sort of funny."

Kreisman is the highest-ranking woman in Mass Media, and next to commissioner Sherrie Marshall, many say she is the FCC's most influential woman. "I'm thrilled to be at the division level. I guess you could say it was a goal of sorts, although I think it's probably the end of the line for me as well."

If indeed it is, Kreisman thinks she may be in the bureau's best post. "We're the office that implements new services. A lot of exciting things are coming our way. HDTV. Direct

broadcast satellites. The broadcasting industry, as we know it, is going to have to change. I think we're seeing the [beginning] of that change. In my generation, we were used to watching the networks. But now there's no discrimination. All the channels are the same. It's kind of exciting."

But Kreisman concedes she is a far different person than she was even five years ago. In that time she has married Washington attorney Raymond Banoun and become a mother, at 41, with the birth of her daughter Annick three years ago. Motherhood, she says, "dramatically changes your priorities. I'm balancing work and being a mother and wife. It's hard. I think it would be harder in [private practice] because of the time demands."

"I think it has made me a better manager. It's made me much more

approachable. People who never felt comfortable talking to me before come and ask, 'How's your baby?' I'm much more tolerant, although it's more difficult than I thought it would be. Now I understand how someone could get up for work three hours early and still make it in late."

Kreisman claims her strong points are finishing the task at hand while doing it as effectively as possible. Case in point: "This year it was our bureau's turn to do the combined federal campaign (part of the United Way cam-

aign). As vice chairman, I got to do a lot of the work. Our goal was \$122,000...so far we've raised \$158,000. My goal was 10% more [than last year's \$122,000] because you get a Winner's Circle Award. I feel sorry for the people next year."

Chief, Video Services Division, Mass Media Bureau, FCC, Washington; b. Feb. 4, 1948, New York City; BS, history, University of Maryland, College Park, 1967; JD, American University, Washington, 1972; attorney-adviser, Complaints and Compliance Division, Broadcast Bureau, FCC, 1972-75; trial attorney, Hearing Division, Broadcast Bureau, 1975-80; chief, Renewal Branch, Renewal and Transfer Division, Broadcast Bureau; chief, Low Power Television Branch, Video Service Division, Mass Media Bureau, 1982-85; chief, Legal Branch, Policy and Rules Division, 1985-87; assistant chief, Audio Services Division, 1987-89; present position since December 1989; m. Raymond Banoun, June 19, 1987; child: Annick, 3.

Fates Fortunes

MEDIA

Lawrence Reed Manville, manager of sales planning, KNBC-TV Los Angeles, named president and general manager.

John C. Kueneke, general manager, KCRA-TV Sacramento, Calif., joins KSDK(TV) St. Louis as VP and general manager.

George Boggs, program manager, WXIN(TV) Indianapolis, named station manager.

John K. Wilson, general manager, KYEA(FM) Monroe, La., joins KMJJ-FM Shreveport, La., in same capacity.

Drew M. Rashbaum, general sales manager, WTKN(AM)-WHVE(FM) Tampa-St. Petersburg, Fla., named general manager.

SALES AND MARKETING

Dan Geary, formerly with KGO-TV San Francisco, joins KCNS(TV) there as account executive.

Rick Gibson, account manager, advertising sales, Western region, MTV Networks, Los Angeles, named account director, advertising sales, Western region.

Craig Allison, from KJRH(TV) Tulsa, Okla., joins co-owned WCPO-TV

Cincinnati as national sales manager.



Verbitsky count executive.

Ed Ortelli, from WBRE-TV Wilkes Barre-Scranton, Pa., joins WTVT(TV) Tampa, Fla. (St. Petersburg), as group sales manager.

Manuel Martinez-Llorian, national sales manager, WNJU(TV) Linden, N.J. (New York), named general sales manager. **Luis Roldan**, account executive, WNBC-TV New York, named local national sales manager, WNJU.

Appointments at Katz Radio: **Garett Frakes**, senior account executive, Chicago, named manager of Houston office; **Ann Rysenga**, account executive, Detroit, and **Jack Nail**, account executive, Los Angeles, named senior account executives, and **Bruce Pollock**, manager, Los Angeles, named VP, stations, there. **Rick Schwartz**, account executive, TeleRep, Los Angeles, rejoins Katz Continental Television there as sales manager, gold sales team. **Dennis**

Nicholas J. Verbitsky III, recent graduate, Colgate University, Hamilton, N.Y., and son of Nick Verbitsky from Unistar, joins WNEW(FM) New York as ac-

Coleman, sales manager, News 12 Long Island, rejoins Katz Communications, New York, as cable sales manager.

Marti Martin-Smith, account executive, WFYV-AM-FM Atlantic Beach, Fla. (Jacksonville), named sales manager.

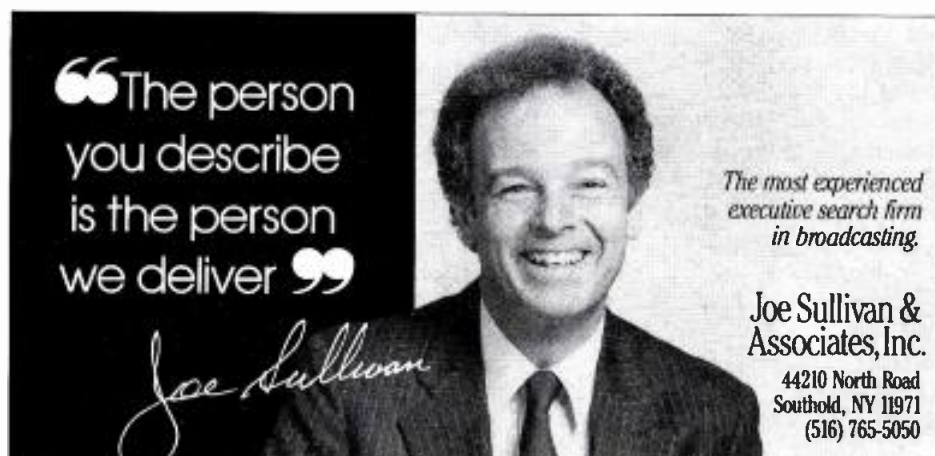
Arlin Fields, senior copywriter, Cranford Johnson Robinson advertising agency, Little Rock, Ark., named broadcast producer.

Cynthia Grimm White, group sales manager, Petry National Television, Dallas, named VP.

Appointments at Harrington Righter & Parsons Inc., New York: **Deborah Everts**, manager of local media, Busch Media Group, Anheuser-Busch Inc., St. Louis, named account executive there; **Steven Thorlind**, account executive, KSTW(TV) Tacoma, Wash. (Seattle), to same capacity there; **David Pecchia**, local sales manager, WFLA(AM)-WFLZ-FM Tampa, Fla., named account executive there; **Lora Bunis**, account executive, Seltel, New York, named account executive, red team, there; **Ann Allen**, from MMT, Dallas, named account executive there; **Mary Ellen O'Brien**, account executive, NBC Spot Sales, New York, named account executive, red team, there; **Tim McCann**, account executive, Petry, New York, named account executive, green team, there; **Michael Faherty**, account executive, Telerep, New York, named account executive, green team, there; **Laurel David**, account executive, KOFY-TV San Francisco, to same capacity there, and **Patricia Curry**, from NBC Television Spot Sales, Detroit, named account executive there.

Peter Diaz, local sales manager, KHOU-TV Houston, joins KOTV(TV) Tulsa, Okla., as general sales manager.

Deborah Brown, local sales manager, KOVR(TV) Stockton, Calif., joins KXTV(TV) Sacramento, Calif., as account executive.



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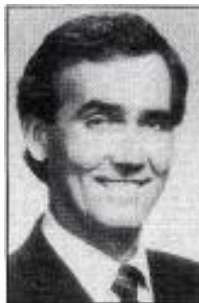
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PROGRAMING

Clare Tully, manager, business affairs, NBC Entertainment, New York, named director of business affairs.

Ellen Endo-Dizon, senior VP, Republic Pictures Inc., Los Angeles, named executive VP.



McNamara

New World Entertainment, named president and chief operating officer, New World Television.

Eileen Opatut, VP, BBC Co-Productions, New York, named executive VP, BBC Co-Productions, North America. **John Cadwell**, business manager, Sunbow Productions International, joins BBC/Lionheart, New York, as cable sales representative.

Jeanne Watson Driscoll, women's health and maternity nursing speaker and educator, joins Osborn Healthcare Communications, New York, as education adviser, The Newborn Channel.

Andrew Horne, TV associate, Quincy Jones Entertainment, joins Lorimar Television, Burbank, Calif., as manager, drama development.

Manolo Romero, head of broadcast operations, 1992 Summer Games, Barcelona, Spain, named to same capacity for 1996 summer Olympics, Atlanta.

David L. Simon, managing director, Buena Vista Productions Ltd., named VP, programing-international, London.

Cheryl Gotthelf, assistant VP, school services, Children's Television Workshop (CTW), New York, named VP. **Jenny Lam**, marketing manager, school services, CTW, named director of marketing, school services.

Pamela McSweeney, director of product development and marketing, Hanna-Barbera Licensing, Los Angeles, named VP, product development and marketing.

James McNamara, president, New World International, named president and CEO, New World Entertainment, Los Angeles. **Robert Peters**, executive VP,

Egdon E. Simons, director of sales, Cable Networks Inc., New York, named general manager.

Adam M. Dempsey, cable TV coordinator, city of Aurora, Colo., joins Mind Extension University, Englewood, Colo., as director of affiliate relations and special markets.

J. David Huggins, from Mony brokerage firm, and **Apipol Intharaksa**, assistant account executive, The Telemundo Group, join North East Satellite Entertainment, Penfield, N.Y., as account executives.

Chuck Self, former national sales director, WTLV(TV) Jacksonville, Fla., joins Raycom Management Group, Charlotte, N.C., as VP, director of sales.

Dave Lancaster, air personality, KSSK-AM-FM Honolulu, named program director.

Rob Correa, director of sports programming and acquisitions, USA Network, New York, named VP, sports programming.

Bill Vassar, formerly with NBC-TV and NBC Entertainment, joins Unitel Video Inc., New York, as sales executive.

Paul LeSage, VP and general manager, WTMJ(AM) Milwaukee, named VP and general manager, sports marketing. **Mike Elliott**, program director, WTMJ, named executive director, sports operations.

NEWS AND PUBLIC AFFAIRS

Karen Curry, London bureau chief, NBC News, named executive producer of morning news programing, New York. **Jeff Zucker**, supervising producer, *Today*, NBC News, named executive producer, succeeding **Tom Capra**, executive producer of made-for-television movies and mini-series, NBC Entertainment.

Mark Steines, from KSPR(TV) Springfield, Mo., joins KCAL(TV) Norwalk, Calif. (Hollywood), as sports reporter and anchor.

Theresa Marchetta, environmental producer, KNSD(TV) San Diego, Calif., joins KSWT(TV) Yuma, Ariz., as weather anchor and environmental reporter.

Minerva Perez, from KTLA(TV)

Los Angeles, joins KTRK-TV Houston as weekend co-anchor.

Jan Allen, managing editor and assistant news director, KOMO-TV Seattle, joins KXTV(TV) Sacramento, Calif., as news director.

Drew Soicher, sports anchor and reporter, KJEO(TV) Fresno, Calif., joins KING-TV Seattle as sports reporter.

Bob Trimble, sports director, WZZM-TV Grand Rapids, Mich., joins WKBD(TV) Detroit as weekend sports anchor and weekday sports reporter.

Paul Beavers, news director, WMAQ-TV Chicago, joins KUSI-TV San Diego, Calif., in same capacity.



Beavers



Dolan

Patrick Dolan, special projects director, Focus 12, News 12 Long Island, Woodbury, N.Y., named news director.

Bryn Hazell, news director, WLNE(TV) New Bedford, Mass. (Providence, R.I.), joins KTVZ(TV) Bend, Ore., in same capacity.

Kip Torres, freelance video producer and camera editor, Wildlife News Network, joins KABB(TV) San Antonio, Tex., as film editor.

Rob Downey, director, VIS-NEWS-USA, joins KCAU-TV Sioux City, Iowa, as news director.

Mark Wierzbic, news director, WSLC(AM)-WSLQ(FM) Roanoke, Va., joins Metro Traffic, Washington, as reporter.

Joan Palluth, manager of sales and marketing administration, Nostalgia Television, joins TV Listing Inc., Fort Worth, as service supervisor.

Tom Burnett, executive producer, KOMO-TV Seattle, joins Conus Communications as regional manager, Northwest regional cooperative located at KATU(TV) Portland, Ore.

Tom Burke, executive producer of news, WCMH-TV Columbus, Ohio, named news director.

PROMOTION AND PR

Julie Rothman, manager, public relations, VH-1, New York, named director, public relations.

Joy Wiseblood, promotions and marketing director, KEZE-FM Spokane, Wash., joins KTYD(FM) Santa Barbara, Calif., as promotion director.

Barry Leffler, from National Basketball Association, rejoins WSVN(TV) Miami as creative services director.

Paul Reader, manager, media relations, USA Network, New York, named director, media relations.

Douglas D. Pilley, acting creative director, The Family Channel, Virginia Beach, Va., named creative director.

Mark DeSantis, promotion manager, WUSA(TV) Washington, joins KARE(TV) Minneapolis as director of programing and promotion.

Donna Loveland, public relations manager, Tektronix computer graphics groups, Beaverton, Ore., named public relations manager, TV division.

TECHNOLOGY

Mike Angi, director of engineering, Colony Communications Inc., Providence, R.I., named executive director of engineering.

John Albertson, freelance news technician, joins WPRI-TV Providence, R.I., as news technician.

G. Michael Donovan, assistant chief engineer, KJR(AM)-KLT(X)(FM) Seattle, joins KMTT(FM) there as director of technical operations.

Dan Sutorius, project manager, Cableoptics, Jerrold Communications, Hatboro, Pa., named project manager, DigiCable.

Thomas J. Daly, professional tape product manager, Fuji Photo Film USA Inc., Elmsford, N.Y., named marketing manager, professional video products.

William Marriage, formerly with Thomson Broadcast and Rohde & Schwarz, joins Vistek Electronics Ltd., Buckinghamshire, England, as sales engineer.

Bill Hague, operations manager, WPRI-TV Providence, R.I., named chief engineer.

NCTA WANTS YOU

The National Cable Television Association is seeking nominations for the 1992 Vanguard Awards. The awards are given to cable industry leaders in recognition of outstanding achievement and leadership. For further category information, call NCTA at (202) 775-3669. The deadline is Jan. 31. Send nominations. NCTA Awards Committee, c/o NCTA, 1724 Massachusetts Ave., N.W., Washington, D.C. 20036.

ALLIED FIELDS

New officers elected at Florida Cable Television Association Inc., Tallahassee: **E. Thomas Horne**, Jones Intercable of Broward County, Davie, Fla., chairman; **Patrick Keating**, Comcast, Tallahassee, Fla., vice chairman; **Allan Goodson**, Telecommunications Inc., South Daytona, Fla., secretary; **Rich Gunter**, Cablevision Industries, treasurer, and **Troy Harville**, CV, Central Florida division, Melbourne, Fla., chairman, strategic planning committee.

New officers elected at North Carolina Association of Broadcasters: **George Beasley**, Beasley Broadcasting, Naples, Fla., president; **Rennie Corley**, WXII(TV) Winston-Salem, N.C., president-elect; **Rees Poag**, WQMG-AM-FM Greensboro, N.C., VP, radio; **Dave Boylan**, WGHP-TV High Point, N.C., VP, television, and **Dan Curtis**, Curtis Media Group, Raleigh, N.C., secretary-treasurer.

Michael A. Fast, chief engineer, WPOC(FM) Baltimore, elected to board of directors of Society of Broadcast Engineers.

Daniel P. Garcia, senior VP, real estate planning and public affairs, Warner Bros., Hollywood, elected to board of directors of Hollywood Entertainment Museum.

DEATHS

Roz Doyle, 49, TV producer, died Nov. 24 of breast cancer in Hampstead, England. Doyle began TV career at Goodson-Todman Productions. She worked as production assistant on *The Mary Tyler Moore*

Show, with later stints at M.T.M. and Alan Landsburg Productions. She worked as producer for *The Slap Maxwell Story*, *The Days and Nights of Molly Dodd* and, more recently, NBC-TV's *Wings*.

Arthur L. Vrooman, 65, retired chief engineer, WJAC-TV Johnstown, Pa., died of lung cancer Dec. 4 there. Vrooman had been with WJAC-TV for 35 years before his retirement in 1988. Survivors include his wife, Vivian; son, Lanny, and two grandchildren.

Allen U. Hollis, radio executive, died Nov. 13 in Birmingham, Ala. From 1970 to 1979, Hollis was president of Red Carpet City Broadcasting and Triple H. Broadcasting Inc. from 1976 to 1979. He is survived by his wife, Ann; four daughters; son, Allen and two grandchildren.

Ralph Bellamy, 87, actor, died in Santa Monica, Calif., Nov. 29 of lung ailment. His TV credits included *Power*, *Billion Dollar Threat*, *The Most Deadly Game*, *The Millionaire* and 1950's series *Man Against Crime*. More recently he appeared in miniseries *The Winds of War*. He is survived by his wife, Alice.

John O. Whedon, 86, radio and TV writer, died of pneumonia Nov. 22 in Medford, Ore. For radio, Whedon wrote for *The Great Gildersleeve*, *Music in the Air* and *The Rudy Vallee Hour*. His TV credits include *The Donna Reed Show*, *The Dick Van Dyke Show* and *Leave It to Beaver*.

Thomas P. Chisman, 69, founder, president and general manager, WVEC Television Inc., Hampton, Va., died of heart attack Nov. 22 there. Beginning his broadcasting career exploring station operation at WCHV(AM) Charlottesville, Va., Chisman put WVEC(AM) Hampton, Va., on the air in 1948. He later added WVEC-TV, focusing on educational programing. He told broadcasting in 1960: "TV is capable of greatness. However, government regulation will not end abuses in the industry. In the end the public must decide what it wants. If you don't like what you see on TV, turn it off. The finest censor you have of TV is the on-off button." Chisman is survived by his wife, Martha; three daughters; son; two sisters, and 14 grandchildren.

Monday Memo

“A major return to advertiser-controlled programming is inevitable [and] overdue.”

Studio One, Alcoa Theatre, The Philco Playhouse, Goodyear TV Playhouse, Armstrong Circle Theater, The U.S. Steel Hour, Kraft Television Theater, Lux Video Theater, The Kaiser Aluminum Hour—these great drama anthologies made the 1950's television's “Golden Age.” All were supplied or controlled by advertisers.

In fact, a lot of every night's schedule in those years was supplied to the networks by advertisers and agencies. And, for those of you who remember back that far, you may recall that even the non-anthology programming wasn't all that terrible.

Nevertheless, the formula, one that helped make the medium so successful, was abandoned. Recently, the financially ailing broadcast networks have begun to sporadically schedule a few advertiser-sponsored programs. Yet I strongly believe that a major return to advertiser-controlled programming is not only inevitable—it's overdue. Further, the results of such programming can only be beneficial to television's future.

First, we need to understand what initially changed the system after the successful '50s. Why did the networks seize—and for decades maintain—absolute control over all their time periods? Obviously there's no one simple answer: costs for programming rose; scattering shorter spots around a schedule was a safer bet for advertisers than putting all their commercials in one program basket; network programmers and Hollywood studios wanted control of the product and its later exploitation...lots of reasons. If one event had to be pinpointed as the historical turning point, however, it was the quiz show scandals of the late '50s. Amid governmental outrage and fear of protecting station licenses, the networks were forced to take programming back from advertisers.

This, in turn, led to the all-consuming pursuit of ratings. Nothing else really mattered as ad agencies began buying “tonnage.” Networks now needed ratings, because that alone sold commercial time. The Hollywood studios began to press even harder: they made their profits (and still do) on renewals and reruns in syndication and overseas. In short, sheer popularity became the only standard, modified perhaps by demographic considerations, but never by excellence. And that's still the pattern today.

Except for those advertisers who, once again, are beginning to take charge of their own programming environ-

ment. They are clients—growing in number and influence—who care not only about efficiency, but about the show in which their commercials are proudly embedded. Hallmark, with its long-standing *Hall of Fame* broadcasts, is certainly the pacesetter, taking advantage of the main form the networks have left open to them, the occasional two-hour drama in a movie time period.

For Hallmark and other such sponsors, they get identification with a standard of quality *they* control. For the networks, there are many benefits: they get a fine drama; Emmy Awards by association; usually excellent ratings; the extra promotional weight that a company such as Hallmark brings to bear, and somewhat more generous production budgets.

So it seems there is a growing trend. It has formed by a three-way combination of crumbling network financial power and diminishing audience shares; with increasing awareness by advertisers of the new world television marketplace and the demonstrated success of advertiser-supported programming. The question now is whether the pattern is coming full-circle, with advertisers achieving program dominance in television, as in the '50s. The answer here must be “not completely, and not yet”...but all

evidence (and gut instinct) indicate that there will be major movement back in that direction.

The next question might be: will increased advertiser participation raise the level of quality significantly? (Or, taking the cynic's view, could it possibly *lower* the level of quality?) Well, there are no guarantees. It's probable that we'll never see the return of a flourishing range of writer-nourishing, hour-drama anthologies in today's expensive world.

But the inescapable fact is that it is the advertisers, not the broadcasters or the cable operators, who have the truest vested interest in providing quality programming as an environment for their commercials.

If advertisers, networks and producers open their minds to client-supplied shows, television will get a needed boost of programming adrenaline. For this to happen, however, advertisers must have a larger agenda, and broadcasters (and cablecasters as well) must stop treating “barter” as a dirty word. Only then can the future recapture the success of the golden days of the past—worldwide—and I for one would be glad to see it. ■



**A commentary from Alan Wagner,
president, Boardwalk Entertainment**

In Brief

Both CBS and NBC made prime time changes last week, with NBC bringing back *Pacific Station* and CBS slotting two new series on its troubled Friday night. NBC is pulling *Flesh 'N Blood* from the 9-9:30 slot on Friday and is bringing back *Pacific Station* effective Dec. 20. The series, starring Robert Guillaume, will be paired with *Dear John* at 9:30. NBC said *Flesh 'N Blood* will return later. CBS is adding two dramas to its Friday lineup with *Tequila & Bonetti* (formerly *Tequila & Boner*), premiering Jan. 17 at 9, and *Hearts Are Wild*, premiering Jan. 10. at 10. The network still needs to schedule permanent programming in the 8-9 hour on Friday but in the interim will fill the time with specials and *Rescue: 911*. Two episodes of that show air in the 8-9 slot on Jan. 24 and 31 before a replacement begins airing in February.

LBS Communications, in a move previously anticipated by creditors

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 10. Numbers represent aggregate rating average/stations/% coverage)

| | |
|------------------------------------|-------------|
| 1. Star Trek..... | 15.4/246/98 |
| 2. Wheel Of Fortune..... | 14.8/222/98 |
| 3. Oprah Winfrey Show..... | 11.5/223/99 |
| 4. Entertainment Tonight..... | 9.1/185/96 |
| 5. Current Affair..... | 8.9/171/93 |
| 5. Imagination I..... | 8.9/184/96 |
| 7. Cosby Show..... | 8.8/208/97 |
| 8. Wheel of Fortune (Wknd)..... | 8.4/186/82 |
| 9. Married...With Children..... | 7.7/168/94 |
| 10. Donahue..... | 7.0/229/99 |
| 10. Inside Edition..... | 7.0/124/96 |
| 12. Sally Jessy Raphael..... | 5.7/207/97 |
| 13. Hard Copy..... | 5.6/168/91 |
| 14. Entertainment Ton. (wknd)..... | 5.0/188/95 |
| 15. Street Justice..... | 5.0/137/91 |

(BROADCASTING, July 8 and Nov. 25), **filed for Chapter 11 bankruptcy protection** in New York late last week. According to the court filings, LBS says it has entered into a merger agreement with All American Communications, also been expected by industry observers. In the

court filing, LBS's total assets are put at \$30.5 million, while the New York-based syndicator has posted liabilities of slightly under \$68.5 million. An All American spokesperson declined comment on the terms of the merger, but it is reported that the company is making an asset purchase of LBS's syndicated programming, including *Family Feud* and *Baywatch*.

As soon as **Turner Broadcasting System completed its \$320 million acquisition of Hanna-Barbera Productions** on Dec. 4, **pink slips were sent out the next day to 92 domestic and 23 international employees** out of 430 people on the payroll at the Hollywood animation house. A TBS spokesperson said, "Like most other mergers, there was a duplication of positions and responsibilities open for elimination."

Iowa State University has hired media broker The Ted Hepburn Co. to find a buyer for its WOI-TV Ames, Iowa, ABC affiliate. ISU President Martin Jischke did not disclose the asking price, but said it is "somewhat lower" than the \$20 million at which the station was valued in 1986, according to the *Ames Daily Tribune*. The paper said that to remain viable, the station, which trails the affiliates in ratings, would have to move 28 miles south to Des Moines, the market in which it competes.

John Quinn, president-GM, WJDM(AM) Elizabeth, N.J., confirmed last week that he is **also a candidate for the hotly contested District 2 seat** (serving New York and New Jersey) on the NAB radio board ("Top of the Week," Dec. 2). Quinn, an active participant in NAB's program to promote its AMAX consumer radios, said AM improvement and digital audio broadcasting will be key issues for the new radio board next June. Former board member William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and Mark Bench of

ANOTHER SIDE TO THE CHAIRMAN

You can still get conflicting opinions about Alfred Sikes as chairman of the FCC, but there was a consensus following his performance at a Federal Communications Bar Association dinner in Washington last Thursday evening that he is making real progress as a stand-up comic. Sikes put all seriousness aside, hoping to amuse the several hundred lawyers, lobbyists and government officials with a routine of mostly inside jokes. Noting the FCC's chronic troubles in getting adequate funding, Sikes said the FCC would be instituting a new revenue-raising gimmick. Starting Jan. 1, there will be only one phone line into the commission: 1-900-PHONE-AL. That's \$100 for the first minute, \$50 for each additional minute. But the first 25 callers get a bonus: a free savings and loan and a daytime AM station.

Sikes presented his Profiles in Courage Award to the Japanese owners of major movie studios, who are remaking "Tora Tora Tora" with a new title: "Hands Across the Pacific." Collegiality is as robust as ever, according to Sikes. Commissioner Ervin Duggan has suggested a rotating chairmanship, Sikes said. "But Ervin didn't say exactly what I should be rotating on." Sikes also said he is getting along better with Commissioner Sherrie Marshall. In fact, they are collaborating on a movie script about a "young, dynamic, good-looking" head of a federal regulatory agency who overcomes all odds to do what's right for the public. The only dispute is over casting. Sikes envisions Mel Gibson and Roseanne Arnold in the leads; Marshall, Michelle Pfeiffer and Danny DeVito. -MAJ

WNSR(FM) New York are also candidates for the seat, which is being vacated by NAB Radio Board Chairman Richard Novik of WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y.

FCC Commissioner **James Quello** justified the FCC's anticipated pre-emption of its lowest unit charge in a letter to Senator Chuck Robb (D-Va.) last Friday. The letter was sent in reply to Robb's Nov. 27 letter to the FCC expressing concern that candidates need an "unbiased forum" for adjudicating lowest-unit-charge complaints. Wrote Quello: "[T]he commission can and should investigate allegations of non-compliance and, where violations exist, order fines and rebates."

Paramount Domestic Television has named **Steve Nalevansky** senior VP of creative affairs, reporting to recently promoted president of creative affairs and first-run programming Frank Kelly. Nalevansky, who was previously VP of creative affairs since 1986, will be responsible for the development of first-run programming, pay TV, basic cable and international co-productions for Paramount/Revcom. He will also oversee programming and production of *The Arsenio Hall Show*. **Bobbee Gablemann** has also been appointed VP of programming, moving up from executive director of cable sales for the division.



Comsat Corp. Chairman-CEO Irving Goldstein will become director general of Intelsat, given confirmation by the Intelsat Assembly of Parties, which is to hold an extraordinary meeting in Washington in January. The Intelsat Board of Governors selected Goldstein in Washington last Thursday (Dec. 5) from among four candidates. Endorsed by BROADCASTING a week ago, Goldstein joined Comsat, the U.S. signatory to Intelsat, as general counsel in 1966 and became chairman in 1985. "I am grateful not only to the United States for their confidence in me, but to all the Intelsat member states for the honor they have extended me," he said.

FCC complaints against TV stations for lowest-unit-charge violations are beginning to pile up. A group of Florida candidates led by

Governor Lawton Chiles is latest complainant, filing against two Miami TV stations—CBS's WCIX and NBC's WTVJ. At least four other complaints are pending. In the case involving WJBF(TV) Augusta, Ga., candidates have asked to withdraw complaint pursuant to a settlement agreement, according to Bobby Kahn, an attorney for the candidates.

Home Shopping Network and Event Entertainment Inc. have formed a PPV subsidiary. Home Shopping Network Entertainment Events Inc. will be a wholly-owned subsidiary of HSN headed by Rick Kulis, former president, Event Entertainment. There will be a heavy emphasis on sporting events. Also, HSN said it is **considering spinning off its 12 television stations to shareholders**, according to the company's annual report.

The family of the late sailor Clayton Hartwig on Friday filed a **\$10 million suit against NBC News** for reporting that he may have been a homicidal homosexual responsible for the battleship blast that killed him and 36 others. An NBC News spokeswoman declined to comment.

Westwood One Radio Networks has named Bruce Kanter executive VP-CFO, responsible for all corporate business and administrative affairs as well as the formation of new financial strategies.

S.12 BATTLE RESULTS IN 'QUID PRO QUO' PRESSURE CHARGES

The struggle between broadcasters and cable operators over the Senate cable bill (S. 12) and its controversial retransmission-consent and must-carry provisions got nastier last week as both sides denied charges that they pressured civic and charitable organizations to take positions on the bill. All the charges remain unsubstantiated.

The National Cable Television Association, in a Dec. 5 FCC filing, accused the National Association of Broadcasters of pressuring local civic groups into writing letters of support for S. 12 to their senators by threatening to stop airing their public service announcements.

NAB quickly issued a strong denial: "NCTA is attacking NAB because broadcasters, through years of service to their communities, have developed relationships that cable operators only dream of having."

The NCTA filing cites an August NAB letter urging its member TV stations to gather grassroots support for S. 12 by advising stations to tell civic groups that broadcasters are "fighting for survival" and could "no longer

afford the luxury" of extensive public service programming if the bill were to fail. NCTA labeled the phrases as evidence of a quid pro quo: PSA's for S. 12 support.

A Nov. 7 letter to senators from NAB and the Consumer Federation of America listed approximately 100 local groups supporting S. 12. Later, some of those groups either retracted or clarified their endorsements.

Letters of retraction or clarification from three groups—the North Texas chapter of the National Multiple Sclerosis Society, the United Way for the city of Grand Rapids, Mich., and the Arizona Chapter of the Cystic Fibrosis Foundation—were specifically mentioned in NCTA's filing. But all three groups told BROADCASTING they were never pressured to write letters endorsing S. 12. Earlier statements supporting S. 12 reflected the views of individuals within their groups and not the organization's endorsement, they said.

The groups also denied rumors that cable operators threatened to stop sending monetary contributions if they did not retract the S. 12 endorsements. —RMS

Editorials

BROADCASTING'S BIG BANG

This is a big week for BROADCASTING. We celebrate our 60th anniversary (as is evident in the special supplement that accompanies this issue) and we inaugurate the BROADCASTING HALL OF FAME (to the accompaniment of a gala black-tie dinner in Washington saluting the first 60 honorees). Heady stuff for a magazine that just made it off the ground in the Depression and didn't own a tux until after World War II.

Most of the thanks go to, and most of the bows should be taken by, Sol Taishoff, who founded BROADCASTING with Martin Codel in 1931. It was he who propelled the magazine through its first half-century with talent, energy, brains, determination, courage and personality. Much of the Taishoff stamp—and momentum—are evident in BROADCASTING today, although the magazine has gone through several evolutions—both in format and in ownership—since his death in 1982.

(As part of our anniversary celebration, three of four 1945 murals depicting the Fifth Estate that once graced our offices in Washington's National Press Building are now on display in the lobby of the present BROADCASTING building at 1705 DeSales Street, where they will soon be joined by a fourth. They are the work of William Byron McGill, once the advertising manager for Westinghouse Radio Stations Inc. Readers are cordially invited to stop by.)

The editors have enjoyed the looks backward involved in celebrating this anniversary, although we confess to some impatience in getting on with it. Today and tomorrow are obsessions around here, and there's never been more to report over the horizon.

50-YEAR PIN

Loose Lips Sink Ships, Victory Gardens, Smokey [the] Bear, Take Stock in America, A Mind Is a Terrible Thing to Waste, Peace Corps: The Toughest Job You'll Ever Love, Keep America Beautiful, Buckle Up, Friends Don't Let Friends Drive Drunk.

If any of these have a familiar ring (and if they don't, there's a cultural literacy gap somewhere), it is thanks in large part to the efforts of The Ad Council, which has helped make these phrases and many others a part of the American vernacular.

The nonprofit Ad Council, which is celebrating its 50th year of public service, began in January 1942 as the War Advertising Council. After that war was won, the name was changed and the new mission became fighting dozens of public service battles against enemies including crime,

drug abuse, poverty, disease, ignorance, prejudice and carelessness. The council has accentuated the positive as well, urging people to vote, get vaccinated and get involved in numerous community service projects.

The Ad Council campaigns have been a group effort, with numerous ad agencies donating countless thousands of hours of their creative time and talent, national advertisers providing direction and dollars and the media donating airtime and space (including outdoor and transit)—to the tune of a staggering \$18 billion, with radio and television accounting for 85% of that total (87% over the past decade).

In a time when it's hard to find good things to say about almost anything, it's hard to say anything bad about such pro bono accomplishment. We'd leave it at: Bravo, encore.

EXCESS BAGGAGE

A group of experts from the International Maritime Satellite Organization met in London two weeks ago to discuss making life a little easier for broadcast journalists and others ("Closed Circuit," Dec. 2). The subject was mobile satellite telephones, an important communications link for reporters in the field, and the conclusion was that "existing regulatory restrictions in many countries are a serious obstacle to transborder use of land mobile earth stations." The rules, the group said, need "urgent revision." We agree. The media had enough trouble covering the Persian Gulf War without the added complication such restrictions provided. The physical and political barriers that were a given of the cold-war world are being dismantled; the regulatory and commercial barbed wire is equally anachronistic.



Drawn for BROADCASTING by Jack Schmidt

"A 'thumbs down' would have been sufficient."

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