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**INTV 1992: BUILDING
NEW ALLIANCES IN
HARD TIMES**
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Top of the Week

INTV '92: DARKEST BEFORE THE DAWN?

Recession is biggest issue on minds of those attending convention in San Francisco, but INTV President Hedlund is encouraged by lowered interest rates and revenue likely to be generated in year of Olympics, elections

By Randy Sukow

The recession tops all other concerns for independent television stations as their association meets this week (Jan. 8-10) in San Francisco. Association of Independent Television Stations President James Hedlund sees optimistic signs for an advertising sales upturn in 1992. In the short-term, he suspects some of the smaller, weaker stations are in danger of going dark.

Upheavals caused by today's economy suggest coming fundamental changes for independents and INTV itself, even after the recovery arrives.

"It's pretty bad," says Steve Bell, senior vice president and general manager, KTLA(TV) Los Angeles, in a special INTV interview with BROADCASTING editors (see page 28). "Now where does it go for the future? We're taking a very, very conservative, cautious view of next year."

Maybe the only consolation for indies is that their advertising revenues are not declining as quickly as those of network affiliates (see page 36). The traditional boost of an Olympics/election year is anticipated. Recent declines in interest rates also bode well.

"The salespeople and reps are just hearing that the first quarter may be the start of the turnaround," Hedlund says. Home and automobile purchasing and refinancing at lower rates will translate into money in many consumers' pockets

and increased advertiser spending. "Just hope it's sooner rather than later," he says.

Cable legislation is the biggest political issue going into the convention. Hedlund's latest reading of the situation is that the Senate bill (S. 12), with its must-carry provision, will pass by

second thoughts about that," he says. A vote on the bill is expected on Jan. 27.

But beyond their desire for must carry, independents are not in the mood to do battle with cable. Many, especially Fox Broadcasting Co. and its affiliates, see room for strategic alliances (see page 34).

In spite of favorable signs, the future of the INTV convention is in question. Hedlund projects final registration of 750 attendees in San Francisco, down from 850 last year and 1,200 in 1990. Could 1992 be the last year INTV holds its own standalone convention? Probably not, Hedlund says, but it may be one of the last.

The expense of going to several different conventions is forcing many stations, affiliated and independent, to change their travel habits. "We used to think nothing of the general manager or general sales manager going to three or four conventions," Hedlund says. "Now they are coming back to me and saying we could have only one. Although I think that we have great sessions, I have no illusions that our convention is more fun than NATPE's."

For the past five years, INTV has held discussions on the possibility of combining efforts with NATPE, the other perennial

January convention host ("At Deadline," Dec. 23). "I don't think we ever seriously considered a 'merger' with NATPE. It was more a case of if the price is right, we would hold a conven-



INTV President Hedlund says the recession and cable legislation will be on the minds of those attending the convention.

an overwhelming margin. "It's going to light a fire in the House. It will serve to get a lot of Republicans who, out of loyalty to the White House, tried to stonewall cable legislation to have

tion without screenings immediately prior to the opening of NATPE," he says.

The last serious conversations with NATPE were held several months ago, and the groups are not likely to meet again until late this month, after both conventions are over. If a decision to combine in 1993 is made, it will have to be made quickly. Hotel arrangements for INTV 1993, tentatively planned again for San Francisco, will have to be completed by February.

"The syndicators would love to be able to exhibit only once and yet have all of the independent-station people there as well as all of the affiliate people," Hedlund says. The idea is also supported by INTV members "who don't like having to be out of the office for an extended period in January at two different conventions in separate cities."

There would be drawbacks from INTV's viewpoint. The association would lose revenue from exhibit and suite rentals. Joining forces with another group could result in a loss of prestige and identity for INTV. The show is also still a service to some members who like to get an early look at some of the shows before NATPE. Some small syndicators prefer INTV and its specialized membership to the higher cost of exhibiting before NATPE's broader range of attendees.

Only about a third of INTV's member stations affiliated with the Fox network attended last year's convention in Los Angeles (BROADCASTING, Jan. 7, 1991). Even fewer are expected in San Francisco this year because the Fox affiliates meeting, held in conjunction with INTV in the past, will be held in New Orleans in conjunction with NATPE.

There could also be substantially less press coverage of INTV. Reporters attending the TV critics tours at Los Angeles studios, held about the same time as INTV, were given complimentary registrations to INTV. "We have about 15 press people registered for the INTV convention, and at this time last year we had about 85," Hedlund says.

Alternatives to joining with NATPE have been considered but are not likely. INTV decided not to hold the show at some other time of the year because January, after program executives have had a chance to analyze the November sweeps figures, is

This Week



INTV meets in San Francisco amid tough times (pp.4,34).

RECESSION-WEARY INDIES / 4

Attendees at INTV come to San Francisco battered by a hard year, but hopeful that lower interest rates will usher in a turnaround as early as the first quarter of 1992.

BELL RINGS FOR CABLE / 28

In a BROADCASTING interview, Steve Bell, senior VP and general manager of Los Angeles independent KTLA(TV), says independents and cable have already "gone down the aisle together" and should stop all the "fussing and fuming." On the programming side, Bell says he's happy it's a buyer's market, if only there were something to buy.

INTV-CABLE DETENTE? / 34

Amid expected talk of recession at this year's INTV convention, association President Jim Hedlund hopes to steer the membership toward a working alliance with cable television. His position dovetails with that of Fox Broadcasting, which is developing strategies to enable its affiliates to participate with cable in additional channel opportunities.

OLYMPIC GOLD / 78

During a promotional push lasting from mid-November through December, 100,000 cable subscribers signed up for the Olympics Triplecast. Two-thirds opted for

the top-of-the-line gold package: the \$170 price tag includes an Olympic warm-up jacket.

KEILLOR'S RADIO ROMANCE / 86

As commercial radio marches forward, Garrison Keillor compares his *Prairie Home Companion* and *American Radio Company* to the Alamo, "and everybody knows the Alamo was lost a long time ago." Yet sometimes, he says, "you need to look reality in the face and deny it."

CROSSOWNERSHIP COMPROMISE / 88

Safeguards proposed by the FCC on network-cable crossownership may help pave the way to a compromise between broadcast affiliates and their networks at the NAB winter board meeting Jan. 10-16. NBC hopes to have a deal worked out even sooner.

ACTV GAME FOR INTERACTIVE / 90

ACTV has narrowed its vision of interactive television from a cornucopia of formats to a game channel for home-viewer participation. The company is offering equity to cable operators who agree to carry the channel.



Steve Bell urges peace with cable (p.28).

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Incorporating The Fifth Estate TELEVISION Broadcasting Cable

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At Deadline

ELECTION DAYS

The NAB sent out ballots last Friday (Jan. 3) for election of radio and TV board members to take office in June. Fifteen candidates, including five incumbents, are running for six open at-large seats on the TV board. Also at stake are 12 even-numbered district radio board seats. Results will be announced March 16.

SECOND THAT MOTION

The FCC last week affirmed the license renewal of WWOR-TV New York, agreeing with the FCC administrative law judge's decision to throw out the competing application of Garden State Broadcasting. The ALJ had found that Garden State had abused FCC processes by filing a competing application for the purpose of exacting a settlement payment from WWOR-TV. The ALJ had also rejected the \$2-million settlement agreement between the station and WWOR-TV.

For other late-breaking news, see "In Brief," pages 120-121.

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the best time for a television programming convention. "I've always liked to hold it in early January because it's a great time to get the FCC and congressional people out because things are still dead [in Washington]. Congress is seldom in session in early January," Hedlund says.

Past consideration of holding the INTV show in conjunction with the National Association of Broadcasters annual convention has also been rejected. At one time, NAB approached INTV about a joint venture to attract syndication and programing exhibits to NAB's already vast equipment show. Says Hedlund: "There was some discussion with the syndicators. While they grumped about having to go to INTV and turn around and go to NATPE, at least INTV was held during the period of time when people were in the market for programing."

Also on the agenda:

- INTV's news programing session is expected to be one of the more popular of the convention. There has been "a drastic explosion" of news on the schedules of independent TV stations, Hedlund says.
- For the first time in several years, there will be no session on children's programing because there appear to have been few significant changes in the past year, Hedlund says. But the new FCC children's TV rules are expected to be a major topic for the government session, featuring FCC and congressional staff. Commission staffers will be available during the show to answer individual questions.
- Several syndicators waited until the last minute to announce new products for this year, and sales pitches are expected to be more aggressive than most years' (see page 46). ■

THE INTV LEGISLATIVE SCORECARD

Like all trade associations, the Association of Independent Television Stations won some and lost some on the policy-making front in 1991.

The winners:

■ *Financial interest and syndication rules:* INTV was a member of the coalition that persuaded the FCC to relax, rather than repeal, the fin-syn rules. The new rules contained several provisions demanded by INTV and others, including prohibition against networks syndicating first-run programs and safeguards to prevent network-syndicators from favoring affiliates and warehousing programs.

■ *Children's TV:* At INTV's urging, the FCC last August postponed the effective date of limits on commercial time in barter children's programing from Oct. 1, 1991, to Jan. 2. Without the delay, independent stations would have had to absorb all losses resulting from cutting back ad time in barter programs to comply with the limits. (At the urging of other broadcasters, the FCC later postponed the effective date for all children's programing.)

■ *Must carry:* INTV convinced the FCC to launch a proceeding to consider once again the adoption of must-carry rules, even though the courts twice struck down such rules as unconstitutional in the mid-1980's. INTV has also made sure that major cable legislation now pending in Congress includes a must-carry provision.

■ *Ohio sales tax:* INTV helped defeat in the Ohio legislature a proposed sales tax on syndicated programing delivered on videotape. The tax would not have been imposed on programing delivered via satellites and, thus, would have discriminated against affiliates.

The losers:

■ *Time-shift waiver:* INTV failed to discourage the FCC from granting a waiver of the prime time access rule that allows KCRA-TV Sacramento, Calif., to move up its NBC prime time schedule one hour and has encouraged other stations to follow suit.

■ *Cable-network crossownership:* Despite a last-minute appeal from INTV to halt it, the FCC forged ahead with a rulemaking last month that will likely lead to relaxation of the ban against broadcast networks owning cable systems.

—HAJ

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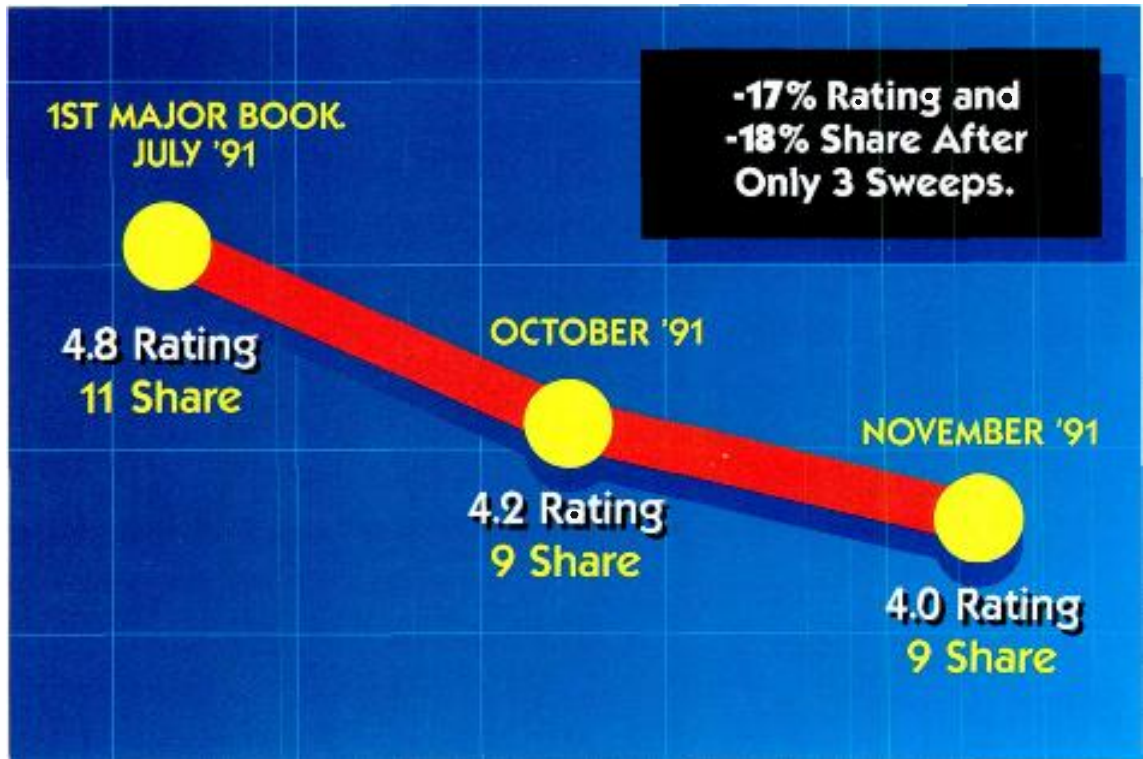
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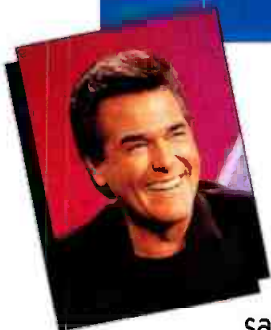


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RE FACTS.



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BLAIR TELEVISION SAYS NO TO NATPE

Rep decides not to attend annual convention since number of its clients are staying away or reducing contingents; however, Blair Entertainment, syndication arm, will be in New Orleans at full force

By Steve McClellan

In a move that may save the company \$100,000 or more, Blair Television, the second-largest TV rep firm behind Katz Television (in terms of number of clients), has canceled its booth space for the upcoming NATPE International convention in New Orleans (Jan. 20-24).

Blair Television has been a fixture on the NATPE convention floor for years, as have the other major television rep firms, including Katz, Petry, Telerep, HRP, Seltel and MMT, primarily to consult station clients on possible programing moves. The other rep firms, contacted last week, said they had no plans to abandon their NATPE floor space.

Blair executives last week stressed they believed they would be able to meet demand for consultation with clients via private meetings at meals or in hotel suites.

Blair Entertainment, the company's syndication subsidiary, has had and will continue to have a separate booth on the convention floor. The subsidiary is trying to launch one new weekly show for next season, *Famous Hollywood Movies*, and is renewing two others, *Stuntmasters* and *Studio 22*. A Blair executive stressed that personnel from the rep side would not be at the Blair Entertainment booth.

According to John Rohr, Blair Television vice president, programing, a key factor in the decision not to have a booth this year was a survey of clients that showed many of them—perhaps up to 40% of the rep's 140 stations—would either not attend or would reduce the number of people they sent. NATPE officials say attendance at this year's convention is down roughly 10% from last year.

Perhaps more important, most of those stations not attending are from smaller markets, said Rohr. That's

significant because in recent years NATPE has come to be perceived as a more important marketplace for smaller stations. For the most part, stations in the larger markets tend to sew up their new program buys well before the start of the show.

Syndicators, in turn, start pitching projects around Labor Day for the following season, and tend to view NATPE as largely a "mop-up" operation for shows that have already been cleared in half or more of the country.

If smaller stations stay away from

ents might not go to NATPE this year because Blair's list is skewed heavily toward affiliates, with few independents, which buy more programing. "We don't think this is a trend or a harbinger of things to come," Rohr said last week. "It's just a reflection of the times. It has been a very bad [revenue] year for television."

And for some stations, NATPE is not as compelling this year, because there is far less new key product for next season—by most accounts, half or less than a year ago. "We're only recommending four new first-run adult strips," said Von Soosten.

Blair's biggest concern was that the move would be perceived as a cutback in program consulting services, which Rohr said was absolutely not the case.

"We'll have our full complement of programing people at the show," Rohr said. And the company will make its usual formal programing presentation the first night of the show (Jan. 20), in which the current season and key product for next year will be reviewed. Several weeks

ago Blair distributed a satellite presentation to stations that reviewed new syndicated fare.

Some Blair stations contacted last week said NATPE just wasn't a must go. "I considered going and decided not to go," said William Peppin, president and general manager, WWLP(TV) Springfield, Mass., the 96th market. "There's nothing you can't do at home, over the phone or fax or Federal Express that you can do at NATPE. And while it's nice to socialize and match the faces with names you talk to, it's not necessary."

But not all stations feel that way. "I'd feel out of touch if I didn't go," said Victoria Gregorian, general manager, WWLP(TV) Worcester, Mass., which has no national rep. "I'm not in a position to buy a whole lot, but it's a great place to keep in touch with what is out there." ■



In move designed to cut costs, Blair Television will be notable for its absence from NATPE exhibit floor this year, in New Orleans.

the show, as the Blair experience might suggest, questions may be raised concerning NATPE's usefulness as a program buying market.

However, other reps surveyed last week said they had not seen the fall-off in NATPE attendance among their clients that Blair has seen. "We don't go as deep as they do into the smaller markets, but my sense is between 10% and 20% of our stations won't attend the show, which is about average," said Dick Kurlander, vice president and director of programing of Blair Television.

The same appears to be true at Katz Television. "We don't really have a sense of a major drop-off at this point," said John Von Soosten, Katz vice president, director of programing. "We're pretty booked with appointments. It's business as usual."

Speculation was that more Blair cli-

Same Parents.



Miller/Boyett's Brand Of Comedy Made Full House The Off-Network Smash Of The Year.



M/B

Miller-Boyett
PRODUCTIONS

LORIMAR
TELEVISION

SOURCE: NTA 1990-91 Network Season; 1991-92 Season thru Nov. '91.

Family Matters Shares The Same Heritage.

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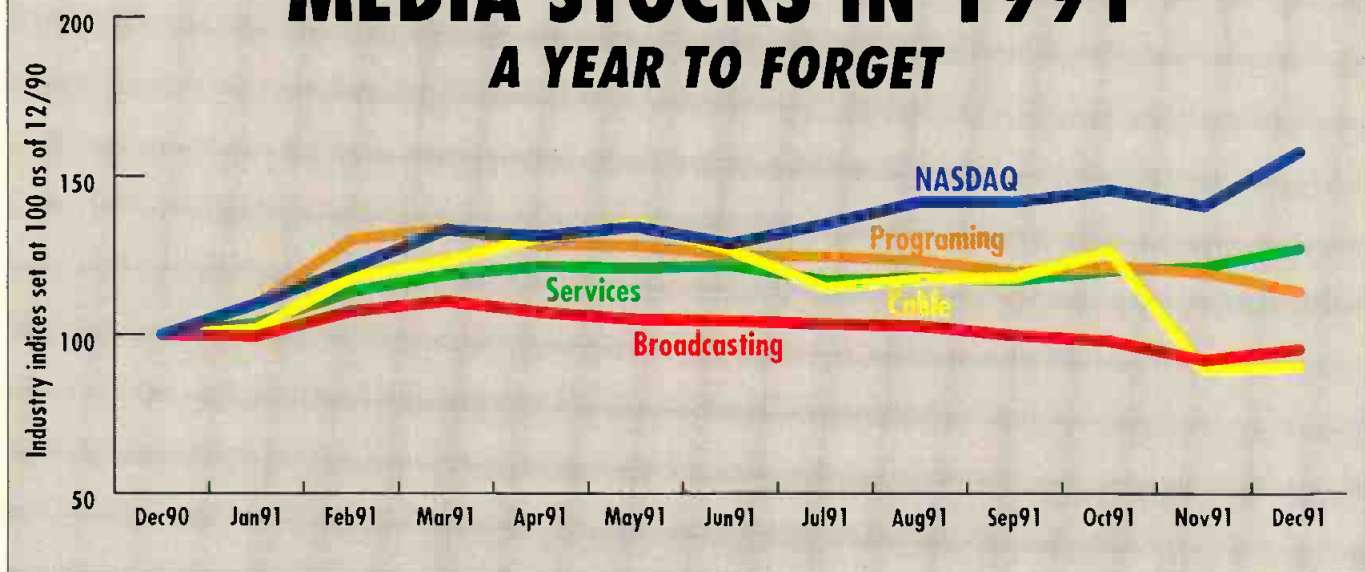
Family Matters

Available for Stripping Fall '93.



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MEDIA STOCKS IN 1991 A YEAR TO FORGET



MEDIA STOCKS: STILL NOT OUT OF THE WOODS

Cable programmers and operators show broad-based recovery in 1991, but like most other media stocks, remain below their level of two years ago

By Geoffrey Foisie
and Sharon D. Moshavi

Many media stocks finished 1991 at their high for the year. So why isn't Wall Street happy? "The world is bearish as hell on the media," said Wertheim Schroder analyst David Londonner.

For one thing, many of those owning stocks also owned them two years ago. And among 60 stocks surveyed by BROADCASTING, only a dozen are at higher prices than at the beginning of 1990, and most of those are volatile smaller names. Also, while media stocks regained some ground in 1991, they generally gained less than stocks overall, as measured by market averages.

Within the broad category, the two groups that had the broadest-based recovery were cable MSO and cable programming stocks. Those ad agencies not carrying much debt also performed well, and even a few group owner/publishing stocks managed to almost keep pace with market averages.

The year would have been noticeably worse absent the last-minute gains. However, those same gains left many stocks at levels that analysts said were too "pricey" and, thus,

many of Wall Street's sell-side analysts who benefit most from getting people to buy were having a hard time finding stocks to recommend.

Smith Barney stock analyst John Reidy said that among group owner/publishing stocks, he recommends only "special situations" such as A.H. Belo, whose prime newspaper and TV property will benefit from the folding of a competing newspaper.

"Neutral to negative" on stocks in the entertainment group was Wertheim Schroder's Londonner, with the exception being another atypical stock, Time Warner. "This is the first year that I recall that substantially all the stocks basically did nothing or went south. Usually, at least some of the stocks do well because somebody likes their movies." Ray Katz of Shearson Lehman Brothers also likes Time Warner. He estimates the company's cash flow will show double-digit growth.

There are diverging views on the network stocks. Dennis McAlpine of Rothschild Inc. said he has a trading buy on CBS and a sell on Capital Cities/ABC. He said the stock price of CBS does not reflect expectations of an advertising rebound as much as does the price of ABC.

Alan Gottesman of PaineWebber

disagreed. He focused instead on the diversity of Capital Cities/ABC, which he said gives it a greater ability to respond to regulatory and other structural changes: "CBS is only in one business, and while that business may get better, it isn't ever going to be terrific."

Cable programmers outperformed operators in 1991, but analysts expect 1992 to be a much better year for operators. They also expect programmer values to continue moving forward, although perhaps at a slower pace.

Analysts said cable MSO issues should continue to benefit, at least through the first quarter, from interest rate declines in December. Analysts also point to relaxation of the highly leveraged transaction rules (HLT), expected to come sometime in the first quarter, as a boost to the stocks.

The rest of the year remains uncertain, with concerns of reregulation and the general economy at issue, according to Mark Riely of MacDonald Grippio Riely.

Donaldson Lufkin Jenrette's Fred Moran and Goldman Sachs's Barry Kaplan predict TCI and Comcast, the two most closely followed cable stocks, will both outperform the market next year; Moran puts TCI "in the best position, since it remains the

most undervalued." But Jay Nelson, Brown Brothers Harriman, projects those two stocks will only be in line with the market.

Highly leveraged stocks such as Adelphia and Cablevision Systems more than doubled the depressed values they began 1991 with. Many analysts believe they now will be in line with other MSO stocks, which Moran expects will gain 20% to 25% in 1992.

Cable programming was king in 1991, with Turner, Viacom and the home shopping channels (HSN and QVC) leading the way. Those programmers will continue to do well in 1992, although they will likely not match their dramatic 1991 performance, according to analysts. Turner is fully valued, although it still has potential earnings of about 20%, said DLJ's Moran. Dorraine McLaughlin of J. P. Morgan thinks "Turner still hasn't capped out."

As for Viacom, analysts rate it as moderately attractive, although Goldman Sachs has not put it on its recommended list because of its price, according to Kaplan. PaineWebber's Chris Dixon puts Viacom in a good position for 1992, in large part due to its international activities and a continuing readjustment in the advertising marketplace in favor of media that reach targeted audiences. ■

SMALL LOSSES LIKELY ON TURNER OLYMPIC COVERAGE

By Rich Brown

Turner Broadcasting could suffer minor losses when it presents basic cable's first Olympic games coverage next month from Albertville, France, according to some industry observers.

Turner is likely to show a slight loss or, at best, break even on its Olympics coverage Feb. 10-21 on TNT, said analyst Mary Kukowski of First Boston.

"We undertook the Olympics because we thought that it was the premier sports programming on television," said Terrence McGuirk, president, Turner Sports, who declined to offer revenue projections. "We didn't look at it from the revenue side necessarily."

At least one way that TNT has already tried to make up for the \$50 million cost of its 1992 and 1994 winter Olympics package from CBS has been by cutting back on some of the network's made-for-TV specials, McGuirk said. Turner has not placed

the additional cost of the Olympics on the shoulders of cable operators, which will receive the games with the usual number of local avails.

Turner will present 45 hours of weekday coverage on TNT during the two weeks of winter games. Under the terms of the deal, CBS will maintain first choice on all coverage and will sell all available TNT inventory. An unspecified portion of those ad sales will be given to the cable network.

One recent change in the deal has been that TNT will not be rerunning the CBS coverage during the overnight time period. McGuirk said both parties agreed to drop the overnight coverage but declined to elaborate on the reasoning behind the change.

Olympics ad inventory for both CBS and TNT is at least 83% sold, according to a figure released by CBS several weeks ago (CBS executives are no longer commenting on Olympics sales). "We are on target," a CBS spokesman said last week. "We have five weeks to go and we will be sold out." ■

'Time' names Ted Turner 'Man of the Year'

Magazine hails network and its founder for impact on 'dynamic of events'

By Sharon D. Moshavi

Ted Turner's designation as *Time* magazine's "Man of the Year" (the possibility of which was reported in "Closed Circuit" Dec. 9, 1991) is an honor shared with CNN: he and the global news network he created 12 years ago are being credited by *Time* with "influencing the dynamic of events and turning viewers in 150 countries into instant witnesses of history."

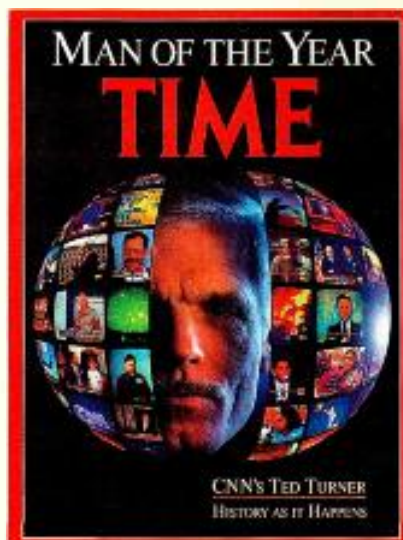
Time places CNN's most significant impact on its use as a diplomatic tool. "CNN's reach makes it kind of a worldwide party line, allowing leaders to conduct a sort of conference call heard not only by the principals but also by their constituents across the planet," the magazine said.

The series of *Time* articles on Turner and CNN made brief mention

of the fact that Time Warner is a stockholder. The article noted that a "consortium of cable operators (including Time Warner, which owns

Time) invested \$562.5 million in the company in exchange for minority ownership" to help Turner out from under the mountain of debt he acquired after his \$1.4 billion acquisition of MGM/UA in 1986.

Time Warner is, in fact, one of Turner Broadcasting System's two largest minority partners (the other is Tele-Communications Inc.). Initially owning just over 8% of TBS, Time Warner now owns nearly 21% and holds three board of director seats. The consortium of cable operators on the board—including Time Warner, TCI, Comcast and Continental—has the right of last refusal to buy CNN if Turner ever puts it up for sale, which means if an offer is ever made on CNN, the consortium has the right to make the final bid. Time Warner has the right to take over operational control of CNN if a sale goes through. ■



FAIRNESS DOCTRINE WHITTLED FURTHER

FCC eliminates ballot-issue corollary; rules proponents look to St. Louis appeals court

By Harry A. Jessell

Some four years after the FCC repealed the general fairness doctrine, the commission, by a 3-2 vote, last week eliminated the doctrine's ballot-issue corollary in denying a complaint against KARK-TV Little Rock, Ark.

"[A]ny requirement that licensees provide balanced coverage of ballot issues is entirely derived from the fairness doctrine," the FCC said last Thursday in announcing the decision. And in this case, the agency said, it "had not been presented with a convincing basis" for restoring the doctrine.

FCC Commissioners Ervin Duggan and Andrew Barrett dissented, affirming their previously expressed support for the doctrine, which requires broadcasters to air all sides of controversial public issues.

Barrett, in a dissenting statement, said he disagrees with the "underlying premise that the fairness doctrine no longer serves the public interest. I think it is extremely important that the voting public be aware of all sides of controversial issues of public importance to the community."

The FCC repealed the general doctrine in August 1987, but a few months later then-Chairman Dennis Patrick confirmed, in a letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), that the action did not extend to the so-called fairness corollaries, which are specific applications of the doctrine in cases involving ballot issues, political editorializing, personal attacks and supporters of political candidates (the Zapple rule).

The FCC's repeal of the doctrine was hailed by broadcasters as an affirmation of their growing First Amendment rights, but condemned by Dingell and other liberal members of Congress who pledged to restore the doctrine in law. Thus far, they have been unable to do so, mostly because of staunch opposition from Presidents Reagan and Bush.

Responding to the FCC's latest action, Dingell said it "compounds the error" the FCC made in 1987. "I am offended by this latest evidence of the commission's willingness to turn a blind eye to the public interest."

The Arkansas AFL-CIO and the Committee Against Amendment 2

filed the complaint against KARK-TV, alleging that the station failed to provide adequate coverage of their position on a ballot proposition up for a vote on Nov. 6, 1990.

When the FCC failed to act on the complaint prior to the election, the Media Access Project, a Washington public interest law firm, took the case to the U.S. Court of Appeals in St. Louis, complaining about the lack of FCC action and arguing that the FCC is obliged by law to enforce the doctrine and all of its corollaries.

If the court rules in MAP's favor, its decision will conflict with the decision of the U.S. Court of Appeals in Washington, affirming the FCC decision to repeal the doctrine. The conflict does not guarantee the Supreme Court will take up the issue, said MAP's Andrew Schwartzman. "But it increases the likelihood." ■

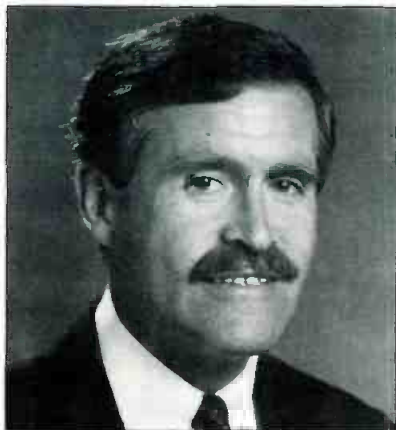
NAB opposes hoax rule

The National Association of Broadcasters last week urged the FCC to forego proposed rules prohibiting broadcast of hoaxes, contending such regulations would chill "broadcast speech and reduce programing diversity."

But should the FCC go ahead, the NAB said, it should make sure the rules are "narrowly drawn to achieve their objective with the least intrusion into broadcast freedom of speech."

The rules, proposed last October, would prohibit broadcasters from airing false reports they know may cause "immediate, substantial and actual public harm." The FCC's proposal followed a rash of broadcast hoaxes. Although the NAB made clear it would prefer no rule, it suggested ways of narrowing the proposed rule: fictional dramatic programs that distress viewers could be deemed hoaxes and the FCC should require proof of "real and significant physical harm." ■

TRIBUNE PROMOTES FITZSIMONS, WALKER



Dennis FitzSimons



Peter Walker

Tribune Broadcasting Co. last week named Dennis J. FitzSimons, vice president and general manager of Tribune's WGN-TV Chicago, to the newly created position of president, Tribune Television, where he will oversee the company's television operations. Peter S. Walker, formerly vice president and station manager of Tribune's KTLA-TV Los Angeles, succeeds FitzSimons at WGN-TV.

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LOS ANGELES

WUSSLER TO LEAVE COMSAT

Robert Wussler, the veteran broadcast executive who ran the CBS Television Network under Bill Paley and Turner Broadcasting under Ted Turner, will leave the presidency of Comsat Video Enterprises at the end of January. Future plans will be announced in the interim, perhaps this week. He has run the Comsat hotel TV subsidiary for two-and-a-half years, and had ambitious plans for launching a direct broadcast satellite operation. One of the first broadcasters to make the successful shift to cable operations (WTBS, TBS, CNN et al.), he's expected to remain involved in the world of multichannel programming.

WASHINGTON

NATIA CONTENDER?

The first name to emerge in connection with leadership of National Telecommunications and Information Administration being vacated by Janice Obuchowski is that of Greg Chapados, long-time aide to Senator Ted Stevens (R-Alaska). Chapados

declined to comment on speculation he was angling for the post.

INTERACTIVE ACTION

It looks as if the FCC will authorize a new Interactive Video Data Service at its Jan. 16 open meeting, making available two channels in each market for radio-based two-way video services. Pressing for authorization and likely to be the first to capitalize on it will be TV Answer, a Reston, Va.-based marketer of an interactive system designed to work with any TV medium. Lingering concerns about TV Answer causing interference with ch. 13 and other TV channels seem to have been put to rest in tests conducted in October and November by FCC Labs.

NEW YORK

TAKING CHARGE

Look for change at NBC's owned-stations division under John Rohrbeck. New division president told BROADCASTING that there will be more centralization of programming decisions than under predecessor Al Jerome. Change could pave way for six-station group to be even more

active in launching first-run syndication projects. Daypart that is likely to receive Rohrbeck's most immediate attention is early fringe.

NEW HIRE

Fox Broadcasting has just signed former CNN and WTTG-TV Washington news executive Jim Schultz as executive producer and WNYW-TV New York anchor Jack Cafferty as chief political correspondent for its 1992 election year coverage. Cafferty is also likely to serve as head anchor for Fox convention coverage.

NO MORE 'GAGS'

Blair Television, which had planned on trying to launch two new weekly series for fall 1992, is now down to one—*Famous Hollywood Mysteries*, a weekly magazine revisiting the more bizarre and macabre Hollywood mysteries and scandals. A second proposed show, *Greatest Sports Gags*, has been scrapped.

MONMOUTH

BIG BIDDERS

Comcast and McClean Hunter were said to be among bidders for cable system serving Monmouth, New Jersey, with latter MSO thought by one source to have edge. Expected price of roughly \$275 million would work out to around \$2,650 per subscriber for system known to do well in pay per view.

ALEXANDRIA

TEST TIME

The Advisory Committee on Advanced Television Service has tentatively cleared the way for the Satellite Broadcasting and Communications Association to attempt to schedule satellite tests of HDTV transmission under the auspices of ACATS system standards working party. SBCA would like to see such tests become an element of the standards selection process.

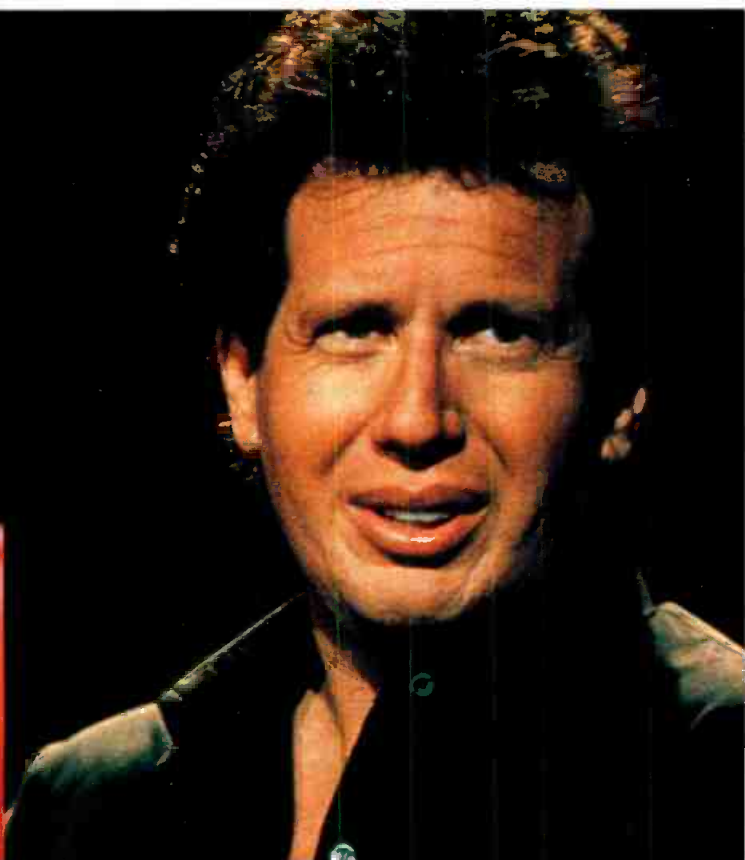
THE INS AND OUTS OF NATPE

Despite a few notable pull-outs and consolidations (Blair Television and All American-LBS), NATPE has far more new additions to this year's convention than defectors. According to Nick Orfanopoulos, NATPE's convention coordinator, close to 70 first-time companies are joining the convention floor. The companies are a mix of domestic and international distributors and producers, new studios (Disney-MGM Studios, Orlando), theme parks (Disneyland), facilities houses, barter networks, trade organizations and magazines, and several hotel chains, including one based in Japan. Among the new domestic booth takers: BYCA Television (Byron Allen); Rysher Entertainment (former off-network head for Warner Bros., Keith Samples); Agrama Film Enterprises; Grove Television Enterprises; Home Shopping Network; and Sachs Family Entertainment. First-time Hispanic television exhibitors include Univision and Venevision International. A handful of smaller exhibitors have canceled out, including New York-based JM Entertainment and Los Angeles-based Silverbach-Lazarus Group; Our Town Television, regional magazine covering New York; and the Dallas-based research firm Audience Research and Development.

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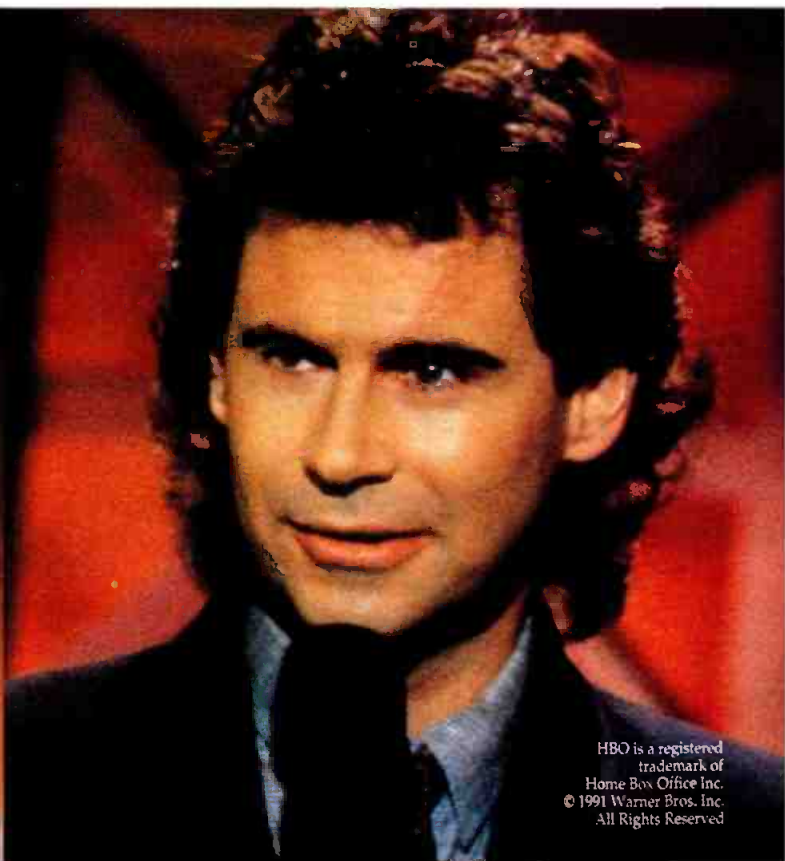


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ADDED ATTRactions

BROADCASTING's writers and editors are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

JANUARY 20

NATPE

Although a war will not likely be on the agenda for this year's NATPE, syndicators will be bringing lots of ammunition in the form of new and existing product. BROADCASTING will devote an entire special, oversized issue to the people and programs making news in New Orleans.

MARCH 16

Baseball

BROADCASTING's exclusive look at the lineups for radio, TV and cable and how much it costs them to get into the ballpark.

JANUARY 13

Pre-NATPE

A look ahead to the industry's annual program marketplace, including an agenda and exhibitor listing.

FEBRUARY 10

Station and Cable Trading

BROADCASTING's annual summary of the just-finished year's radio and TV station and cable system sales.

APRIL 6

Pre-NAB

BROADCASTING's annual advance of the industry's biggest gathering. Includes a preview of the technological cornucopia to be seen on the exhibit floors.

* Dates subject to change

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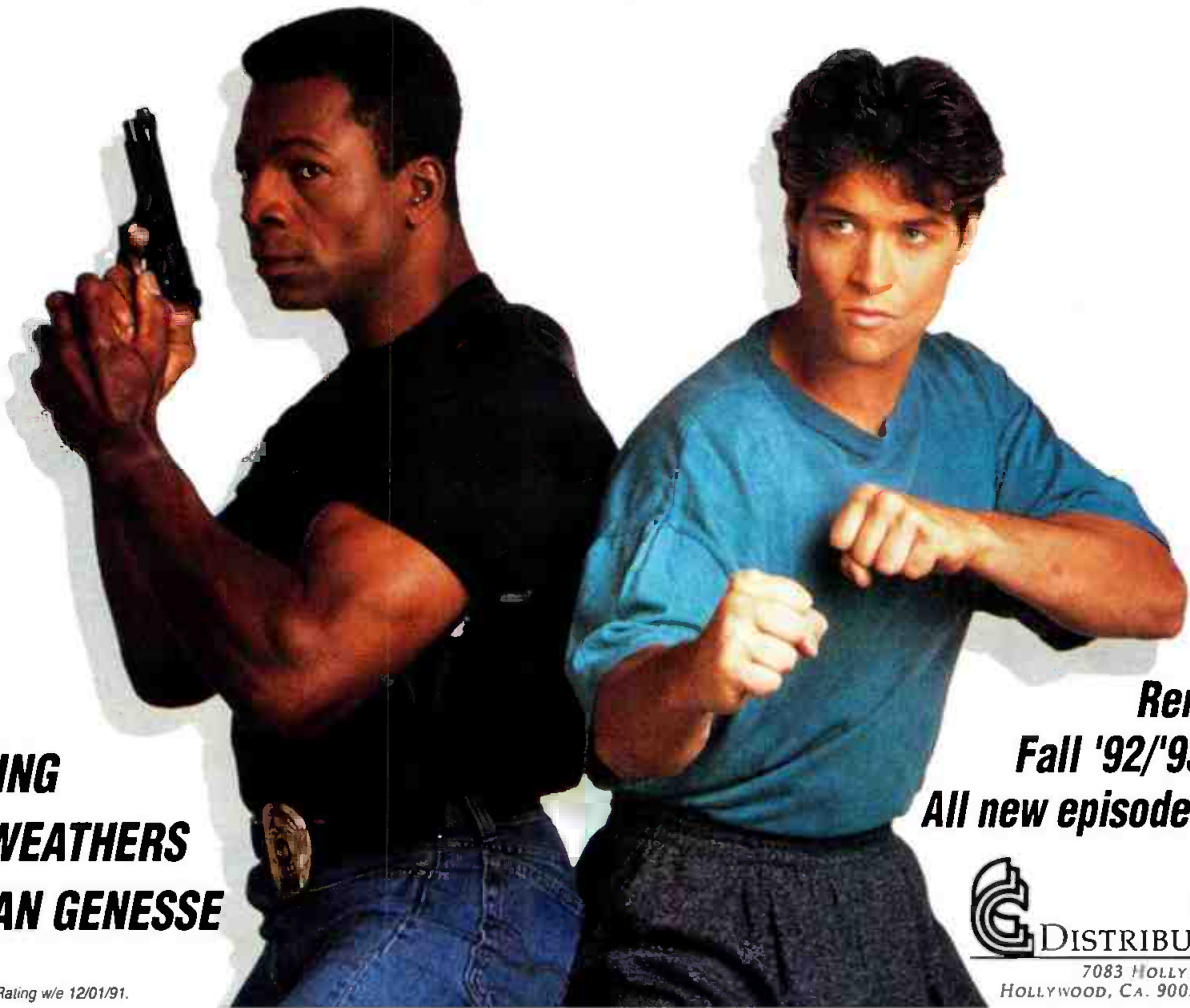
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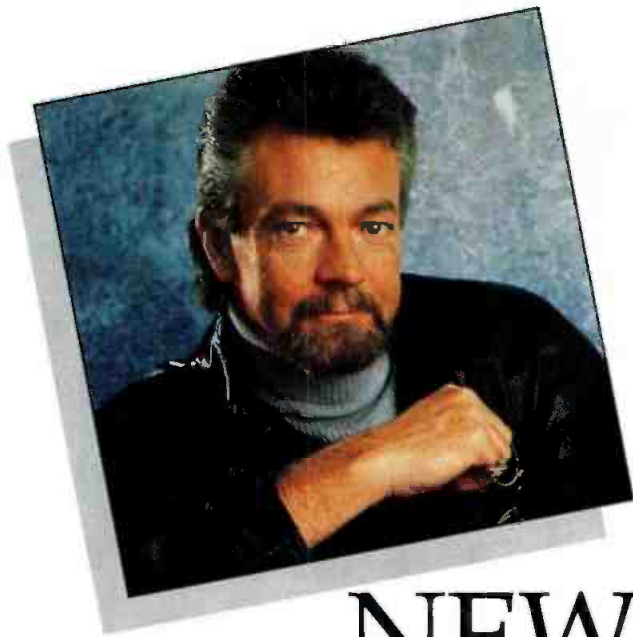


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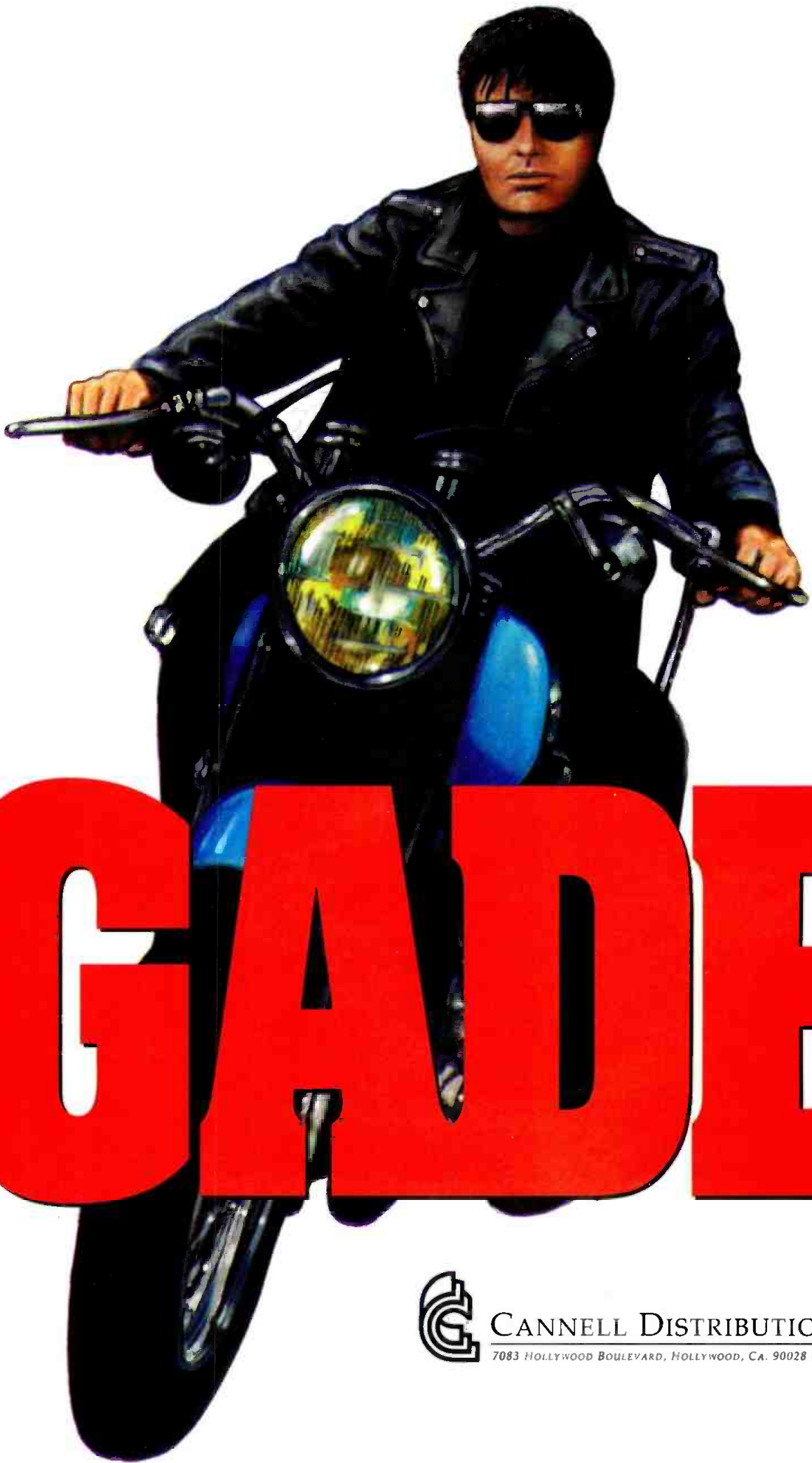


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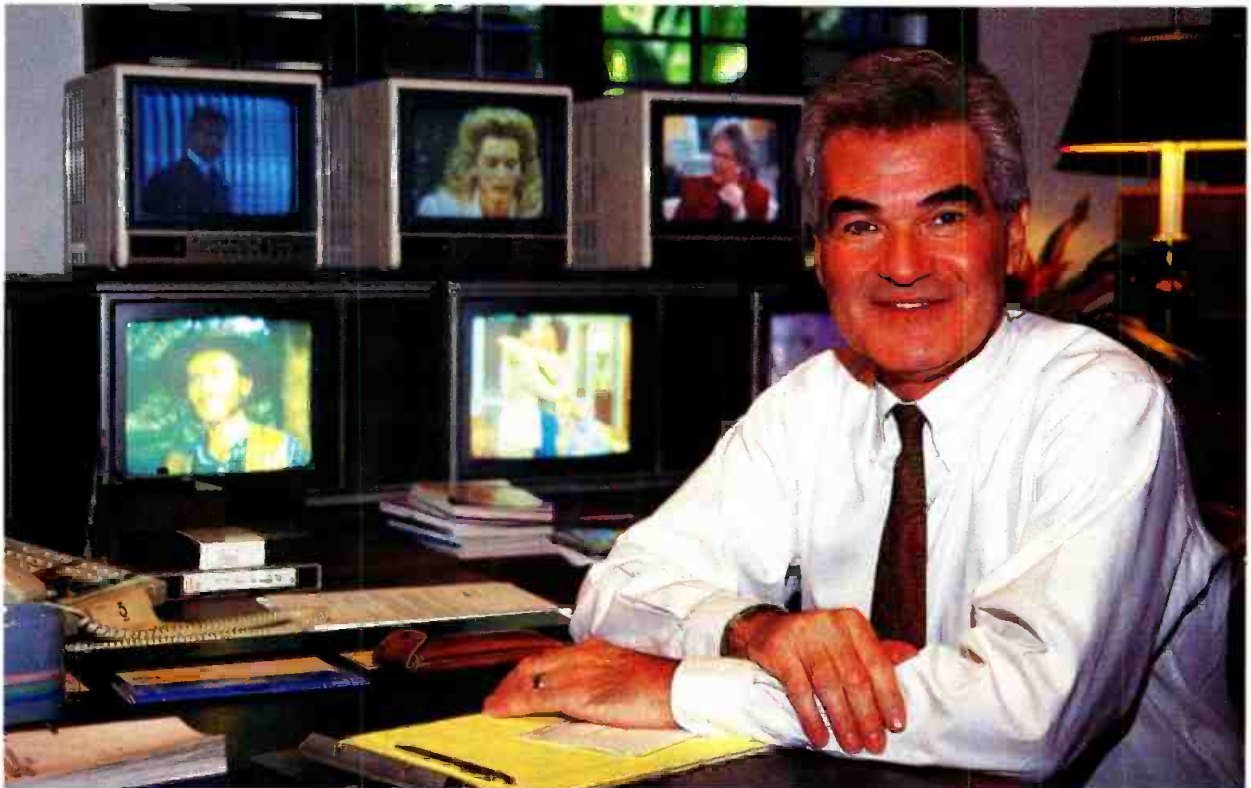


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Television

SPECIAL TO INTV



THE INDEPENDENT SPIRIT OF STEVE BELL

Steve Bell, senior vice president and general manager of KTLA(TV) Los Angeles, has been running independents for close to two decades. He was heading Boston's WLVI-TV when independent stations were often dismissed as third-class citizens, and has managed KTLA through the go-go 1980's. In the following pages, Bell talks about the state of INTV, the unprecedented downturn in the Los Angeles economy, the Fox influence, life at Tribune and more.

Is INTV still a viable organization for discussing issues of importance to the industry as a whole?

That's an interesting question. I think the proof of INTV's viability is the fact that in the last few years of enormous change in this business, INTV has held together. If the syndicated exclusivity issue, which really split the organization down the middle, didn't rend it asunder, and if the Fox network and all of its politicking didn't rend it asunder, I think you have to conclude that Jim Hedlund is pretty

effective at holding disparate sides of the business together. There have been defections, obviously, but mostly out of anger and personal pique. The organization is still an organization and it is still viable, and I think its primary purpose is to represent independents in Washington.

What would you say are the key issues for independents?

I think the biggest issue now is how we continue to prosper in a fractionalized media world. Let's take this market,

which has always been the most competitive market in the country: There are more VHF independents here than anywhere else, which has created tremendous choice for the viewer. So, in the true cable era, the L.A. viewer has had more independent choices than anyone. It has also created the most exciting competition. We used to think seven stations were enough to compete with. Add 36 with the current capacity of most cable systems out here. Then think about the future with 100 or, like Warner, 150. How do we continue to rate? How do we continue to reach the viewer? How do we continue to have our niches in this market? I think that's the issue we're all facing right now.

Can you do it without cable?

I think, given that 60% of the country or 50% of this market has chosen to go with cable, you really can't. We're down the aisle together whether we like it or not. And I think the former antagonisms I used to hear about all the time on the INTV board really are a thing of the past. I think there are issues that are far more critical for all of us than fussing and fuming that cable did this or that.

Do you think that's behind you now as an issue?

It is for me.

How about INTV?

Obviously with Telco looming large, there are enemies beyond the enemies, so I think that issue has almost been co-opted. I don't hear as much of that as I did before. And there's one thing that has helped. Most of it was a gut issue for the little stations. Smaller stations felt threatened by cable not letting them on the systems, by superstations, by the whole range of issues. But since a lot of those stations are now Fox affiliates and they're enjoying the prosperity that Fox is giving them, you tend not to hear it as much. I always thought it was an issue of the haves and the have-nots.

As a buyer, how does the programing market look to you in the immediate future?

You know, it's very sad. When I first came here, and for the first five years, it was a seller's market with a capital S. Now, finally, in the last couple of years, it has become a buyer's market, and there isn't a lot to buy. And I think there's something basically wrong about that. I mean, I've waited all these years for it to get to the point where I could afford it, and now it's not there anymore. I think something awful has happened to the syndication business.

What's that?

A show like *Studs*, which is a very clever show but, in many ways, a descendant of *The Dating Game* and kind of an extension of *Love Connection*—a show like *Studs* has suddenly produced, at last count I think, 15 imitation shows for NATPE, 15 shows. You know, there's *That's Amore* and there's *How's Your Love Life?* and there's this and there's that. And they're all searching for buyers for next year. Take talk shows. There are always five or six new talk shows coming on the market, and I think next year there'll be five or six new shows again.

But is that really anything new?

It's not a healthy thing, where everybody is chasing today's hit. Somebody has a success? Fifteen imitators. That's a very destructive thing. Most of those shows will never see the light of day, and what happens for me as a buyer is I don't have as many choices out there in the marketplace.

And the viewer?

Fewer choices. It has become a business of giant companies. And if the giant companies are just producing look-alike product, what does that do? For one thing, it explains why *Hunter* at 6 p.m. can beat six other stations. Because, basically, the viewer sees the six other stations as two stations: I can either watch a sitcom or I can watch news. I can choose among the three newscasts and the three sitcoms, but basically, it's sitcoms or news. If they don't want sitcoms or news, they're going to come to me for *Hunter*. So, what I'm saying is that the creative impulse to make shows and first-run syndication seems to have slowed, and there seem to be people who are scared, people who are making shows that they probably shouldn't. And it makes it difficult for me as a buyer—in this wonderful buyer's market that I've been waiting for all my life—because there's not much to buy. It's depressing.

So, syndicators are failing to serve the marketplace?

That's correct.

What would you have them do?

I would have them stop striving for the syndication hit and start making programs again. You know, it all starts with the program. It starts with the creative process. They are in this situation where they must have a hit show, regardless of what it is. And if creativity is lacking, just copy someone else.

"It makes it difficult for me as a buyer—in this wonderful buyer's market that I've been waiting for all my life—because there's not much to buy. It's depressing."

KTLA's Steve Bell

What's driving this lack of creativity?

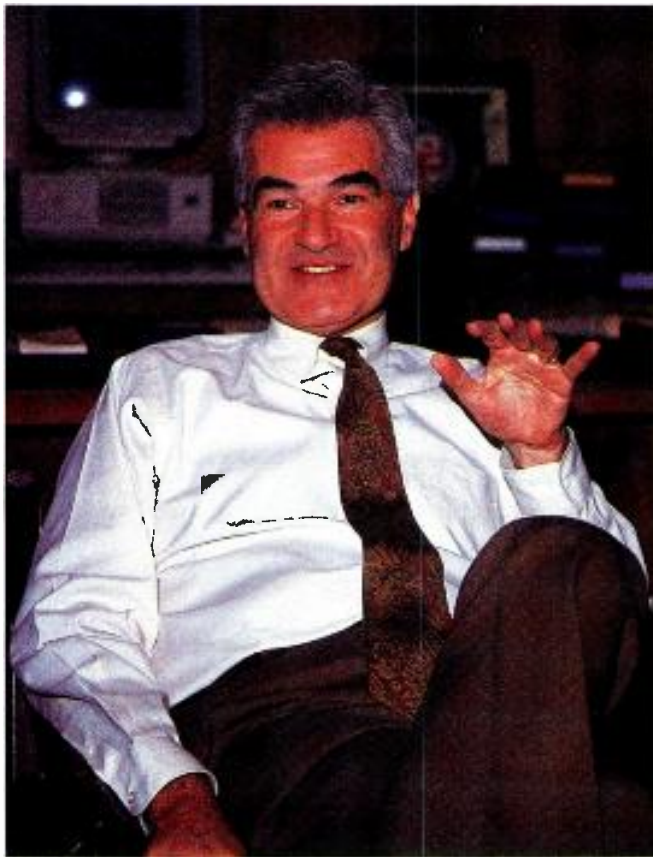
There aren't enough station-oriented people in the syndication business anymore, with a few exceptions. It's a salesman's business, and not enough people are asking about station needs. You know: What is a station programmer looking for? What is a time period need? What kinds of shows should we do? How should we produce them? What's needed, what's essential? We don't have enough of that in this business anymore.

The creativity issue aside, do you see anything in the market that excites you in terms of NATPE this year?

No, not yet. And I'm afraid, because usually by November you see what has to be seen. But there are fewer syndicators, so there are fewer shows. I think they're all playing it very close to the vest. I think they are trying, obviously, to cut costs. They don't want to spend a lot of money on pilots. They have presentation reels instead of full-blown pilots because they know that when they get there, the likelihood is the show is never going to fly. So we're not seeing much of anything, and what we're seeing is not so good, or it's derivative.

Do the various program-buying consortiums add creativity to the process?

No, I don't think so. I think they are deal-driven situations. I think they represent an attempt by a syndicator to lay off



some of its costs on partners. I think it is a guaranteed, built-in distribution chain for a syndicator. I think the fact that they haven't produced anything of any significance is indicative of the fact that they're not.

So it's a cost-sharing function.

Hey, I encourage that sort of thing. Even the Hollywood Premiere Network that MCA put together. Although it was a terrible failure, at least they tried something different. You've got to give them credit for trying dramatic programming for prime time. Anybody who does that gets my vote, and my approval. Now, of course, the trick is to do it, and do it successfully and do it on a budget. That's the hard part. But at least people are trying.

Aren't you currently in a consortium that's been formed strictly for the acquisition of movie titles?

Yes.

Do you draw a distinction between that and other program-buying consortiums?

Yes, because that's just a buying situation. I give full credit to Dennis Fitzsimons at WGN-TV for creating that concept. It came about in the days when it looked like—and this is just a year ago at NATPE; this is how this business is changing every minute—when it looked as though the basic cable networks were going to buy up every motion picture Hollywood produced.

Off-network properties are being marketed increasingly on an all-barter basis. Is that trend a backlash to past years, when money appeared to be no object?

I think that it's a reaction to *Cosby*. It's a reaction to *Who's the Boss*. I think it's a reaction to overpaying and underdelivering. And overpaying has never been unusual

on any side of this business. Look at sports rights. Look at what the networks have done over the years.

The syndicator, on the other hand...

Could lose pretty big. If the barter market isn't as strong, if the rating delivery isn't as strong. Obviously, hope springs eternal in this business.

Warner Bros. changed the terms for *Family Matters* to all-barter after failing to get the cash offers they wanted.

The initial terms were outrageous and the price was outrageous. Then they came back the next day and bid it again. I've never had that happen in 10 years here, that a syndicator would come back and say: "Here's a new bid. We're lowering the minimum and we want the answer tomorrow." This is all in, like, three or four days. I couldn't believe it. Then, they didn't get any action they were happy with. Then they came by and tried to negotiate. And we still didn't like it. And they didn't even have a price then. They said: "Give us an idea, this is where we want to be." And nothing happened in both markets [New York and Los Angeles] so they were at a standstill. You know, again, WWOR-TV [New York] wasn't buying and neither was KCAL [Norwalk, Calif.] or KCOP [Los Angeles]. Those were the three stations that bailed out more than one syndicator on a preposterous deal, where the money was too much for anybody's taste. But they always came to the rescue. They weren't there this time, so they had no option. They could go to USA, I suppose.

Was it surprising how quickly the stations were turned off by that bidding process?

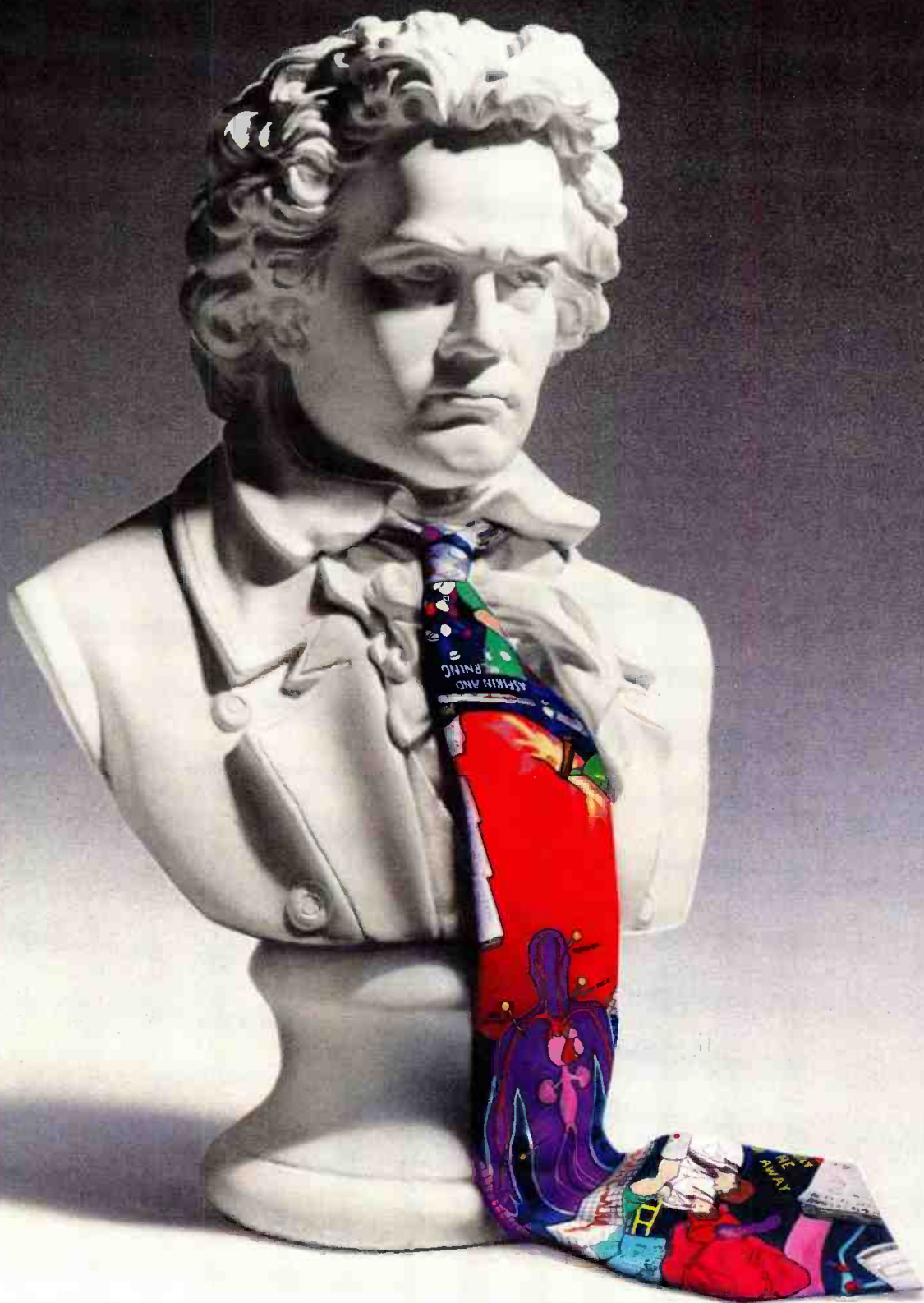
It seemed to indicate that they didn't know there was a recession going on and that they didn't know that our business was lousy this year. That, in itself, we couldn't believe. If they were aware of it, they certainly didn't put it into their marketing plan. They just went forward, hoping for the best.

A lot has been said about the current state of the business. How bad is it, and when do you see it turning around?

It's pretty bad. And again, you're talking to someone in Los Angeles. The L.A. market has been the most prominent growth market in the country as long as anyone can remember. This market increased a minimum of 6 percent, in many years a lot more than 6 percent, for probably the last 25 years. You know, in '71, when the industry went down with the loss of cigarette ads, this market went up. So it has shown an unparalleled record of growth. But this year, like the rest of the country, like the industry in general, the market's down.

How much?

In the first nine months, revenues were off 7½ percent, which is unprecedented in Los Angeles. And obviously, the first year that it happens it creates a feeling that the market isn't recession-proof anymore, and maybe our business isn't recession-proof anymore. So, I think this has been a very tough year for all of us, and particularly here in L.A., because in years when the Northeast experienced tremendous declines, when the Midwest had their problems, L.A. was just prospering. But this year it slowed down. Now, where does it go for the future? We're taking a very, very conservative, cautious view of next year. We think it's going to be a difficult year, and we're budgeting accordingly.



LUDWIG VAN BEETHOVEN

GENIUS.

A year ago the L.A. market was up 12 percent. What kind of dollars are we talking about?

This is a one-billion-dollar market. That approximately a hundred million dollars will be removed from this market this year tells you what kind of stakes there are here in Los Angeles.

Is this going to force you to cut back?

No, but I don't think we can expand as much as we have in the last few years. That's the problem. I think it delays future growth in terms of projects and programs and whatever you want to do. I think you basically pull in your horns in a climate like this, and you stick to what you have. You don't pull back from what you have, but you don't move forward.

You're aligned with Tribune, which is a major entertainment producer/syndicator. Is that alliance in some respects a double-edged sword? You have the benefit of their programing expertise and their ability to supply you with product. On the other hand, they need your support in terms of getting this product out on the air, and perhaps it forces you to change your strategy, say, in access, where you've got a *Now It Can Be Told* against a *Married...with Children* or a *Studs*. And at noon, you have *Joan Rivers* in the middle of a very successful one-hour action block.

It became very clear to everybody in the early to mid-Eighties that KTLA, as a standalone station, was not a very appetizing prospect. I remember at a NATPE in the early Eighties wanting to revive *Charles in Charge*, which had been canceled from CBS. It had had one season, and it seemed like a perfect show to go on and do first-run episodes. And I remember going to MCA and saying, "We'd like to go on. What do you think?" And what they said was, "Get stations in Chicago and New York and we'll talk to you." That's when I realized that alone we really couldn't do the kinds of things that had to be done. Tribune came along at just the right moment for KTLA, not just because the Fox network came along at about the same time. And without Tribune, we would have been in an even more perilous competitive position vis-à-vis Fox.

But don't you lose some independence?

Still, it's helped a lot. In terms of your double-edged sword, first-run programing isn't a sure thing. It never has been and never will be. You take risks. It's not like buying an off-network show. It's not like you let NBC do your dirty work for you and you have something with a track record and there's no risk and it's easy. You have to take a chance on first-run programing. We're trying to build something for the future both for the station and for the company, than to just put in a syndicated game show or talk show or whatever the hell you'd put in that time period. It's trying to develop an asset.

When KCBS dropped *Joan*, wasn't it a foregone conclusion you'd have to take it if no other takers came along?

No. Tribune is the most democratically constituted group that I've ever worked in, and I've worked in a lot of them. I've worked at Kaiser, which became Field. I worked at Metromedia and Group W, and from what I've observed, most groups dictate from the top. Tribune doesn't. We choose to get involved because, you know, my background is programing, so I'm always interested in taking a chance and trying these things out and seeing what happens. But they are enormously willing to let the stations say no.

To some extent, cable has lost its appetite for the big, expensive movie package. Is cable a factor in the buying market for programs? Are they making it harder for you in the syndication market?

Yes. They are making it hard for KTLA, maybe no one else in the marketplace, to buy hours. That's one of the really regrettable things for us, who make such a good business out of hours, to see them all go to basic. That's a problem.

How has Fox affected your life?

In a sense it, too, has been a double-edged sword. On the one hand they've done very well in carving out substantial audiences in prime time on the nights that they program. You know, in local markets like Los Angeles, with a VHF, Fox-owned station, they do very well. And they get very, very competitive rates. In fact, what we see developing is less a problem for us than it is for their affiliates because they do so well in prime time and because their demos are so attractive. They are making the affiliates' prime time sales proposition much less attractive to the agencies in this town. They are basically competing against NBC, CBS and ABC, and they're beating them in many ways in prime time. So, you know, that has been in a sense good for us because it knocks the affiliates in some ways, and it lets us go about our business and do our traditional independent thing.

Is there room for a fifth network?

I think so. Maybe not a full-scale network, but I think there's room for an occasional network, a couple of nights a week. If someone has programing that's dynamite and that's going to attract an audience, there's always room for it. You could ask the question a different way: Is there room for strong audience appeal programing in prime time that's going to get a big number? Always.

Do you see Tribune aligning with other groups to do something similar?

I don't know. I think Tribune, at least for now, has decided to go another way. I think Fox is doing what Fox does and they're doing it fairly well. Tribune has chosen to take a more traditional route and we're doing it very well. So it may be, at this point, too late.

Do you expect to see further shakeout among the independent station ranks?

Yes. I think there are too many independents on the air now. In the 1980's, it was almost as if everybody said, "Okay, now we can make them successful. They've now been profitable. Where can we find a market that doesn't have one?" Well, everybody woke up a few years later and realized they'd spread into markets we'd never even heard of. I remember when I used to read the list of INTV members. There were places I'd never heard of before and, yet, they had a UHF independent, maybe two.

Many credit Fox with saving a lot of them.

The Fox idea saved a lot of them, but a lot of them are not there yet. If you look at the overnights in some of those markets, they don't look so healthy. They look healthier, but they still have a long way to go. And I think you'll probably see stations going dark. I think that eventually it will be a shrinking universe. I notice deals are being made at low multiples. And that means there are a lot of people who are selling at a difficult time, which means they have to sell. ■



VINCENT VAN GOGH

GENIUS.

INTV LOOKS TO BUILD BRIDGES IN SAN FRANCISCO

Association President Jim Hedlund will encourage stations to be open to strategic alliances with cable as one way to make the most of lean times

By Steve McClellan

The focus of this year's INTV convention (Jan. 8-10, San Francisco) will be the recession, as speakers and attendees search for clues to a turnaround and ways of coping in the meantime.

At the same time, INTV President James B. Hedlund says he will go out of his way at this year's convention to try to get the membership to forge some sort of working alliance with cable television.

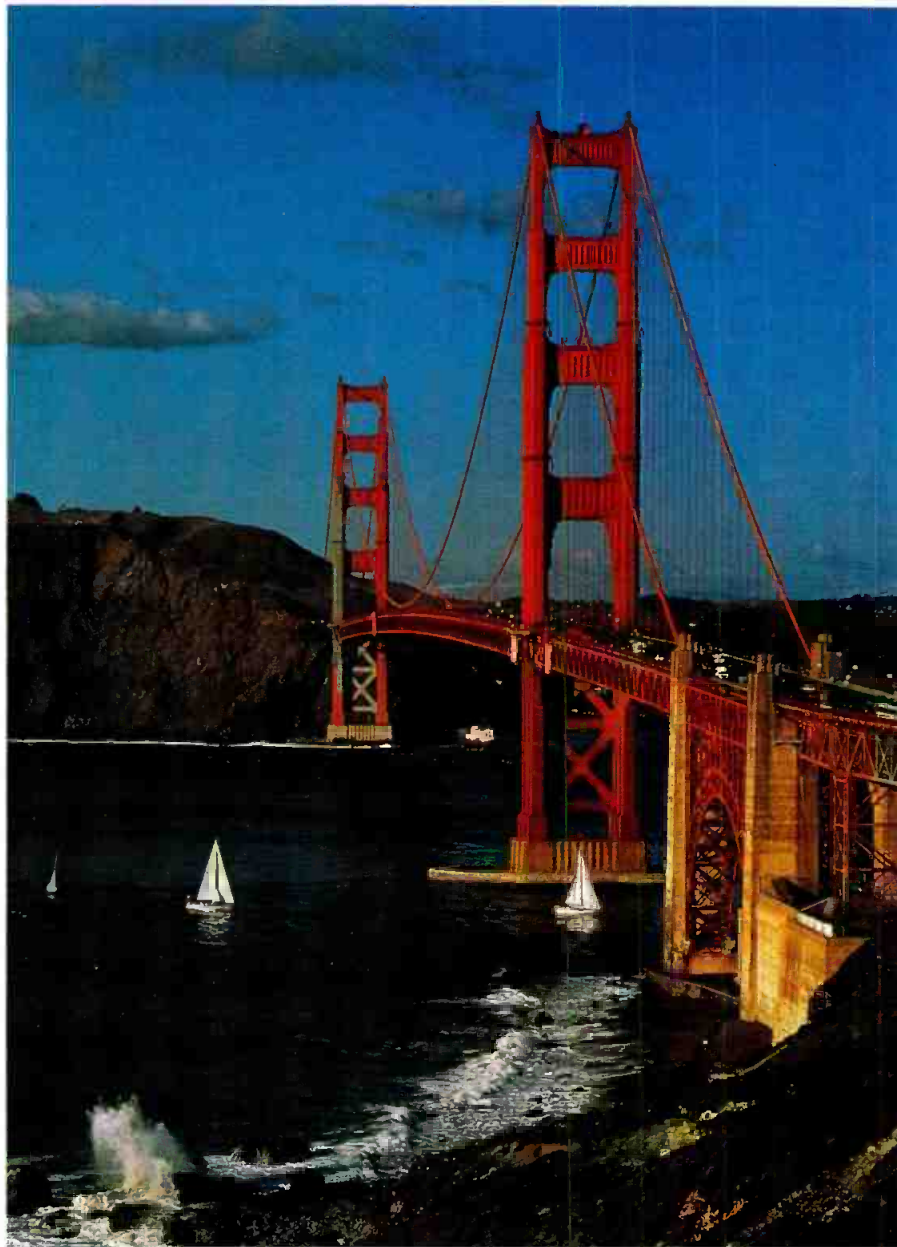
At past conventions, INTV attendees have often focused on the competitive threat of the cable industry, which independent television operators often have portrayed as the Evil Empire. But the recession has forced different media sectors to consider possible alliances that may not have made sense in less lean times.

Hedlund will make a deliberate attempt to downplay the saber rattling. "If there are any two groups that ought to come to accommodation, it is cable and independent television," says Hedlund. "Over many years there has been a mutually beneficial relationship between us. They have given us signal parity with the V's, and we have given them programming to fill their channels."

To some extent, Hedlund's position mirrors the policy Fox Broadcasting Co. has been trying to get its affiliates to follow for some time.

A recent internal memo circulating within Fox explains the company's outlook. Among other things, the memo dismisses the must-carry issue as somewhat insignificant. "Must carry is simply no longer the issue. We believe that Fox affiliates, network affiliates and any decent independents are strong enough to assure carriage as a practical matter."

The memo outlines a policy that holds that "the future of television will belong not to those who cling, by statute, to a single advertiser-supported channel, but to those who program multiple channels and who derive both subscription and advertising revenue. FBC is developing strategies to enable



its affiliates to participate in additional channel opportunities [such as its venture with Tele-Communications Inc.]. We sincerely believe that negotiation—not bashing—is the best route to achieve these goals."

The memo states in stronger terms what Hedlund believes. "Must carry is not unimportant," he says. "But it's not the be-all and the end-all and rather ought to be part of a larger package in the remaking of the rela-

tionship. We think we ought to be looking for ways to work with each other rather than making war."

As to the economy, Hedlund says, "finally, I'm beginning to sense some optimism." He says the word from stations is that there are some "good signs for the first quarter. I'm not suggesting a complete recovery, but the most pessimistic sense seems to be it ain't getting any worse. But salespeople are getting the word from the agen-



WILLIAM SHAKESPEARE

GENIUS.

cies and advertisers that there will be bigger buys coming down the road."

Hedlund also says it was his impression that independents as a group suffered less the past year than network affiliates. "In a lot of cases the independents have been down a lot less," he says. "They still haven't been making budget, but perhaps only two or three points, whereas the affiliates are off 10% or more."

Clearly, says Hedlund, the economy will be the "overriding issue" at the convention. "I wish we could tell our members what was going to be happening. You can always find an economist to tell you what's going to happen. The problem is, nobody knows which one is going to be right."

Michael Eigner, current INTV convention chairman and vice president and general manager, WPIX-TV New York, says that while it may be too early to be specific, "I am not pessimistic about 1992. It's an Olympic year and an election year, and clients want to see business grow. The tendency to cut costs I think may have played itself out. They can't abandon advertising and sell product at the same time."

For this year's convention, INTV is banking on entertainment analyst David Londoner, managing director, Wertheim Schroder, to give those attending his sense of things to come on the economic front.

There will also be panel sessions on the program-buying consortiums that have cropped up recently, and one on some independent groups that have



INTV convention chairman Michael Eigner

expanded despite the recession.

This week's convention may be the last standalone conference program exhibit that INTV holds. The INTV and NATPE shows may merge in 1993, confirmed Hedlund. "That's certainly a possibility," he says. "We are talking but not really negotiating at this point." Hedlund says a big factor will be how smoothly the San Francisco convention runs. One encouraging sign, he says, was that for the first time in several years, all the major distributors are screening at the show, including Paramount, which was absent last year, along with MTM and MGM, which are also back.

However, overall attendance at the show is expected to be down due to the economy. And attendance of Fox station executives may be down disproportionately as well. The affiliate body voted to hold its affiliate meeting Jan. 20 in New Orleans to coincide with NATPE, instead of linking to the INTV conference.

At deadline, pre-registration for the INTV show stood at about 550, about 35% below last year's total of 850 (which was down from the previous year's 1,200). INTV officials were not expecting more than 100 on-site registrants. If another 100 do sign up, that would still be a drop of roughly 24% from a year ago.

Still, some syndicators expect to use the conference as a launching pad for new product. Paramount is believed to be launching a major new film package (Portfolio XV), which it will screen at the show. Worldvision is using INTV as the launching pad for a new late-night show, *Almost Live!*, says Bob Raleigh, senior vice president, domestic sales.

"I know that the industry can't continue to support both conventions," says Raleigh. "But if INTV can continue to function as a viable attraction, we'll make a point to be there. If attendance drops way off, though, it would lose interest for us." ■

STAYING UPBEAT IN DOWN TIMES

Increased local production, programing price breaks, hopes for some election/Olympic year punch keep stations unbowed, if buffeted

By Rich Brown

While the past year proved to be a tough one for many independent stations, there may be room for optimism in 1992. Not that anyone is heralding a banner year, but a number of station executives are hopeful 1992 will show some improvement.

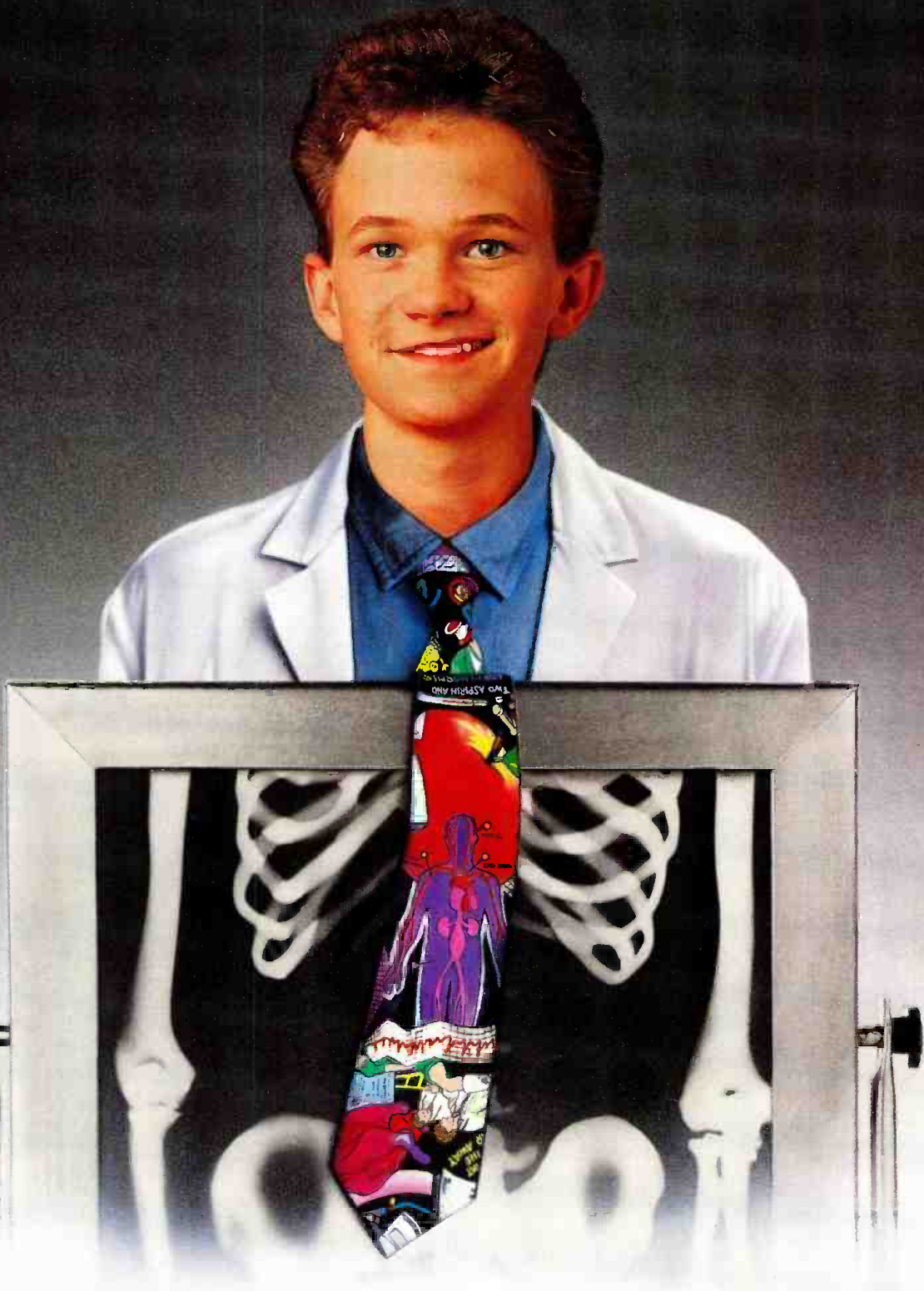
"It hasn't been a good year for anybody, but the independents have done a bit better than the affiliates," said Susan Rynn, director of marketing information, INTV. The association expected independent stations to close 1991 flat to down 2% in sales, according to Rynn.

Ad revenues at independent stations in 1991 paced ahead of those of affiliated stations, according to TVB figures provided by the INTV. Independent ad revenue in first-quarter 1991 was up 2.1% over the previous year, versus a 7.6% drop for affiliated stations during the same period. While both independent and affiliate ad reve-

nues dropped in year-to-year comparisons with the second and third quarters of 1991, declines at the independent stations were not as great. Advertising dropped 2.8% at independent stations during the second quarter, and fell 6.5% during the third quarter.

"One thing that tends to get lost in the shuffle is that the independents continue to maintain audience share," added Rynn. In the November sweeps, independent stations, including Fox, maintained a 22 share in prime time. Maintaining share is particularly noteworthy in the face of increasing competition, said Rynn.

The past year has seen a number of additional independent stations sign on, said Rynn, including four Fox affiliates—WGMB-TV Baton Rouge, WDAU-TV Ozark, Ala., WFXG-TV Augusta, Ga., and WYVN-TV Martinsburg, W. Va., and two non-Fox, entertainment-oriented stations, WTTA-TV St. Petersburg and WBSV-TV Venice, both Florida. Also coming on board in the past year were Telemundo



DOOGIE HOWSER, M.D.

COMEDY THAT'S PURE GENIUS.



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KPHO-TV Phoenix's Richard DeAngelis

station KVAW-TV San Antonio and two religious stations, WHSG-TV Atlanta and WJYS-TV Chicago. Despite the growth, financial problems persist at many independent stations.

"The current year has been a disappointing year for most of us who have been in the business for a number of years," said Richard DeAngelis, vice president and general manager of independent station KPHO-TV Phoenix. But he said he was optimistic because some of the negatives that existed in 1991, such as the disruptive Gulf War, would not be repeated in 1992.

The upcoming year represents the hope that there will be increased spending tied to the Olympics and elections, said DeAngelis. But not everyone is convinced that the Olympic-Presidential election combination will translate into a wave of local ad dollars.

"People are going to take the money they'd be spending locally and put it into the Olympics," said Bill Ross, acting general manager, independent station WGNO-TV New Orleans. "And if you look back to the last Bush election, there wasn't that much spent in spot."

In a recent newsletter to its clients, Seltel predicted flat year-to-year estimates for first-quarter 1992, and said the dollars that traditionally come in during the quadrennial windfall might not be enough for hurting stations.

"The current state of the economy and critical industry changes have cast a dark cloud over ad industry executives," wrote Seltel researchers. "The swell of political and Olympic dollars this year may not be enough to make



WGNO-TV New Orleans' Bill Ross

up for previous losses in revenue."

"If I have 2% market growth [in 1992], I'd be happy," said WGNO-TV's Ross.

One way WGNO-TV and other stations are seeking to adjust to the failing economy is through more local production. The station launched a five-person local programming unit in April that produces four shows: *Saints Alive*, *Saints Sideline*, *Conversations with Ed Clancy* and a magazine show, *Real New Orleans*. The unit hopes to add another sports series, a weekly crime-fighting series and other shows

"Dealing with the knowns, such as local business, I see the opportunities to be enormous."

**Howard Shreier, general manager,
Fox affiliate KPTM(TV) Omaha**

to its lineup. "For our survival in the 1990's, we're looking to localism," said Ross.

The rise in local production at Tribune-owned WGNO has been mirrored at the company's other television stations, a trend that appears to be helping trim programming costs. Tribune's program rights costs in 1992 will represent about 55% of its stations' overall expenses, down from 60% just three years ago, President and CEO Jim Dowdle said last month at a PaineWebber media con-



Katz's John Von Soosten

ference in New York.

"This puts a substantial percentage of our television expenses under good control and permits us to focus our resources on the revenue line," said Dowdle. "The decline in broadcast rights has increased our cash flow, contributing \$25 million in the first three quarters thus far in 1991."

"Dealing with the knowns, such as local business, I see the opportunities to be enormous," said Howard Shreier, general manager, Fox affiliate KPTM(TV) Omaha. "On the other hand, on a regional basis, and to a greater extent on a national basis, you have little or no control. Given very slight inflation and minimum growth, 1992 at the very least will be difficult."

Despite a difficult economy, some independents have been able to find ways to stay in the black. In at least one market, Oklahoma City, one independent station's demise turned into an opportunity for the competition when former Fox station KOKH-TV became an educational station last year.

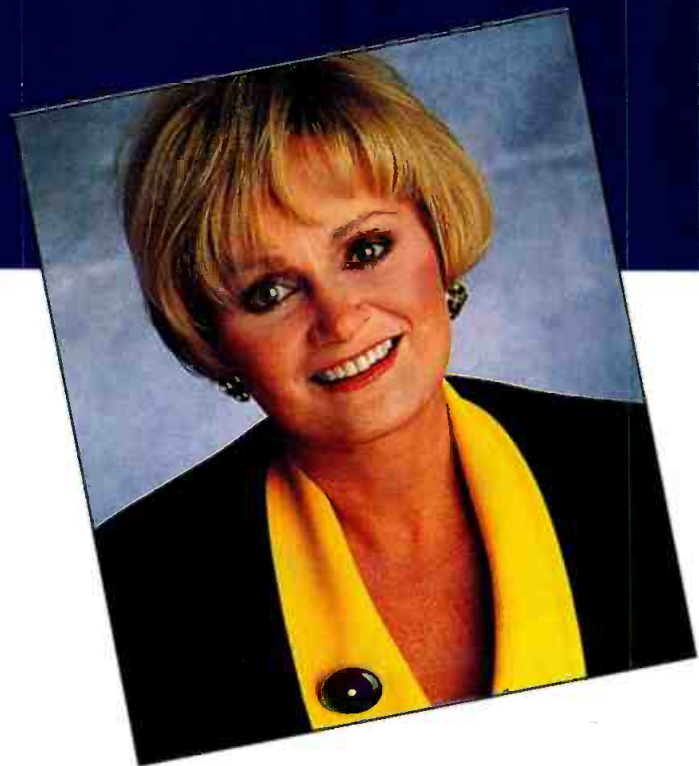
Fourth-quarter 1991 revenues were up 20% over last year at KOCB(TV) Oklahoma City, according to its president and general manager, Ted Baze. Compared with the previous year, the independent station was up about 10% in 1991, he added.

Baze said independents in his region are better equipped to handle the economic downturn because that part of the country already went through some of its hardest times during the late 1980's.

"Fortunately for us, or unfortunate-

**Two words
that will redefine
Television Talk.**

Kitty



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MCA TV

Kelley.

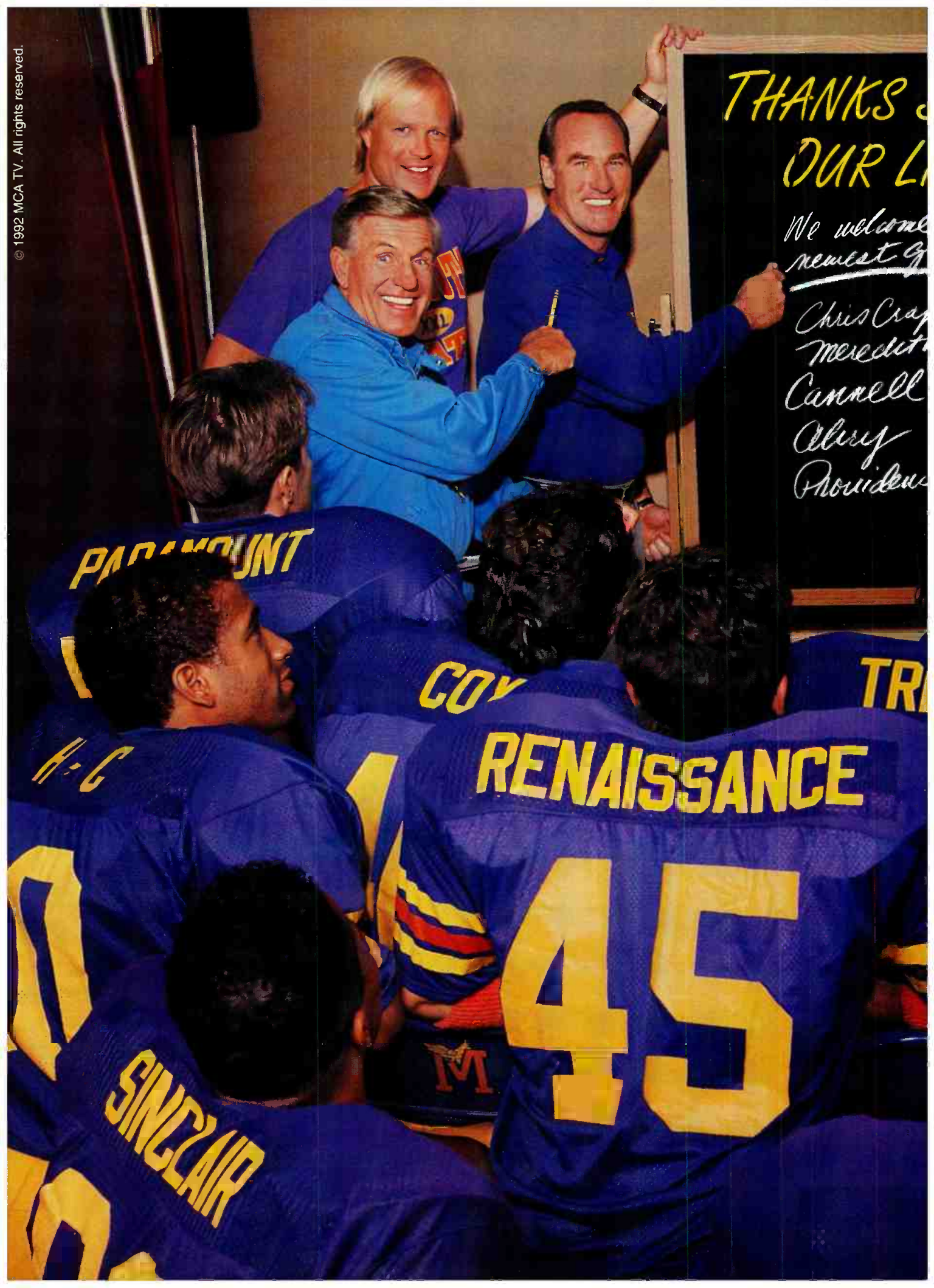
“Kitty Kelley” is taking Television Talk to where it’s never been before.
The pilot has just been completed, and it’s already making news. Don’t miss it.

Kitty
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**The Next Generation of
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We welcome
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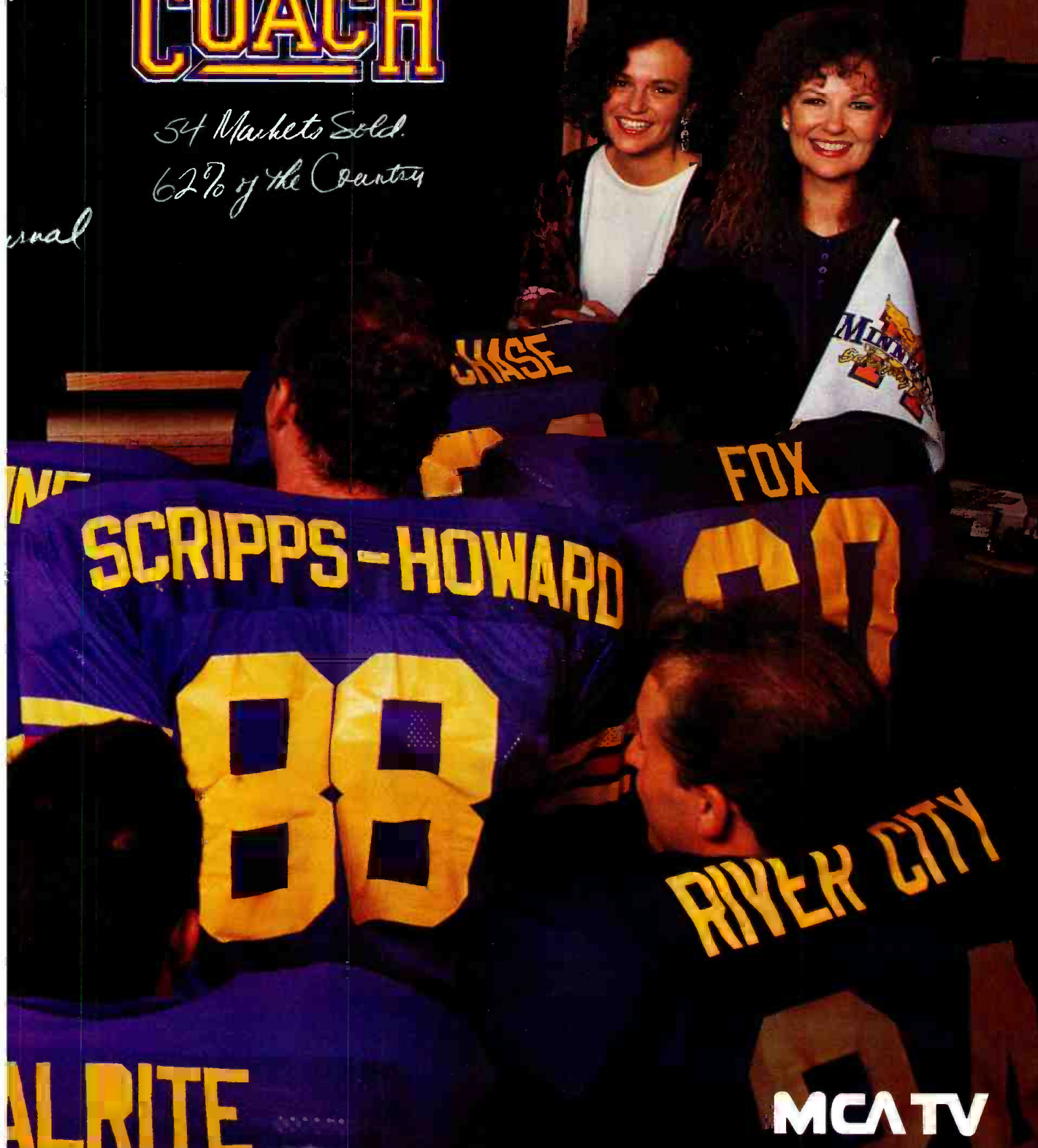
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*54 Markets Sold.
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Vicki!

Vicki Lawrence:
Everyone's favorite personality.

For more than 20 years, viewers have warmly welcomed Vicki Lawrence into their homes.

Vicki Lawrence: A Network Success

On *The Carol Burnett Show*, she became famous as Carol's "kid" sister. After an eleven-year run in primetime, Vicki went on to host the daytime *Win, Lose or Draw*.

Vicki Lawrence: A Syndication Success

Vicki is the star of *Mama's Family*, an enormous syndication hit.

Vicki Lawrence: One of America's Most Popular Entertainers

Vicki Lawrence's Q scores are phenomenal - higher than Oprah, Phil, Sally Jessy,* Geraldo,* Regis, Kathie Lee, Joan* and Maury*.

Vicki! Daily Talk / Entertainment Hour Starting September 1992!

Distributed by



National Advertising: Group W Productions Media Sales
International Marketing: Westinghouse Broadcasting International

Source: Marketing Evaluations, May/June 1991.

*Not available in current report - May/June 1990 reported.

ly, we had to make these adjustments in the Texas recession of 1986-88," agreed Dirk Brinkerhoff, vice president and general manager, independent station KTXA(TV) Fort Worth. "Our adjustments were made several years ago. We're not having to go back and reinvent that wheel."

A number of station managers point to a welcome drop in program prices that has come with the growth of the Fox programming service. And there appears to be a sizable amount of optimism at the Fox stations themselves, which have enjoyed ratings increases

over the past year with the increasingly popular Fox lineup.

"It's hard to predict the nature of the economy," said Stuart Powell, vice president and general manager of Fox-owned WFLD-TV Chicago, "but the Fox-affiliated independent station has a lot of reasons to be hopeful."

"The Fox stations are in terrific shape," said John Von Soosten, vice president, television programming, Katz Television Group. "The network is doing quite well, and Fox stations, for the most part, are very happy."

A positive sign for independents in

general is that in the next four years there will be more off-network sitcoms than ever before, said Von Soosten. As long as there is plenty of programming, he said, prices will stay down.

Von Soosten said another positive sign for independents on the programming side could be The Television Consortium of independent TV stations formed earlier this year. "They've obviously done something to control their own destinies," said Von Soosten. "Whether it will work or not remains to be seen." ■

SYNDICATORS SET SIGHTS ON BAYSIDE SALES

INTV attendees in San Francisco may get more aggressive pitches than in recent past from number of distributors with newly announced offerings

By Mike Freeman

Given the cautious approach to development by many syndicators, some waiting until the last minute (the eve of INTV and NATPE) to launch new series projects, distributors are expected to more aggressively woo independent station executives than in recent years.

Within the last month, such major distributors as MCA TV, Multimedia Entertainment, Warner Bros. Domestic Television Distribution, Cannell Distribution and Worldvision Enterprises have announced new projects they will be pushing at the INTV and NATPE conventions.

The following is a breakdown of what distributors will be showcasing in their suites at INTV:

■ Warner Bros. Domestic Television Distribution, having hitched its wagon to The Television Consortium—a group of over 30 independent stations—programming its planned two-hour prime time action-adventure block (BROADCASTING, Nov. 25, 1991), will be initiating mop-up sales with remaining non-Consortium independent stations and Fox affiliates not already sold on the block.

WBDDT's senior vice president of sales, Scott Carlin, says station clearances exceed 60% coverage of the U.S. for the Wednesday fall 1992 adventures *Kung Fu: The Legend Continues* and *Time Trax*, as well as other specials and pilots being planned for the block.

Seeking to make a pre-emptive strike before other would-be talk show vehicles being sold in late fringe, Warner is rolling out *Nighttalk with Jane Whitney*. In an aggressive marketing plan, Carlin says the studio will be offering the hour talk show strip free of up-front national advertising time. Instead, stations will "time bank" local advertising inventory to go to WBDDT's parent company, Time Warner, and its subsidiaries Time-Life Books or Warner Bros. Pictures. If all goes well on the initial 26-week *Whitney* test, Carlin says the program would transfer to an all-barter offering (likely an even seven-minute local/national barter split) for the 1992-93 season.

■ Cannell Distribution will be bringing *The Renegade*, which it unveiled last month (BROADCASTING Dec. 23), with its sales force just starting to make pitches on the all-barter hour drama (seven minutes local/seven national). Cannell Distribution President Pat Kenney had no sales to report on the weekly *Renegade*, since it has just hit the market, but he did expect all 139 incumbent stations (92% U.S. coverage) to renew companion piece *Street Justice*.

■ Dirk Zimmerman, president of Group W Productions, says that *The Vicki Lawrence Show*, which is slated as a fall 1992 hour talk show, has sold in over 20 markets, representing slightly more than 40% of the U.S. Groups represented are NBC Stations Group (WTVJ-TV Miami), Gillett Com-

munications (WJBK-TV Detroit), Combined Communications (KARE(TV) Minneapolis), Media General Broadcast Group (WFLA-TV Tampa), Outlet Communications (WCMH-TV Columbus and WJAR-TV Providence) and LIN Broadcasting Corp. station groups.

Group W will also be making a secondary sales pitch on the daytime game show *That's Amore*. A source indicated that Group W may be trying to negotiate a daytime network clearance to give the series heavy exposure for syndication.

■ Viacom Enterprises, in a consortium effort with New York-based rep firm Katz Television and some of its client stations, has romance-based game show *How's Your Love Life?* cleared in over 40% of the country heading into the convention. The game show already brags WWOR-TV New York and five Chris-Craft/United Television stations (KCOP(TV) Los Angeles, KBHK(TV) San Francisco, KUTP(TV) Phoenix, KMOL-TV San Antonio and KTVX(TV) Salt Lake City). However, Michael Gerber, Viacom's president of first-run syndication sales, says that the company will be pitching independents for early-fringe and late-night time periods. Gerber suggests that *How's Your Love Life?* has "better time period flexibility" than Twentieth Television's dating hit, *Studs*.

Viacom Enterprises is one of the few syndicators also using the slow market rollout model—to launch *The Montel Williams Show*, which is currently being carried in 18 markets.

“Last year, our competition had Disney animation...
and the top-rated kids block in Hartford.”



Michael Finkelstein
President and CEO
Renaissance Communications Corp.

“This season



WTXX acquired The Disney Afternoon
and immediately became the #1 kids
station in the market.”

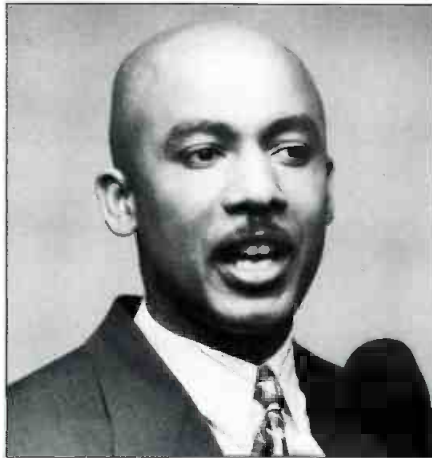


“Our 3-5 pm share has already
increased by 300% over a year ago,
soaring from an 11 to a 44 share!

At WTXX we turned our station
around in just one afternoon
— The Disney Afternoon!”



Source: NSI Nov. 90, Nov. 91 K 6-11 Share, WTXX and WTIC Hartford.
(WTXX Nov. 90 3-5pm programming: G.I. Joe, Police Academy, Tiny Toons, Merrie Melodies.)



Can We Talk? Among the new faces: Group W's Vicki Lawrence, Viacom's Montel Williams and MCA's Kitty Kelley.

Williams, an ex-Naval intelligence officer, started the on-air test last July in a handful of markets and has been strategically logging additional market stories entering the January programming conventions. By mid-February or March, Gerber says, he expects the hour talk show's coverage to reach 70% of the U.S.

■ TPE (Television Program Enterprises), in its effort to expand *Star Search* from a weekly to a strip this season, has been facing some stiff resistance from entrenched incumbents in prime access. Alan Bennett, executive vice president of sales, TPE, said that he hopes to lock down some major market clearances out of INTV and NATPE, but had no initial clearances to report. Bennett is confident that *Star Search* can achieve 25% of its clearances in prime access, but said the remaining 75% of time periods are likely to be in early and late fringe.

■ Paramount Domestic Television, surprising conventiongoers by taking a hospitality suite at INTV, will be unveiling its Portfolio XV movie package. The package of 26 titles is being offered with an initial single barter run and a cash back end. Featured in the package is Paramount Pictures' top 1990 grosser "Ghost" (which triggers its barter front-end in June 1998) and includes "The Hunt for Red October" (1998), "Another 48 Hours" (1998), "Naked Gun 2½: The Smell of Fear" (1997), "Soapdish" (1994), "The Two Jakes" (1993), "Raiders of the Lost Ark" (1994), "Internal Affairs" (1996), "Days of Thunder" (1998), "Harlem Nights" (1992) and "He Said, She Said" (1994). A Paramount spokesman stressed that stations will be receiving an earlier broadcast window than the networks, which usually

get the first broadcast window after the PPV, premium cable and basic cable windows.

■ Multimedia Entertainment, which distributes daytime talk shows *Donahue* and *Sally Jessy Raphael*, has sold late night-targeted *Rush Limbaugh* in 20 markets to date. Bob Turner, president of Multimedia Entertainment, says the half-hour Limbaugh vehicle, which is being offered on a 3-minute national/3½-minute local barter split, is largely clearing as a late news adjacency or following *Nightline* on ABC affiliates, as well as other affiliates and independents. However, rep sources say Multimedia may have to be content with post-1 a.m. time periods.

Multimedia is employing the slow and steady rollout strategy with *Jerry Springer*, which has been testing in six markets since last summer. Turner says the test of the talk show, hosted

by the former mayor of Cincinnati, will be expanded to perhaps a dozen markets this month.

■ Another program that may be chasing after *Jenny Jones* and *Chuck Woolery* (which Group W discontinues distributing this month) openings is *Kitty Kelley*, which MCA TV just brought into the market last December. Nonetheless, one station rep source says that MCA TV has completed perhaps 20 station deals and is currently presenting a pilot that features interviews with the parents of the singing Jacksons, with the father answering charges of sexual abuse leveled by his daughter La Toya Jackson.

■ Tribune Entertainment has *The Dennis Miller Show*, which premieres Jan. 25, cleared on 120 stations (representing 85% of the U.S.). Don Hacker, president of Tribune Entertainment, said that with most of the "legwork" in clearing the late-fringe

'SWANS' SOAP

Sachs Family Entertainment will launch a soap opera aimed primarily at female children and teenagers next summer called *Swans Crossing* (the name of the fictional town where the show will take place). NIB, the New York advertising sales firm, will sell the barter time in the show. NIB's Kerry Andrews said the show has been cleared for an initial 13-week run in over 70% of the country, starting July 1992, including KCAL-TV Los Angeles, KBHK-TV San Francisco and WGBS(TV) Philadelphia. The last effort at a teen-kid soap opera came from the Fox Stations Inc., which launched *Tribes* in March 1990. But the show was costly (\$500,000 per week) and generally did not perform well on the Fox-owned stations where the show was cleared in early fringe and prime access. After two-and-a-half months, Fox pulled the plug after concluding it could not recoup its costs at the rating levels the show was delivering. According to Andrews, most of the stations picking it up (all independents) are clearing between 4 p.m. and 5 p.m. as a transition vehicle from animation to sitcoms. The project was developed by Western Publishing, which specializes in romance novels.

-SM

talk entry completed, Tribune is largely maintaining a presence to mop up some small-market deals.

■ Genesis Entertainment will be making a similar low-profile sales pitch at INTV with its late-night talk entry, *The Whoopi Goldberg Show*. According to Wayne Lepoff, president of Genesis Entertainment, approximately 75% of the 40-plus market clearances have been with affiliate stations.

■ Worldvision Enterprises recently started marketing *Almost Live*, a half-hour ensemble skit-based comedy that KING-TV Seattle has been producing locally for the last seven years. Although Bob Raleigh, senior vice president, domestic sales, Worldvision, declined to specify the number of markets the strip has been cleared in, he did say that the clearance makeup is 65% independent stations and 35% affiliates to date.

In the kids' programming arena, Worldvision is selling *Camp Candy*, an off-network (on NBC) animated strip for next fall. So far, *Candy* is cleared in about 40% of the country, including 20 of the top 30 markets.

■ Cluster Television is selling two new kids' shows for next season, a strip, *Stunt Dawgs*, and a weekly, *Conan the Adventurer*. The company is also bringing back four shows, including *James Bond Jr.*, *Romper Room*, *G.I. Joe* and *Casper and Friends*.

■ With Turner Broadcasting System acquiring Hanna-Barbera Productions last month, syndication division Turner Program will distribute the two-hour weekly block called the *Fantastic World of Hanna-Barbera*, which was distributed previously by Worldvision Enterprises.

■ Buena Vista Television's *The Disney Afternoon* returns with four half-hours next season from 3 p.m. to 5 p.m. A new show, *Goof Troop*, will join the block at 4:30 p.m. The first three half-hours include: *Chip 'N' Dale's Rescue Rangers*, *Tale Spin*, and *Darkwing Duck*. Disney's *Duck Tales* will move from the afternoon to weekday mornings.

■ The Fox Children's Network expands to two hours next season with a lineup that includes (from 3 p.m. to 5 p.m.) *Tom and Jerry Kids*, *Beetlejuice*, *Tiny Toon Adventures* and *Batman*, the last three supplied by Warner Bros. In addition, the company is expanding its Saturday morning block to four hours (8 a.m.-12), a direct result

BUENA VISTA TO BARTER 'ROSEANNE'

In its first major outside barter sales deal since creating an in-house barter sales unit a little over a year ago, Buena Vista Television Advertising has acquired the national barter advertising inventory from Viacom Enterprises' fall 1992 off-network launch of ABC sitcom *Roseanne*. Under terms of the acquisition, in which BVT's senior vice president and general manager, Mark Zoradi, says BVT will retain national sales rights to the entire four-and-a-half-year first cycle of *Roseanne*, the entire inventory accounts for 260 thirty-second commercial units annually (five 30-second spots per week).

With advertising agency sources estimating that a typical 30-second spot could bring \$45,000 to \$65,000 per unit in the fourth-quarter upfront market, the annual gross advertising revenues could represent \$12 million to \$17 million for Buena Vista's coffers. BVT and Viacom officials declined comment on the amount of money Buena Vista Ad Sales ponied up for the *Roseanne* inventory.

"We really tried to cherry pick the best outside project to represent," Zoradi says. "The real appealing aspect of this is that there is national inventory available—five units per week—thus establishing pricing that will be in accordance with what premium sitcoms get in the market." —MF



Buena Vista snags *Roseanne*

of NBC's decision to get out of Saturday morning animation next season, according to FCN President Margaret Loesch.

FCN, which will obtain the broadcast rights to *Merrie Melodies* for mornings next season from Warner Bros., may stake out a second half-hour on weekday mornings next season. According to Loesch, Fox affiliates could O.K. *Muppet Babies* as the second morning show, which Fox has the right to option for another season.

■ Zodiac will be returning with a second season of *Widget*, this time as a strip (it had been a weekly), as well as year two of the weekly *Mr. Bogus*.

■ Sachs Family Entertainment is launching a soap opera aimed primarily at female kids and teens next summer called *Swans Crossing* (the name of the fictional town where the show will take place). NIB, the New York advertising sales firm, will sell the barter time in the show. NIB's Kerry Andrews said the show has been cleared for an initial 13-week run in over 70% of the country, starting July 1992, including KCAL-TV Los Angeles, KBHK-TV San Francisco and

WGBS(TV) Philadelphia. According to Andrews, most of the stations picking it up (all independents) are clearing between 4 p.m. and 5 p.m. as a transition vehicle from animation to sitcoms.

■ On the off-network sales front, the following 1992-93 sitcoms are on tap (percentages represent clearance coverage to date): *Dear John* (Paramount), 65%; *Designing Women* (Columbia Pictures Television), 85%; *Murphy Brown* (Warner Bros.), over 87%; *Roseanne* (Viacom), 75%, and *Wonder Years* (Turner Program Services), 55%. Off-network hours for 1992-93: *In the Heat of the Night* (MGM/UA), 46%; *Wiseguy* (Cannell Distribution), and *Jake and the Fatman* (no figures available).

**An INTV agenda
and exhibitor
list begins on
page 64.**

ALL THROUGHOUT HISTORY,
MARRIED COUPLES HAVE ARGUED

10,000 BC

“ W i l m a ! ”

1951

**“Lucy, what have you
done now?”**

1955

**“One of these days,
Alice,
POW, right to the moon!”**

1971

“Stifle it, Edith!”

1987

**“Peg,
where’s the remote?”**

...AND AUDIENCES HAVE ROARED!



AND NOW, THE NEW SHOW THAT
MARRIES LOVE AND LAUGHTER.

THAT'S
Amore
MORE



Throughout television history, humorous conflicts in marital relationships have provided great entertainment. Now *That's Amore* takes those delightful dilemmas in a new direction – with real married couples airing their differences. It's spontaneous. It's funny. And it's sensitively hosted by Luca Barbareschi, Italy's No. 1 box office attraction for three years in a row and the host of the hit Italian series on which *That's Amore* is based. Luca's charm, compassion and wit make his guests – and viewers – feel right at home. *That's Amore*. The engaging new half-hour strip for September 1992.



With love, from Group W Productions

Distributed by

**GROUP W
PRODUCTIONS**
A WESTINGHOUSE BROADCASTING COMPANY
National Advertising: Group W Productions Media Sales

ALREADY RENEWED IN 26 OF THE TOP 30 MARKETS!

This week's success...

The Maury Povich Show, Time Period Improvement NOV. '91 vs. NOV. '90

MARKET	STATION	TIME PERIOD	NOV '90 PROGRAM	% INCREASE, WOMEN	
				18-49	25-54
*NEW YORK	WNBC/N	3P	JOAN RIVERS	+ 33%	+ 19%
*CHICAGO	WBBM/C	9A	FAMILY FEUD/WHEEL-FORTUNE	+ 14%	+ 50%
*PHILADELPHIA	WCAU/C	4P	TRUMP CARD/COSBY	+ 50%	+ 60%
*BOSTON	WBZ/N	3P	PREVIEW/INSTANT RECALL	+ 167%	+ 133%
*CLEVELAND	WKYC/N	4P	INSTANT RECALL/PERSONALITIES	+ 100%	+ 62%
TAMPA	WTSP/A	4P	TRUMP CARD/JEOPARDY	+ 144%	+ 90%
*MIAMI	WPLG/A	10A	SALLY-RAPHAEL	+ 37%	+ 55%
*PITTSBURGH	WTAE/A	10A	PITTSBURGH IS TALKING	+ 48%	+ 83%
*BALTIMORE	WBAL/C	4P	CURR. AFF./CHALLENGERS	+ 31%	+ 10%
INDIANAPOLIS	WISH/C	10A	JOAN RIVERS	+ 57%	+ 46%
CINCINNATI	WKRC/A	4P	PERSONALITIES/PREVIEW	+ 4%	+ 43%
CHARLOTTE	WBTV/C	9A	GERALDO	+ 78%	+ 46%
*RALEIGH	WRAL/C	9A	JOAN RIVERS	+ 93%	+ 56%
GRAND RAPIDS	WOTV/C	4P	TRUMP CARD/INSTANT RECALL	+ 86%	+ 89%
*PROVIDENCE	WJAR/N	4P	INSTANT RECALL/PREVIEW	+ 127%	+ 100%
*HARRISBURG	WHTM/A	5P	GROWING PAINS/PREVIEW	+ 145%	+ 130%
*GREENSBORO	WGHP/A	10A	JOAN RIVERS	+ 125%	+ 100%
LOUISVILLE	WHAS/A	11A	JOKERS WILD/MATCH GAME	+ 42%	+ 100%
*ALBANY	WTEN/A	4P	PREVIEW/INSTANT RECALL	+ 163%	+ 225%
*RICHMOND	WTVR/C	4P	JOKERS WILD/FAMILY FEUD	+ 87%	+ 63%
*FLINT	WJRT/A	10A	INSIDE EDITION/INSTANT RECALL	+ 41%	+ 33%
*SYRACUSE	WSTM/N	4P	PREVIEW/PERSONALITIES	+ 170%	+ 155%
ROANOKE	WDBJ/C	9A	KATE & ALLIE/FACTS OF LIFE	+ 35%	+ 46%
*GREEN BAY	WBAY/C	3P	PERSONALITIES/INSTANT RECALL	+ 250%	+ 214%
*AUSTIN	KTBC/C	3P	GERALDO	+ 40%	+ 3%
*ROCHESTER	WROC/C	4P	PERSONALITIES/M*A*S*H	+ 80%	+ 73%
LEXINGTON	WTVQ/A	4P	PERSONALITIES/JOKERS WILD	+ 173%	+ 256%
*YOUNGSTOWN	WFMJ/N	5P	GROWING PAINS/WHO'S THE BOSS	+ 32%	+ 34%
WACO	KWTX/C	4P	PERSONALITIES/CURRENT AFFAIR	+ 100%	+ 56%
FT. WAYNE	WPTA/A	11A	JOAN RIVERS	+ 21%	+ 46%
LANSING	WLNS/C	4P	DONAHUE	+ 157%	+ 128%
*ERIE	WICU/N	9A	JOAN RIVERS	+ 89%	+ 114%
COLUMBIA	KMIZ/A	4P	CHALLENGERS/E.T.	+ 80%	+ 43%
UTICA	WUTR/A	4P	PERSONALITIES/INSIDE ED.	+ 1100%	+ 667%

Source: NSI (*ARB) November 1991 vs. November 1990. % increase calculated using unrounded DMA ratings.

Although only half the November books are in, we just couldn't wait to tell you the good news. Compared to the shows it replaced, THE MAURY POVICH SHOW is displaying the kind of strong, solid improvement that is the mark of a winner. In fact, when you look at where Maury's at now, he's held or improved his ratings since October in 89% of the metered markets. Which is why the renewals are already pouring in for next year. And when next week's books come in, the story is sure to get even better.



is only half the story.

(more good news coming Jan. 13)

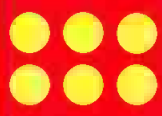
THE
MAURY POVICH
SHOW™



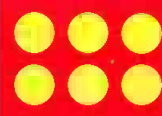
**IN A YEAR
FILLED WITH
BIG NEWS,
WE'RE THE
TOP STORY!**



#1 in
Access
Women 25-54



#1 in
Early Fringe
Women 25-54



#1 in
Late Fringe
Women 25-54

MKT./STATION	COMPETITION	MKT./STATION	COMPETITION	MKT./STATION	COMPETITION
Los Angeles/KNBC	Jeopardy, ACA, Full House, Golden Girls	St. Louis/KTVI	Jeopardy, Golden Girls	Phoenix/KTVK	Tonight Show
Tampa/WTVT	Jeopardy, ET, Night Court, MASH	*Norfolk/WVEC	Local News	*Kansas City/KCTV	Tonight Show, MASH
Pittsburgh/WTAE	Jeopardy, CBS Eve. News, Night Court	*Oklahoma City/KFOR	Jeopardy, Donahue	Jacksonville/WJXT	Tonight Show, Nightline
San Diego/KFMB	ACA, People's Court, Cheers	*Tulsa/KTUL	Donahue	*Wichita-Hutch/KSAS	Nightline, Letterman
Columbus, OH/WCMH	Wheel, ET, MASH	*Mobile/WKRG	Cosby	Champaign/WCIA	Letterman, Nightline
Birmingham/WVTM	Wheel, Married w/Children	*Shreveport/KTBS	Geraldo	Lafayette/KADN	Nightline
Fresno/KJEO	Cheers, ET, Married w/Children	Portland-Aub/WGME	Golden Girls, Cheers	*Lubbock/KLBK	Tonight Show, Cheers, MASH
Baton Rouge/WBRZ	Wheel, Cosby	Harlingen/KGBT	Mama's Family, Alf, CBS Eve. News	Greenwood/WXVT	Entertainment Tonight
Waco/KXXV	Wheel, Cosby, Golden Girls	Reno/KOLO	Local News, Cheers		
Santa Barbara/KCOY	Wheel, Cheers, Full House	Columbus, MS/WTVA	Matlock		
		Bangor/WABI	Cheers, MASH		
		Quincy/WGEM	Jeopardy		
		*Utica/WUTR	Cosby		
		Rapid City/KOTA	CBS Eve. News, Golden Girls		
		Panama City/WJHG	Donahue		

Once again, **HARD COPY** delivers. Big news. Big stories. And even bigger ratings. This November, **HARD COPY**'s performance continued its phenomenal growth as a decisive leader among women 25-54 in syndication's three most important time periods. Now in our third year, we've got the talent, the drive and the momentum to keep making headlines in 1992.



GOING UP!

MARKET	STATION/AFFIL	ADULTS		MARKET	STATION/AFFIL	ADULTS	
		18-34	18-49			18-34	18-49
*NEW YORK	WWOR/I	UP 5%	UP 12%	LOUISVILLE	WDRB/I	UP 8%	UP 10%
*LOS ANGELES	KCOP/I	UP 9%	UP 10%	BIRMINGHAM	WTTO/I	+ INF	+ INF
CHICAGO	WBBM/C	UP 31%	UP 10%	ALBANY, NY	WXXA/I	UP 100%	UP 67%
BOSTON	WLVI/I	UP 7%	UP 14%	*DAYTON	WRGT/I	UP 73%	UP 37%
*WASHINGTON, DC	WUSA/C	UP 267%	UP 200%	*CHARLESTON-HUNT	WVAH/I	UP 71%	UP 25%
ATLANTA	WAGA/C	UP 47%	UP 26%	*FLINT-SAGINAW	WSMH/I	UP 105%	UP 56%
*HOUSTON	KTXH/I	UP 55%	UP 8%	LITTLE ROCK	KTHV/C	UP 57%	UP 38%
*CLEVELAND	WJW/C	UP 31%	UP 17%	TULSA	KOKI/I	UP 3%	UP 31%
*PITTSBURGH	WPGH/I	UP 420%	UP 250%	*RICHMOND	WRLH/I	UP 33%	UP 39%
ST. LOUIS	KTVI/A	UP 378%	UP 221%	WICHITA	KSAS/I	UP 33%	UP 67%
*SACRAMENTO	KXTV/C	UP 5%	UP 12%	*KNOXVILLE	WKXT/C	UP 71%	UP 29%
*PHOENIX	KPHO/I	UP 121%	UP 93%	MOBILE-PENSACOLA	WPML/I	UP 529%	UP 300%
BALTIMORE	WBFF/I	UP 38%	UP 29%	TOLEDO	WNWO/A	UP 32%	UP 13%
HARTFORD	WFSB/C	UP 129%	UP 80%	*SYRACUSE	WSYT/I	UP 40%	UP 75%
SAN DIEGO	XETV/I	UP 12%	UP 14%	AUSTIN	KBVO/I	UP 54%	UP 29%
INDIANAPOLIS	WXIN/I	UP 5%	UP 3%	*DES MOINES	KDSM/I	UP 33%	UP 83%
*PORTLAND, OR	KPTV/I	UP 56%	UP 36%	*ROCHESTER, NY	WUHF/I	UP 23%	UP 32%
MILWAUKEE	WCGV/I	UP 89%	UP 37%	*OMAHA	KPTM/I	UP 169%	UP 92%
*KANSAS CITY	KSHB/I	UP 50%	UP 9%	PADUCAH	KBSL/I	UP 200%	UP 200%
*CINCINNATI	WCPO/C	UP 73%	UP 55%	CHAMPAIGN	WRSP/I	UP 155%	UP 90%
CHARLOTTE	WJZY/I	UP 26%	UP 80%	LAS VEGAS	KVVU/I	UP 78%	UP 66%
*NASHVILLE	WZTV/I	UP 3%	UP 12%	SPRINGFIELD, MO	KDEB/I	UP 173%	UP 92%
COLUMBUS, OH	WBNS/C	UP 27%	UP 38%	*CHATTANOOGA	WDSL/I	UP 19%	UP 15%
*GREENVILLE-SPART.	WHNS/I	UP 29%	UP 38%	*JOHNSTOWN	WTAJ/C	UP 50%	UP 33%
BUFFALO	WUTV/I	UP 167%	UP 120%	*DAVENPORT	KLJB/I	UP 200%	UP 186%
GRAND RAPIDS	WXMI/I	UP 43%	UP 42%	*SOUTH BEND	WSJV/A	UP 60%	UP 30%
*MEMPHIS	WPTY/I	UP 258%	UP 340%	*COLUMBIA, SC	WACH/I	UP 68%	UP 33%
*NEW ORLEANS	WNOL/I	UP 12%	UP 26%	*HUNTSVILLE	WAAY/A	UP 62%	UP 50%
PROVIDENCE	WNAC/I	UP 100%	UP 21%	*EVANSVILLE	WEVV/I	UP 1000%	UP 350%
OKLAHOMA CITY	KOKH/I	UP 33%	UP 5%	*WACO	KVKT/I	UP 100%	UP 40%
WEST PALM BEACH	WFLX/I	UP 44%	UP 29%	*BATON ROUGE	WBRZ/A	UP 20%	UP 11%
GREENSBORO	WNRW/I	+ INF	+ INF				

Source: NSI (*ARB), percent change in rating from November 1990 to November 1991.



Heading into the new year, **THE ARSENIO HALL SHOW** is better than ever, and the November ratings prove it. Compared to last year, more and more young adults are staying up to share a little late-night excitement with Arsenio. With a guest list the competition can't match, and an energy level they can't touch, Arsenio is definitely a cut above.

THE ARSENIO HALL SHOW™



© Paramount Pictures Company



Source: NTL (AA) Pocketpiece 10/26-11/22/91.
*Jeopardy's NTL average covers only 3 weeks. The fourth
week's NTL for Jeopardy is being reprocessed by Nielsen.
© 1991 by Paramount Pictures. All rights reserved.

When it comes to attracting key demos, the competition just can't keep them entertained.

Sweep after sweep, the results are the same. When it comes to attracting the people that advertisers like best, no show can match ENTERTAINMENT TONIGHT. Just look at the November ratings.


Not only did we beat the access competition, we also outdid our own ratings from last year! After 10 years, no one keeps them entertained like we do.

	WOMEN		MEN	
	18-49	25-54	18-49	25-54
ENTERTAINMENT TONIGHT	6.3	6.8	4.6	5.0
WHEEL OF FORTUNE	5.5	6.4	3.8	4.7
JEOPARDY*	5.6	6.4	3.8	4.5
A CURRENT AFFAIR	5.2	5.6	4.0	4.4
INSIDE EDITION	3.7	4.0	2.7	3.0



ENTERTAINMENT
TONIGHT



A Star Trek: The Next Generation ship is shown from a low angle, flying through a vibrant, swirling nebula of green and blue light. The ship's saucer section is prominent in the upper right, and a yellow nacelle with a red and blue light is visible below it. The background is a dark space filled with stars.

WE'RE NOT JUST AHEAD OF OUR TIME. WE'RE AHEAD OF PRIMETIME.

WHEN IT COMES TO ATTRACTING MEN,
NO SHOW ON TELEVISION CAN MATCH THE
POWERFUL APPEAL OF STAR TREK:
THE NEXT GENERATION. NOT *60 MINUTES*.
NOT *CHEERS*. NOT *ROSEANNE*. NOT
EVEN *MONDAY NIGHT FOOTBALL* COULD
KEEP PACE AS WE SWEEPED THE FIELD IN
NOVEMBER. IF YOU NEED AN EFFECTIVE WAY
TO REACH A LOT OF MEN, YOUR SHIP HAS
COME IN. WE SUGGEST YOU BEAM ABOARD.

STAR TREK: TNG VS. NETWORK PRIME
(ALL PROGRAMS)
MEN 18-49

STAR TREK: TNG

14.6

MONDAY NIGHT FOOTBALL

13.9

+ 5%

CHEERS

12.8

+ 14%

ROSEANNE

12.7

+ 15%

COACH

11.6

+ 26%

60 MINUTES

10.7

+ 36%

STAR TREK
THE NEXT GENERATION



INTV AT A GLANCE

All sessions are in the Fairmont Hotel unless otherwise indicated.

Tuesday, Jan. 7

Noon-7 p.m.—Registration opens. Grand ballroom foyer.

3-6 p.m.—Board of directors meeting. Garden room.

Wednesday, Jan. 8

7 a.m.-6 p.m.—Registration.

8:30-9 a.m.—Continental breakfast. Grand ballroom.

9-9:40 a.m.—Opening session. Grand ballroom. Welcome: Michael Eigner, executive vice president-general manager, WPIX-TV New York, and 1992 convention chairman. Chairman's report: Randall Smith, executive vice president-general manager, WPHL-TV Philadelphia, and board chairman, INTV. President's report: James Hedlund, president, INTV.

9:40-10:15 a.m.—Keynote address. Grand ballroom. David Londoner, CFA/managing director, Wertheim, Schroder & Co., an "Free TV: Meeting the Demands of a Challenging Decade." Introduction by Gerard Byrne, *Variety*.

10:15-10:30 a.m.—Coffee break.

10:30-noon—"Why Are These Men Smiling?" Grand ballroom. Moderator: Edward Karlick, president-chief operating officer, Chase Communications. Panelists: Royce Yudkoff, managing director, ABRY Communications; Barry Baker, president-chief executive officer, River City Broadcasting; James Boaz, president, Paramount Stations Group; Daniel Sullivan, president-chief operating officer, Clear Channel Television.

Noon-6 p.m.—Program screenings and hospitality suites open. Main building, floors two and three.

Board of directors dinner (underwritten by Tribune Entertainment Co.), by invitation only.

10 p.m.—Worldvision party. Tonga room.

Thursday, Jan. 9

7:30 a.m.-6 p.m.—Registration.

7:45-9:15 a.m.—Public policy breakfast, featuring senior staff of FCC, Congress and Bush administration. Terrace room. Moderator: Shaun Sheehan, vice president/Washington, Tribune Broadcasting Co. Breakfast will be preceded by Advertising Council presentation, given by James Dowdle, president-chief executive officer,

Tribune Broadcasting Co., and executive vice president, Tribune Co.

9:30-10:30 a.m.—"More News Is Good News." Grand ballroom. Moderator/producer: Jeff Wald, executive director, KCOP-TV Los Angeles. Panelists: Bill Bauman, news director, KCRA-TV Sacramento; Bob Cook, news director, KTXL-TV Sacramento; Joseph Saitta, vice president/affiliate news, Fox Broadcasting Co.; Kenneth Tiven, vice president-general manager, Orange County News Service; Fred Zehnder, news director, KTVU-TV. Grand Ballroom.

10:30-10:45 a.m.—Coffee break.

10:45-noon—"Sleeping with the Enemy?" Grand ballroom. Moderator/producer: Brooke Spectorsky, vice president-general manager, WUAB(TV) Cleveland. Panelists: Laurey Barnett, vice president-director of programming, United Television; W. Russell Barry, president, Turner Program Services; Corey Busch, executive vice president, San Francisco Giants; Spencer Kaitz, president, California Cable Television Association, and Thomas Tauke, executive vice president, government affairs, NYNEX.

Noon-5 p.m.—Program screenings and hospitality suites.

6:30 p.m.—Closing party. Dinner and dance aboard San Francisco Spirit in San Francisco Bay, sponsored by Viacom.

Friday, Jan. 10

8-9:15 a.m.—Breakfast. "The View from the Top." Terrace room. Panelists: FCC Commissioners James Quello, Sherrie Marshall, and Ervin Duggan. Questioners: Ron Alridge, vice president, publisher and editorial director, *Electronic Media*; Dawson "Tack" Nail, executive editor, *Communications Daily and Television Digest*, and Donald West, senior vice president-editor, BROADCASTING magazine.

9:30-10:45 a.m.—"What's Happening to Advertising?" Grand ballroom. Moderator: Kevin O'Brien, vice president-general manager, KTVU(TV) San Francisco. Panelists: Richard Balsiger, director of advertising, Mazda Motors of America; Karen Eadon, vice president/marketing, Taco Bell; Charles McCabe Jr., executive vice president/corporate marketing and communications, Manufacturers Hanover Trust Co., and Anthony Ponturo, vice president, corporate media and sports marketing.

10:45 a.m.—Coffee break.

11 a.m.-12:15 p.m.—"Indie" Promotion Awards and the Best in Promotion and Advertising from Around the Globe. Grand ballroom. Presenters: Paul Bissonette, vice president/creative services, WPIX-TV New York, and Steven Poitras, director of marketing, KVVU-TV. Produced by Morton Slakoff, senior vice president, creative services, MCA TV; Paul Bissonette, vice president/creative services, WPIX-TV New York, and Steven Bell, vice president-general manager, KTLA(TV) Los Angeles.

WHO, WHAT AND WARES IN SAN FRANCISCO

* asterisks denote new programming or service.

All American Television Suite 208
205 Lexington Ave.
New York, N.Y. 10016

Staff: George Back, Bruce Casino, David Katz. **Programs:** *Sherlock Holmes and the Leading Lady**, *Sherlock Holmes: Incident at Victoria Falls**, *The Howard Stern Show*, *America's Top 10*, *All American Feature Theatre II*.

Blair Entertainment Suite 358
1290 Ave. of the Americas
New York, N.Y. 10036

Staff: James H. Rosenfield, Michael Weiser, Kenneth N. DuBow, Gayle Dickie. **Programs:** *Famous Hollywood Mysteries*,

Greatest Sports Gags, *Stuntmasters*, *Studio 22*, *Best of Divorce Court*.

Buena Vista TV Suites 310-312-314
500 So. Buena Vista St.
Burbank, Calif. 91521

Staff: Carole Black, Joanne Burns, Tom Cerio, Marian Effinger, Jim Engleman, Helen Faust, Rich Frank, Rick Jacobson, Bob Jacquemin, Howard Levy, Gary Kri-sel, Mort Marcus, Janice Marinelli-Mazza, Mike Mellon, Randy Reiss, Mike Shaw, Ken Solomon, Ken Werner, Mark Zoradi. **Programs:** *Live with Regis and Kathy Lee*, *Empty Nest**, *Siskel & Ebert*, *Golden Girls*, *Wonderful World of Disney*, *Buena Vista I*,

Disney Imagination, *Treasure I*, *Disney Magic I and II*, *The Disney Afternoon*, *Ducktales*, *Talespin*, *Darkwing Duck*, *Goof Troop**.

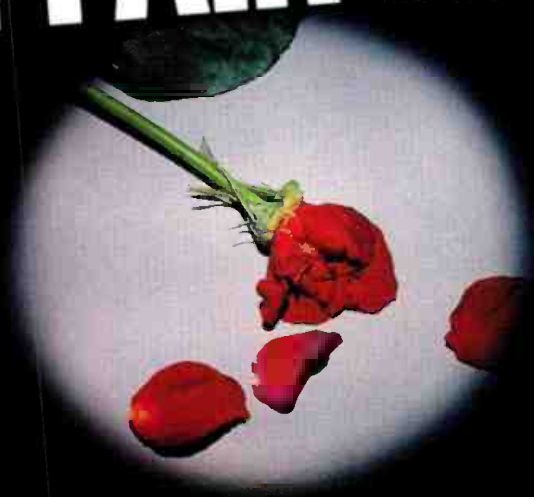
BYCA Television Dist. Suite 284
3000 West Alameda Blvd., #2977
Burbank, Calif. 91523

Staff: Dennis Gresham, Byron Allen, Marv Grey, Scott Lanken, Judith Bernat.

Cannell Distribution Suites 368-370
1925 Century Park East, #2140
Los Angeles, Calif. 90067

Staff: Patrick J. Kenney, Maury Lanken,

THE AFFAIR IS OVER.



INSIDE EDITION



Bill O'Reilly
Anchor

THE NEW **#1** NEWS MAGAZINE IN ACCESS.

4.7

NOW
IT CAN BE TOLD

9.1

A CURRENT
AFFAIR

9.3

HARD
COPY

10.3

INSIDE
EDITION

Reap The Rewards!
Inside Edition...The Must-Buy Franchise For The 90's!

PRODUCED AND DISTRIBUTED BY

KINGWORLD

Jim O'Neill, Ed Youngmark, Kathy Zeisel, Drew Hallmann, Jerry Leifer, Patricia Mark. **Programs:** Off-network series—*Wiseguy*, *21 Jump Street*, *Greatest American Hero*, *Tenspeed and Brownshoe*. First-run series—*The Renegade*, *Street Justice*.

Cluster Television Suites 386-388-390-392
9630 Deereco Rd.
Timonium, Md. 21093

Staff: John Claster, Sally Bell, Janice Carter. **Programs:** *Stunt Dawgs**, *G.I. Joe*, *Casper*, *Romper Room*, *James Bond Jr.*, *Conan**, *Bucky O'Hare*.

Columbia Pictures TV Suites 282-84-86-88-290
3400 Riverside Dr.
Burbank, Calif. 91505

Staff: Barry Thurston, Ed Wilson, Bob Cook, Leslie Tobin, Terry Mackin, Steve Mosko, John Weiser, Alan Daniels. **Program:** *Designing Women*. Film Packages—*Showcase II*, *Columbia Gold*.

Crawford DESIGNtefx Suite 256
535 Plasamour Dr.
Atlanta Ga. 30324

Staff: Charles R. Humbard, Susan Shipsky, Charlie Willis. Services: 2-D & 3-D graphics.

Genesis Entertainment Suites 382-384
30501 Agoura Road, # 200
Agoura Hills, Calif. 91301

Staff: Gary Gannaway, Wayne Lepoff, Phil Oldham, Douglas Friedman, Barry Wallach, Ed Wasserman, Trudie Lynch. **Programs:** *The Whoopi Goldberg Show**, *Infatuation**, *Karaoke Showtime**, *The Grudge Match*, *Emergency Call*, *Highway to Heaven*, *The Judge*, *Best of National Geographic Specials*.

Group W Prod. Suites 248-250-252
3801 Barham Blvd., #200
Los Angeles, Calif. 90068

Staff: Derk Zimmerman, Richard Sheingold, Peter Gimber, David Jacquemin, Dan Cosgrove, Ken Flower, Owen Simon. **Programs:** *Vicki**, *That's Amore**, *Teenage Mutant Ninja Turtles*, *Bob Vila's Home Again*, *On Scene: Emergency Response*, *Missing/Reward*, *Way Cool*.

Imperial Domestic TV Suite 282
4640 Lankershim Blvd., 4th Floor
North Hollywood, Calif. 91602

Staff: James Slater. Film packages: *Action Pak I** and *Ninja Theatre**.

ITC Entertainment Suites 352-354
12711 Ventura Blvd.
Studio City, Calif. 91504

Staff: Ritch Colbert, Tony Dwyer, Mike Russo. **Programs:** *The George Michael Sports Machine**, *Psychotronic Zone*, *Movie of the Month II*.

King World Prod. Suites 210-212-214
12400 Wilshire Blvd.

Los Angeles, Calif. 90025

Staff: Roger King, Michael King, Scott Towle, Stu Stringfellow, Randy Hanson, Lee Leddy, Gary Grandolph. **Programs:** *Candid Camera, Inside Edition*, *Wheel of Fortune*, *Jeopardy!*, *The Oprah Winfrey Show*, *Mr. Food*, *Little Rascals*, *Topper*, *Guns of Will Sonnett & Branded*, *Movie Classics Package*.

LBS Communications Suites 204-206
875 Third Ave., 9th Floor
New York, N.Y. 10022

Staff: Henry Siegel, Jon Nottingham, Tony Intelisano, Bill Smither, Alan Winters. **Programs:** *Hollywood Unsolved Mysteries**, *T-Rex**, *Spiff & Hercules**, *Soap Opera Magazine**. First-run series—*Family Feud*, *Baywatch*, *Memories—Then & Now*, *Laura McKenzie's TravelAmerica*. Children—*Heathcliff*, *Inspector*, *Inspector Gadget*, *Mask*, *The New Adventures of He-Man*. Specials—*The Elvis Conspiracy*, *The Marilyn Files*, *10th Annual Country Showdown*. Features-packages—LBS World Premiere Movies, *It Nearly Wasn't Christmas*, *Hope Diamonds*.

LOCAL-DBS Inc. Suite 200

MCA TV Suites 260-262-264-266
100 Universal City Plaza Bldg. 500/8
Universal City, Calif. 91508

Staff: Tom Wertheimer, Shelly Schwab, James Kraus, Mort Slakoff, Steve Rosenberg, Arthur Hasson, Philip Martzolf, Paul Hoffman, Tom Maples, Bill Trotter, Tony Fasola, Kristine Orr, Cameron Hutton, Mark Forgea, Michael Howard. **Programs:** *Kitty Kelley*, *Coach*, *Harry and the Hendersons*, *Roggin's Heroes*.

Media Incentive Marketing Suite 348
90 New Montgomery St., #1414
San Francisco, Calif. 94105

MGM-Pathé Suites 274-276
10000 West Washington Blvd.
Culver City, Calif. 90232

Staff: Sid Cohen, Don Golden, Noranne Frisby, Bob Greenstein, Ed Monahan, Jack Smith, Ada La Greca. **Programs:** *Heat of the Night*, *Twilight Zone*, *MGM Premiere Network IV**, *MGM/UA 450 Features**.

NTM TV Distribution Suites 304-306
4024 Radford Admin. Bldg., 4th Floor
Studio City, Calif. 91604

Staff: Kevin Tannehill, Marc Grayson, Mark Lipps, Steve Barbour, Chris Rovtar, Burt Rosenburgh. **Programs:** *The New WRKP in Cincinnati*, *Newhart*, *Hill Street Blues*, *St. Elsewhere*, *Remington Steele*, *White Shadow*, *Lou Grant*, *Graham Kerr Vignettes*.

Reg Grundy Productions Suite 258
9911 West Pico Blvd., #1200
Los Angeles, Calif. 90035

Staff: Robert Lloyd. **Programs:** *Dangerous*

*Women** (52 one-hours), *Tanamera: Lion of Singapore* (6-hour miniseries), *It's a Knockout* (100 one-hours), *Embassy* (39 one-hours), *Neighbours* (1,500 half-hours).

Republic Pictures Suite 376
12635 Beatrice St.
Los Angeles, Calif. 90066

Rysher Entertainment Suite 254
12711 Ventura Blvd., #490
Studio City, Calif. 91604

Staff: Keith Samples, Jerry Jameson. **Programs:** *Saved by the Bell**, *Uptown Comedy Club**, *Captain N and the Video Gamemasters**, *Rysher Premiere Network I**, *The Highlander**.

Sachs, Finley & Co. Suite 300
12301 Wilshire Blvd., #511
Los Angeles, Calif. 90025

Staff: Jerry Sachs, Shelly Hirsch, Bill Vertin, Barbara Schwecke. **Program:** *Swan's Crossing*.

Synchronal Media Suite 278
1515 Broadway
New York, N.Y. 10036

Staff: Gerald Baldwin. **Programs:** *Inside Beauty Secrets: Richard Caruso Molecular Hairsetter**, *The Electric Dynamo**, *Real Answers: Citrus Miracle**, *New Products and Ideas: Flowbee**, *Robert Allen's Money Power System**, *Tony Robbins: Personal Power**, *Cuisine International Presents: The Cuisine Wok*.

Television Program Enterprises Suite 308
875 Third Ave.
New York, N.Y. 10022

Staff: Alan Bennett, Rick Meril. **Programs:** First-run series—*Star Search (strip)**, *Lifestyles of the Rich and Famous*, *Supermodel of the World 1992*, *International Auto Show*, *SFM Holiday Network*. Mini-series—*Blood Feud*, *Emma: Queen of the South Seas*, *Ford: The Man and the Machine*, *Hold the Dream*, *Jenny's War*, *Hoover vs. the Kennedys: The Second Civil War*, *The Key to Rebecca*, *Sadat*, *Strong Medicine*, *A Woman of Substance*. First-run series—*Runaway with the Rich and Famous*, *First Look*, *Entertainment Tonight*, *Emergency Call*, *The Judge*, *Grudge Match*. Series off-network—*Highway to Heaven*, *Fame*, *Fortune & Romance*. Animated—*Widget*, *Mr. Bogus*. Specials—*International Star Search 1992*, *The Rich and Famous 1992 World's Best*, *United States Air Show*.

Tribune Entertainment Co. Suites 342-344
435 No. Michigan Ave.
Chicago, Ill. 60601

Staff: Sheldon Cooper, Don Hacker, David Sifford, Clark Morehouse, Jim Corboy. **Programs:** Magazine/talk—*Geraldo*, *The Joan Rivers Show*, *Now It Can Be Told*, *U.S. Farm Report*. Late Night—*Dennis Miller**, *Tales from the Darkside*, *Monsters*. Movies—*A Child Called Jesus*, *TV Net*, *Columbia Night at the Movies*, *Gun-*

WHEN YOU
THINK OF TALK
SHOWS THREE
NAMES COME
TO MIND

fighters, *Tri-Star Showcase III, Final Shot: The Hank Gathers Story**. Miniseries—Tribune Premiere Network, *Voyage of Terror: The Achilles Lauro Affair, Night of the Fox, Vendetta: Secrets of a Mafia Bride, Sidney Sheldon's Memories of Midnight, To Catch a Killer**, *Sidney Sheldon's Sands of Time**. Specials—*The Hollywood Christmas Parade, Macy's Fourth of July Fireworks: Cheer for America*. Targeted programming—*Apollo Comedy Hour**, *Soul Train, Soul Train Music Awards, Gladys Knight's Holiday Family Reunion Concert, Celebrate the Soul of American Music, The Desi Entertainment Awards**, *The Stellar Awards: A Gospel Tribute to Dr. Martin Luther King Jr., Second Generation**. Sports—Chicago Cubs baseball.

Twentieth Television Suites 240-242-244
10201 West Pico Blvd.
Los Angeles, Calif. 90035

Staff: Barry Diller, Lucie Salhany, Len Grossi, Michael Lambert, Peter Marino, Robert Fleming, Fred Bierman, J. Mathy Wasserman, Stephen Friedman, David Witus, Ben Begun, Cheri Vincent, Ken Richards, Peter Baca, Jim Martz, Matthew Jacobson, Timothy Mudd, John Campagnolo, David Campbell, Dan Greenblatt, Victoria Quoss, Eddie Seslowsky, Paul Franklin, Jeff Stern, Michael Newsom, David Ozer, Lucy Hood, Robert Cesa, Jon Barovick. International Television—William Saunders, Ed Greenberg, Malcolm Vaughan, Stephen Cornish, Elie Wahba, Maurice Aghion, Gustavo Montaudon, Tom Warne, Paul Herbert, Gerard Grant, Randall Broman. **Programs:** First-run—*A Current Affair, A Current Affair Extra, Studs**, *Pump It Up**, *Not Just News*. Off-network—*Doogie Howser, M.D.**, *The Simpsons, Mr. Belvedere, L.A. Law, Small Wonder, Tracey Ullman, Animal Express, Batman, Fall Guy, Fox Movietone News, Green Hornet, Jane Goodall and World of Animal Behavior, Land of the Giants, Lost in Space, M*A*S*H, Trapper John, The Undersea World of Jacques Cousteau, Vega\$, 9 to 5, The Ann Sothern Show, Bracken's World, Expedition Danger, The Ghost and Mrs. Muir, Julia, Lancer, The Monroes, Movin' On, Nanny and the Professor, Room 222, Time Tunnel, Voyage to the Bottom of the Sea.*

Viacom Enterprises Suites 372-374-378-380
1515 Broadway
New York, N.Y. 10036

Staff: Henry Schleiff, Michael Gerber, Dennis Gillespie, Dennis Emerson, Frank Flanagan, Elissa Lebeck, Sean Deneny, Douglas Knight, Julia Pistor, Ann Humphrey, Betsy Vorce, Joseph DiSalvo, Brooks Carroll, Peter Preis, John Attebery, Ken Doyle, Sid Beighley. **Programs:** First-run series—*How's Your Love Life**, *The Montel Williams Show**, *Lightning Force, Super Force, This Morning's Business*. Off-first run series—*The Adventures of Superboy*. Off-network—*Matlock, Roseanne, A Different World, The Andy Griffith Show, The Beverly Hillbillies, The Bob Newhart Show, Cannon, Clint Eastwood in Rawhide, Rawhide, The Cosby Show, Fam-*

ily Affair, Gomer Pyle, U.S.M.C., Gunsmoke, Hawaii Five-O, Hogan's Heroes, The Honeymooners, I Love Lucy, The Life and Times of Grizzly Adams, Marshall Dillon, The Mary Tyler Moore Show, My Three Sons, Perry Mason, Petticoat Junction, The Phil Silvers Show, The Rookies, The Twilight Zone, The Wild, Wild West. Animated—*Terrytoons, Harlem Globetrotters, The Alvin Show*. Feature packages—*Viacom Features I,II,III,IV,V,VI,VII,VIII,Nine,10, XI,XII,XIII,14*. Thematics 2: *Stories for Men, Stories for Women**, *Black Magic, Exploitables, Exploitables III, Exploitables 4, Family Entertainment, Guts and Glory, Gasp, The Legend Group, Movie Greats, Perry Mason Features, Thematics, Young and Reckless, TV Net.*

Warner Bros. Domestic TV Suites 362-364-366
4000 Warner Blvd.
Burbank, Calif. 91522

Staff: Dick Robertson, Scott Carlin, Karl Kuechenmeister, Bill Hart, Jim Burke, Mark Robbins, Mark O'Brien, Vince Messina, Bruce Rosenblum, Yelena Lazovich. **Programs:** First-run—*Kung Fu: The Legend Continues**, *Time Trax**, *HBO Stand-up Comedy Showcase**, *The Wild West**, *Babylon 5, Jenny Jones, Steven Spielberg Presents Tiny Toon Adventures, Merrie Melodies starring Bugs Bunny and Friends, The People's Court, Love Connection, Best of Love Connection, Alvin & the Chipmunks*. Off-network—*Family Matters, Murphy Brown, Full House, Alf, Growing Pains, Head of the Class, The Hogan Family, Night Court, Perfect Strangers, Mama's Family, Knot's Landing, Dallas, It's a Living, Eight Is Enough, The Blue Knight, The New Dick Van Dyke-Mayberry R.F.D., More Real People, My Favorite Martian, Here's Lucy, Matt Houston, Private Benjamin, The Dukes of Hazzard, Alice, Welcome Back, Kotter, Chico and the Man, F-Troop, Superman, Batman/Superman-Aquaman, Harry O, Wonder Woman, Kung Fu, The Waltons, The F.B.I., Tarzan, Maverick*. Movie packages—*Volume 30**; *Premiere Edition Three**; *Premiere Editions One and Two**; *Encore One; Premiere Edition; Volumes 1-A, 2-A, 13, 14-15, 16, 17, 18, 19, 20, 21, 22, 24, 25, 26, 27, 28, 29; TV1, TV2, TV3, TV4; The FBI Story; 13 Classic Thrillers; 13 Classic Thrillers II; Tarzan Features; The Bowery Boys; Starlite 3,4,5,6; Easy Eight; Mint Edition; Ultra 4; 22 Karat, Lorimar I and II, Telepictures 1,2,3; Lorimar Family Classics, Sci-Fi Horror, Cowboys and Indians, Bomba the Jungle Boy, Masters of Fury*. Miniseries—*Hollywood Wives, Bare Essence, The Thornbirds.*

World Wrestling Federation Suite 302
1231 E. Main St.
Stamford, Conn. 06902

Staff: Basil DeVito, Joe Perkins, Ed O'Donnell. **Programs:** *Bodystars**, *WWF Superstars of Wrestling, WWF Wrestling Challenge, WWF Wrestling Spotlight.*

Worldvision Suites 268-270-272

1700 Broadway
New York, N.Y. 10019

Staff: John Ryan, Gary Montanus, Robert Raleigh, Brian O'Sullivan, Gary Butterfield, Paul Danylik, Karl Middleburg, Alan Winnikoff, Jacqueline Comeau, Donald Micallef, John Barrett, Frank Brown, Dave McNaney, Ed O'Brien, Joseph Zaleski. **Programs:** First-run daily—*Almost Live, Camp Candy*. First-run weekly—*Tarzan*. First-run theatrical—*Worldvision 1 and 2, Fantastic Fantasies*. First-run, half-hour specials—*Dick Smith: Master of Make-Up*. First-run series—*Starring the Actors, Return to Eden, Starting from Scratch*. Miniseries—*Voice of the Heart, Sword of Honour*. Off-network hours—*Streets of San Francisco, Love Boat, Little House on the Prairie, Barnaby Jones, Return to Eden, Ben Casey, Breaking Point, Combat, Don Lane Show, The Invaders, Mod Squad, Starting from Scratch*. Off-network half hours—*Love Boat II, Annie Oakley, Buffalo Bill, Jr., Adventures of Champion, Come Along, Dickens & Fenster, Doris Day Show, Douglas Fairbanks Presents, High Road, It Pays to Be Ignorant, Mickey Rooney, Next Step Beyond, N.Y.P.D., On the May, One Step Beyond, People's Choice, Range Rider, The Rebel, Starring the Actors, Take My Word for It, Wendy and Me*. Childrens—*Discovery, George of the Jungle, Jackson Five, Jerry Lewis, King Kong, Milton the Monster, Professor Kitzel, Reluctant Dragon & Mr. Toad, Smokey the Bear*. Specials—*Shark's Paradise, A Christmas Carol, Amahl & the Night Visitors, Bay City Rollers, Children of the Gael, Echo 1, Herbie Mann/Roland Kirk, Fabulous Sixties, Irish Rovers Special, Is It Christ?, Jack Nicklaus at Home of Golf, Last Nazi, Musical Ambassadors, New Fangled Wandering Minstrel Show, The Night the Animals Talked, Raphael, Roberta Flack/Donny Hathaway, Ron Luciano's Lighter Side of Sports, Russian Festival of Music and Dance, Sunshine Specials, A Little Bit of Irish, World of Miss World, The Bobby Vinton Show, An Evening with Irish Television*. Feature packages—*Prime I,II,III,IV,V,VI,VII,VIII*. Miniseries—*Holocaust, Return to Eden.*

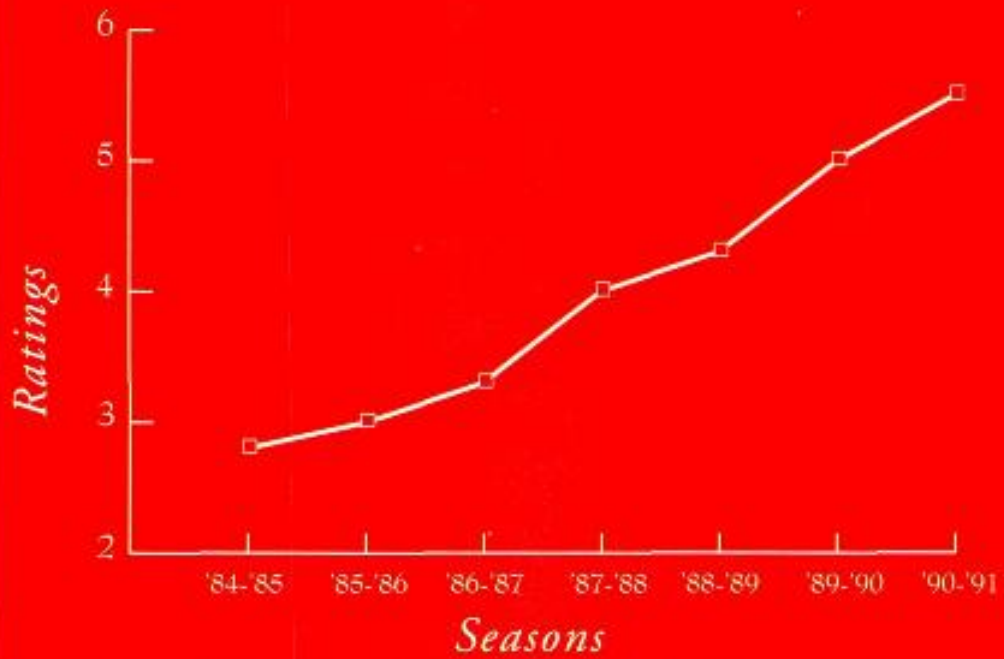
Zodiac Entertainment Suite 280
4121-23 Radford, Ave.
Studio City, Calif. 91604

Staff: Brian Lacey, Andy Spitzer, Peter Keefe, Kevin Morrison, Sheryl S. Hardy, Theresa Katz. **Programs:** *The Mr. Bogus Show, Widget.*

BROADCASTING/INTV

BROADCASTING personnel
attending the INTV convention in
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Larry Oliver, Dave Persson and
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AND WHEN YOU THINK OF EIGHT
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TV REPORTER REFUSES TO NAME SOURCE

WHOI(TV) reporter, who failed to provide court information he acquired while investigating triple-murder case, says he is prepared to go to jail to protect his sources

By Rich Brown

An Illinois TV reporter covering a celebrated local murder case who has refused to reveal his confidential sources to police said he is prepared to go to jail to protect their identities.

Bob Arya, a reporter for WHOI(TV) Peoria, Ill., will face a Jan. 22 hearing at appellate court in Springfield, Ill., to dispute earlier contempt charges made against him. Arya has so far resisted court attempts to obtain confidential interviews he had conducted while investigating a 1988 triple-murder case.

"I believe ethically, morally and constitutionally what I'm doing is right," says Arya. "It's a triple-murder case involving some very seedy people, and if my sources are revealed, there's a very serious threat against their lives. I can't afford to back down; there's too much at stake, professionally and personally."

The dispute dates at least as far back as last August, when the court subpoenaed Arya to turn over all information that he had in connection with the case. At a hearing two months later, Arya said the information sought was not subject to disclosure as outlined by the Illinois Reporters Privilege Statute. His reasoning was that the police had not exhausted all other available sources for the information and had not proved that the information sought was essential.

The police involved in the investigation have testified that they questioned all known associates of the suspects and spent hundreds of hours trying to investigate the case. Police also said that Arya's interest in main-

Home is where the star is

With a late addition to NATPE-bound programming fare, TPE is floating *Home Video of the Stars* as a possible first-run series. According to Alan Bennett, executive vice president of sales, TPE, the New York syndicator is still



Backyard barbecues of the rich and famous may be Robin Leach's next big beat

considering it as a weekly or a series of specials, depending on the level of interest. **Robin Leach**, host of TPE's *Lifestyles of the Rich and Famous* and *Runaway with the Rich and Fam-*

BI-COASTAL

Keeping up with the TV set from Burbank to Sixth Avenue

ous, hosted *Home Video of the Stars* special last season and will likely reprise the role next season, says Bennett.

Coming & goings

A high-ranking executive at Twentieth Television says that the studio has completed a deal to bring over Paramount Domestic Television's senior vice president of advertising and promotion, **Meryl Cohen**, as senior vice president of marketing, a slot currently filled by Fred Bierman. Bierman, the source said, will move into "another area," presumably programming, where he has expressed an interest in "expanding his horizons." Since joining Twentieth as chairman of the syndication and network production divisions, Lucie Salhany, who was formerly president of Paramount Domestic Television, has hired Paramount's vice president and general sales manager, Greg Meidel, as president of Twentieth's syndication arm. As first reported in "Bi-Coastal" (Dec. 9), Twentieth has signed

Buena Vista Television's vice president, eastern regional sales manager, **Ken Solomon**—previously at Paramount—as general sales manager, reporting to Meidel.

The Candy man can

To ballyhoo the fall 1992 off-network distribution of *Camp Candy*, the NBC Saturday morning animated series acquired from Saban Entertainment, Worldvision Enterprises is bringing the real **John Candy** to meet INTV convention-goers at a *Camp Candy*



Candy comes to San Francisco

party that Worldvision will be sponsoring at the Fairmont Hotel this Wednesday evening (Jan. 8), according to Bob Raleigh, senior vice president of sales, Worldvision.

taining confidentiality would have to be weighed against the public interest involved and the criminals' right to a speedy trial.

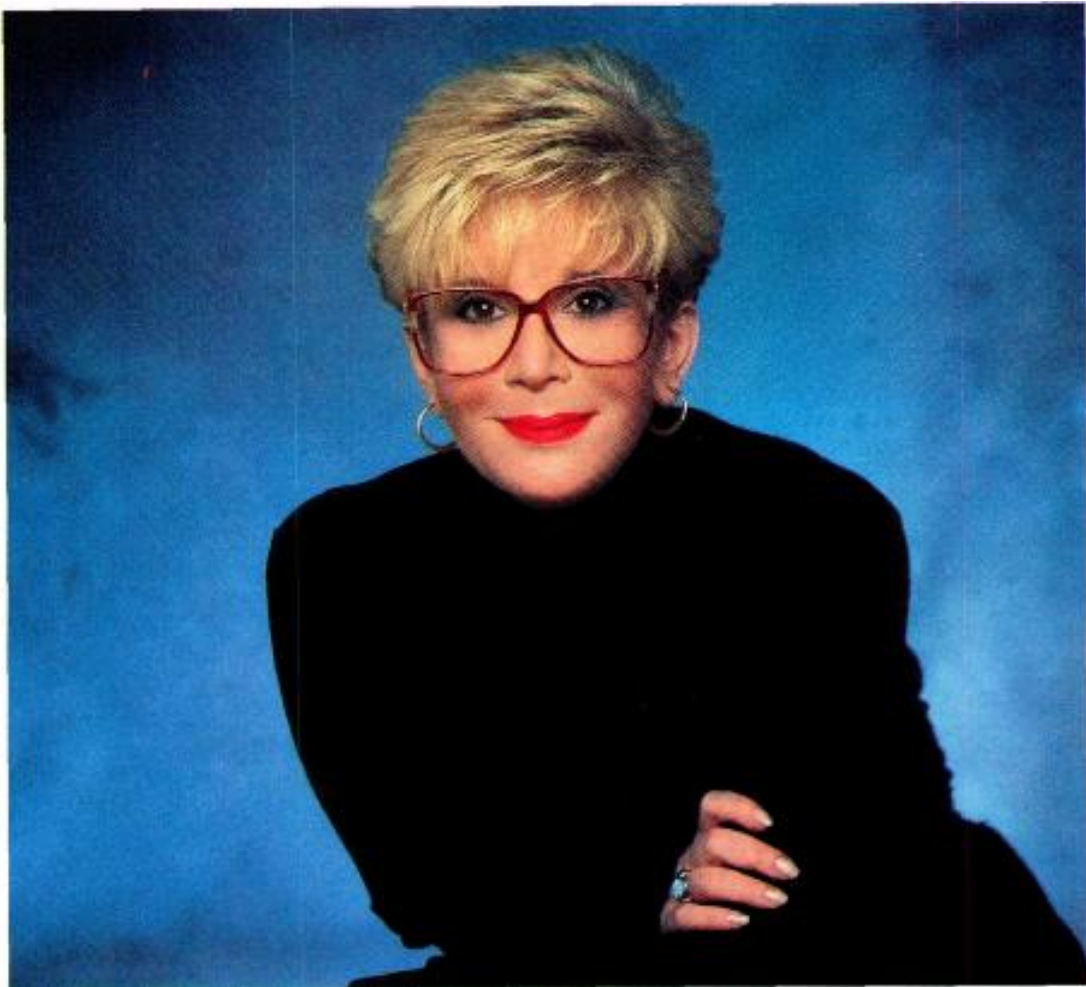
Despite Arya's protestations, the trial court divested him of the reporter's privilege and ordered him to disclose the information. When Arya refused, he was found in contempt of court. The appellate court stayed the judge's order until it could reconsider the matter.

Arya's attorney, Donald Craven, says that to his knowledge, the Illinois Reporters Privilege Statute has not yet

been tested in the courts. He says media organizations have avoided similar disputes in the past by providing sufficient information to the courts. Craven says that Arya could be facing a long jail sentence if the appellate court upholds the contempt ruling.

"I hope the three-member panel will recognize that if they rule against us, they have acted as dentists in removing the teeth from a law which is supposed to have some," says Arya. "If we lose on the appellate level, we're going to take this as far as we have to go." ■

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Sally Jessy Raphael



Broadcasting's Ratings Week Dec23-29

	ABC	CBS	NBC	FOX	
MONDAY	14.9/26	13.7/24	10.6/18	NO PROGRAMING	
8:00	43. MacGyver 9.9/18	10. Evening Shade 14.0/26	33. NBC Monday Night Movies—The Sound of Music 10.6/18		
8:30		9. Major Dad 14.2/25			
9:00	3. NFL Monday Night Football—Chicago Bears at San Francisco 49ers 16.7/31	7. Murphy Brown 14.4/24			
9:30		11. Designg Wmn 13.9/23			
10:00		17. Northern Exposure 12.8/22			
10:30					
TUESDAY	8.1/20	6.5/17	7.4/19	NO PROGRAMING	
8:00	61. Full House 8.3/22	57. Rescue: 911 8.4/22	78. I'll Fly Away 6.2/16		
8:30	53. Home Improvmt 8.7/22				
9:00	35. Roseanne 10.4/26	82. CBS Tuesday Night Movie—Unconquered 5.6/14	44. In the Heat of the Night 9.8/24		
9:30	44. Coach 9.8/24				
10:00	81. Homefront 5.8/14				
10:30					
WEDNESDAY	8.3/17	7.4/16	10.3/22	NO PROGRAMING	
8:00	67. Dinosaurs 7.6/17	68. Brooklyn Bridge 7.5/16	25. Unsolved Mysteries 12.4/27		
8:30	64. Wonder Years 7.9/16				
9:00	48. Doogie Howser 9.3/18	35. Jake and the Fatman 10.4/21	52. NBA Basketball—Boston Celtics at Chicago Bulls 8.8/18		
9:30	61. Anything B/Love 7.8/15				
10:00	53. Dolly Parton: Christmas at Home 8.7/19	29. 48 Hours 11.1/24			
10:30					
THURSDAY	9.5/17	9.7/17	12.9/23	9.4/16	
8:00	57. Entertainers '91: Top 20 8.4/15	30. Top Cops 11.0/19	17. Cosby 12.8/22	27. Simpsons 11.9/20	
8:30			13. A Diffnt. World 13.6/24	69. Drexell's Class 7.3/13	
9:00	46. FBI: Untold Stories 9.7/17	51. Kennedy Center Honors 9.0/16	4. Cheers 15.6/27	50. Beverly Hills 90210 9.1/16	
9:30	34. American Det. 10.5/18				14. Wings 13.4/23
10:00	40. Primetime Live 10.1/19			32. L.A. Law 10.9/20	
10:30					
FRIDAY	12.5/24	6.6/13	9.4/18	6.3/12	
8:00	15. Family Matters 13.0/24	63. Disney Christmas on Ice 8.2/15	28. Matlock 11.5/21	77. Fox Night at the Movies Special—The Fly II 6.3/12	
8:30	26. Step By Step 12.0/22				
9:00	30. Perfect Strngrs 11.0/20	71. Carol Burnett 7.2/13	55. Pacific Station 8.6/16		
9:30	37. Baby Talk 10.3/19		65. Dear John 7.8/15		
10:00	8. 20/20 14.3/29	88. Meaning of Life 4.3/9	57. Reasonable Doubts 8.4/17		
10:30					
SATURDAY	7.8/15	6.4/12	12.4/23	5.8/10	
8:00	72. Sinbad and Friends 7.0/13	80. P.S. I Luv U 5.9/11	15. Golden Girls 13.0/24	73. Cops 6.7/12	
8:30			12. Golden Girls 13.7/25	66. Cops 2 7.7/14	
9:00	69. Young Riders 7.3/13	75. Blockbuster Bowl 6.5/13	5. Empty Nest 14.9/27	86. Roc 4.5/8	
9:30				21. Nurses 12.7/23	87. Get A Life 4.4/8
10:00	49. The Commish 9.2/18			42. Sisters 10.0/19	
10:30					
SUNDAY	11.2/18	16.6/27	12.4/20	7.1/11	
7:00	76. Life Goes On 6.4/11	1. 60 Minutes 20.0/33	6. Movie of the Week Sunday—Ghost Dad 14.7/24	82. True Colors 5.6/9	
7:30					85. Parker Lewis 4.9/8
8:00	21. Am Fun Hme Vid 12.7/20	17. Murder, She Wrote 12.8/20		47. In Living Color 9.5/15	
8:30	21. Am Fun People 12.7/20			73. Roc 6.7/11	
9:00		2. CBS Sunday Movie—Face of a Stranger 16.8/27	40. NBC Sunday Night Movie—From the Dead of Night Pt. 1 10.1/16	37. Married w/Childn 10.3/16	
9:30	17. ABC Sunday Night Movie—Spartacus Pt. 1 12.8/21				55. Herman's Head 8.6/14
10:00					79. Get a Life 6.0/10
10:30				84. Charlie Hoover 5.1/8	
WEEK'S AVGS	10.4/19	10.2/19	10.8/20	7.1/12	
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.7/13	

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

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Grade A comedy

(Slightly cracked)

If you're shopping for unbeatable comedy, we've got the freshest show on the market: ALMOST LIVE!

Truly a head of its time, ALMOST LIVE! is hosted by John Keister, the bald new look of comedy. Each weekday Keister and his zany troupe of "irregulars" serve up a farm-fresh, wacky brand of humor that has extra-large appeal!

And ALMOST LIVE! has a winning format. It's not a

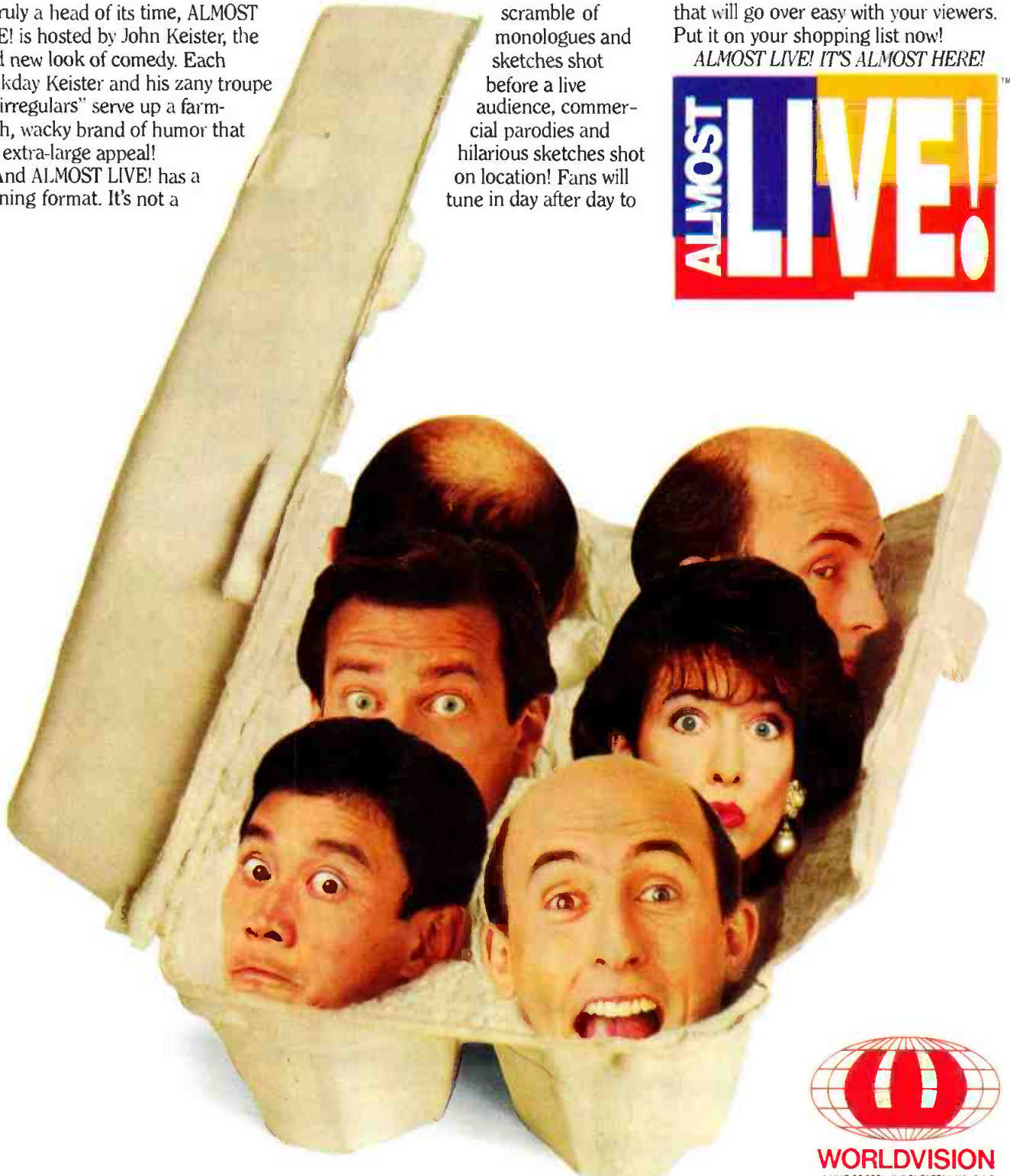
sitcom, it's not a variety show, it's not stand-up comedy—it's a "skit-com!"

Each half-hour show is an inspired scramble of monologues and sketches shot before a live audience, commercial parodies and hilarious sketches shot on location! Fans will tune in day after day to

see their favorite recurring characters and running gags.

ALMOST LIVE! is one comedy series that will go over easy with your viewers. Put it on your shopping list now!

ALMOST LIVE! IT'S ALMOST HERE!



TO BE.

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Boise / KTRV
Wichita Falls / KSWO
Lubbock / KLBK
Palm Springs / KESQ
Anchorage / KYES
Lake Charles / KVHP
Meridian / WTZH
Casper / KFNB

Spfld, MO / KDEB
Tucson / KMSB
Huntsville / WZDX
Madison / WMSN
Colo. Springs / KOAA
Fargo / KTHI
Montgom. / WHOA
Monterey / KCBA
Tallahassee / WTLH
Amarillo / KFDA
Monroe / KARD
Bakersfield / KERO

Okla. City / KOCB
Albuq. / KGSW
Dayton / WKEF
Flint / WEYI
Fresno / KSEE
Toledo / WNWO
Shreveport / KMSS
Honolulu / KITV
Paducah / KBSI
Las Vegas / KVUU

Portland / KPDX
Milwaukee / WCGV
Cincinnati / WSTR
Kansas City / KSHB
Charlotte / WCCB
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Cable

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Pay-per-view Olympics marketing push lines up 100,000 sports fans

By Sharon D. Moshavi

Approximately 100,000 cable subscribers responded to the Olympics Triplecast's first advertising campaign and ordered the two-week, three-channel 1992 summer event, according to Olympics executives.

The media blitz, which started in mid-November and carried through to the end of December, focused on offering the Triplecast as a Christmas gift. In addition to a print campaign, cable avails and the NBC O&O's were used, and according to Triplecast executives, 80% of NBC affiliates aired spots as well. The \$170 gold package, which included an Olympic warm-up jacket among its perks, was the most popular. About 66% of all orders reserved the gold package, 29% the \$125 silver package and the remaining ordered the \$95 bronze package, which offers the event only on weekends. Customers who bought the gold package had to put some money down; the rest will begin a five-step payment plan in February.

According to Steve Lake, vice president, consumer services, a higher percentage of customers ordered the gold package during this promotion than did those who purchased the event in a test in Los Angeles several months ago. In that test, which elicited a couple of thousand buys, 54% purchased the gold package. But purchase of the silver package was nearly double in the Los Angeles test, with 44% taking the \$125 option. Just 2% bought the bronze package in the Los Angeles experiment, and 5% purchased it during the Christmas promotion.

Most of the calls are coming in to the Triplecast voice center in Vienna, Va. Some cable operators, though—most notably Media General—are tak-



ing their own calls. Lake estimates that for every order taken, at least four calls were made, meaning a total of 400,000 calls have come in.

The voice center has been capable of handling one million calls per week, and is being upgraded to take in twice as many calls starting this month. The January promotional angle is a sweepstakes offering a trip to the Super Bowl. Anyone who calls the voice center's 1-800-Olympic number will automatically be eligible to win the trip. While Olympics executives expect the sweepstakes to dramatically increase the number of calls to the center, Lake said the number of actual orders taken will likely be less in January than during the Christmas promotion.

January will be a key month in that all cable operators' equipment orders are due. Operators need to estimate a projected buy rate so they can decide how many pay-per-view-friendly converter boxes and how many disposable traps will be needed. Although many of the top 10 MSO's have not yet signed a contract to carry the Olympics, Triplecast executives say they

are confident they will reach their goal of having the event available to 40 million homes. They are targeting the 20% of cable systems that service 80% of cable subscribers, or about 40 million homes. About 18 million of those homes already have pay per view, and another 18 million subscribers are in systems that are pay-per-view capable. Most of those homes will likely be given addressable converters. The remaining four million homes will have little alternative but to use the traps.

Although the Triplecast will offer eight different promotions over the months leading up to the games, executives expect only about 25% of all orders to come during that time. Media awareness is what needs to be built over the next few months. They expect three-quarters of all orders to come in not much more than the last week before the event begins. "But building awareness through media over the next few months will be key to getting those orders. Helping the image of the product, creating value perception, hopefully will ultimately convince cable subscribers to say yes," said Lake. The event has also gotten some outside help. The Triplecast was touted in *U.S. News & World Report's* year-end issue as one of the top 24 things to watch for in 1992. NBC is using its own medium for free promotion as well, such as booking Triplecast anchor Ahmad Rashad on the *Tonight* show last week to push the event.

Faced with a variety of challenges in trying to sell a new product to both cable subscribers and operators, NBC confronts yet another obstacle: the recession. Because of the dampening economy, the Triplecast's marketing emphasis, which has been emphasizing the gold package, will shift to the less expensive silver package. ■

CABLE CHANNEL CHALLENGES FOX AFFILIATE IN EUREKA

King World channel draws ratings that give San Francisco's KTVU(TV) a challenge

By Sharon D. Moshavi

In the year it has been in existence, KCBL, King World's local-origination channel in Eureka, Calif., has managed to give competitor KTVU(TV), the Fox affiliate imported from San Francisco, a run for its money. Although KCBL, which has 80% penetration in the Eureka market, is consistently far behind the market's broadcast affiliates, it has begun beating KTVU in some key time periods. For the most part though, KCBL's ratings story has not changed significantly.

Adding other distributors' programming to King World's mix has been a help. The addition of the Disney Afternoon has boosted the 3-5 p.m. block, with a cumulative rating that has gone from a 2.3 in November 1990 to a 4 for the same period this

Adding other distributors' programming, like Disney Afternoon, to King World's mix has been a help.

year, putting it neck-and-neck with KTVU. In November 1990, KTVU outdistanced KCBL in every half-hour during the 3-5 p.m. block.

In prime access, KCBL's *Wheel of Fortune's* 7 p.m. ratings fell slightly, from a 6 rating/10 share in November 1990 to a 5/8 for the same period 1991. KTVU in November 1990 was behind KCBL with a 0.6/1 for *Cheers*, but closed the gap in November 1991, moving up to a 3/5. KCBL's *Jeopardy!* took a leap, going from a 5/10 last November to a 7/11 the same period this year. But KTVU went down slightly in the 7:30 p.m. slot, from a 3/5 in November 1990 to a 2/4 in November 1991.

Tribune has also joined the channel, adding its *Geraldo* to the mix of King World product. *Geraldo* airs four times a day on KCBL, garnering a cumulative rating of three. In its best time period, 1-2 p.m. time period, *Geraldo* brings in a 1/5. In that same time period in November 1990, *Jeopardy!* was bringing in a 0.3/2.

The Oprah Winfrey Show is doing

better on KCBL this November than it was in the same period last year, but its airings have been greatly reduced. During November 1991, *Oprah* aired four times daily, compared with the nine airings it was getting in November 1990. Its cumulative rating for November 1991 is a 7, compared with a 4.7 for November 1990.

Oprah's best November 1991 rating came at 10 a.m., with a 2/8, beating KTVU's *I Love Lucy* and *The Judge*, both of which earned a 1.4. In the same time period for November 1990, KCBL's *Oprah* was also ahead of KTVU, bringing in a 0.8/5, compared with a 0.1/1 for *I Love Lucy* and a 0.4/2 for *Bewitched*. ■

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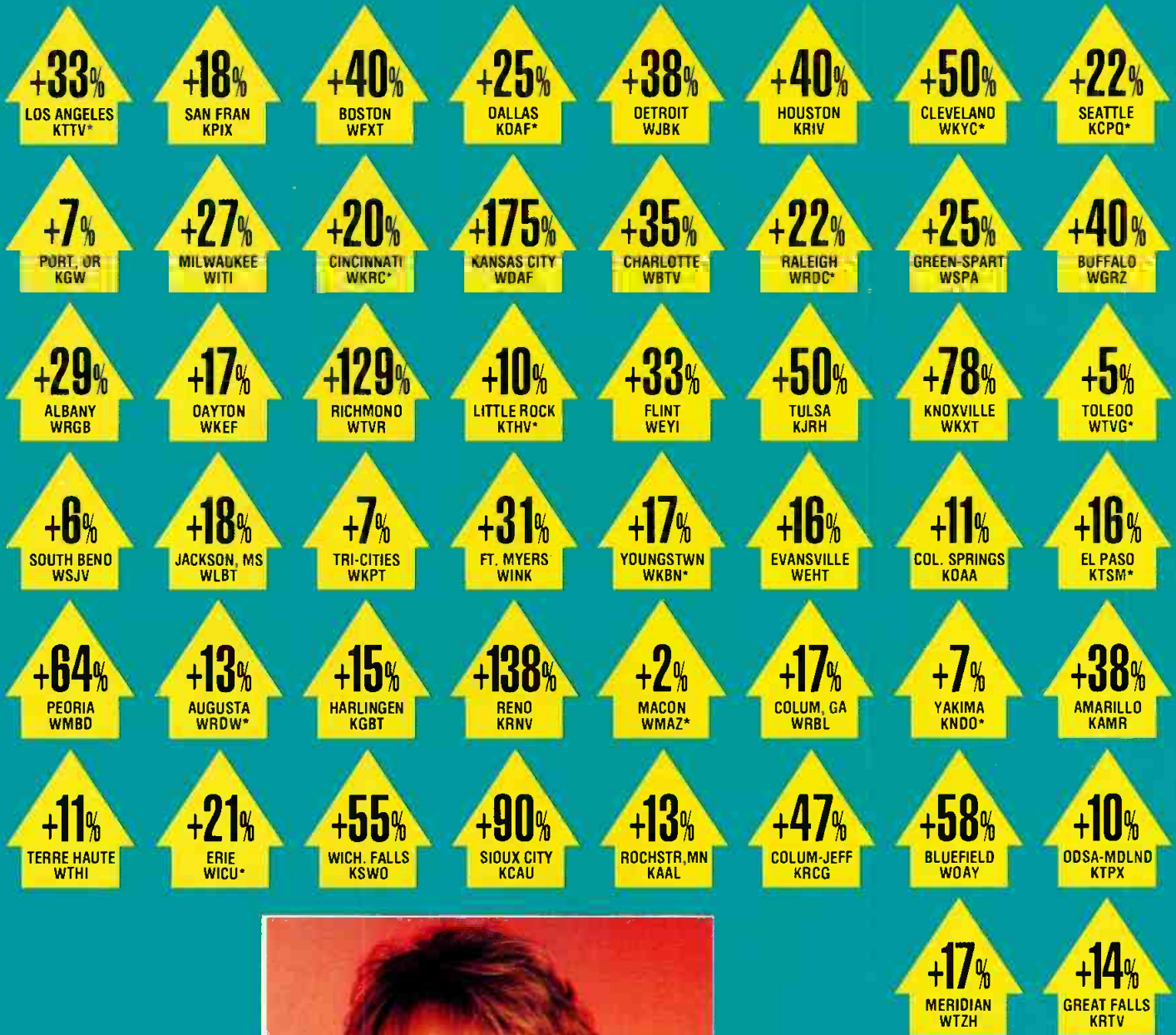
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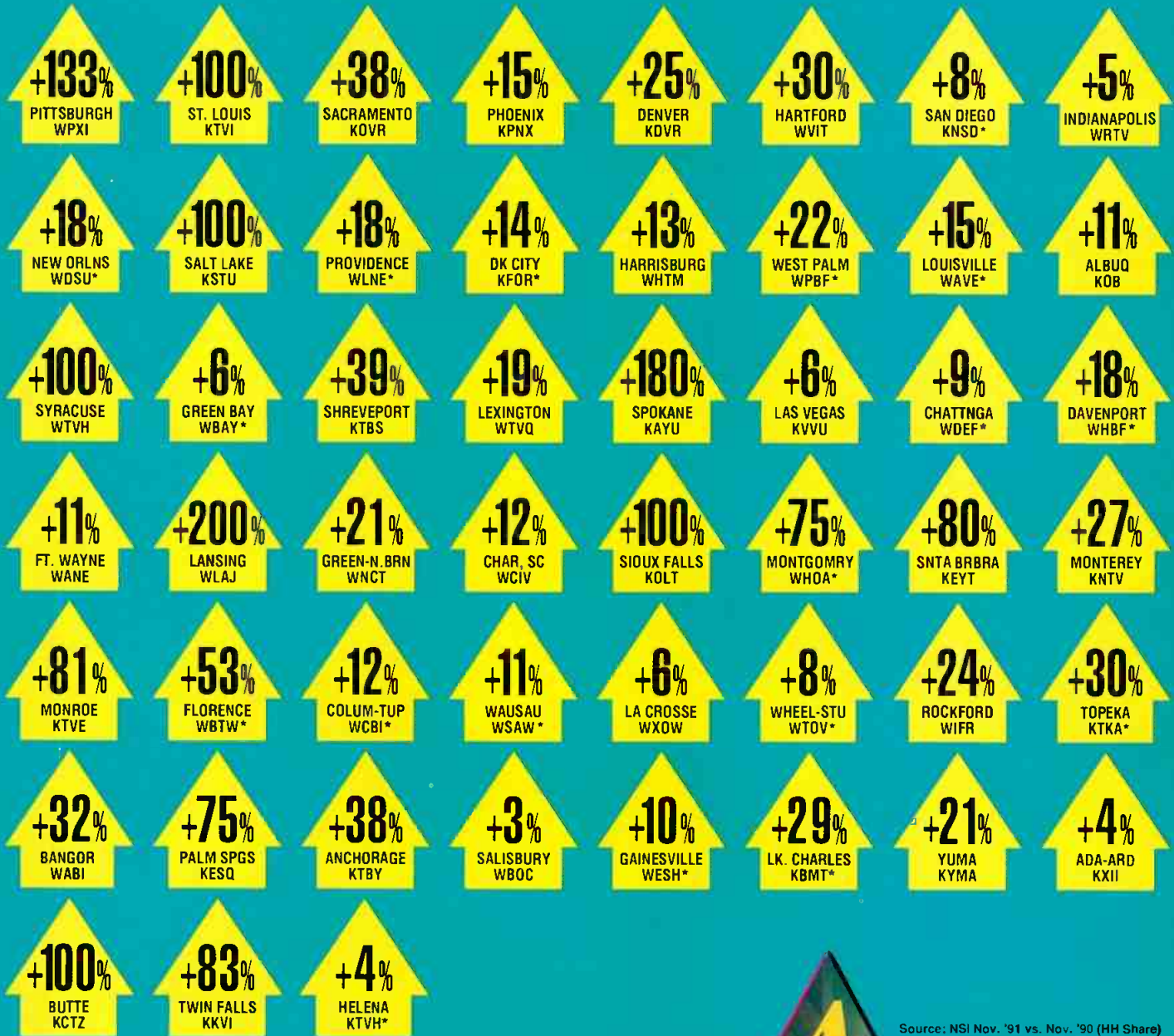
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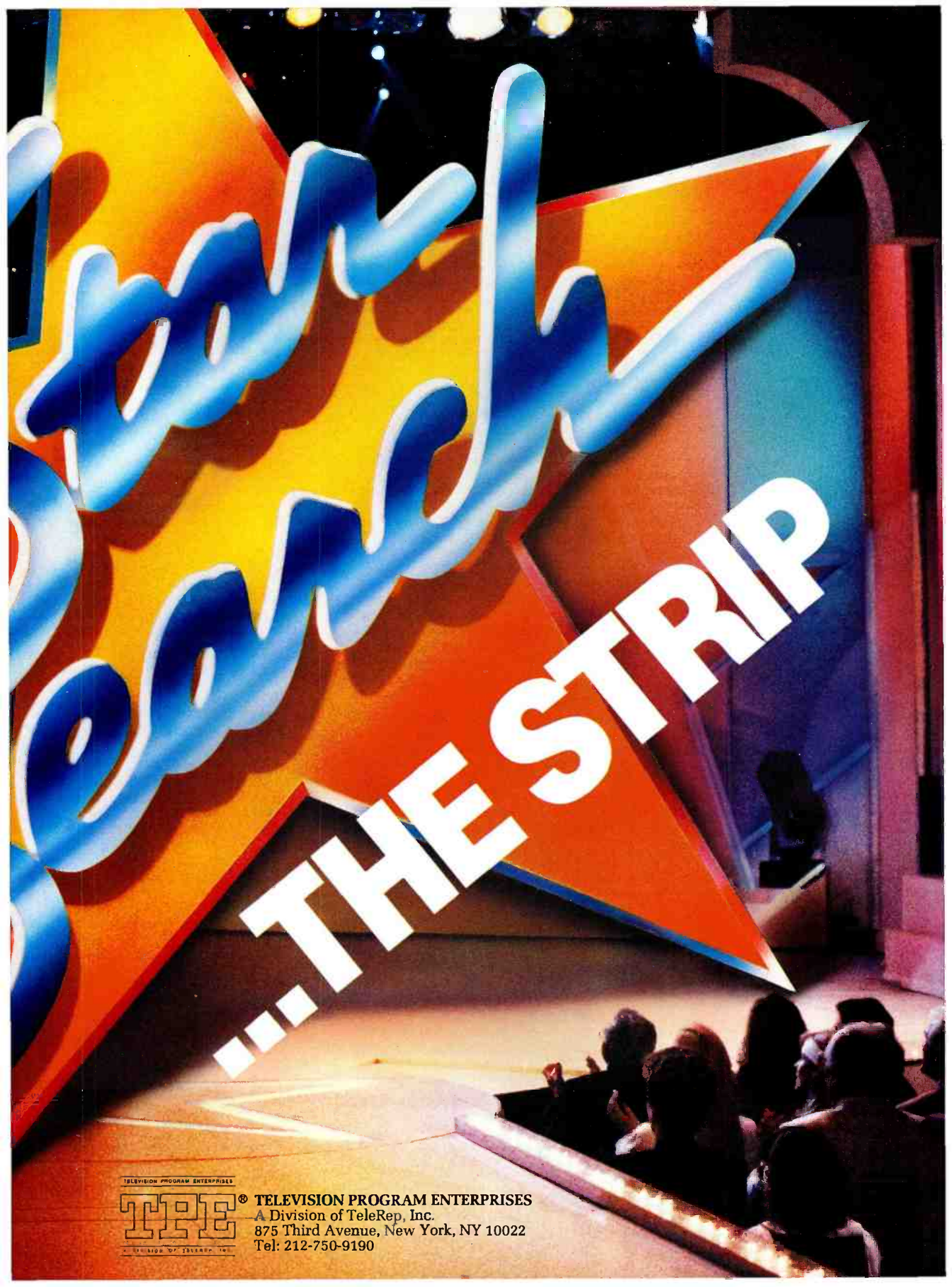
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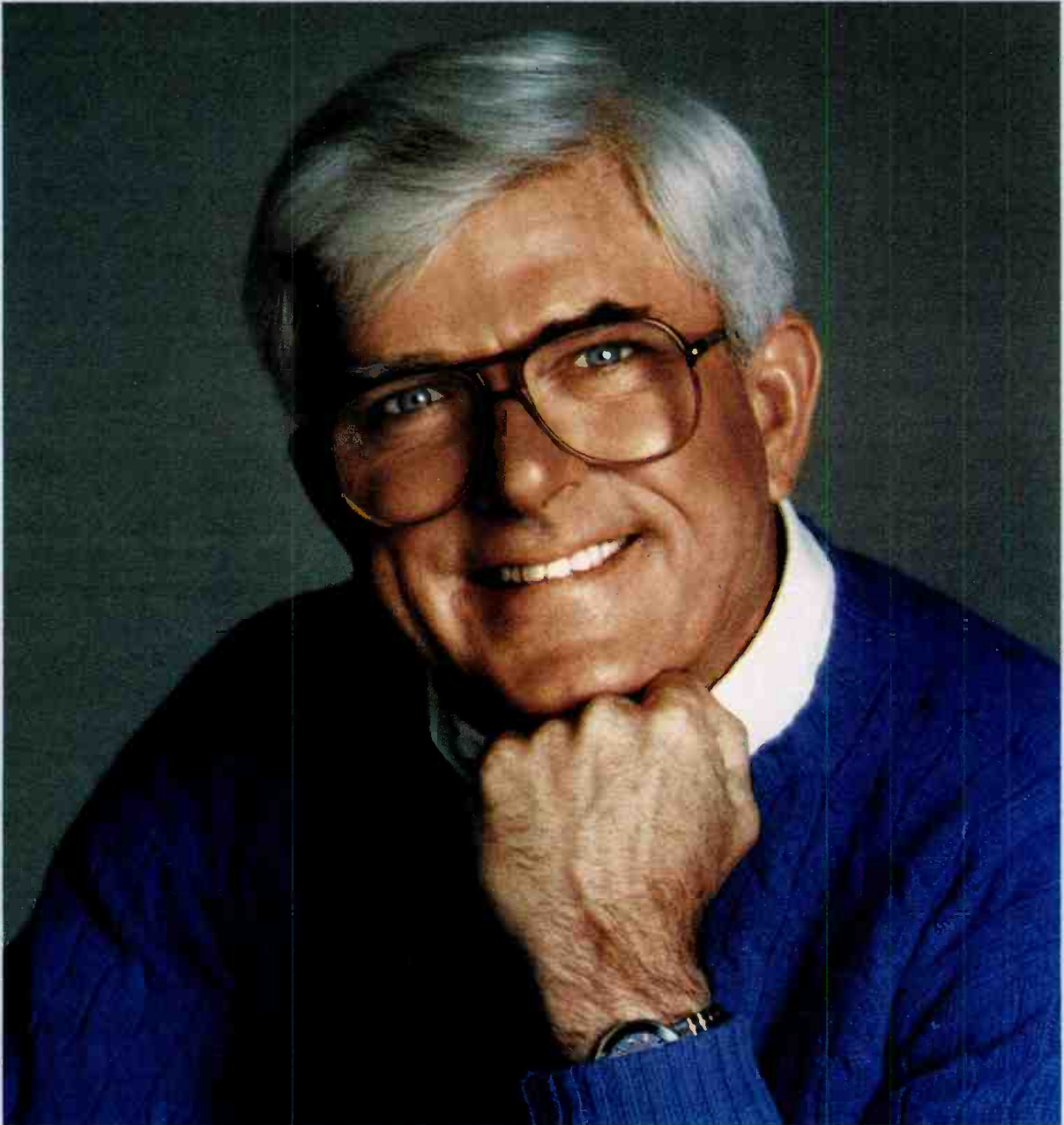




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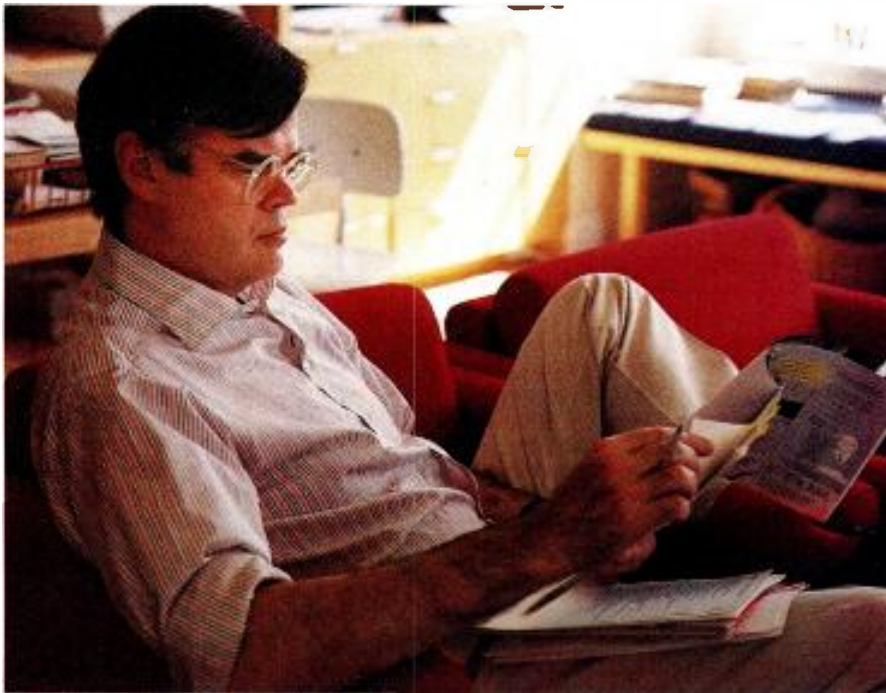
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Radio

GARRISON KEILLOR: AN AMERICAN RADIO ROMANCE



As creator/host of *A Prairie Home Companion* (1974-87) and The American Radio Company (since 1989), Garrison Keillor has defied radio industry logic—and formatics. Through his unusual (and humorous) mix of story and song, his weekly radio program holds its loyal audience by poking at the heart, if not the heartland, of American sensibilities and sensitivities. Keillor continues his fascination with radio in *WLT: A Radio Romance*, published in November by Viking Books, the tale of a bevy of colorful folk from radio's golden age who are equally fascinated with the magic of radio and the power of the fledgling medium—and with Minneapolis radio station *WLT* (*With Lettuce and Tomato*).

BROADCASTING's Reed E. Bunzel caught Keillor in the middle of a hectic cross-country publicity tour and got him to ponder the nature of radio and the influences it has on both the performer and the public.

The subtitle of your new book is "A Radio Romance," which one would guess also refers to your own relationship with radio. What is the nature of this "romance" and what are its origins?

I went into radio as a way of impressing a girl I knew, and I've been talking to her on the radio ever since... imagining her listening to me as she wheels around town in a white convertible, her long auburn hair flowing in the breeze. Sometimes I imagine her tossing her head back and laughing light, tinkly laughter at some wonderful thing I just said.

But it's not the same on television?

On television I imagine I'm talking to our old neighbor lady who liked to take a load off her feet and sit and eat bonbons and watch. There's no romance in television; it's just the Wal-Mart of the mind. Radio is infinitely sexier.

How much of the "persona" of *WLT* radio in your book comes from memory, imagination, research or a combination of all three?

WLT is pure fiction and any resemblance, as we say, is purely coincidental. None of the radio shows described—*Friendly Neighbor*, *The WLT Noontime Jubilee* or *Adventures in Homemaking*—resemble shows I heard as a child. I never heard, for example, of a blind baseball announcer or a woman who broadcast naked, as LaWella Wells does. Radio people in real life don't lead lives anywhere near as raunchy as the *WLT* folks did. We only wish we could.

So many people in radio claim that they always knew they would work in radio some way or another, from an early age. When did you first realize that radio was going to play such a major role in your life?

As a child I stood in the closet and pretended I was on the radio, talking into the handle of my mother's Hoover upright vacuum. But then I outgrew the handle and forgot about radio. My entry into broadcasting was a complete accident. I was a parking lot attendant at the University of Minnesota in 1962 and it was a hard winter. Cars drove into the lot at 7 a.m., one after the other, rolled down their windows and handed me their money. And out of the windows came the sound of guys on the radio, having a great time. They were talking about the weather and I was living the weather. Radio was an easy choice. If you can impress girls and have a cushy job, you've got it made.

We've heard the adage "a picture is worth a thousand words" at least a thousand times. Does radio suffer from its lack of pictures?

The spoken word, not pictures, is the doorway to memory. The simple, depressing fact about going on television is that nobody remembers 10 minutes later a single thing you said. If I tell stories on radio, I will run into people months and years later who can repeat back to me what I said, word for word. This never ceases to amaze.

How different is commercial radio today compared to the early days of radio as depicted in "WLT: A Radio Romance"?

Commercial radio today is all formats, not shows. You have talk radio, which tends to be buzz radio, or you have one of 57 varieties of music formats, each one seamless, faceless and without surprises. There are no nuts in the pudding; it's all blended and homogenized so that each portion is the same. You don't tune in a radio station to hear somebody, you tune in for a "sound" that market research indicates you ought to enjoy. On WLT there was a schedule of programs and shows, each one different, and some of them outright unusual. Radio today is designed for background, a sort of sound system. Radio at WLT was show business.

How do you think your radio programs would have fared on commercial radio?

I like commercial radio people, always have. When I get a chance to visit stations like WGN(AM) in Chicago or WCCO(AM) in Minneapolis or KGO(AM) in San Francisco, I feel right at home, among colleagues. But *Prairie Home Companion* and *American Radio Company* are throwbacks, and there's no place in commercial radio for them. Commercial radio marches forward, and I don't. I'm still trying to defend the Alamo, and everybody knows the Alamo was lost a long time ago. I'm trying to get families to sit down and turn on the radio and listen to it, but families don't do that anymore. But sometimes you need to look reality in the face and deny it. I do that very well. I still believe that radio is magical.

Would it be possible to do what you do, week after week, on television, or is there an element found in radio that would be lost on the tiny screen?

Putting our little show on television is like throwing your mother down the stairs. You can try it once or twice, and she may survive it, but you don't want to make a practice of it. It hardly improves her disposition at all, and it does you no good, either.

Would you describe yourself as a performer, a novelist or a sort of careerist ombudsman?

Ever since I was a little kid I've had a strong conviction that it's good to avoid leading a boring life, and one way to do this is to keep switching directions. You dig potatoes in the morning and in the afternoon you work as a crop duster, flying in low

over the power lines and along the bean rows. So that's what I do. And the result may be sort of undistinguished—I tend to be a clumsy writer compared to people really dedicated to writing, and I am definitely a minor-league performer, being all too casual about it. But it makes for a good life. Next week I work on a new novel, and on Saturday night I get to sing.

We hear talk that you're considering leaving New York, or at least escaping every now and then. How much truth is there in this, and might the truth include a return to Minnesota?

I like doing shows in New York. You get a very jazzy audience, and there's a vast pool of talent—actors and musicians—passionate and dedicated people who you don't find elsewhere. But it's crazy for us to be in New York. It's too expensive to do business here. So we're looking for a place to roost next year. We'd like to do about eight weeks in New York, for the fun of it, and then do 20 weeks someplace else and get the job done. Minnesota certainly is a possibility—Minnesota Public Radio still owns the World Theatre in St. Paul, which I'd love to

return to if it weren't for the ghosts. There are three spirits who live in the flyspace up over the stage, and whenever I set foot on that stage I'm scared to death they'll cut a rope and I'll get nailed by the asbestos curtain in the middle of the monologue. It's hard to do comedy when you feel death hovering overhead.

Are these the same ghosts who so often make it difficult for anyone to ever go home again?

I hate to embarrass my fellow Minnesotans, who would take my return as a sign of failure. Performers ought to keep moving, looking for fresh pasture, like Canada. We're negotiating with the Canadian Broadcasting Co. to carry our show, and if it goes well, I could move the *American Radio Company* to Halifax or Moose Jaw or Churchill Bay and start telling my stories all over again. Unfortunately, I am too homesick, and the place I'm homesick for is Minnesota. It's a dilemma. A performer ought to stay on the road, but a writer needs to squat someplace. I will never figure out the answer to this, not if I live the rest of my life. ■



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Washington

NETWORKS WORK TOWARD COMPROMISE WITH AFFILIATES ON CABLE/NETWORK CROSSOWNERSHIP

NAB board meeting will be forum for discussion of issue; FCC-proposed safeguards to allay fears of affiliates might offer common ground

By Randy Sukow

The major broadcast television networks and their affiliates are holding out hope that they can build a compromise on the controversial cable/network crossownership rules by the start of the upcoming National Association of Broadcasters annual winter board meeting.

Two networks are currently talking with their affiliate associations, and at least one—NBC—hopes to have a compromise set of safeguards in place before the start of the meeting (Jan. 10-16) in La Quinta (Palm Springs), Calif. But an agreement between ABC and its affiliates does not appear to be moving as rapidly.

"I believe the NAB board meeting will likely become a focal point for discussions between the two," NAB President Eddie Fritts said last week. "We would expect the NAB board meeting to be the forum for substantive discussions to take place." Safeguards recently proposed by the FCC "might offer some common ground" for the parties to resolve the conflict quickly, he said.

Under heavy lobbying from the networks, last month the FCC reopened a proceeding to lift or relax the current network/cable crossownership ban (BROADCASTING, Dec. 9, 1991). As the networks fought for the proceeding through the fall, their affiliates worked just as hard to kill it. The NAB board, dominated by network affiliates, even took the rare action of taking a posi-

INSUFFICIENT EVIDENCE

The FCC has renewed the license of KKMGM(FM) Pueblo, Colo., dismissing charges leveled by rival KIKX-FM Manitou Springs, Colo., of unauthorized broadcasting of a taped telephone conversation, indecency and drug trafficking.

The charges fail "to raise a substantial and material question of fact," the FCC Mass Media Bureau said in an order released Dec. 27.

Former KIKX-FM General Manager Michael Haman, in an informal objection to KKMGM's renewal, alleged:

- KKMGM disc jockeys in April 1990 taped and edited a telephone conversation with an announcer for KIKX-FM to make it appear he did not know what two plus two equals, and then without permission broadcast the tape.

- Also in April 1990, a KKMGM disc jockey, apparently unaware his mike was open, broadcast a "stream of profanities" and later sold cocaine to a friend who was visiting him in the studio.

Although FCC rules require stations to inform people before broadcasting telephone conversations with them, the FCC said, "a single unauthorized broadcast of a telephone conversation is not generally significant enough" to warrant action against a license.

The FCC dismissed the indecency complaint, saying it currently has no authority to enforce the anti-indecency statute between 8 p.m. and 6 a.m. The alleged infraction occurred at 2 a.m.

Drug use by station employees is a "matter of grave concern," the FCC said. But, it said, it will take action only if the evidence is undisputed or if there has been a criminal conviction. "In the present case, the record contains no adjudicated finding or undisputed evidence that an illegal drug sale took place in KKMGM's control room or that the announcer in question used drugs."

According to the FCC, KKMGM concedes the announcer told his friend, "I have some Coke. Do you want some Coke?" "The licensee denies, however, that a sale of cocaine took place, choosing instead to believe the announcer's explanation that he was offering the friend a soft drink," the FCC said.

The FCC said KKMGM fired the announcer "at the conclusion of his shift because, by allowing a guest in the control room and by using an expletive over the air, he breached station policy."

tion on a network/affiliate dispute by opposing the networks.

Affiliates fear that network purchase of cable systems—or cable MSO purchase of a network—would speed the shift of power to the cable industry. Network-owned cable systems could refuse to carry rival broadcast affiliates on their systems or give prime cable channel positions.

The text of the commission proceeding, released last Monday (Dec. 30), proposes “safeguards” to allay affiliates’ fears. It seeks comment on a must-carry requirement for carriage of all affiliated stations by a network-owned cable system and a prohibition of discrimination in channel positioning. The commission also suggested national subscriber limits on network-owned cable systems. Possible limits of 10%, 15% or 25% were raised as examples. In a July 1990 report to Congress, the FCC stated its opposition to such “horizontal growth” limits on cable MSO’s. “We thus seek comment on the merits of nonetheless applying such restrictions only with respect to broadcast network cross-ownership,” the FCC document says.

The FCC’s proposed safeguards are similar to proposals made by Capital Cities/ABC to its affiliates. The affiliates rejected the plan by a two-to-one margin in a straw poll, according to Mark MacCarthy, vice president, Washington, Capital Cities/ABC. The network is taking the position that its plan is on the table and it is now up to the affiliates to present a more definitive reply. “We look forward to something coming back to us—something that would solve the problem,” MacCarthy said. “So far, we haven’t seen anything like that.”

Events appear to be moving more quickly at NBC, where the network and affiliates hoped to have a compromise finalized before the NAB board meeting. By early this week, affiliate representatives and network executives plan to have held a conference call to work out differences. Expected to be in on the call: Richard Cotton, NBC executive vice president and general counsel; Robert Hynes, NBC vice president, Washington; James Waterbury, general manager, KWWL-TV Waterloo, Iowa; Eric Bremmer, president, King Broadcasting, Seattle, and Robert Kalthoff, president and general manager, KBJR-TV Duluth, Minn.

“NBC is going to come back with some specific suggestions and we’re go-

ing to listen. I hope that we are going to be able to work out something,” said Kalthoff, who is the government-relations representative for the NBC affiliates. The government-relations representatives on the network affiliate boards plan to be at the NAB board meeting. “We’re going to make a report to NAB as to our positions, and each one may be a little different. But I hope they have this pretty well ironed out by the time we go to Palm Springs on the ninth,” Kalthoff said.

No similar talks have taken place between CBS and its affiliates. CBS has made it known that it does not share ABC’s and NBC’s level of interest in changing the network/cable crossownership rules. But the CBS af-

filiates stand with the other network affiliates in opposition to lifting the rules, said Mick Schafback, vice president and general manager, KOIN-TV Portland, Ore., and chairman of the CBS Affiliates Advisory Board.

NAB itself is staying on the sidelines for now, waiting for the networks to resolve the situation on their own. “We would hope that they could work out their differences before the board meeting. If not, I would take a role at the board meeting toward trying to facilitate some common ground,” Fritts said. “It’s hard to say which way the wind will blow this issue, but I would hope that we could resolve this at the board meeting with a full and robust discussion of it.” ■

Arbitron-Scarborough venture under fire

Ratings service plan to market Scarborough report challenged

By Patrick Sheridan

Arbitron’s plan to market VNU Business Information Services’ (VNU/BIS) Scarborough report is being opposed by broadcast consultant Mark Olson on antitrust grounds.

Last month, VNU/BIS announced it was ceasing its Birch radio ratings services for financial reasons and entering into an exclusive five-year joint venture with Arbitron to market VNU/BIS’s Scarborough report to TV and radio stations. Approximately 100 stations subscribe to the report.

The Department of Justice, as mandated by the Hart-Scott-Rodino Act, must review the transaction and give its approval.

Olson of Covina, Calif., plans to file a petition to deny by the end of the week with the Justice Department. “There are already anti-competitive practices going on in the ratings industry [and the merger] creates a greater imbalance,” he says. In a letter to broadcasters soliciting comments to Justice, Olson said Arbitron policies “have the effect of discouraging alternative ratings and research projects.”

Olson says his attempts to launch an alternative ratings service last year were stymied by “broadcasters’ fears of punishment from Arbitron if they sold us time to advertise our service.”

Although Olson says “there is a good possibility, given the current political environment, that the deal will go through,” he believes the Justice Department is eager to receive comments from broadcasters on how the ratings industry works in general, and

The Justice Department can, at its discretion, open a full hearing into the merger. And that is what Olson hopes it will do in this case. “I want broadcasters to know this is a rare opportunity to have the ratings industry examined.” ■

SECOND THAT MOTION

The FCC, in a decision announced last week, affirmed the license renewal of WWOR-TV New York, agreeing with the FCC administrative law judge’s decision to throw out the competing application of Garden State Broadcasting. The ALJ had found that Garden State had abused FCC processes by filing a competing application for the purpose of exacting a settlement payment from WWOR-TV. The ALJ had also rejected the \$2-million settlement agreement between the station and WWOR-TV.

Business

ACTV: TRYING TO PLAY GAMES

Company sees game channel as way to exploit interactive technology; offers equity to MSO's; half of employes laid off in past few weeks

By Geoffrey Foisie

Over a year ago, ACTV ended its test of interactive television programming on a cable system in western Massachusetts. Since that time, it has neither begun another test nor started to offer its programming commercially. Lacking a workable strategy to develop its patented technology, the company last summer turned to John Lack, whose experience includes stints as chief operating officer of Warner Amex Satellite Entertainment and vice president and general manager of CBS Radio Spot Sales.

Lack has now narrowed ACTV's initial vision of a cornucopia of interactive formats to a bread-and-butter channel offering exclusively games that viewers would play at home for money and prizes. The company is currently trying to get five MSO's to commit both \$2 million each and system channel space.

So far, no definitive agreements have been signed with any cable operators, and ACTV's president and chief executive officer, John Lack, told BROADCASTING he is now offering equity in the company to operators who will sign on. He said he has been frustrated because cable operators want to wait for channel compression to become a reality before helping develop programming, such as the game channel, to fill the extra capacity.

ACTV, Lack said, wants instead to already "be there" when the capacity comes on line. His plan calls for a four- to five-month test of the game channel in the second half of 1992 followed by a national rollout in 1993 and "hitting stride" in 1994, at which time he expects compression to be in use. Currently, only 10% to 12% of

systems have the channel capacity to even consider offering ACTV.

Lack's pitch to MSO's includes the argument that the game channel would help pay for the compression upgrade. He said games skew to older viewers: "Cable's weakest demographic is 50-plus. Since the audience is getting older...the game channel is not just good programming but right for the

ACTV President and Chief Executive Officer John Lack said he has been frustrated because cable operators want to wait for channel compression to become a reality before helping develop programming, such as the game channel, that will fill the extra capacity.

future." Interactive television will also allow advertisers, said Lack, to target specific viewers, depending on how they respond to questions. Lack said an ad agency, which he would not identify, has agreed to put up \$1 million for all the channel's commercial availabilities during the test.

Getting MSO's to buy into the game channel will be necessary, said Lack, before equipment manufacturers will retool their converter boxes to accommodate ACTV technology. Such design changes will add an extra \$30 to \$40—before manufacturer's markup—to the cost of a box, which, he said, would have to be redesigned because of channel compression.

If MSO's don't buy into the game

channel concept, ACTV may still profit from licensing its technology to others who would then use it with their own programming. In effect, the 25 cents to 50 cents per month it receives from Canadian MSO Le Groupe Videotron is a licensing fee, since the latter produces its own programming. Videotron has also offered to fund the game channel with \$2 million, contingent on ACTV's finding five other MSO's to do the same.

Until ACTV finds the right format and partners for cable television, it is relying on interactive television's use for educational and other purposes to provide revenue. Lack said he expects ACTV to double its revenue, to \$2.5 million to \$3 million in 1992. Several weeks ago, Lack laid off half the employes and closed its Long Island production facility to help keep the company from going through its cash reserves—which decreased \$1.5 million during the first nine months of 1990, leaving just under \$1 million.

The purposes of testing the game channel are many, said Lack, including determining "what the churn is and what people will pay." Hypothetically, he said, ACTV might charge \$12.95 per month, of which the system operator would keep \$7. Of the remainder, perhaps \$1 would go to prizes, \$2 for programming and \$1.5 for marketing, leaving between \$1 and \$1.50 for ACTV's bottom line. Lack said ACTV is developing game show concepts with Bob Stewart, producer of the \$100,000 Pyramid. Keeping viewer interest in the shows is dependent on offering lots of smaller prizes, said Lack. To handle the fulfillment of smaller prizes, ACTV, he said, has been talking with companies that already have systems in place, such as both home-shopping-show channels. ■

Changing Hands

KJUL(FM) North Las Vegas, Nev. □ Sold by Carrigan Communications Inc. to American Broadcasting Systems Inc. for \$3.2 million on terms. **Seller** is headed by Debra D. Carrigan, and has no other broadcast interests. **Buyer** is headed by Ronald L. Shaffer, and owns 100% of common voting stock of Steamboat Springs Communications Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KJUL has nostalgia (40's-50's) format on 104.3 kw with 100 kw and antenna 1,181 feet above average terrain.

WULF(AM)-WKXH-FM Alma, Ga. □ Sold by Queen City Broadcasting Co. to The Hays Group for \$427,552. **Seller** is headed by John Wiggins, who recently purchased KDXR(FM) Borger (Amarillo), Tex. ("Changing Hands," Dec. 23). Wiggins has interests in WWFN(FM) Florence, S.C., WKZF(FM) Bayboro, N.C., and WNKX(FM) Centerville, Tenn. **Buyer** is headed by Page Peary, and also owns WPSO(AM) New Port Richey, Fla. WULF is fulltimer with country format on 1400 khz and 1 kw. WKXH has country format on 95.9 mhz with 1.9 kw and antenna 397 feet above average terrain. *Broker: The Connelly Co.*

WETZ(FM)-WATQ-FM New Martinsville, W.Va. Sold by Thomas Communications Corp. to HBN Communications Inc. for \$400,000; Allied Capital Corp. is foreclosing on loan to seller. **Seller** is also licensee of WKKW-FM Clarksburg and WBES-FM Dunbar, both West Virginia. **Buyer** is headed by William Haught, who is general manager of stations. WETZ has oldies format on 1330 khz with 1 kw day. WATQ-FM has AOR format on 103.9 mhz with 3 kw and antenna 298 feet above average terrain.

WKZF(FM) New Bern, N.C. □ Sold by Atlantic Broadcasting Inc. to Jay Meisenholder for \$375,000. **Seller** is headed by John Wiggins, who is also selling WULF(AM)-WKXH(FM) Alma, Ga. (see above). **Buyer** is in public relations, and has no other broadcast interests. WKZF has country format on 97.9 khz with 3 kw and antenna 375 feet above average terrain. *Broker: The Connelly Co. and Kozacko-Horton Co.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$400,000 □ 2
 FM's □ \$4,505,614 □ 7
 AM-FM's □ \$827,552 □ 2
 TV's □ \$50,000 □ 1
 Total □ \$5,783,166 □ 12

1991 to Date:

AM's □ \$81,529,886 □ 265
 FM's □ \$220,511,223 □ 282
 AM-FM's □ \$337,129,401 □ 212
 TV's □ \$1,067,579,400 □ 83
 Total □ \$1,706,749,910 □ 842

For 1990 total see Jan. 7, 1991 BROADCASTING.

KGLA(AM) Gretna, La. □ Sold by West Jefferson Broadcasting Inc. to CBC Inc. for \$300,000. Terms: \$25,000 down payment and \$275,000 on terms. **Seller** is headed by Ralph M. Hartwell II and has no other broadcast interests. **Buyer** is headed by Ernesto Schweikert III, and has no other broadcast interests. KGLA has Spanish format on 1540 khz with 500 w day.

KSPK(FM) Walsenburg, Colo. □ Sold by Mainstreet Broadcasting Co. Inc. to Paul R. Bossert and Mark R. Bossert for \$290,500. Terms: \$50,500 cash at closing and \$240,000 on terms. **Seller** is headed by Cindi Hargrave, and has no other broadcast interests. **Buyers**, Paul and Mark Bossert, are brothers; Paul Bossert is chief engineer at KYMS(FM) Santa Ana, Calif., and plans to resign. KSPK-FM has country format on 102.3 mhz with 1.9 kw and antenna 377 feet above average terrain.

WLCO(FM) Clyde, Ohio □ Sold by Family Broadcasting & Communications Corp. to S & S Communications Group Inc. for \$280,000 on terms. **Seller** is headed by Erasmo Cruz Jr., and has no other broadcast interests. **Buyer** is headed by Kent D. Smith and David L. Searfoss, and has no other broadcast interests. WLCO has C&W format on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

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■ Indicates new listing or changed item.

THIS WEEK

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. 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 Califor-*

nia 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. Information: (202) 887-1970.

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 the *Sigma Delta Chi* Awards honoring the best work in broadcast and print journalism. Information: (317) 653-3333.

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. Information: (202) 429-5300.

ALSO IN JANUARY

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—Deadline for entries for the 40th annual news competition sponsored by the *Associated Press Television-Radio Association of California-Nevada*. Information: Rachel Ambrose, (213) 626-1200.

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 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. 14-Feb. 2—New World Television Festival, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6705.

Jan. 15—Drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, New*

MAJOR MEETINGS

Jan. 8-10—*Association of Independent Television Stations* annual convention. Nob Hill Complex, San Francisco. Information: (202) 887-1970.

Jan. 10-16—*National Association of Broadcasters* winter board meeting and legislative forum. La Quinta, Calif. Information: (202) 429-5300.

Jan. 20-24—29th *NATPE International* convention, New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

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

Jan. 30-Feb. 2—*Radio Advertising Bureau* Managing Sales Conference. Nashville. Information: (212) 254-4800.

Feb. 7-8—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—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—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev. Information: (703) 549-6990.

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

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

Hotel, Nashville. Information: (615) 327-4487.

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

April 8-11—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

April 10-12—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (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. Information: (202) 429-5300. Future convention: Las Vegas, April 19-22, 1993.

April 22-24—*Broadcast Cable Financial Management Association* 32nd annual conventions. New York Hilton, New York. Information: (708) 296-0200. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.; and 1994, Town and Country Hotel, San Diego, Calif.

May 2-6—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

May 3-6—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993,

San Francisco.

May 27-30—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102.

June 10-13—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

June 14-17—*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—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

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

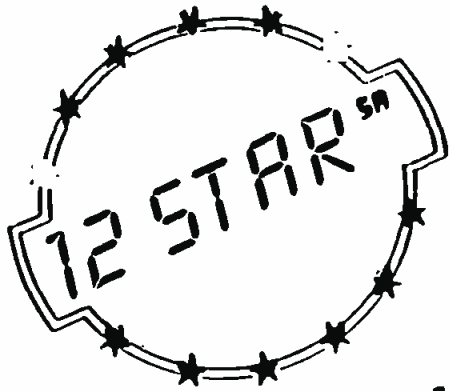
Aug. 23-26—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

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

Sept. 9-12—Radio '92 convention, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

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

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



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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 in the 1992-93 Paul Miller Reporting Fellowships sponsored by *The Freedom Forum*. The fellowships are designed for journalists currently or about to be assigned to Washington by any regional and national newspapers, wire services, and radio and television stations maintaining bureaus in Washington. Information: (703) 875-0920.

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 featuring a Super Bowl/CBS salute sponsored by *International Radio and Television Society*. Moderator: Greg Gumbel, host, *The NFL Today*. Panelists: Terry Bradshaw, studio analyst, *The NFL Today*; Sandy Grossman, director, Super Bowl XXVI; Eric Mann, producer, *The NFL Today*; Ted Shaker, executive producer, CBS Sports; John Madden, analyst, CBS Sports. Special guest appearance by NFL Commissioner Paul Tagliabue. 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. 17-19—*Alabama Broadcasters Association* 45th annual winter convention. Sheraton Airport Inn, Huntsville, Ala. Information: (205) 979-1690.

Jan. 20-24—*NATPE International* convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 21—*Southern California Cable Association* monthly dinner meeting. Sheraton Hotel. Long Beach, Calif. Information: Kathie Delkos, (310) 398-2553.

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. 21-May 31—*The Television of Dennis Potter*, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

Jan. 22—Deadline for entries for the 1991 National Awards for Education Reporting honoring the best education reporting in the print and broadcast media during the calendar year 1991. Sponsored by *Education Writers Association*. Information: (202) 429-9680.

Jan. 23-25—*Women in Cable* leadership conference. Marriott Mountain Shadows, Scottsdale, Ariz. Information: Cathy Pena, (312) 661-1700.

Jan. 24—*New York Festivals* international 1991 Television Advertising Awards ceremonies and banquet. Marriott Marquis Hotel, New York. Information: (914) 238-4481.

Jan. 25—Deadline for entries in the Janus Awards competition for excellence in financial and economic broadcast news sponsored by *Morgage Bankers Association of America*. Information: Jane DeMarines, (202) 861-6554, or Sharon McHale, (202) 861-6568.

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, Seltel, 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* 12th annual managing sales conference. Opryland Hotel, Nashville. Information: (212) 254-4800.

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 experience 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 *Radio-Television News Directors Association* Regional Awards. Open to all radio and television stations. Entries must be submitted by stations. Entries from individuals, networks or station groups are not eligible. Information: (202) 659-6510.

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 Margee, (612) 782-2812.

FEBRUARY 1992

Feb. 1—Deadline for entries for the 1992 Wilbur Awards honoring excellence in the communication of religious values, issues and themes in the news and entertainment media. Sponsored by the *Religious Public Relations Council*. Information: (215) 642-8895.

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—*Idaho Cable Television Association* winter convention and legislative meeting. Owyhee Plaza, Boise, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

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.

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. Stouffer 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—Midwest regional conference of college broadcasters sponsored by *National Association of College Broadcasters*. Indiana University, Bloomington, Ind. Information: Glenn Gutmacher, (401) 863-2225.

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. 7-9—*Oklahoma Association of Broadcasters* winter convention. Marriott Hotel, Oklahoma City. Information: (405) 848-0771.

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*

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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 Horne, (404) 252-4371.

Feb. 11-12—*North Carolina Cable Television Association* winter meeting. Washington Duke Inn, Durham, N.C. Information: (919) 821-4711.

Feb. 11-12—Television Advertising Forum, sponsored by *Association of National Advertisers*. Waldorf-Astoria Hotel, New York. Information: (212) 697-5950.

Feb. 12-14—*Satellite Broadcasting and Communications Association* winter conference. Reno, Nev. Information: (703) 549-6990.

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

Feb. 18—*West Virginia Broadcasters Association* sales seminar. Charleston Marriott, Charleston, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

Feb. 18-19—*Wisconsin Broadcasters Association* winter convention. The Edgewater Hotel, Madison, Wisc. Information: John Laabs, (608) 255-2600.

Feb. 19—*West Virginia Broadcasters Association* sales seminar. Morgantown Ramada Inn, Morgantown, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

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. 24-25—*Michigan Broadcasters Association* mid-winter conference. Lansing Center, Lansing, Mich. Information: (517) 484-7444.

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.

Feb. 27-28—"New Ways to Win New Business," seminar sponsored by *American Association of Advertising Agencies*. Arrowwood Conference Center, Rye Brook, N.Y. Information: Linda Field, (212) 682-2500.

MARCH 1992

March 4-7—23rd Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 6-8—11th annual Northern California *Radio and Television News Directors Association* convention and awards. Clarion Inn, Napa Valley, 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* 36th annual state leadership conference. J.W. Marriott Hotel, Washington. Information: (202) 429-5300.

March 9-11—First annual marketing co-op conference sponsored by *Cable Television Administration and Marketing Society*. South Shore Harbour Resort and Conference Center, Houston. Information: (703) 549-4200.

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 13-15—"Economic Issues in the 1992 Elections," conference for journalists sponsored by *Foundation for American Communications* and the *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

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 15—Deadline for entries for second *International Competition for New Media Technology*. Information: Christine Davet, (514) 842-5333.

March 16-18—*North Central Cable Television Association* trade show and convention. Hyatt Regency Hotel, Minneapolis. Information: (612) 641-0268.

March 17—*American Advertising Federation* government affairs conference. Willard Hotel, Washington. Information: Clark Rector, (202) 898-0089.

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—48th annual *Radio and Television Correspondents Association* dinner. Washington Hilton, Washington. Information: Ivan Goldberg, (202) 828-7016.

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 20-22—Fourth annual western conference of college broadcasters sponsored by *National Association of College Broadcasters*. University of Southern California, Los Angeles. Information: Glenn Gutmacher, (401) 863-2225.

March 25-28—*West Virginia Broadcasters Association* spring conference for managers, programmers, engineers and associates. Sheraton Inn, Martinsburg, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

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

March 26—"Broadcasters Call on West Virginia Congressmen," sponsored by *West Virginia Broadcasters Association*. Washington. Information: Marilyn Fletcher, (304) 344-3798.

March 30—Deadline for entries for 1992 *Radio-Television News Directors Foundation* Fellowships. Three fellowships to be awarded. Information: (202) 659-6510.

March 30—Deadline for entries for 1992 *Radio-Television News Directors Foundation* undergraduate and graduate scholarships. Nine undergraduate scholarships and one graduate scholarship to be awarded. Information: (202) 659-6510.

APRIL 1992

April 4—Third annual mid-Atlantic regional conference of college broadcasters sponsored by *National Association of College Broadcasters*. Luzerne County Community College, Nanticoke, Pa. Information: Glenn Gutmacher, (401) 863-2225.

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 7-Sept. 20—Tribute to Bob and Ray, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

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 17-18—14th annual black college radio convention sponsored by *National Association of Black College Broadcasters*. Paschel Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

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 22-24—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York.

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 26-May 2—Golden Rose of Montreux festival for light entertainment television programs. Sponsored by *Swiss Broadcasting Corporation* and the *City of Montreux*. Montreux, Switzerland. Information: (212) 223-0044.

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

MAY 1992

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

May 3-6—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

May 5—*Women in Cable* Accolades breakfast. Dallas. Information: Cathy Pena, (312) 661-1700.

May 13—Broadcaster of the Year luncheon sponsored by *International Radio and Television Society*. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

May 19—"Women in Sports Media," luncheon sponsored by *American Women in Radio and Television, New York City chapter*. Intercontinental Hotel, New York. Information: Linda Pellegrini, (212) 572-5234.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Brit Hume, ABC White House correspondent. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

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May 25-27—Cable Television Administration and Marketing Society pay-per-view convention. Orlando, Fla. Information: (703) 549-4200.

May 27-31—American Women in Radio and Television 41st annual convention. La Posada Resort, Scottsdale, Ariz. Information: (202) 429-5102.

May 31—Deadline for entries in 1992 Crystal Radio Awards sponsored by National Association of Broadcasters. Information: William Peak, (202) 429-5422.

May 31-June 3—35th annual Canadian Cable Television Association convention and cablexpo. Vancouver. Information: (613) 232-2631.

May 31-June 3—Cable Television Association of Maryland, Delaware and the District of Columbia annual spring meeting. Sheraton Ocean City Resort and Conference Center, Ocean City, Md. Information: Wayne O'Dell or Patricia Rodriguez, (410) 266-9111.

JUNE 1992

June 7-10—Women In Cable national cable management conference. Denver Marriott City Center, Denver. Information: (312) 661-1700.

June 7-13—Radio Executive Management Development seminar sponsored by National Association of Broadcasters. University of Notre Dame, South Bend, Ind. Information: Aimee Jennings, (202) 429-5402.

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

June 11-14—Missouri Broadcasters Association spring meeting. Marriott Tan-Tar-A Resort. Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 12-14—Alabama Broadcasters Association annual summer convention. Lakeport Resort, Eufaula, Ala. Information: (205) 979-1690.

June 14-17—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 18—Federal Communications Bar Association luncheon. Speaker: Talbot S. D'Alemberte, president of the American Bar Association. Washington Marriott, Washington. Information: Mary Blasinsky, (202) 833-2684.

June 23-26—National Association of Broadcasters joint board meeting. Washington. Information: (202) 429-5300.

JULY 1992

July 2-7—14th International Broadcasting Convention. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

July 10-12—Oklahoma Association of Broadcasters summer meeting. Shangri La Resort, Grand Lake, Afton, Okla. Information: Carl Smith, (405) 848-0771.

July 15-16—Wisconsin Broadcasters Association summer convention. The Chula Vista, Wisconsin Dells, Wisc. Information: John Laabs, (608) 255-2600.

July 19-21—South Carolina Cable Television Association and North Carolina Cable Television Association joint summer meeting. Westin Resort, Hilton Head, S.C. Information: Nancy Horne, (404) 252-2454.

July 26-28—Wireless Cable 92 sponsored by Wireless Cable Association International. Orlando, Fla. Information: (202) 452-7823.

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shuffle. Syndication — what's doing well ... and where?

LOCAL TV. How are local stations boosting hometown sales?

CABLE. Will signal compression mean a boom in cable revenues? How to push pay — how to change viewer attitudes toward PPV.

RADIO. What formats are working now? The stations making money — what are they doing right?

BUDGET CUTS. How others are doing more with less in the newsroom. And elsewhere.

TECHNOLOGY. HDTV — what will it cost to gear up? DBS — who gets the remaining frequencies? New equipment — how quickly will you recoup the cost?

WASHINGTON. More wrangling over fin-syn. The issue of cable deregulation. The latest court decisions and FCC moves — who is helped, who might be hurt.

CHANGING HANDS. Which broadcast properties and cable systems have changed hands, and for how much?

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COMPRESSION FRONT LINE

EDITOR: We very much enjoy your magazine and are especially pleased with your new format. Keep up the great work.

I found the article in your Dec. 9, 1991, issue by Sharon Moshavi, "HDTV/Compressed NTSC System in the Works," quite interesting. For the past two years our small station has been working on VQ compression with a university located in the western United States. I am pleased to report that we too have had success in compressing NTSC full-motion video.

We have accomplished ratios of 13.5:1 and 20:1 in these experiments. Although this may not be the entire answer for HDTV over-the-air transmission, compression certainly plays a major role. How very interesting that just over two years ago, people such as Joe Flaherty of CBS said that a digital answer to HDTV was out of the question until at least the year 2000. So R&D is dead in America?—*Stephen J. Fouce, president, KCRA-TV Burbank, Calif.*

AC, NOT MOR

EDITOR: I noticed in your Dec. 16, 1991, issue you listed WJR(AM) Detroit's format as MOR/Talk in the article on the fall Birch ratings. We really aren't middle-of-the-road anymore. In fact our music, what little we play, is AC. Amy Grant and Simply Red are on our playlist, not Perry Como and Bing Crosby.

A correct format for WJR would be news/talk/AC. If you find that too confusing, my second choice would be full service/AC.—*Phil Boyce, program director, WJR(AM) Detroit.*

CHEERS

EDITOR: My beer is involuntarily frothing in the bottle. Your Nov. 11, 1991, box on the threat to beer ads makes me want to shove the First Amendment down the throats of our wonderful "representatives" who

constantly chip away at our basic freedoms in the guise of protecting us from all evils. These saviors should leave the First Amendment alone and start solving some real problems before an entire economy, let alone the Fifth Estate, bottoms out.

Representative Joseph Kennedy, of all people, is co-sponsoring legislation to impose a warning label in the content of all alcohol advertising you say? *Joseph Kennedy?* Does he know how his grandfather made the family fortune upon which he sits? Oh hell, Old Joe was probably sipping on an unlabeled bottle of whiskey with a little smirk on his face when he read your article.—*Thomas L. Berry, Berry Best Services Ltd., Washington.*

LESS IS MORE

EDITOR: I noted with interest your Dec. 9, 1991, "Closed Circuit" item regarding the Sacramento, Calif., prime time switch and related revenue changes. You titled your article "Less Is More," quoting KCRA-TV sources explaining that more revenue has been generated with an earlier late newscast despite a 29% share loss in households.

Assuming arguendo that your analysis of costs per points is accurate, your article never makes mention of the lost avails from the elimination of their 7-8 p.m. time period. KCRA-TV's *Entertainment Tonight* performed an 11 HH rating and a 6 women demo rating at 7:30 p.m. last year until it was moved to 11:30 p.m. where it does a 4 HH rating (2 rating in Arbitron) and ones in the demos.

Overall, KCRA-TV's prime time has gone from number one to number three since the switch. Both KOVR (ABC) and the local CBS affiliate have experienced substantial audience growth at 7-8 p.m., 8-11 p.m. and 11-midnight, while KCRA has declined in audience and reduced its saleable inventory in the 7-11:30 p.m. time period by more than 50%.

On second thought, less for them (viewers and commercial availabilities) is more for us!—*Michael J. Fiorile, vice president/general manager, KOVR(TV) Stockton, Calif.*

HALL OF FAMERS

EDITOR: May I congratulate you on behalf of the Caucus for Producers, Writers and Directors for your Dec. 9, 1991, special edition featuring the first 60 inductees to the BROADCASTING Magazine Hall of Fame. We were proud to see four of our current members listed among those prestigious names: Mark Goodson, Norman Lear, Aaron Spelling and Grant Tinker.

I also found your abbreviated history of radio and television and cable of great value. This is a copy that will remain in the reference areas of many libraries.

The selection of The First Sixty had to be a most challenging assignment; doubtless many of your readers have alternative suggestions. I have no quarrel whatsoever with your selections; they are all worthy of nomination. But I do have some candidates for future years. My suggestions include Walt Disney, Newton Minow, Sid Caesar, Chet Huntley, Robert E. Kinter, Anthony Vincent Barrett Geoghegan, Elaine Sterne Carrington, Rod Serling, David Wolper, Bud Yorkin, Paul Junger Witt (and his associates Tony Thomas and Susan Harris), Leonard Stern, Fred Silverman, George Schaefer, Edgar Scherick, Stan Margulies, Dick Berg, Norman Felton, Lew Wasserman, Quinn Martin, Dan Seymour, Ed Ney, Phillips B. Lord, H.V. Kaltenborn, William Shirer, Carmen Culver, Marcy Carsey, Paddy Chayefsky, Garry Marshall, Richard Levinson and William Link.—*David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.*

Editor's note. We appreciate the suggestions and welcome any other nominations for future induction into the Hall of Fame.

Classifieds

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager for Vermont station. Know how to compete, but tired of big city rat race? Desire charming small market? Sales oriented, bottom line conscious with successful track record. Resume to Box A-1. EOE.

General manager, Central California. Our firm is looking for an unusual radio station general manager who is first and foremost a hands-on salesperson. 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.

GSM: New England medium market, prefer NY and Boston. National exp. Great opportunity with new group. EOE. Send resume today to Box A-8.

HELP WANTED SALES

Account executive: Local account executive wanted for leading Soft Adult Contemporary station in major East Coast market. Looking for an aggressive, goal-oriented, well-organized person. Prior radio sales experience desirable. Successful applicant should be detail oriented, have a thorough understanding of qualitative research, have good people skills and be able to execute a tight collections policy. Must be committed to bringing in new dollars. Send resume to: J. Christopher Broullire, General Sales Manager, WASH-FM, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE.

GSM for major sunbelt radio network. Send resume to Box T-32. EOE.

Killer Colorado CHR needs a killer salesperson with SM potential for January opening. Great ratings, great people, great lifestyle. Resume & cover letter to KQIL/KQIX, POB 340, Grand Junction, CO 81502. EOE.

Sales manager: Philadelphia 50kw Contemporary Christian radio station seeks dynamic sales manager who can balance selling with coaching. Must be challenged by building, leading, training and motivating new sales team. Five years broadcast sales a must, management experience preferred. Looking for professional, creative team player able to interact with GM & OM. EEO employer. Reply to WZZD, 117 Ridge Pike, Lafayette Hill, PA 19444.

Midwest AM-FM looking for bright, energetic, successful street salesperson ready for sales management. Resume, including sales success references, and why you are ready for the move. Send in care of Lucille Smothers, 458 Ross Street, Joliet, IL 60435. EOE.

Palm Springs AM Country/FM AC combo seeks experienced account executive, bi-lingual helpful. Resumes only to Jeff Anderson, 490 S. Farrell, Ste. 202, Palm Springs, CA 92262. EOE.

HELP WANTED NEWS

WJON/WWJO, St. Cloud, MN is looking for a reporter with experience to work in four-person computerized newsroom. Applicant should be good with a sound bite, fast on the keyboard, and possess good on-air skills. T&R to Steve Stewart, Box 220, St. Cloud, MN 56302. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Love 99-FM - Millersburg, PA has an immediate opening for a professional production manager/on-air talent with 2 or more years experience. If you LOVE the broadcast business, send tape, copy samples, resume, references & salary needs to Jim Hepler, PO Box 519, Gratz, PA 17030. EOE.

SITUATIONS WANTED MANAGEMENT

Turnarounds/startups only. AMs, FMs, combos. New York, New England. Sales & management trained GM, GSM. Unrated, large & major market experience. Tired of funding losses, write me. If you're making money, get someone else. Replies strictly confidential. Box T-50.

20 year pro broadcaster: Multi-media, -format, market; goal/bottom line driven; super track record, references. Sales, sales/mgmt., group VP. Reply to Box A-2.

General manager: 20 years small market experience. Salary not as important as long-term situation. Box 2188, Laughlin, NV 89209.

SITUATIONS WANTED SALES

Aggressive radio pro, street fighter, promotion expert. Computerized sales presentations that grab attention. Medium & large markets only. Glenn Buxton, 502-886-3593.

SITUATIONS WANTED PERSONALITY/TALENT

Finally! An antidote for rush! Intuitive, experienced talk show host with keen mind, quick wit. Have cerebral ammunition, will travel! 216-677-9113.

SITUATIONS WANTED ANNOUNCERS

18 years in radio as announcer, music, program, and public service director. Dependable, stable, excellent references. All shifts. Mike, 904-255-6950.

SITUATIONS WANTED TECHNICAL

Former AM, FM & TV chief looking for any position in Alaska. Edward Tone, 2036 Kent Rd. Folcroft, PA 19032.

SITUATIONS WANTED NEWS

Experienced broadcaster, 6 years news, 4 years announcing. Will relocate. Brent Frankenhoff, 14782 Hwy. 61 South, Boscobel, WI 53805-9108. 608-822-6385.

TELEVISION

HELP WANTED MANAGEMENT

Manager needed for 1kw LPTV station currently on-air, but needing inventive, sales and promotion-minded leadership. Excellent opportunity. All replies confidential. Write Box A-3. EOE.

Regional sales manager: Needed for satellite sales office. Must have strong supervisory and local television sales skills. Will consider strong local radio sales manager. Please send resume to: General Sales Manager, KEYT-TV, 730 Miramonte Drive, Santa Barbara, CA 93109. EOE.

Local sales manager: ABC affiliate in Sacramento in search of local sales manager. Requires outstanding leadership, motivation and training skills with the ability to capture dollars through new marketing strategies. Previous sales management experience a plus, proven talent and dedication a must. Send resume: KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. ATTN: Greg Bendin, GSM. No phone calls. EOE M/F.

Growing Michigan Fox TV station seeks individual to manage commercial production department of three. Must be creative with ability to sell production services to station clients. Call Dave at 1-800-733-2065 to learn more about this solid opportunity. EOE.

Foreign language translators, voice-over announcers: Freelance talent needed to translate, voice-over, and/or language-direct television programs from English into the following languages: German, Indonesian, Arabic, Brazilian Portuguese, French, Spanish, Chinese, Hungarian, Czech, Slovak, Polish, Russian, Albanian, Lithuanian, Estonian, Latvian, Bulgarian, Romanian, and Ukrainian. Experience in translation or announcing for broadcast required. Those accepted must pass on-site language competency test. Send resumes to Lisa Keathley, USIA Television Service, Room 4024, 601 D Street, NW, Washington, DC 20547. No phone calls please. EOE.

HELP WANTED MARKETING

Manager/National program marketing: WPBT, public television in (sunny) South Florida, is looking for a dynamic team player to develop and execute specific funding plans for our national programs including travel and presentations to corporations, foundations, governmental/quasi-governmental funders, prospective co-producers, distributors, etc. This position participates in the new program development process and should bring special expertise to the marketability of concepts to prospective funders, distributors and after-market purchases, as well as creating the necessary written proposal material. Applicants should possess prior experience in the financing/funding of national television series with budgets in excess of one million dollars and a strong marketing/fundraising background with a record of proven successes; related public television experience is helpful. Competitive salary, excellent benefits and the best of working conditions. Send resume in confidence to: VP/Administrative Services, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H/V.

HELP WANTED TECHNICAL

Maintenance engineer/tech wanted with studio and ENG experience. Resume to Chief Engineer, KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE.

HELP WANTED NEWS

KWTV-9 assignment editor: Aggressive high-energy take-charge person needed for Oklahoma City CBS TV affiliate. We have all the tools - uplink, live ENG, live helicopter. BA plus related experience. Resumes to: Billye Gavitt, KWTV, PO Box 14159, Oklahoma City, OK 73113. EOE/M-F.

Wanted: News director. Major group-owned, #1 ranked affiliate wants its news to be similarly ranked. Send resume, news and management philosophy to Box T-61. EOE.

Publicist for Washington, DC news unit. Must be experienced in all aspects of program publicity with expertise in pitching stories and public relations strategies. Must have good media contacts, strong writing skills and solid news judgment. Reply to Box T-62. EOE.

Reporter: Still haven't found the right person to replace one of our strong male reporters. Need creative, hard-nosed individual who can produce strong, investigative reports, as well as general assignments. One year commercial TV on-air experience, college degree, editing knowledge and anchor potential. 3/4" non-returnable tape, resume and references to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE. Drug test mandatory. No phone calls.

Producer: Emmy winning station needs creative individual to produce lively, fast paced newscasts. Don't need a show stacker. One year commercial TV experience producing a newscast, college degree, editing knowledge. 3/4" non-returnable tape of your best show, resume and references to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE. Drug test mandatory. No phone calls.

Small Midwestern affiliate has opening for sports director. Not entry level position. Second banana, looking to move up to number 1? Send resume and photo to Box A-4. EOE.

News, sports and weather anchors for top rated medium market in Southeast. Experienced people only. Send resume to Box A-5. EOE.

Executive producer: Top-rated news department looking for strong #2 person. Three years of news producing experience required. Will consider individuals with strong assignment desk background. Superior writing and editorial skills required. Must work well with people. Send resume, writing samples, and news philosophy to: Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls. M/F/EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Traffic manager: Seeking experienced individual to oversee station programming, logs and traffic functions. Columbine experience preferred. Fax 815-963-0201 or mail resumes to Tim Sharky, General Manager, WTVU-TV, PO Box 470, Rockford, IL 61105. EOE.

Producer/photographer: The production facility of a dominant network affiliate in the sunbelt is seeking a dynamic, self-motivated producer/photographer experienced in writing, producing and shooting commercials, long format corporate videos, programming and special projects. Excellent organizational, communication and client skills a must. Valid drivers license and clean driving record required. Must be able to lift and move equipment associated with field and studio production. Reply Box A-6. EOE.

Two openings at number one rated NBC affiliate. Weekend co-anchor/weekday reporter and bureau chief. Must be good storytellers/shooters. Will work hard and long hours. Send non-returnable tapes and resumes to: Keith Frank, ND, Idaho 8 TV, PO Box 2148, Idaho Falls, ID 83203. EOE.

Writer CNN Business News-New York. Must have at least two years experience in broadcast writing or financial journalism. Salary commensurate with experience and talent. Write: Bill Dorman, Deputy Managing Editor, CNN Business News, 5 Penn Plaza, NYC, NY 10001. CNN is an equal opportunity employer.

Videotape editor: 39HTV has an immediate opening for a videotape editor. If you can make a Grass Valley 41 do everything except laundry (but you're working on it), we want to talk to you. Experience with Kaleidoscope and Chyron or similar systems required. Creative flair and input a must. Send tape and resume immediately to Trish Silvas, Marketing Director, 7700 Westpark, Houston, TX, 77063. EOE, M/F.

Graphic artist: full-time position available at CNN. Aurora experience preferred. Strong design and typography skills necessary. Must be willing to work any schedule. Need to have at least 2 years of experience. BFA in graphics design or equivalent design degree required. Send resume to: Pat Costello/Graphics Coordinator, CNN, Inc./Graphics Dept., 1 CNN Center, Atlanta, GA 30348. EOE.

EFP cameraperson/editor: #1 station in the U.S. seeks a new member of our programming team. You must be a motivated, skilled, highly creative team player who is ready to take on the challenge of your life. One-person Betacam experience and knowledge of BVE-600 required. Send resume and tapes to: Joseph Cook, Production Manager, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

Traffic: Small New England independent seeking leader for 2 person traffic department. Strong Columbine skills required. Salary negotiable depending on experience. Resume to Box T-42. EOE.

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

Outstanding sportscaster (also knowledgeable newscaster) looking for a good station in which to work. Call Ed, 216-929-0131.

Vietnam: Southeast Asia. American cameraman based in Bangkok available for TV-news assignment. BVW-300 camera. Call or fax. John Basko 66-2-254-8901.

Ditka, Jordan, Gretzky, Navratilova... I've interviewed them all. Six year veteran of the Chicago radio market and Orioles, minor-league announcer looking to work as a television sports anchor/reporter full-time. Michael King 708-232-8811.

Let Interstate Helicopter Service help you regain your competitive edge with a turbine powered helicopter piloted by an award-winning pilot/reporter. Call Jim Johnson at 405-632-5683.

MISCELLANEOUS

Your station voice! Network quality at great rates. Top NY male and female talent recruiting limited number of select clients for weekly promos, etc. Fax copy for overnight delivery. Clients include: Nickelodeon, Lifetime, Travel Channel. Call for demo: Ron Knight/Susan Berkley. 800-333-8108. Indies welcome.

Attention job hunters: We offer hundreds of published leads with optional instant access; plus agent representation, free referral with no placement fees, and much more! 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.

Be on TV: Many needed for commercials. Now hiring all ages. For casting info call 615-779-7111 ext. T-681.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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 Communications, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016-8017. EOE.

University of Illinois, Urbana-Champaign: Assistant professor in broadcast news, tenure-track. Significant professional broadcast news experience in reporting, writing and field production; teaching experience; and master's degree required. Ph.D. preferred. Academic year, full-time position, beginning Aug. 21, 1992. Salary \$30,000 range. To ensure full consideration, applications with full details on qualifications and names and phone numbers of three references should be received by Jan. 31, 1992, by Jerry Landay, Chair, Search Committee, Department of Journalism, 119 Gregory Hall, 810 S. Wright St., Urbana IL 61801. EOE.

Lecturer: The department of radio-television seeks lecturer (term appointment) to teach undergraduate/graduate courses in television production, broadcast writing, performance and criticism. Masters degree plus five years of significant industry-related experience required. Deadline February 1, 1992. Send resume and three references to: Department of Radio-Television, SIUC, Carbondale, IL 62901. SIUC is an equal opportunity/affirmative action 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, and/or production experience in: Buffalo, Charleston/Huntington, Dallas, Denver, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, Pittsburgh, Raleigh-Durham, San Diego, Flint/Grand Rapids and 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. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

Law enforcement jobs. \$17,542-\$86,682/yr. Police, sheriff, state patrol, correctional officers. Call 1-805-962-8000 Ext. K-7833.

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.

WANTED TO BUY EQUIPMENT

Used 1" or VHS videotape. Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

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EARLY DEADLINE NOTICE

Due to Martin Luther King Day, the deadline for Classified Advertising will be Noon, Friday January 17, 1992 for the January 27, 1992 issue.



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FACULTY POSITIONS IN FILM, VIDEO & RADIO

The Department of Film and Television, Undergraduate Division, at New York University is seeking highly qualified **Film, Video and Radio** professionals to fill 3 full time **faculty positions** beginning in September 1992. These are tenure track appointments.

FILM PRODUCTION—involves instruction of three courses. **Professional production, dramatic writing and/or directing experience is crucial.*****

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Deadline for application is **January 31, 1992**. Please include a **letter of applications, a Curriculum Vita, and three letters of reference. A work sample may be requested.**

Mail to:

Mr. Steven A. Simak
Undergraduate Film and Television
New York University
721 Broadway, Rm 941
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**BROADCASTING'S
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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. 202-659-2340 (Information only).

Payable in advance. Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.50 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.

For the Record

As compiled by BROADCASTING from Dec. 9 through Dec. 20 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WCRQ-FM Arab, AL** (BALH911206HY; 92.7 mhz; 700 w; ant. 670 ft.)—Seeks assignment of license from Alexandra-Brooke Broadcasting Co. Inc. to WCRQ Inc. for \$329,000. Seller is headed by Kerry G. Rich, who is 40% partner in Kerry Rich and Joel Kenamer, partnership, licensee of WLLK(FM) Somerset, KY. He is also 100% owner of WKXX(FM) Attalia and 75% stockholder of licensee of WRAB(AM) Arab, both Alabama. Buyer is headed by Donald R. Mitchell. Mitchell owns 25% of Alexandra-Brooke Broadcasting; approval of instant assignment will make him controlling owner with 99% interest. Filed Dec. 6.

■ **KKSD(AM)-KASH-FM Anchorage** (AM: BAL911129EI; 1080 khz; 10 kw-U; FM: BALH911129HN; 107.5 mhz; 100 kw; ant. 1014 ft.)—Seeks assignment of license from Community Anchorage Broadcasting Corp. to Community Pacific Broadcasting Co. Ltd. (see KFIV(AM)-KJSN(FM) Modesto, CA, above). Filed Nov. 29.

■ **KDMD(TV) Anchorage** (BALCT911206KF; ch. 33; 5,000 kw-V; 500 kw-A; ant. 98 ft.)—Seeks assignment of license from Echonet Corp. to GREENTV Corp. for \$75,000. Seller is headed by Charles Ergen, and is purchasing KUBD(TV) Denver (see below). It is also licensee of LPTV's K22AG Anchorage, K49CJ Colorado Springs and K54CQ Fort Collins, both Colorado; K49AY Cheyenne, WY, and K11SF Austin, TX. Buyer is headed by David M. Drucker, who is principal in licensee. Vice President Penny Drucker holds CP for WEYS(TV) Key West, FL, and is licensee of LPTV K52BS Santa Fe, NM. Filed Dec. 6.

■ **KEZL(FM) Fowler, CA** (BAPLH911209HX; 96.7 mhz; 25 kw; ant. 300 ft.)—Seeks assignment of CP from Bilmar Communications Inc. to Americom II for \$1 million. Seller is headed by William Donahue. Edward Atsinger III, who has 60.78% interest in licensee, has 37.4% interest in KFAX(AM) San Francisco and KKKX-FM Delano, CA, and 50% interest in both KEZL(FM) Fowler and KCLA(FM) Los Angeles, both California. Atsinger and Stuart Epperson are each 50% owners of Salem Communications Corp., licensee of KPQD-AM-FM Portland, OR; KGNW(AM) Seattle-Burien, WA; KLFE(AM) San Bernardino, KGER(AM) Long Beach, KAVC(FM) Rosamond, KDAR(FM) Oxnard and KPRZ(AM) San Marcos, all California; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; WMCA(AM) New York, WKPA(AM)-WEZE(FM) New Kensington-Pittsburgh, PA; WYLL(FM) Des Plaines, IL, and recently purchased KGEQ(AM)-KGF(M) Bakersfield, CA, under subsidiary Grapevine Radio Inc. Salem Communications' purchase of WAVA-FM Arlington (Washington), VA, was recently approved. Buyer is headed by general partners A. Thomas Quinn, Paul Almond, Richard Nagler and Americom II (99.99% ownership). Americom II is licensee of KEYQ(AM) Fresno and KEYX(AM)-KF50(FM) Visalia, both California. Americom Ltd. is licensee of KHTZ(AM)-KODS(FM) Truckee-Camelian Bay (Reno), CA. Filed Dec. 9.

■ **KFIV(AM)-KJSN(FM) Modesto, CA** (AM: BAL911129EA; 1360 khz; 5 kw-D, 1 kw-N; FM: BAL911129EB; 102.3 mhz; 6 kw; ant. 300 ft.)—Seeks

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

assignment of license from Community Pacific Broadcasting Corp. subsidiaries to Community Pacific Broadcasting Co. Ltd., new entity, in recapitalization and reorganization. Assignment includes KKSD(AM)-KASH(FM) Anchorage (see above) and KEED(AM)-KSND(FM) Eugene, OR (see below). General partner David Benjamin will contribute \$150,000 and will attain control; \$50,000 to be contributed by other general partners. Limited partners will contribute \$1.45 million (Community Pacific \$800,000, George Couch \$500,000 and Robert Zicarelli \$150,000). Norwest Growth Fund expects to convert stock in Community Pacific to common stock and become controlling shareholder of that company. Filed Nov. 29.

■ **KWIZ-FM Santa Ana, CA** (BALH911202HI; 96.7 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Liberman Broadcasting Inc. to Radio KWIZ Partners, L.P., for \$8.75 million ("Changing Hands," Nov. 11). Seller is headed by Jose Liberman, and is licensee of KWIZ(AM) Santa Ana and KKHJ(AM) Los Angeles. Buyer is headed by N. John Douglas, who also owns Douglas Broadcasting Inc., licensee of KWWN(FM) Placerville, Calif., and KEST(AM) San Francisco and KOBO(AM) Yuba City, CA, which simulcast. Douglas recently acquired KAGR(FM) Ventura and KMLQ(FM) Fallbrook, which he plans to trimulcast with his KMAX(FM) Arcadia, CA. Filed Dec. 2.

■ **KUBD(TV) Denver, CO** (BALCT911206KE; ch. 59; 5,000 kw-V; 500 kw-A; ant. 1,109 ft.)—Seeks assignment of license from The Denver Channel 59 Partnership Ltd. to UHF Channel 59 Corp. for no cash consideration; assignment is filed to reflect tax and legal changes as result of sale of Colorado Broadcasters limited partnership interest, no actual ownership changes will occur. Licensee is headed by David M. Drucker (20%) and Chas Ergen (80%), who have interests in Echonet Corp., licensee of KDMD(TV) Anchorage (see above), and LPTV's K22AG Anchorage, K49CJ Colorado Springs and K54CQ Fort Collins, both Colorado; K49AY Cheyenne, WY, and K11SF Austin, TX. Filed Dec. 6.

■ **New FM Fountain, CO** (BALH911203HL; 96.1 mhz; 14 kw; ant. 603 ft.)—Seeks assignment of license from Hubbard Broadcasting Inc. to The Word in Music Inc.; as consideration, assignee will enter employment agreement to provide assistance and advice in construction and operation of station. Seller is headed by Carolyn D. Hubbard, and has no other broadcast interests. Buyer is headed by David Burdine, et al., and is also licensee of KSLT(FM) Spearfish, SD. It holds CP's for KTSL(FM) Spokane, WA, and KLTE(FM) Kirksville, MO. Filed Dec. 3.

■ **WHYI-FM Fort Lauderdale, FL** (BTCH911129GW; 100.7 mhz; 100 kw; ant. 930 ft.)—Seeks transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration; transfer is part of three-step process filed simultaneously in order to ultimately distribute 60% of Metroplex stock to general public in public offering. Transfer includes WFYV-AM-FM Jacksonville-Atlantic Beach, WMTX-AM-FM Pinellas Park-Clearwater and WPRD(AM)-WMGF(FM) Winter Park-Mt. Dora, all Florida; WERE(AM)-WNCX(FM) Cleveland, and WVBX(AM)-WUFX-FM Buffalo, NY (see individual stations). Metroplex is headed by Norman Wain and Robert Weiss (each 46.65%). Filed Nov. 29.

■ **WFYV-AM-FM Jacksonville-Atlantic Beach, FL** (AM: BTC911129HB; 1460 khz; 5 kw-U; FM: BTCH911129HC; 104.5 mhz; 100 kw; ant. 984 ft.)—Seeks transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Filed Nov. 29.

■ **WMTX-AM-FM Pinellas Park-Clearwater, FL** (AM: BTC911129GZ; 1040 khz; 5 kw-D, 500 w-N; FM: BTCH911129HA; 95.7 mhz; 100 kw; ant. 607 ft.)—Seeks transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Filed Nov. 29.

■ **WPRD(AM)-WMGF(FM) Winter Park-Mt. Dora, FL** (AM: BTC911129GX; 1440 khz; 5 kw-D, 1 kw-N; FM: BTCH911129GY; 107.7 mhz; 100 kw; ant. 1,584 ft.)—Seeks transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Filed Nov. 29.

■ **WRIP(FM) Versailles, IN** (BALH911120HK; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from B.N. Herlong to Dearborn County Broadcasters Inc. for \$85,000. Seller has no other broadcast interests. Buyer is headed by John W. Schuler, and has no other broadcast interests. Filed Nov. 20.

■ **KOZX(FM) Cabool, MO** (BALH911129HU; 98.1 mhz; 3 kw; ant. 220 ft.)—Seeks assignment of license from KVCV Broadcasting Inc. to Twin Cities Broadcasting Inc. for \$115,000. Seller is headed by Tom L. Mason, and has no other broadcast interests. Buyer is headed by Shelley M. Grosenbacher, and has no other broadcast interests. Filed Nov. 29.

■ **KTVQ(TV) Billings, MT** (BALCT911129KU; ch. 2; 100 kw-V, 10.2 kw-A; ant. 670 ft.)—Seeks assignment of license from SJL of Montana Associates Ltd. to KTVQ Communications Inc. for approximately \$8.8 million; actual price will be contingent upon cash flow multiples as of Dec. 31. Seller is headed by George D. Lilly, who has interests in WSTM-TV Syracuse, NY; KSNW(TV) Wichita, KSNG(TV) Garden City, KSNC(TV) Great Bend and KSNT(TV) Topeka, all Kansas; KSNK(TV) McCook, NE, and WJRT-TV Flint, MI. Buyer's stock is 100% owned by Evening Post Publishing Co., ultimate licensee of KIVI(TV) Nampa, ID; KOAA-TV Pueblo, CO, and KPAX-TV Missoula, KRTV(TV) Great Falls and KXLF-TV Butte, all Montana. Filed Nov. 29.

■ **KATQ-AM-FM Plentywood, MT** (AM: BAL911127EE; 1070 khz; 5 kw-D; FM: BAL911127EF; 100.1 mhz; 3 kw; ant. 34 ft.)—Seeks assignment from Radio International-KATQ Inc. to Radio International-KATQ Broadcast Association Inc. for \$5,000. Seller is headed by Joy Fanning, and has no other broadcast interests. Buyer is headed by Mary W. Nielson, and has no other broadcast interests. Filed Nov. 27.

■ **KZRQ(AM)-KIVA-FM** Albuquerque-Santa Fe, NM (AM: BAL911210EA; 1310 khz; 5 kw-D, 500 w-N; FM: BALH911210EB; 105.1 mhz; 100 kw; ant. 1,937 ft.)—Seeks assignment of license from Daytona Group of New Mexico to Carl C. Tuter for \$300,000 ("Changing Hands," Dec. 23). Seller is headed by Norman S. Drubner, who also owns KZRC(AM)-KXYQ(FM) Portland, OR, and KGRX(FM) Phoenix. Buyer has no other broadcast interests. Filed Dec. 10.

■ **WAUB(AM)** Auburn, NY (BAL91129EE; 1590 khz; 500 w-D, 1 kw-N)—Seeks assignment of license from Auburn Cablevision Inc. to Morgan Media Inc. for \$120,000. Seller is headed by Frederik Osborne, and is permittee for WOSB(FM) Ironquoit, NY, and owns cable TV systems in New York state. Buyer is headed by Richard E. Morgan, and has no other broadcast interests. Filed Nov. 29.

■ **WXB(AM)-WUFX-FM** Buffalo, NY (AM: BTC911129HF; 1400 khz; 1 kw-U; FM: BTCH911129HG; 103.3 mhz; 49 kw; ant. 340 ft.)—Seeks transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Filed Nov. 29.

■ **WMYY(FM)** Schoharie, NY (BALH911206HW; 97.3 mhz; 885 w; ant. 885 ft.)—Seeks assignment of license from Tri-City Media Co. to Capital Media Corp. for \$525,000. Seller is headed by J.R. McClure, who is also selling WMAX(AM) Kentwood (Grand Rapids), MI ("For the Record," Dec. 16). He also has interests in WFAM(AM) Augusta, GA, and KKK(FM) Odessa, TX. McClure owns CP's for KJET(FM) Kingsburg, CA, WYMY(FM) Bedford, VA, and CP at McClellanville, SC. Buyer is headed by Paul F. Lotters, who is sole stockholder of Lotters Inc., licensee of WHAZ(AM) Troy, NY. Filed Dec. 6.

■ **WQDK(FM)** Ahoskie, NC (BALH911205HK; 99.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Ahoskie Radio Inc. to Ray-D-O Biz Inc. for \$178,000. Seller is headed by Gardner H. Altman Sr., and has no other broadcast interests. Buyer is headed by William S. Ray, and owns WGAI(AM) Elizabeth City, NC. Filed Dec. 5.

■ **WTOW(AM)** Washington, NC (BAL911206EC; 1320 khz; 500 w-D)—Seeks assignment of license from J.R. & P. Enterprises Inc. to Johnny C. Bryant for \$75,000. Seller is headed by Mahalla and J. Ray Phelps, husband and wife, and has no other broadcast interests. Buyer is president of Lifeline Ministries Inc., licensee of WIAM(AM) Williamston, NC. Filed Dec. 6.

■ **WETC(AM)** Wendell-Zebulon, NC (BAL911206EF; 540 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Triangle East Broadcasting Inc. to East Wake Broadcasting Corp. for assumption of debt. Seller is headed by Harry Lee Welch Jr., and has interests in WTIK(AM) Durham, NC. Buyer is headed by Lewis V. Parrish, and has no other broadcast interests. Filed Dec. 6.

■ **WLLY(AM)** Wilson, NC (BAL911209EA; 1350 khz; 1 kw-D, 79 w-N)—Seeks assignment of license from Champion Productions Inc. to Family Media Inc. for \$100. Seller is headed by Michael R. Bland, who is licensee of WJCV(AM) Jacksonville, NC. Buyer is headed by Pres Harry A. Epperson III and Olive P. Epperson (100%), and has no other broadcast interests. Filed Dec. 9.

■ **WERE(AM)-WNCX(FM)** Cleveland (AM: BTC911129HD; 1300 khz; 5 kw-U; FM: BTCH911129HE; 98.5 mhz; 16 kw; ant. 960 ft.)—Seeks transfer of control from Metroplex Communications Inc. to Brenner Securities Corp. for no monetary consideration (see WHYI-FM Fort Lauderdale, FL, above). Filed Nov. 29.

■ **WTLW(TV)** Lima, OH (BTC911108KK; ch. 44; 1,243 kw-V; ant. 678 ft.)—Seeks transfer of control within licensee American Christian Television Services Inc. for no cash consideration; transfer is filed to reflect board member changes. Licensee is headed by James Bassett. Vice President Ronald Mighell is also director of Dominion Broadcasting Inc., permittee of TV ch. 40 in Toledo, OH. Filed Nov. 8.

■ **KBZQ(FM)** Lawton, OK (BAPH911125HV; 95.3 mhz; 6 kw; ant. 300 ft.)—Seeks assignment of CP from William R. Fritsch Jr. to Broadco of Texas Inc. Broadco of Texas is licensee of KMGZ(FM) Lawton, OK (see below), in which William R. Fritsch Jr. is minority stockholder. Broadco and Fritsch agree to assign to each other CP's for operation of their respective FM stations at Lawton, OK, such that upon consummation Broadco will hold CP to operate KMGZ as Class A on 95.3 mhz, and Fritsch will hold CP to operate KBZQ as Class A on 99.5 mhz. In addition, Broadco and Fritsch will enter into a Joint Venture Agreement in which Broadco agrees to rent transmitter site and studio space to Fritsch for \$335,868 over five years. Broadco is headed by Dennis R. Yelton. Filed Nov. 25.

■ **KMGZ(FM)** Lawton, OK (BALH911125HW; 95.3 mhz; 3 kw; ant. 295 ft.)—Seeks assignment of license from Broadco of Texas Inc. to William R. Fritsch, Jr. (see KBZQ(FM), above). Filed Nov. 25.

■ **KEED(AM)-KSND(FM)** Eugene, OR (AM: BAL911129EG; 1600 khz; 5 kw-D, 1 kw-N; BALH911129EH; 93.1 mhz; 100 kw; ant. 850 ft.)—Seeks assignment of license from Community Eugene AM & FM Broadcasting Corp. to Community Pacific Broadcasting Co. Ltd. (see KFIV(AM)-KJSN(FM) Modesto, CA, above). Filed Nov. 29.

■ **KSWB-AM-FM** Seaside, OR (AM: BAL911205EB; 840 khz; 1 kw-D, 500 w-N; FM: BAPH911205EC; 94.7 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license (AM) and CP (FM) from Seaside Broadcasting Co. to Monte Corp. for \$130,000. Seller is headed by Kenneth S. Eiler, trustee, and has no other broadcast interests. Buyer is headed by Monte R. Clark, and has no other broadcast interests. Filed Dec. 5.

■ **WGS(FM)** Russell, PA (BTCH911202HO; 103.1 mhz; 2.1 kw; ant. 351 ft.)—Seeks transfer of control within licensee God's Station Inc. Action is not transfer per se; licensee seeks commission consent nunc pro tunc to changes in board of directors. Licensee is headed by Robert E. Clark Sr., and has no other broadcast interests. Filed Dec. 2.

■ **KPSM(FM)** Brownwood, TX (BALH911209HU; 99.3 mhz; 800 w; ant. 489 ft.)—Seeks assignment of license from Group R. Broadcasting Inc. to Word of Faith Christian Center of Brownwood Inc. for \$40,000. Seller is headed by John C. and Nita P. Renshaw, husband and wife, and has no other broadcast interests. Buyer is headed by Lew Sharp, and has no other broadcast interests. Filed Dec. 9.

■ **KEZB-AM-FM** El Paso, TX (AM: BTC911107EC; 1150 khz; 1 kw-D, 380 w-N; FM: BTCH911107ED; 93.9 mhz; 96.2 kw; ant. 1,207 ft.)—Seeks transfer of control from KEZB Inc., debtor-in-possession for Heritage Broadcasting Group Inc., to Western States Broadcasting Inc. for assumption of debt. Heritage Broadcasting is headed by Mario Iacobelli, and owns 95.1% of stock of licensees of both WXXA-TV Albany, NY, and WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie (Traverse City-Cadillac), both Michigan. Buyer is headed by Jack Rich, and has no other broadcast interests. Filed Nov. 7.

■ **KVIV(AM)** El Paso, TX (BAL911205EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Samuel Kobren, receiver, to Dunn Broadcasting Co. for \$25,000. Seller has no other broadcast interests. Buyer is headed by John M. Dunn (100%), and is also licensee of KAMA(FM) El Paso, TX. Dunn is also vice chairman of Southwest Indiana Public Broadcasting Inc., licensee of public stations WNIN-FM-TV Evansville, IN. Filed Dec. 5.

■ **WOMA(FM)** Algoma, WI (BALH911129HH; 96.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Wheeler Broadcasting Inc. to Nicolet Broadcasting Inc. for \$350,000. Seller is headed by Ray L. Wheeler, and is also licensee of WTCH(AM)-WOWN(FM) Shawano, WI. Wheeler and 50% owner Bruce D. Grassman also have interests in WJNR-FM Iron Mountain, MI. Buyer is headed by Roger L. Utnehrner, and is licensee of WERL(AM)-WRJO(FM) Eagle River and WNB(AM)-WCQM-FM Park Falls, both Wisconsin. Filed Nov. 29.

Actions

■ **KYES(TV)** Anchorage (BALCT910919KF; ch. 5; 100 kw-V; 10 kw-A; ant. -879 ft.)—Granted assignment of license from Fireweed Television to Fireweed Communications Corp. for \$100 and assumption of debt. Seller is headed by William Hatley, who will retain 7.5% interest in station. Buyer is headed by Jeremy Lansman (51%) and Carol Schatz (41.5%), husband and wife. They have interests in LPTV K61FC Denver. Lansman has interests in LPTV's K120M Kansas City, MO; K66DW Albuquerque, NM; K07UV Shreveport, LA, and K06LV Salinas, CA. Schatz has interests in LPTV W06BE Tampa, FL, and K06LY and K18CS, both Anchorage. Action Dec. 11.

■ **KGEO(AM)** Bakersfield, CA (BAL910607EC; 1230 khz; 1 kw-U)—Dismissed assignment of license from Kern Broadcasting Corporation to Grapevine Radio Inc. for \$400,000 ("Changing Hands," June 17; Kern is also selling KGFM(FM) Bakersfield, CA, see above). Seller is headed by Joseph Zukin Jr. and is minor shareholder in KLIV (AM)-KARA(FM) San Jose-Santa Clara. Buyer is headed by Stuart W. Epperson (37.4%), Edward G. Atsinger III (37.4%), Eric H. Halvorson and George Rodda Jr. (25.2%). Epperson and Atsinger each have 50% and 37.4% interest, respectively, in KFAX(AM) San Francisco and KXXX-FM Delano, CA. Atsinger also has 50% interest in both KEZL(FM) Fowler and KCLA(FM) Los Angeles, both California. Salem Communications Corp., headed 50% by both Epperson and Atsinger, owns KPDQ-AM-FM Portland, OR; KGNW(AM) Seattle-Burien, WA; KLFE(AM) San Bernardino, KGER(AM) Long Beach, KAVC(FM) Rosamond, KDAR(FM) Oxnard and KPRZ(AM) San Marcos, all California; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, OH; WMCA(AM) New York, WKPA(AM)-WEZE(FM) New Kensington-Pittsburgh, PA; WYLL(FM) Des Plaines, IL, and recently purchased WAVA(FM) Arlington (Washington), VA ("Changing Hands," June 24). Action Dec. 13.

■ **WFGX(TV)** Fort Walton Beach, FL (BALCT900515KI; ch. 35; 635 kw-V; 63.6 kw-A; ant. 280 ft.)—Dismissed app. for assignment of license from TV 35 Ltd. to WEAR-TV Ltd. for \$810,000. Seller was headed by Marc W. Bowman, Thomas N. Moore, Charles P. Casson, Lawrence W. Hall, James P. Hines and Joel Goldberg. Hall and Goldberg have interest in Family Radio Ltd. I, licensee of WKWK(AM)-WAIL(FM) Key West, FL. Casson and Goldberg have interest in Family Group Ltd. III, licensee of WLAX(TV) LaCrosse and WGBA(TV) Green Bay, both Wisconsin. Buyer is headed by James M. Hoak Jr., David Walthall, James J. Robinette, James P. Lehr, Wayne Kern, Douglas N. Woodrum and Linda L. Williams, and is licensee of WEAR-TV Pensacola, FL. WEAR-TV Ltd. is subsidiary of Heritage Media Inc., which owns 100% of Rolling Telecasting Inc., licensee of WPTZ-TV North Pole, NY; Heritage Broadcasting Group Inc., licensee of KDLT-TV Mitchell, SD; WCHS Ltd., licensee of WCHS-TV Charleston, WV; KEVN Inc., licensee of KEVN-TV Rapid City and KIVV-TV Lead, both South Dakota; WIL Music Inc., licensee of WIL-AM-FM St. Louis, MO; WBBF Inc., licensee of WBBF-AM-FM Rochester, NY; Heritage-Wisconsin Broadcasting Corp., licensee of WEMP(AM)-WMYX(FM) Milwaukee, WI, and KKSJ Inc., licensee of KKSJ(AM) Vancouver, WA, and KKSJ-FM Portland, OR. Heritage Media Corp., ultimate parent of Heritage Media Inc., is licensee of KDAY(AM) Santa Monica, CA; KRPM(AM) Seattle, WA; KRPM-FM Tacoma, WA, and KAUT-TV Oklahoma City, OK. Action Nov. 27.

■ **WZAZ-AM-FM** Jacksonville, FL (AM: BAL910910GX; 1400 khz; 1 kw-U; FM: BALH910910GX; 92.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Thomas M. Baumer, transfer agent, to UNC Media Group Ltd. for \$2.025 million. Seller has no other broadcast interests. Buyer is headed by Edward Dugger, III and UNC Media Group Ltd. (100% VS), and recently purchased WKKV-AM-FM Racine, WI. Action Dec. 2.

■ **WTIS(AM)** Tampa and WSOS(FM) St. Augus-

tine, both Florida (AM: BTC911010EA; 1110 khz; 10 kw-D; FM: BTCH911010GM; 105.5 mhz; 2.25 kw; ant. 380 ft.)—Granted transfer of control from WTIS-AM Inc. and WTIS-FM Inc. to Ronald L. Roseman and Edward Roseman for \$20,000. Seller is headed by Luis S. Diaz-Albertini, and is selling his 22% share of company; he has no other broadcast interests. Buyers (each 48.5%) have no other broadcast interests. Action Dec. 9.

■ **WPNT(AM) Chicago** (BAL910329EB; 820 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Century Broadcasting Corp. to Diamond Broadcasting Inc. for \$650,000. Seller is headed by George Collias, Howard Grafman and Anthony C. Karlos. Century Broadcasting is general partner of Century Chicago Broadcasting Ltd., licensee of WPNT-FM Chicago; KYBG(AM) Aurora and KYBG-FM Castle Rock, both Colorado. It is also general partner of San Francisco Century Broadcasting Ltd., licensee of KMEL(FM) San Francisco. Buyer is headed by Daniel R. and Karen K. Lee, husband and wife, and Seth Mason, and is licensee of WSBC(AM)-WXRT(FM) Chicago; KOMA(AM)-KRXO(FM) Oklahoma City and KPVR(FM) Osceola, OK. Daniel Lee also owns 30% of share of Cablevision of Illinois, which operates systems serving suburban Chicago. Action Dec. 3.

■ **KHUM(FM) Ottawa, KS** (BAPLH910927HD; 95.7 mhz; 100 kw; ant. 900 ft.)—Granted assignment of CP from Shaffer Broadcasting Systems Inc. to American Broadcasting Systems Inc. for \$2.3 million in merger through stock swap. ("Changing Hands," Aug. 12). Seller is headed by Frederick Shaffer, brother of principals of assignee, and has no other broadcast interests. Buyer is headed by Ronald L. Shaffer (47.87%), and is licensee of KBCR(AM)-KSBT-FM Steamboat Springs, CO, and recently purchased KVVA-AM-FM Phoenix-Apache Junction, AZ. ("Changing Hands," Aug. 5). Action Dec. 5.

■ **WJML(AM) Petoskey, MI** (BAL911021EB; 1110 khz; 10 kw-D)—Granted assignment of license from

Northern Radio of Petoskey Inc. to Stone Communications Inc. for \$24,000. Seller is headed by Richard A. Dills, and is licensee of co-owned WKLZ-FM Petoskey, MI. Buyer is headed by Richard D. Stone, who has 100% non-voting stock interest in WAIR(FM) Atlanta, MI, and 100% voting stock in WTRV(FM) Leland, MI. Action Dec. 11.

■ ***KQUH(FM) Duluth, MN** (BAPED911024HE; 97.3 mhz; 40 kw; ant. 167 ft.)—Granted assignment of CP from Minnesota Public Radio to Northwestern College Radio Foundation for \$20,000. Seller is headed by William H. Kling, and is licensee of noncommercial radio stations KBPR(FM) Brainerd; KCCM(FM) and KYIY(FM), both Moorhead; KCRB-FM Bemidji; KGAC(FM) and KVRU(FM), both Saint Peter; KLEF(FM) Rochester; KRSU(FM) Appleton; KNSR(FM) and KSJR(FM), both Collegeville; KRSW(FM) Worthington-Marshall; KNOW(FM) Minneapolis-St. Paul; WIRR(FM) Virginia-Hibbing; WSCD(FM) Duluth; KQMN(FM) and KVVL(FM), both Thief River Falls; KQUH(FM) Duluth; KXLC(FM) La Crescent, and WSCN(FM) Cloquet, all Minnesota; KLCD(FM) Decorah, IA; WGGL(FM) Houghton, MI; KRSD(FM) Sioux Falls, SD, and KFTN(FM) Sun Valley, ID. Buyer is headed by Wesley Burham and Northwestern College (100%). Northwestern College is licensee of KTIS-AM-FM Minneapolis; KNWS-AM-FM Waterloo, IA; KFNV-AM-FM Fargo, ND; KNWC-AM-FM Sioux Falls, SD, and WNWC(FM) Madison, WI. Northwestern College Radio Foundation is licensee of noncommercial educational KDNW(FM) Duluth, MN, and of four translators in Minnesota and Wisconsin. Action Dec. 5.

■ **KNSP(AM) Staples, MN** (BAL911017EG; 1430 khz; 1 kw-D, 199 w-N)—Granted assignment of license from Staples Broadcasting Inc. to Cardinal Broadcasting Inc. for \$86,188. Seller is headed by Perry Kugler, who is also licensee of KDJS(AM) Willmar, MN. Buyer is Larry A. Best, and has no other broadcast interests. Action Dec. 4.

■ **WAML(AM)-WEEZ(FM) Laurel-Heidelberg, MS**

(AM: BTC911018EG; 1340 khz; 1 kw-U; FM: BTCH911018EH; 99.3 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control of Pine Belt Broadcasting Inc. to Gerald Williams for \$250,000. Sellers are Joe H. and Beverly G. Norman, selling 100% of their interest. Principals have no other broadcast interests. Action Dec. 11.

■ **WREY(AM) Millville and WIBG(AM) Ocean City, both New Jersey** (WREY: BAL910906EB; 1440 khz; 1 kw-D, 65 w-N; WIBG: BAPL910906EA; 1520 khz; 1 kw-D)—Granted assignment of license (WREY) and CP (WIBG) from Joseph Donald Powers to Quinn Broadcasting Inc. for \$410,000 ("Changing Hands," Sept. 16). Seller also owns WSKR(FM) Petersburg, N.J. Buyer is headed by James F. Quinn and Joseph O'Connell, and has no other broadcast interests. Action Dec. 5.

■ **WCKL(AM)-WOKL(FM) Catskill, NY** (AM: BAL911023EE; 560 khz; 1 kw-D; FM: BALH911023EF; 98.5 mhz; 2.1 kw; ant. 393 ft.)—Granted assignment of license from Catskill Communications Inc. to Straus Communications in the Hudson Valley Inc. for \$335,000. Seller is headed by Felisa Vanoff, and has no other broadcast interests. Buyer is headed by Eric P. Straus (75%). Vice president R. Peter Straus (25%) is sole shareholder of Straus Communications in New York Inc., general partner in Straus Communications, licensee of WELV(AM)-WWWK(FM) Ellenville, NY, and is 29% shareholder of Straus Communications in Virginia Inc., licensee of WFTR-AM-FM Front Royal, VA. Action Dec. 11.

■ **WGGO(AM)-WQRT(FM) Salamanca, NY** (AM: BAL911015HC; 1590 khz; 5 kw-D; FM: BALH911015HD; 98.3 mhz; 1.6 kw; ant. 430 ft.)—Granted assignment of license from Altair Communications Inc. to Southern Tier Broadcasting Corp. for \$709,000. Seller is headed by Gary L. and Theresa J. Livingston, husband and wife, and has no other broadcast interests. Buyer is headed by David K. Cahn (33.3%), and has no other broadcast interests. Action Dec. 9.

■ **WYNC(AM) Yanceyville, NC** (BAL911003EA; 1540 khz; 2.5 w-D)—Granted assignment of license from Ansun Broadcasting Co. to Semora Broadcasting Inc. for \$102,401; station is currently off-air. Seller is headed by Gene E. Ward, and has no other broadcast interests. Buyer is headed by Harry Myers, who owns WRXO(AM)-WKRX(FM) Roxboro, NC. Action Dec. 9.

■ **WTVG(TV) Toledo, OH** (BTCCT911002KF; ch. 13; 316 kw-V; 18.2 kw-A; ant. 1,000 ft.)—Granted transfer of control within WTVG Inc. for \$200.01. Sellers are T. Anderson Lee, Jeffrey H. Lee and Terry Lee, who are together selling 50% (20,001 shares) of stock; transaction is one of three stock transfer scenarios requested by parties to enable buyer to acquire control of licensee. Buyer is Media-Communications Partners Ltd., owned (20%) by TA Communications GP Ltd., which is headed by general partners David D. Croll (35.9867%), Richard H. Churchill Jr. (23.5274%), Stephen F. Gormley (16.6094%), James F. Wade (11.0765%) and William P. Collatos (12.8%), who are limited partners of licensee of WFRL(AM)-WXXQ(FM) Freeport, IL. They have interests in cable TV system serving Livingston and Wastinau, both Michigan. Croll, Churchill, Gormley and Collatos also have interests in cable TV system serving Long Beach and Signal Hill, both California. Action Dec. 3.

■ **WKZA(AM) Kane, PA** (BAL911023EB; 960 khz; 1 kw-D, 48 w-N)—Granted assignment of license from Bill Shannon Broadcasting Inc. to Waiter R. Pierre for \$63,500. Seller is headed by William T. Shannon, and has no other broadcast interests. Action Dec. 11.

■ **WXJB(FM) Harrogate, TN** (BTCH911017GZ; 96.5 mhz; 3 kw; ant. 1,066 ft.)—Granted transfer of control from JBD Inc. to Cumberland Trading Post Inc. for \$45,900. Sellers are William J. Stephens, David B. Cook and Robert Parkey, and are transferring 51% of their shares in licensee; they have no other broadcast interests. Buyer is headed by Warren A. Pursiful (100%), who had previously purchased 49% of licensee, and is now purchasing 51% of issued and outstanding stock of JBD Inc.

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Pursfull also holds 100% of stock of Country-Wide Broadcasters Inc., licensee of WFXV(AM) Middlesboro, KY. Action Dec. 4.

■ **KAMA(FM) El Paso, TX** (BALH911015GV; 93.1 mhz; 30 kw; ant. 1,190 ft.)—Granted assignment of license from Rio Bravo Broadcasting Corp. to Dunn Broadcasting Co.; assignment is asset transfer to settle defaulted secured note in favor of Dunn Broadcasting Co., which carries principal balance due of \$1.8 million. Seller is headed by Jimmy C. Ray, and has no other broadcast interests. Buyer is headed by John M. Dunn (100%), and has no other broadcast interests. Action Dec. 3.

■ **KMGP(FM) Monahans, TX** (BALH911017GX; 102.1 mhz; 100 kw; ant. 984 ft.)—Granted assignment of license from Rusk Corporation to FHL Communications Corp. \$325,000 ("Changing Hands," Oct. 28). Seller is headed by J.H. Jones II, and has interest in KTRH(AM)-KLLOL(FM) Houston, KSMG(FM) Seguin (San Antonio) and KHFI-FM Georgetown (Austin), all Texas. Buyer is headed by Gordon Holcomb (21%), and has no other broadcast interests. Action Dec. 6.

■ **KWNC(AM) Quincy, WA** (BAL911021EA; 1370 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Quincy Communications Inc. to Jack Rabbit Broadcasting Co. for \$66,000. Seller is headed by Richard D. Leary and Donald W. Lindberg. Leary owns KRSC(AM) Othello, WA. Leary and Lindberg both have interests in newspaper in Quincy, WA. Buyer is headed by Charles T. Fournier, who has no other broadcast interests. Action Dec. 10.

■ **KLWY(TV) Cheyenne, WY** (BALCT900412KF; ch. 27; 4270 kw-V; ant. 760 ft.)—Granted assignment of license from Mark R. Nalbano to Wyomedia Corp. for \$100,000. Seller is headed by A.J. Stanton and Catherine L. Malatesta, who each own 50% of Casper Channel 20 Inc., licensee of KFNB(TV) Casper, WY. Malatesta has 5% interest in Hi Ho Broadcasting, licensee of KFNE(TV) Riverton, WY. Buyer is headed by Mark Friedman, Ann Koda and Marvin Gussman, and has no other broadcast interests. Action Dec. 4.

NEW STATIONS

Applications

■ **Morro Bay, CA** (BPED911203MD)—Fatima Response Inc. seeks 94.1 mhz; 1.3 kw; ant. 150 m. Address: 2044 Beverly Plaza, Suite 281, Long Beach, CA 90815. Applicant is headed by Kimberly M. Thompson, and is also applying for new station at Santa Ynez, CA (see below). Filed Dec. 3.

■ **Morro Bay, CA** (BPH911126MM)—Paul Yang seeks 94.1 mhz; 3 kw; ant. 431 m. Address: 685 E. California Blvd., Pasadena, CA 91106. Applicant is permittee of KUPU(FM) Pearl City, HI, and owns 32.38% of voting stock of licensee of KILU(FM) Paaulilo, HI. Filed Nov. 26.

■ **Santa Ynez, CA** (BPED911203MC)—Fatima Response Inc. seeks 105.9 mhz; 3 kw; ant. -15 m. Address: 2044 Beverly Plaza, Suite 281, Long Beach, CA 90815. Applicant is headed by Kimberly M. Thompson, and is also applying for new station at Morrow Bay, CA (see above). Filed Dec. 3.

■ **Decatur, IL** (BPED911206MA)—Cornerstone Community Radio Inc. seeks 88.1 mhz; 1.5 kw; ant. 88 m. Address: 2596 State Rd. 44, New Smyrna Beach, FL 32168. Applicant is headed by Richard Van Zandt, and is licensee of WJLU(FM) New Smyrna Beach, FL, and WLJF(FM) Petersburg, IL. Robert Weeks, director of Cornerstone Community Radio, is licensee of WMFJ(AM) Daytona Beach, FL. Filed Dec. 6.

■ **Columbia Falls, MT** (BPH911122MD)—Jerome J. Dobson and Carolyn M. Goss seek 95.9 mhz; 6 kw; ant. -99 m. Address: 906 Olive, Suite 900, St. Louis, MO 63101. Applicants have no other broadcast interests. Filed Nov. 22.

■ **Columbia Falls, MT** (BPH911122MC)—Frank Copsidas Jr. seeks 95.9 mhz; 6 kw; ant. 71 m. Address: P.O. Box 396, Whitefish, MT 59937. Ap-

plicant has no other broadcast interests. Filed Nov. 22.

■ **Crete, NE** (BPED911122ME)—Doane College Board of Trustees seeks 91.9 mhz; 2 kw; ant. 20 m. Address: 1014 Boswell Ave., Crete, NE 68333. Applicant is headed by J. Taylor Greer, and has no other broadcast interests. Filed Nov. 22.

■ **New London, NH** (BPH911121MD)—Koor Communications Inc. seeks 99.7 mhz; .84 kw; ant. 187 m. Address: RR1 Box 249 Newport Rd., P.O. Box 2295, New London, NH 03257. Applicant is headed by Robert L. Vinikoor, and is licensee of WNTK(AM) Newport, NH. Filed Nov. 21.

■ **New London, NH** (BPH911121ME)—Sunapee Lake Broadcasting seeks 99.7 mhz; 3 kw; ant. 100 m. Address: P.O. Box 69, Dover, NH 03820. Applicant is headed by Kelleen Dodge, has no other broadcast interests. Filed Nov. 21.

■ **Sisseton, SD** (BPED911126ML)—Sisseton Wahpeton Sioux Tribe of Lake seeks 89.3 mhz; 3 kw; ant. 114 m. Address: Traverse Reservation, P.O. Box 509, Agency Village, SD 57262. Applicant is headed by Russell Hawkins, and has no other broadcast interests. Filed Nov. 26.

■ **Amarillo, TX** (BPED911202MK)—Wheeler Educational Broadcasting Foundation seeks 88.3 mhz; 20 kw-H, 6 kw-V; ant. 88 m. Address: 106 E. Texas St., P.O. Box 469, Wheeler, TX 79096. Applicant is headed by Jim Turvaille, and is licensee of KPDR(FM) Wheeler, TX. Filed Dec. 2.

■ **Lynchburg, VA** (BPED911206MB)—Liberty University Inc. seeks 89.9 mhz; .1 kw; ant. 184 m. Address: 3765 Candlers Mountain Rd., Lynchburg, VA 24506. Applicant is headed by evangelist Jerry Falwell, and is licensee of noncommercial educational WRVL(FM) and LPTV W19BC, both Lynchburg, VA. Filed Dec. 6.

Actions

■ **Little Rock, AR** (BPET911031KE)—Returned app. of TV 36 Inc. for ch. 36; 353 kw; ant. 213 m. Address: 7123 I-30, Suite #31, Little Rock, AR 72208. Applicant is headed by Kurt D. Huff, and has no other broadcast interests. Action Dec. 10.

■ **Bloomington, IN** (BPED900406MA)—Granted app. of Bloomington Community Radio Inc. for 91.3 mhz; 1.2 kw; ant. 81 m. Address: P.O. Box 1973, Bloomington, IN 47402. Applicant is headed by Brian Kearney, and has no other broadcast interests. Action Dec. 4.

■ **Wabash, IN** (BPH880722MK)—Granted app. of Conaway Communications Corp. for 105.9 mhz; 3 kw; ant. 100 m. Address: 1360 S. Wabash, Wabash, IN 46992. Applicant is headed by Sandra M. Schram and Daniel C. Schram, and is licensee of WAYT(AM) Wabash, IN. Action Dec. 12.

■ **Flemingsburg, KY** (BPH910312MG)—Granted app. of Flemingsburg FM Broadcasters Inc. for 106.3 mhz; 1.61 kw; ant. 60 m. Address: P.O. Box 131, Flemingsburg, KY 41041. Applicant is headed by Carl Haight. Ernest Sparkman, vice president of licensee, is 95.8% shareholder of Mountain Broadcasting Service Inc., licensee of WKIC(AM)-WSGS(FM) Hazard, KY; he is also 50% shareholder of licensee of WFLE(AM) Flemingsburg, KY. Action Dec. 3.

■ **Flemingsburg, KY** (BPH910313MF)—Dismissed app. of Linda P. Worthington for 106.3 mhz; 1.4 kw; ant. 147 m. Address: Rte. 1, Box 131, Ewing, KY 41039. Applicant has no other broadcast interests. Action Dec. 3.

■ **Atlantic, NC** (BPH900918MC)—Dismissed app. of Barbara D. Purcell for 107.3 mhz; 6 kw; ant. 100 m. Address: 15010 Carrollton Rd., Rockville, MD 20853. Applicant has no other broadcast interests. Action Dec. 10.

■ **Atlantic, NC** (BPH900919MF)—Dismissed app. of Core Sound Broadcasters for 107.3 mhz; 6 kw; ant. 100 m. Address: 2557 E. Mountain Lodge Circle, Birmingham, AL 35216. Applicant is headed by Toni T. Rinehart, and has no other broadcast interests. Action Dec. 10.

FACILITIES CHANGES

Applications

AM's

■ **Redding, CA** KRDG(AM) 1330 khz—Nov. 21 application of Prather-Breck Broadcasting Inc. of Redding; CP to change from commercial to non-commercial educational and waiver of main studio rule.

■ **Honolulu** KORL(AM) 650 khz—Dec. 4 application of Hawaii Broadcasting Corp. for mod. of CP (BP880603A) to change TL to west side of Rte. 75-750, 4.4 miles north of Interstate H-1; make changes in antenna system: 21 26 43 - 158 03 49.

■ **Houghton Lake, MI** WHGR(AM) 1290 khz—Oct. 8 application of Northland Communications Inc. for mod. of CP (BP911008AB) to change from unlimited time to daytime only.

■ **Graham, NC** WSML(AM) 1190 khz—Dec. 9 application of Alamance Broadcasting Co. Inc. for CP (BP-850905AH) to correct nighttime augmentation pattern.

■ **Winston-Salem NC** WBFJ(AM) 1550 khz—Dec. 2 application of Word of Life Broadcasting Inc. for CP to correct coordinates: 36 06 33 - 80 14 44.

■ **Cincinnati** WCIN(AM) 1480 khz—Aug. 26 application of Carl W. Shye Jr., interim manager, amended to reduce proposed power to .047 kw/.409 kw; make changes in antenna system.

■ **Madisonville, TX** KMVL(AM) 1220 khz—Dec. 4 application of William F. Carter for CP to relocate antenna site: 1.52 miles bearing 38 degrees from county courthouse of Madisonville, TX. (approx. 2.5 km) 30 57 56 - 95 53 52.

FM's

■ **Santa Rosa, CA** KXFX(FM) 101.7 mhz—Oct. 23 application of Keffco Inc. for mod. of CP (BPH-891116IC as mod.) to change ERP: 2.2 kw (H&V); ant.: 332 m.

■ **Tahoe City, CA** KRZQ-FM 96.5 mhz—Dec. 2 Mid-South Broadcasting Co. for CP to change ERP: 4 kw (H&V); change to class C1 (per docket 89-565).

■ **Avon, CO** KZYR(FM) 104.5 mhz—Nov. 26 application of Gardiner Broadcast Partners Ltd. for CP to change from class A to class C-2.

■ **Grand Junction, CO** KMSA(FM) 91.3 mhz—Dec. 9 application of Mesa State College for CP to change TL: W.W. Campbell College Center, 1152 Elm Ave., Grand Junction, CO.

■ **Green Cove Springs, FL** WZAZ-FM 92.7 mhz—Nov. 20 application of Thomas A. Baumer for mod. of license to increase ERP: 6 KW (H&V) (per docket #88-375).

■ **Atlanta** WRFG(FM) 89.3 mhz—Nov. 25 application of Radio Free Georgia Broadcasting Foundation for CP to change ERP: 100 kw H&V; ant. 85 m.; class C1.

■ **Waynesboro, GA** WAGW(FM) 107.1 mhz—Nov. 7 application of Clifford Jones for Mod. of CP (BPH-890427MI as mod.) to change ERP: 25 kw H&V, change to class C3 and add directional antenna (per docket #90-536).

■ **Kealakakua, HI** KOAS(FM) 101.5 mhz—Nov. 7 application of Thomas M. Jones, receiver, for CP to change ERP: 6.1 kw (H&V), change to channel 268C3.

■ **Sun Valley, ID** KFTN(FM) 91.9 mhz—Nov. 8 application of Minnesota Public Radio for mod. of CP (BPED-890810MG) to change ERP: .270 kw (H&V), ant.: 570 m., TL: 7 km S of Sun Valley, on Seattle Ridge, Bald Mt., Blaine County, ID. change to class C3.

■ **Golconda, IL** WDXR-FM 94.3 mhz—Nov. 20 application of Mason Dixon for mod. of CP (BPH-890315MG as mod.) to change main studio location.

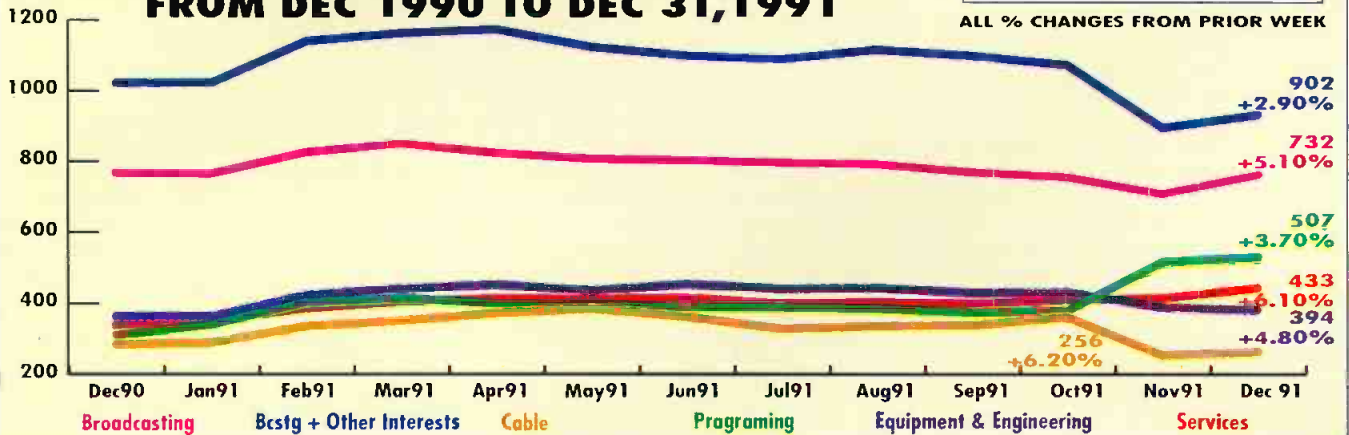
■ **Princeton, IL** WZOE-FM 98.3 mhz—Nov. 25 application of WZOE Inc. for CP to change freq.: 98.1

Broadcasting's By The Numbers

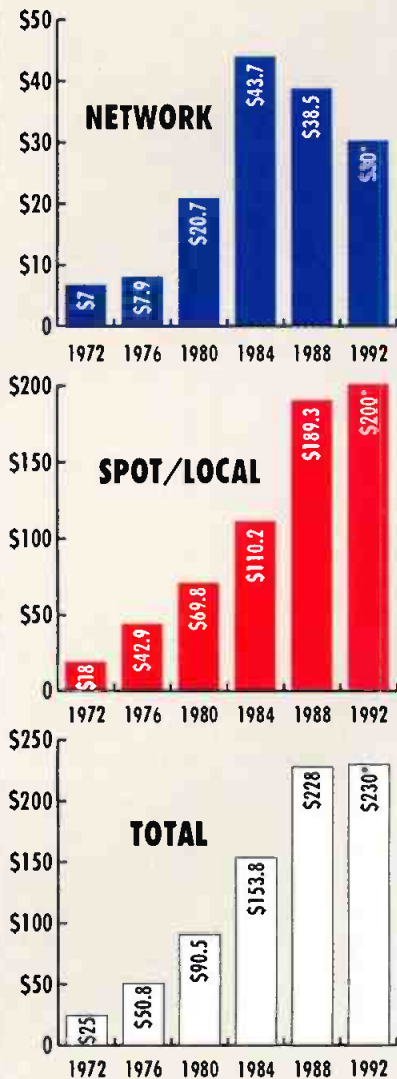
STOCK MARKET PERFORMANCE AVERAGES FROM DEC 1990 TO DEC 31, 1991

NASDAQ: 586.34 (+4.83%)
S&P Ind.: 492.72 (+3.33%)

ALL % CHANGES FROM PRIOR WEEK



POLITICAL ADVERTISING ON TELEVISION IN MILLIONS



Source: Arbitron, TVB. *TVB estimate

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.

mhz; ERP 6 kw H&V; TL near Princeton, 4.8 km east .8 km. south of US Rte 6, Bureau County, IL (per MM docket #89-397).

■ **Monticello, IN WEZV-FM 95.3 mhz**—Nov. 4 application of Bomar Broadcasting Co. for CP to change ERP: 2.3 kw (H&V), ant.: 154 m., TL: .4 km ESE of intersection of county roads 900 N and 275 E, near Ash Grove, Tippecanoe County, IN, change community of license (per docket #89-614).

■ **Nashville, IN WVNI(FM) 95.1 mhz**—Nov. 7 application of Brown County Broadcasters Inc. for mod. of CP (BPH-891011ML) to change ERP: 170 kw (H&V), ant.: 187 m., TL: 213 m. (700FT) E. of Mt. Gilead Rd., 6.9 km NE of Bloomington, IN. Address: 5370 N. Mt. Gilead Rd., Bloomington, Monroe CO, IN 47408.

■ **Bloomfield, IA XKOF(FM) 106.3 mhz**—Nov. 4 application of Horizon Broadcasting Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Davenport, IA KRVR(FM) 106.5 mhz**—Nov. 1 application of Community Service Radio Inc. for CP to change ERP: 100 kw (H&V), ant.: 185 m. TL: county rd. Y 36, 3 km N of Montpelier, Muscatine County, IA.

■ **New Hampton, IA KCZE(FM) 95.1 mhz**—April 4, 1990 application of Mega Media Ltd. for mod. of CP (BPH-890104MB) to change ERP: 5.5 kw H&V, and change TL: off Logan Ave., approx. 2 km southeast of New Hampton (Chickasaw), IA, 43 02 43 - 92 18 06. Petition to revoke application filed Dec. 6.

■ **Copeland, KS KJIL(FM) 99.1 mhz**—Dec. 3 application of Great Plains Christian Radio Inc. for mod. of CP (BPEd-880823MA) to change ant.: 100 m., TL: Gray County, KS, 2 mi. east, 4 mi. south of Copeland.

■ **Herington, KS KDMM(FM) 105.7 mhz**—Nov. 15 application of Marie Willis and Donald D. Willis for mod. of CP (BPH-880712ML) to change ERP: 12.7 kw (H&V); ant.: 141 m.; TL: 2 mi. W of US 56 and 77 and 1.5 mi. north of Ramona Blacktop in county of Dickinson, Herington: change to class C3 (per MM docket #91-54).

■ **Bliddeford, ME WSTG(FM) 94.3 mhz**—Nov. 26 Gold Coast Broadcasting Inc. for CP to change ERP: 12 kw H&V, ant.: 144 m.; TL: .67 km east of intersection of U.S. Rte. 1 and Rte. 98 in Saco City, York County, ME.

■ **Ocean Pines, MD WZJO(FM) 97.1 mhz**—Dec. 3 application of Ocean Pines Broadcasting Co. for mod. of CP (BPH-870406KH) to change ERP: 2.30 kw (H&V); ant.: 114 m.; TL: at intersection of Rte. 589 and Hwy 90.

■ **Northfield, MA WNMH(FM) 91.5 mhz**—Nov. 13 application of Northfield Mount Hermon School for CP to change ERP: .65 kw H (only), ant.: .92 m.

■ **South Yarmouth, MA WATB(FM) 103.9 mhz**—Nov. 22 application of Cape Cod Radio Inc. for mod. of CP (BPH-880107MD) to change ant.: 96 m.

■ **Birmingham, MI WCSX(FM) 94.7 mhz**—Nov. 5 application of Greater Michigan Radio Inc. for CP to change ERP: 14.1 kw (H&V), ant.: 25.43 m.

■ **Escanaba, MI WYKX(FM) 104.7 mhz**—Nov. 20 KMB Broadcasting Inc. for CP to change ant.: 300 m., TL: State Rd. G 38 .8 km NW of Hendricks, Delta County, MI.

■ **Walker, MI WQFN(FM) 100.5 mhz**—Nov. 14 application of William E. Kuiper Jr. for mod. of CP (BPH-880125MA) to change ERP: 3.7 kw H&V; ant.: 130 m.; TL: southeast corner of 48th and Pierce, Kent County, MI.

■ **Ely, MN (no call letters) 92.1 mhz**—Dec. 5 application of BJL Broadcasting Corp. for mod. of CP (BPH-891204MJ) to change TL: east end of Allaire St., between First Avenue east and Third Avenue east, Ely, St. Louis County, MN.

■ **Jackson, MS WJSU-FM 88.5 mhz**—Nov. 15 application of Jackson State University for CP to change ERP: 24.5 kw (H&V); ant.: 61 m.; change to class C3.

■ **Bonne Terre, MO KDBB(FM) 104.3 mhz**—Nov. 7 application of Zindy Broadcasting Inc. for mod. of

CP (BPH-901105IA) to make changes: ERP: .785 kw (H&V), ant.: 192 m., TL: 3 mi NE of Bismark, MO, on existing tower near top of Simms Mountain.

■ **Springfield, MO KTXR(FM) 101.3 mhz**—Nov. 29 application of Stereo Broadcasting Inc. for CP to change ant.: 360 m.

■ **Kearney, NE KRNY(FM) 102.3 mhz**—Nov. 25 application of Nebraska Media Concepts Inc. for mod. of CP (BPH-900816IA - new station) to change ERP: 25 kw H&V, TL: 1.3 mi. NW of Lowell, NE, in Kearney County, on bearing north 302 degrees east; class C3.

■ **Spencer, NY WCII(FM) 88.5 mhz**—Nov. 14 application of Family Life Ministries Radio Inc. for CP to change ERP: 20 kw (H&V); ant.: 180 m.; TL: Waits Road, 10.306 km at 181.41 from Oswego (Tioga County), KY; change to class B.

■ **Saranac Lake, NY WDGE(FM) 101.7 mhz**—Nov. 27 application of WNBZ Inc. for CP to change ERP: 5.14 kw (H&V); ant.: 120 m.; change freq. from 101.7 to 106.3; change to class C3 (per MM docket #90-324).

■ **Stillwater, NY WSSV(FM) 101.3 mhz**—Nov. 7 application of The Voice of Saratoga Inc. for CP to change ERP: 3.66 kw (H&V); ant.: 126 m.; TL: approx. 1 km east of Ketchums Corners in Stillwater Town, Saratoga County, NY.

■ **Charlotte, NC WMXC(FM) 104.7 mhz**—Nov. 27 EZ Communications Inc. for CP to change ant.: 96 m.

■ **New Bern, NC WZYH(FM) 94.1 mhz**—Nov. 25 application of Conner Media Corp. for mod. of CP (BPH-871008ME as mod.) to change ERP: 11 kw H&V; ant.: 148 m. TL: 2.9 km south of intersection of Neuse Rd. and Point Rd., Oriental, Pamlico County, NC; class: C3.

■ **Willard, OH WPJV(FM) 96.9 mhz**—Nov. 20 application of Mansfield Christian School for CP to change ERP: 6 kw (H&V), ant.: 94.8 m. TL: 1.5 mi. NW of Shiloh, Richland County, OH.

■ **Butler, PA WLER-FM 97.7 mhz**—Nov. 15 appli-

cation of WBUT Inc. for mod. of license to increase ERP: 4.6 kw (H&V) (per MM docket #88-375).

■ **Jersey Shore, PA WJSA-FM 93.5 mhz**—Nov. 27 K.H. Breon Jr. and J.K. Hogg Jr. for CP to change ERP: 4.38 kw H&V, ant.: 237 m.; TL: 1.7 mi. (2.74 km) north on Big Springs Rd. (.2 mi west of road), Tiadaghton State Forest 2.1 mi. 355 degrees north from Woolrick, Clinton County, PA; class: B1; freq: to 96.3 mhz (per docket #88-496).

■ **Muncy, PA WHTO(FM) 103.9 mhz**—Nov. 26 application of Pro Marketing Inc. for CP to change ERP: 1.876 kw H&V, ant.: 354.7 m.; TL: Skyline Drive, Bald Eagle Mountain, 3.5 km southeast of South Williamsport, Lycoming County, PA; freq: 93.3 mhz; class: B1 (per docket #88-496).

■ **Elloree, SC WMNY-FM 100.3 mhz**—Nov. 5 application of Clarence E. Jones for CP to change ERP: 25 kw (H&V), TL: .75 mi. NE of Bowman, SC, on SC SR S36-692; change channel to 262C3 (per docket #90-32).

■ **Burnet, TX KGZG(FM) 92.5 mhz**—Nov. 13 application of Nolte Broadcasting Corp. for mod. of CP (BPH-890414MA as mod.) to change ERP: 3 kw (H&V); ant.: 91 m.; TL: 7.6 km north from intersection of Routes 29 and 2341, Burnet.

■ **Kerrville, TX KRVL(FM) 94.3 mhz**—Nov. 1 application of Griffin Broadcasting Corp. for mod. of CP (BPH-900510IF) to change directional antenna.

■ **Charlotte Amalie, VI WTBN(FM) 102.1 mhz**—Nov. 25 application of Trans Caribbean Broadcasting Co. for CP to change ERP: 33 kw (H&V) ant.: 509 m.; TL: top of Crown Mountain 1-10 A, estate of Dorthea St. Thomas.

■ **Spokane, WA KTSL(FM) 104.7 mhz**—Oct. 31 application of The Word in Music Inc. for mod. of CP (BPH-890123MO) to change ERP: 317 kw (H&V), ant.: 420 m. TL: 4.2 km SE of Spokane city limits on Krell Ridge.

■ **Plymouth, WI WXER(FM) 104.5 mhz**—Nov. 7 application of Sheboygan Broadcasting Corp. for mod. of CP (BPH-880825MB) to change ERP: 6 kw (H&V).

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■ **Sturgeon Bay, WI WFFF(FM)** 90.5 mhz—Dec. 2 application of Family Ed. Broadcast Corp. of Door County, WI, for mod. of CP (BPH-880302MA as reinstated) to change ant.: 188 m.; TL: county highway HH. 4.5 miles N of Sturgeon Bay.

■ **Jackson, WY** (no call letters) 90.3 mhz—July 29 application of Teton County School District #1 for mod. of CP (BPED-900116MB) to change applicant name to University of Wyoming.

TV's

■ **Riverside, CA KRCA(TV)** ch. 62—Nov. 20 application of Fouce Amusement Enterprises Inc. for CP to change ERP (vis): 3,746 kw; ant.: 723 m.; TL: Sunset Ridge Electronics Site, Los Angeles County, CA; 5.5 km north 317 degrees east to San Antonio Heights, CA; antenna: DielectricTFU-24ECP (DA)(BT) 34-11-16117-41-55.

■ **Atlanta WATC(TV)** ch. 57—Nov. 29 application of Acorn T.V. in Action for Communities for mod. of CP (BPET-851018KF) to change ERP (vis): 39 kw; ant.: 129 m.; TL: 740 Bismark Road NE, Atlanta. Antenna: DielectricTFU33J(BT) 33-48-4084-21-51.

■ **Davenport, IA KQCT(TV)** ch. 36—Nov. 27 application of Black Hawk College for mod. of CP (BPET-890111KH) to change ERP (vis): 6.09 kw; antenna: AndrewALP4L1(DA).

■ **Milwaukee WCGV-TV** ch. 24—Nov. 19 application of WCGV Inc. for CP to change ERP (vis): 3,000 kw; ant.: 313 m.; TL: 3950 North Holton St., Milwaukee. Antenna: AndrewATW30E4-HTC-24(DA)(BT)

Actions

AM's

■ **Napa, CA KVON(AM)** 1440 khz—Nov. 26 application of Young Radio Inc. granted for mod. of CP (BP900921AA) to augment nighttime directional pattern.

■ **Ridgefield Center, CT WREF(AM)** 850 khz—Nov. 26 application of The Ridgefield Broadcasting Corp. granted for CP to change city of license to Ridgefield, CT, and increase power to 5 kw.

■ **St. Cloud, FL WNZQ(AM)** 1500 khz—Dec. 5 application of St. Cloud Broadcasting granted for mod. of CP (BP850701AH) to change freq. to 830 khz; add night service with 250 w; reduce day power to 400 w and change TL: approx. .3 mi. east of junction of Rt. 525 and Old Canoe Creek Rd. near St. Cloud, FL, and make changes in ant. system: 20 13 15 - 81 18 42.

■ **Chicago WPNT(AM)** 820 khz—Dec. 3 application of Century Chicago Broadcasting Ltd. granted for CP to change hours of operation from unlimited time to daytime only; make changes in antenna system, and change TL to 4949 W. Belmont Ave. Chicago: 41 56 18 - 87 45 05.

■ **Herrin, IL WJPF(AM)** 1340 khz—Nov. 21 application of Egyptian Broadcasting Co. granted for CP to reduce power to 770 w night and day, and make other changes.

■ **Mount Holly, NJ WWJZ(AM)** 640 khz—Nov. 25 application of Mt. Holly Radio Co. granted for CP to increase daytime power to 50 kw and make changes in antenna system.

FM's

■ **Montgomery, AL WLNE-FM** 96.1 mhz—Dec. 6 application of Montgomery Broadcast Properties Ltd. granted for CP to change ERP: .9 kw (H&V), ant.: 250 m., TL: 3251 Harrison Rd., Montgomery, AL.

■ **Tuskegee, AL WBIL-FM** 95.9 mhz—Dec. 6 application of New World Communications Inc. granted for CP to change ERP: 4.32 kw (H&V); ant.: 115 m.; TL: U.S. Route 29. .45 km northeast of intersection of U.S. Routes 80 and 29. 7 km northeast of Tuskegee. Macon County, AL.

■ **Hoxie, AR KHOX(FM)** 105.3 mhz—Dec. 12 application of Mitchell Broadcasting Co. Inc. granted for mod. of license to increase ERP: 6 kw H&V (per MM docket #89-374).

■ **Van Buren, AR KLSZ-FM** 102.3 mhz—Dec. 6

application of LKR Communications Inc. dismissed for CP for new FM on 102.7 mhz; ERP: 50 kw H&V; ant.: 148 m. TL: 3.5 km from Hwy 64 and Old Remy Rd., turn off in Roland county of Sequoyia, OK, at bearing of 348 degrees true from that intersection; change class to C2 (per MM docket #90-460).

■ **Davis, CA KLCO(FM)** 105.5 mhz—Dec. 11 application of KYLO Radio Inc. granted for CP to change ERP: 2.8 kw (H&V); ant.: 145 m.; TL: 4.3 km SE of Central Woodland, CA, at 106 degrees true: 38 39 50 - 121 43 42; change to channel 282A (per docket #89-98).

■ **Green Acres, CA KAXL(FM)** 88.3 mhz—Dec. 4 application of Green Acres Educational Broadcasting Foundation returned for mod. of CP (BPED-851104MB) to change ERP: 21.14 kw (H&V); ant.: 100 m.; TL: 10.7 km southeast of Shafter, CA. at 157 ft. true; change to class 202B1.

■ **San Bernardino, CA KOLA(FM)** 99.9 mhz—Dec. 12 application of KOLA Inc. granted for mod. of CP (BPH-890321IB) to change ERP: 29.5 kw H&V, ant.: 507 m.

■ **Grand Junction, CO KIOB(FM)** 107.9 mhz—Nov. 29 application of Robert Reichard granted for mod. of CP (BPH-8904181C) to reduce ant. by 3 m.

■ **Adel, GA WDDQ(FM)** 92.1 mhz—Dec. 6 application of Williams Investment Co. granted for CP to change ERP: 4.2 kw H&V; ant.: 119 m.; TL: 3.9 km east of intersection of highways 76 and 37. Cook County, GA.

■ **Albany, GA WUNV(FM)** 91.7 mhz—Dec. 9 application of Georgia Public Telecomm Commission granted for CP to request temporary waiver of main studio; mod. of BPED-870323MD.

■ **Alma, GA WKXH-FM** 104.3 mhz—Nov. 26 application of Queen City Broadcasting System Inc. granted for CP to change ERP: 2.1 kw H&V; change antenna to 118 m.

■ **Rome, GA WQTU(FM)** 102.3 mhz—Nov. 26 application of McDougald Broadcasting Corp. dismissed for CP to change ERP: 1.1 kw (H&V), ant.: 227 m..

■ **Decatur, IN WQTZ(FM)** 92.7 mhz—Dec. 11 application of Midwest Communications Co. granted for CP to make changes: ERP: 13.4 kw (H&V), ant.: 137 m., TL: south side of Monroeville Rd., 275 m. E of Franke Rd., 3.9 km NE of Hoagland. Allen County, IN: change to channel 286B1 (per docket #88-284), install directional antenna.

■ **Knox, IN WKVI-FM** 99.3 mhz—Dec. 9 application of Kankakee Valley Broadcasting Co. Inc. granted for mod. of license to increase ERP: 3 kw H&V (per MM docket #88-375).

■ **Clear Lake, IA KLKK(FM)** 103.1 mhz—Nov. 22 application of Mad Hatter Broadcasting Inc. granted for mod. of license (BLH-7695) to increase ERP: 6 kw H&V (per MM docket #88-375).

■ **Greensburg, KY WGRK-FM** 103.1 mhz—Dec. 5 application of Veer Broadcasting Co. Inc. granted for CP to change ERP: 4.6 kw (H&V).

■ **St. Matthews, KY WRKA(FM)** 103.1 mhz—Dec. 5 application of Capitol Broadcasting Corp. granted for CP to change ERP: 6 kw (H&V); ant.: 95 m.

■ **Smiths Grove, KY WBLG(FM)** 107.1 mhz—Nov. 26 application of Hilltopper Broadcasting Inc. for CP to change ERP: 50 kw H&V; ant. 120 m.; TL: 5 km SE of Bailey School and 2.8 km SE of Allen-Warren County lines in Allen County, KY.; class C2 (per MM docket #88-215).

■ **Bastrop, LA KRVV(FM)** 100.1 mhz—Dec. 3 application of My Cue Broadcasting Inc. dismissed for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Washington, LA KNEK-FM** 104.7 mhz—Nov. 26 application of Dee Broadcasting Inc. granted for CP to modify ant.: 88 m., reduce tower height to 100 m.

■ **Hyannis, MA WPXC(FM)** 102.9 mhz—Dec. 4 application of Radio Hyannis Inc. granted for mod. of license to increase ERP: 6 kw H&V (per section #88-375).

■ **Bay City, MI WHNN(FM)** 96.1 mhz—Dec. 11 application of Liggett Broadcast Inc. granted for CP to

replace directional antenna.

■ **Munising, MI WQXO-FM** 98.3 mhz—Dec. 3 application of Wallace D. Steinhoff granted for CP to change ERP: 32 kw (H&V); ant.: 108.9 m.; change to class C2 (per MM docket #86-447).

■ **Traverse City, MI WLDL(FM)** 101.9 mhz—Nov. 26 application of Great Northern Broadcasting System Inc. granted for CP to change ant.: 192 m.

■ **Cambridge, MN KXLV-FM** 105.3 mhz—Nov. 25 application of Intrepid Broadcasting Inc. granted for mod. of CP (BPH-9009171D) to change ERP: 25 kw (H&V); ant.: 91 m.; TL: Emerson Ave., .8 km NW of Cambridge, Isanti County, MN.

■ **Hampton, NH WZEA(FM)** 102.1 mhz—Nov. 22 application of Jane E. Newman returned for mod. of CP (BPH-880505OY) to change TBD.

■ **Albany, NY WAMC(FM)** 90.3 mhz—Dec. 5 application of WAMC granted for mod. of CP (BLH-781106AK as mod.) to reflect replacement of nondirectional antenna.

■ **Albany, NY WKLI(FM)** 100.9 mhz—Bendat Communications and Broadcasting Inc. for CP to change ant.: 87.17 m.; mod. of CP (BPH-8703311Y as mod.) change ERP: 6 kw H&V: CP hereby forfeited.

■ **Bay Shore, NY** (no call letters) 103.1 mhz—Nov. 25 application of New Shore Media Inc. granted for mod. of CP (BPH-850712VE) to change ERP: 1.685 kw (H&V); ant.: 87 m.

■ **Cape Vincent, NY WMHI(FM)** 94.7 mhz—Dec. 5 application of Mars Hill Broadcasting Co. Inc. dismissed for CP to change from commercial to non-commercial.

■ **Jamestown, NY WHUG(FM)** 101.7 mhz—Dec. 4 application of The Derrick Publishing Co. granted for mod. of license to increase ERP to 3.3 kw H&V (per MM docket #88-375).

■ **Oneonta, NY WSRK(FM)** 103.9 mhz—Dec. 3 application of Hastings Broadcasting Corp. returned for CP to change ERP: 2.05 kw (H&V).

■ **Syracuse, NY WMHR(FM)** 94.7 mhz—Dec. 5 application of Mars Hill Broadcasting Co. Inc. Dismissed for CP to change from commercial to non-commercial.

■ **Louisburg, NC WHLQ(FM)** 102.5 mhz—Dec. 3 application of Franklin Broadcasting Co. Inc. granted for CP to change ERP: 6 kw (H&V).

■ **Roanoke Rapids, NC WPTM(FM)** 102.3 mhz—Dec. 3 application of Moran Communications Inc. granted for CP to change ERP: 5.4 kw H&V, ant.: 105 m. (per docket #90-473).

■ **Wanchese, NC WOBR-FM** 95.3 mhz—Dec. 4 application of WOBR Inc. dismissed for mod. of license to increase ERP: 6 kw H&V (per docket #88-3715).

■ **Streetsboro, OH WSTB(FM)** 91.5 mhz—Dec. 9 application of Streetsboro City School District granted for CP to change ERP: .3 kw H&V; ant.: 38 m.; TL: Streetsboro High School, 1900 Annalane Dr., Streetsboro.

■ **Woodward, OK KWFX(FM)** 93.5 mhz—Dec. 3 application of Purich Communications Inc. returned for CP to change ERP: 100 kw (H&V); ant.: 299 m.; TL: 5.6 km SW of Woodward; change frequency 93.5 to 100.1; change to class C1 (per MM docket #90-286).

■ **Ellwood City, PA WKST-FM** 92.1 mhz—Dec. 2 application of Great Scott Broadcasting granted for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **Mt. Carmel, PA WXMH(FM)** 99.7 mhz—Nov. 26 application of H & P Communications Ltd. returned for mod. of CP (BPH-880217MT) to change ant.: 197 m.; TL: .2 km north of SR 54, Mt. Carmel.

■ **Socastee, SC WMYB(FM)** 99.5 mhz—Nov. 25 application of Puritan Radiocasting Co. granted for mod. of CP (BPH-871231ND) to change ERP: 6 kw H&V; ant. 86 m. TL: 131 Ocala St., Myrtle Beach, SC.

■ **Blountville, TN WPGB(FM)** 88.3 mhz—Nov. 26 application of Blountville Education Assoc. Inc. dis-

missed for mod. of CP (BPED-840404IA) to change ant.: 652 m.; TL: site #8, Holston Mountain Electronic Site, Holston Mountain, Sullivan County.

■ **Bristol, TN WHCB(FM)** 91.5 mhz—Nov. 20 application of Educ. Communication Corp. granted for CP to change ERP: 1.55 kw H&V.

■ **Elizabethton, TN WUSJ-FM** 99.3 mhz—Dec. 12 application of Tri-City Broadcasting dismissed for mod. of license to increase ERP: 6 kw H&V (per docket #88-375).

■ **Knoxville, TN WHGG(FM)** 88.3 mhz—Nov. 29 application of Bible Broadcasting Network Inc. dismissed for CP to change ant.: 355 m.; TL: Sharp Ridge, on WATE-TV tower, Knoxville.

■ **Knoxville, TN WHGG(FM)** 88.3 mhz—Nov. 29 application of Bible Broadcasting Network Inc. CP for new educ. FM on 88.3 mhz; ERP: 1.9 kw H&V; ant.: 137.8 m. TL: Sharp Ridge, 250 ft. east of fire tower and 810 feet SW of WATE-TV antenna tower, Knoxville, TN; SLRC: to be determined: 36 00 06 - 83 56 39. Pet For Recon filed 11-19-87; CP is hereby forfeited and cancelled. Call sign deleted 11-21-91; petition for reconsideration and request for stay are hereby dismissed as moot 11-21-91.

■ **Shelbyville, TN WYQC(FM)** 102.9 mhz—Nov. 26 application of Lenk Broadcasting Co. Inc. granted for CP to change antenna supporting-structure height.

■ **El Paso, TX KAMZ(FM)** 93.1 mhz—Dec. 6 application of El Paso and Lubbock Inc. granted for mod. of CP (BPH-870226IK) to change ant.: 433.4 m.; TL: Comanche Peak, Franklin Mountains, El Paso.

■ **Gilmer, TX KLSQ(FM)** 95.3 mhz—Dec. 4 application of Curtis Broadcasting Stations Inc. granted for mod. of license to increase ERP: 2 kw (H&V) (per docket #88-375).

■ **Huntsville, TX KVST(FM)** 103.5 mhz—Nov. 26 application of New Wave Communication Group Inc. granted for mod. of CP (BPH-890119MC-new station) to change ERP: 3.6 kw H&V; ant. 130 m.; TL: .62 mi south of intersection of US 75 and SR 2296, on U.S. 75.

■ **San Antonio, TX KPAC(FM)** 90.9 mhz—Nov. 20 application of Texas Public Radio granted for CP to change frequency: 88.3 mhz; ERP: 100 kw H&V; ant.: 250 m. TL: SR 1560 and Galm Road, Bexar County, Helotes, TX.

■ **Sulphur Springs, TX KDXE(FM)** 95.9 mhz—Dec. 4 application of Gilbert Group Inc. granted for mod. of license (BLH-820818AC) to increase ERP: 6 kw H&V (per MM docket #88-375).

■ **Charlotte Amalie, VI WTBN(FM)** 102.1 mhz—Dec. 11 application of Trans Caribbean Broadcasting Co. granted for CP to change ERP: 33 kw (H&V), ant.: 509 m.; TL: top of Crown Mountain, 1-10A, estate of Dorthea, St. Thomas Mountain, 1-10 A, St. Thomas.

■ **Ashland, VA WYFJ(FM)** 100.1 mhz—Nov. 29 application of Bible Broadcasting Network Inc. granted for mod. of license to increase ERP: 3.3 kw (H&V) (per docket #88-375).

■ **Harrisonburg, VA WKCY-FM** 104.3 mhz—Dec. 12 application of Mid Atlantic Network Inc. granted for CP to change ant.: 125 m.; TL: Narrow Back Mt., 4.8 km (3 miles) north of Stokesville, VA; change to non-directional.

■ **Marathon, WI WMGU(FM)** 104.9 mhz—Dec. 2 application of Eagle of Wisconsin Inc. granted for CP to change ERP: 25 kw (H&V); TL: intersection of Bluebird Lane and Burma Rd., NW of Mosinee, WI.; change to class C3 (per MM docket #90-87), change city of license to Marathon.

■ **Portage, WI WDDC(FM)** 100.1 mhz—Nov. 14 application of Kramer Broadcasting Inc. granted for CP to change geographical coordinates: 43 31 42 - 89 26 01.

■ **Whiting, WI WYTE(FM)** 96.7 mhz—Dec. 13 application of Sharon Broadcasting Corp. granted for CP to change ERP: 50 kw (H&V), ant.: 150 m.; TL: Yellow Stone Rd., .7 km E of Hwy S. in Milladore Township, Wood County, WI; change to channel 244C2 (per docket #89-282).

TV's

■ **Coalinga, CA KWEW(TV)** ch. 27—Dec. 12 application of Western Educational Coalition CP cancelled and call sign is deleted.

■ **Duluth, MN KRBR(TV)** ch. 21—Dec. 12 application of Robin C. Brandt CP reinstated and call sign restored.

■ **Newton, NJ WMBC-TV** ch. 63—Dec. 4 application of Mountain Broadcasting Corp. granted for mod. of CP (BPCT-85082BLA) to change ERP (vis): 1510 kw; ant.: 223 m.; TL: Weldon Road 4.5 km southeast of Sparta, Sussex County, NJ; antenna: Andrew ALP32M3-HSOC-63(BT); (41-00-36 74-35-39).

■ **Corning, NY WYDC(TV)** ch. 48—Nov. 21 application of Robert Walker granted for mod. of CP (BPCT-870610KM) to change ERP (vis): 136 kw; ant. 129 m.; TL: Hamilton Rd., 6.05 kilometers east of Borden, NY; Steuben County.; (42 02 29 - 77-15-18); antenna: Lindsay Specialty Products 4ZT2-80 DEGREES (DA).

■ **Okmulgee, OK KGLB-TV** ch. 44—Dec. 12 application of KGLB Television Inc. granted for mod. of CP (BPCT-860509KF) to change ant.: 89.916 m. Amended: 4-24-89 to change ERP (vis): 11.3 kw; ant.: 160 m.; TL: 1.3 km north of Preston, OK, on country road in Okmulgee County, OK. Antenna: Acrooyne-TLU-IKACT (35 43 25 - 95 59 20). Amended 3-18-91 to change ERP (vis): 578.096 kw; ant.: 164 m.; antenna: RCA-TFU-25G.

■ **Danville, VA WPAJ(TV)** ch. 24—Dec. 12 application of Danville Communications CP cancelled and call sign is deleted.

CALL LETTERS

Applications

Existing AM's

- KGLW(AM)** KATY ROGLO Communications; San Luis Obispo, CA
- KHNR(AM)** KORL Coral Communications Corporation; Honolulu
- KPKE(AM)** KGUC Gardiner Broadcast Partners Ltd.; Gunnison, CO
- KQMG(AM)** KOUR Midwest Broadcasting Inc.; Independence, IA
- WBYY(AM)** WJPW RDL Productions Inc.; Rockford, MI
- WHBY(AM)** WYNE Woodward Communications Inc.; Kimberly, WI
- WJIG(AM)** WDFZ NRS Enterprises Inc.; Tullahoma, TN
- WKJS(AM)** WWCS WKYN Inc.; Canonsburg, PA
- WMQA(AM)** WMYM Raven Broadcasting Corp.; Minocqua, WI
- WSCR(AM)** WPNT Diamond Broadcasting Inc.; Chicago

Existing FM's

- KBAX(FM)** KMLO-FM KMLO Inc.; Fallbrook, CA
- KKYY(FM)** KGUC-FM Gardiner Broadcast Partners Ltd.; Gunnison, CO
- KNDK-FM** KVLR KNDK Inc.; Langdon, ND
- KQMG-FM** KOUR-FM Midwest Broadcasting Inc.; Independence, IA
- WBYN(FM)** WYCL WDAC Radio Company; Boyertown, PA
- WHPT(FM)** WHVE Paxson Broadcasting of Tampa Ltd.; Sarasota, FL
- WKTD(FM)** WNDN-FM Horizons Foundation Inc.; Salisbury, NC
- WLEZ(FM)** WPFR-FM BOMAR Broadcasting Co. Terre Haute Inc.; Terre Haute, IN
- WMQA-FM** WWMH Raven Broadcasting Corp.; Minocqua, WI

Grants

New AM

- WWTL(AM)** Elijah Broadcasting Corp.; Walkersville, MD

New FM's

- KAEZ(FM)** John A. Gay, Jr.; Amarillo, TX
- KBVC(FM)** Riley M. Murphy; Buena Vista, CO
- KCRY(FM)** Santa Monica Community College Dist.; India, CA
- KEQF(FM)** First American Commun. Corp.; Ludlow, CA
- KEQG(FM)** Hutchinson Community College; Great Bends, KS
- KEQH(FM)** Bible Broadcasting Network Inc.; Lafayette, LA
- KEQI(FM)** California State Univ.; Kings Beach, CA
- KHME(FM)** Home Broadcast Company; Winona, MN
- KHZA(FM)** KNZA Inc.; Seneca, KS
- KMRL(FM)** Deep Delta Radio Inc.; Buras, LA
- KNJM(FM)** Lincoln City Broadcasting Corp.; Lincoln City, OR
- KNOM-FM** Catholic Bishop of Northern Alaska; Nome, AK
- KOUT(FM)** Crystal Broadcast Partners; Rapid City, SD
- KOUU(FM)** Dobson, Goss, Rones & Bahi; American Falls, ID
- KOUV(FM)** WKLK Inc.; Cloquet, MN
- KTSL(FM)** Black Hills Christian Communications Inc.; Spokane, WA
- KYAA(FM)** Jim Kincer; Ketchum, ID
- KYFA(FM)** Bible Broadcasting Network Inc.; Amarillo, TX
- KYFB(FM)** Bible Broadcasting Network Inc.; Pine Bluff, AR
- KYFE(FM)** Bible Broadcasting Network Inc.; Alexandria, LA
- KZKE(FM)** Rick L. Murphy; Seligman, AZ
- KZKF(FM)** Maple Communication Ltd.; Howe, TX
- KZKG(FM)** Pueblo Broadcasters Inc.; Pueblo, CO
- KZKH(FM)** New Life Fellowship Inc.; Topeka, KS
- WEMQ(FM)** McDonald Communications Inc.; Knoxville, TN
- WFWI(FM)** Edgewater Radio Inc.; Fort Wayne, IN
- WGRT(FM)** Port Huron Family Radio Inc.; Port Huron, MI
- WHRH(FM)** Genesis Broadcasting Corp.; Warner Robbins, GA
- WIWC(FM)** The Moody Bible Institute of Chicago; Kokomo, IN
- WKQM(FM)** Robert M. Peters; Churubusco, IN
- WKRW(FM)** Kent State University; Wooster, OH
- WMRL(FM)** James Madison University; Lexington, VA
- WPBI(FM)** Martinsville Commun. Workshop Inc.; Martinsville, VA
- WPRX(FM)** Twinlakes Communications; Russell Springs, KY
- WQFA(FM)** Sound of Life Inc.; Hudson, NY
- WQFB(FM)** Capitol City Educational Foundation; Concord, NH
- WQFC(FM)** The Cedarville College; Portsmouth, OH
- WQFE(FM)** Helen Sparks Quinn; Brownsburg, IN

WUOX(FM) W&B Broadcasting Inc.; Radcliff, KY
 WUOY(FM) Beatriz Garcia Suarez De McCombs; Wilmington, NC
 WUOZ(FM) Toccoa Falls College; Belvedere, SC
 WUSI-FM Southern Illinois University; Olney, IL
 WXAF(FM) Maranatha Broadcasting Inc.; Charleston-Belle, WV
 WXAH(FM) Pleasure Island Broadcasting Inc.; Orange Beach, AL
 WXAI(FM) Kill Devil Hills Commun.; Kill Devil Hills, NC
 WXAJ(FM) Benjamin L. Strateyer; Hillsboro, IL
 WXAK(FM) Humes Broadcasters; Oliver, PA
 WXA W(FM) Kelly Vaughan Busch; West Lafayette, IN
 WYAM(FM) Dorsey Eugene Newman; Hartselle, AL

New TV's

KHBB(TV) KFBB Corp.; Helena, MT
 KIPT(TV) St. Bd. Ed., Idaho; Twin Falls, ID
 KJRE(TV) Prairie Public Broadcasting Inc.; Ellendale, ND
 KMVU(TV) Junko K. and Bobby C. Shehan; Medford, OR
 KZKI(TV) Jose H. Oti; San Bernardino, CA
 WUBI(TV) Upchurch Broadcasting Inc.; Baxley, GA

Existing AM's

KCCD(AM) KYYI Minnesota Public Radio; Moorhead, MN

KDBS(AM) KZTZ Bjornstad Broadcasting Co.; Eugene, OR
 KHKN(AM) KPUP Jerry J. Collins; Carmel Valley, CA
 KLCJ(AM) KFNS New Life Communications; Amarillo, TX
 KOZZ(AM) KONE Lotus Radio Corp.; Reno
 KSHO(AM) KGAL Eads Broadcasting Corp.; Lebanon, OR
 KTOX(AM) KSFE Coburn Communications Corp.; Needles, CA
 KULL(AM) KRPM Heritage Media Services Inc.; Seattle, WA
 KVFC(AM) KISZ DeLane Broadcasting Inc.; Cortez, CO
 KZXY(AM) KQKL Ruby Broadcasting Inc.; Apple Valley; CA
 WAQS(AM) WGKL Adams Radio of Charlotte Inc.; Charlotte, NC
 WAQY(AM) WIXY Saga Communications Ltd.; E. Longmeadow, MA
 WBYY(AM) WJPW RDL Production Inc.; Rockford, MI
 WERQ(AM) WYST United Broadcasting Co. of Eastern Maryland Inc.; Baltimore
 WFWC(AM) WSPQ Lloyd B. Lane; Springville, NY
 WLAT(AM) WL VH Eliio Broadcasting Inc.; Manchester, CT
 WHBS(AM) WBZ S.E. Broadcasting Inc.; Eatonville, FL
 WHJX(AM) WPIQ Eagle Broadcasting Inc.; Brunswick, GA
 WJSH(AM) WYTL Cardinal Broadcasting Inc.; Terre Haute, IN

WMNY(AM) WORG Clarence E. Jones; Elloree Santee, SC
 WMRV(AM) WENE Beacon Broadcasting Corp.; Endicott, NY
 WMRV(AM) WSTH Solar Broadcasting Company Inc.; Columbus, GA
 WNSW(AM) WKIT H&L Broadcasting Inc.; Breuer, ME
 WNZS(AM) WRXJ Panamedia of Jacksonville Inc.; Jacksonville, FL
 WQLA(AM) WWGR LaFollette Broadcasters Inc.; LaFollette, TN
 WQSV(AM) WAJN Media Resource Group Inc.; Ashland, TN
 WQXA(AM) WXKU Penn Central Broadcasting Inc.; York, PA
 WUOK(AM) WOCB Boch Broadcasting Ltd.; West Yarmouth, MA
 WWEA(AM) WL VG Robert Miles Bittner; Cambridge, MA
 WYPC(AM) WKOV Jackson County Broadcasting Inc.; Wellston, OH
 WZLB(AM) WFRG Arrow Communications of Ulica-Rome Inc.; Rome, NY

Existing FM's

KBCY(FM) KTLC Tye Broadcasting Inc.; Tye, TX
 KBLS(FM) KXDJ Lesso Inc.; North Fort Riley, KS
 KBLZ(FM) KANY Kanehoe Radio Inc.; Kanehoe, HI
 KBSY(FM) KLHK Landmark Communications Inc.; Poteau, OK
 KFXT(FM) KFNC Central Oklahoma Radio Corp.; Sulphur, OK

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ALAN IRA BERKOWITZ

Where some people see a niche market, Alan Berkowitz, president, Blair Entertainment, sees a potential profit center.

To some extent, Berkowitz's outlook is determined by the company he runs—an ancillary division of a large rep firm with a mandate to keep costs down and be profitable. "Our strategy is not to go head-to-head with the major guys, especially in this environment," he says.

Indeed, Blair's primary business is selling national spot time for TV and radio stations. Blair Entertainment, founded in 1980, is a relatively small syndication subsidiary perhaps best known for the long-running court strip *Divorce Court*, which ended domestic production last season.

But the company has not, by design, produced a new domestic strip in years. "You have to be crazy to do a strip in this environment," Berkowitz, a former advertising agency executive, says, referring to the economy and the odds against a new first-run strip.

But the company sees profit opportunities in a host of other areas, including weekly programs, international co-productions, alliances with cable and PBS, specials and vignettes.

Weekend programming is a genre in which Blair has successfully combined several niche strategies. *Stuntmasters* is a weekly show the company introduced this year. The show is averaging about a 3 rating, primarily in late night and, says Berkowitz, will return for a second season.

Cleared in 90% of the country, Berkowitz describes *Stuntmasters* as "an example of a multinational co-production that is working." (Partners include Gary Benz, the independent producer; Canal Plus, France; Remy Julienne, the French stuntman and producer; and Ellipse, the overseas distributor.) The show will make money in its first year only due to the fact that it has sold well overseas.

"We want to have at least two hours of weekend programming on the air," Berkowitz says. In addition to *Stuntmasters*, Blair currently syndi-



cates *Studio 22* and is offering one new weekly half-hour at NATPE this year: *Famous Hollywood Mysteries*.

Berkowitz joined Blair 10 years ago, after almost two decades as an ad agency executive. He was brought to Blair by Warren Barr, for whom he had worked at Young & Rubicam in the late 1960's.

His assignment was at BlairSat, a fledgling subsidiary and one of the first companies to distribute commercials and syndicated programs by satellite. Eventually, Blair pulled the plug on the subsidiary and Berkowitz was reassigned to head another Blair subsidiary, RPR Productions, a sports production company that specializes in vignettes.

"That company was the essence of niche marketing," Berkowitz says. At one point, he estimates, RPR controlled perhaps 80% of the vignette market (with a 45% profit margin), when it had co-productions with the NFL, NBA, PGA and others.

Most of the professional sports groups have taken their vignette busi-

nesses in-house, Berkowitz said. But Blair is still active in that area, which has generated around \$7 million in revenue in the last five years. "It's not driving our business, but it's a nice number to have."

For the past two seasons, Blair has sold NBC a series of daily health and lifestyle vignettes under the *On Line* banner. The deal with NBC ends later this year, and Blair will develop another similar series for another national outlet and a parallel series to sell to local stations.

After running RPR for five years, Berkowitz was named general manager of Blair Entertainment in 1988 after the departure of then Blair Entertainment President Alan Bennett. A year later, Berkowitz added the title of president.

As to the future, Berkowitz will

continue to work the niches. Among the opportunities: developing additional ventures with foreign broadcasters, cable and PBS.

One example: a six-part series on the history of safaris, a \$4 million project that will likely involve a foreign partner, a domestic cable partner and possibly PBS.

In addition, *Divorce Court* may be back as a first-run domestic strip in 1993. Several first-run co-venture versions of the show are in the works.

With a limited supply of cash to produce on its own, it's not surprising Blair Entertainment

focuses on projects financed by others. "We want to distribute programs with worldwide appeal," Berkowitz says. "As a niche marketer you won't make zillions, but you can certainly make a profit." ■

President, Blair Entertainment, New York; b. May 15, 1940, New York; BA, Business administration, New York University, 1963; media researcher/buyer/planner, Doyle Dane & Bernbach, New York, 1963-65 (U.S. Army, 1964); media and group supervisor, Young & Rubicam, 1965-69; associate media director, Marshall Advertising, 1969-74; VP, account supervisor, J. Walter Thompson, 1975-76; formed and ran media consulting firm Willow Street Marketing (with partner Henry Davis), 1977-79; senior VP, director of sales, Intercity Communications, 1980-81; VP, media marketing, Blair Entertainment, 1982-86; president, RPR Productions, 1987; executive VP, general manager, Blair Entertainment, 1988-89; present position since 1989; m. Marilyn Silverman, Feb. 22, 1969; children, Nikki, 19, Heather, 13.

Fates & Fortunes

MEDIA



Teherani

Vicky C. Teherani, assistant treasurer, A.H. Belo Corp., Dallas, owner of five TV's, named VP and treasurer.

VP, general managers appointed presidents at Great

American Broadcasting Co.: **L.D. (Nick) Bolton** of WBRC-TV Birmingham, Ala.; **Ronald J. Bergamo** of KTSP-TV Phoenix, and **Steve Mauldin** of WTSP-TV Tampa, Fla.

Bennett Scott Smith, VP and secretary, SunGroup Inc., joins Clear Channel Communications Inc., San Antonio, Tex., as VP and general counsel.

Ed Krampf, formerly with KITS(FM) San Francisco, joins KSFO(AM)-KYA(FM) there as VP and general manager.

Kevin O'Grady, president and general manager, WYTZ(FM) Chicago, joins KZOK-FM Seattle as station manager.

SALES AND MARKETING

Glenda Proctor, from Capital Cities/ABC Inc., joins WUSA(TV) Washington as account executive.

Debbie Kramer, account executive, WNUV-TV Baltimore, named national sales manager.

Laura English, account executive, WKCF(TV) Clermont, Fla. (Orlando), joins Shane Media Services, Houston, as director of marketing.

Brian J. Nagy, formerly with McGavren Guild Radio, Philadelphia, joins WEST(AM)-WLEV(FM) Easton, Pa., as general sales manager.

New account executives appointed at KTZZ-TV Seattle: **Sandra Perry**, formerly with Banner Radio; **Earl Davis**, account executive, KIRO Inc., and

Monica Bouchier, recent graduate, Tulane University, New Orleans.

Leslie Keith, general sales manager, KQM-Q-AM-FM Honolulu, joins KSSK-AM-FM there as account executive, succeeding **Mimi Beams**, named general sales manager.

Sam Rosenwasser, local sales manager, KVUE-TV Austin, Tex., adds duties as general sales manager.

Bob Manown, local sales manager, WTVT(TV) Tampa, Fla., joins KVOA-TV Tucson, Ariz., as VP and general sales manager.

Shelly Trainor, marketing manager, *Los Angeles Times*, joins American Television & Communications, California systems, Orange, Calif., as area director of marketing and customer service.

Ross Newsome, from Telerep, Dallas, joins KXAN-TV Austin, Tex., as national sales manager.

John Hoffmann, regional account executive, KODE-TV Joplin, Mo., named general sales manager. **Dale Phipps**, account executive, KODE-TV, named local sales manager.

Appointments at Telemundo Group Inc.: **Gary Cecchini**, VP and general sales manager, WHDH-TV Boston, named VP, station sales, New York; **Mike O'Shea**, general sales manager, WOJO(FM) Evanston, Ill. (Chicago), named Midwest sales manager, Chicago; **Marcella C. Medina**, account executive, Jones Interchange, Albuquerque, named West Coast sales manager, Los Angeles; **Maureen B. Russo**, director of advertising and sales promotion, New York, named sales manager, Dallas, and **Joseph Corderi**, from NBC TV Spot Stations division, named account executive, New York.

Therese Laskey, formerly with Showtime Networks, joins Falcon Cable TV, Los Angeles, as national marketing manager.

Jeffrey Gordon, formerly with AV Marketing Concepts Inc., joins WPSL(AM) Port St. Lucie, Fla., as general sales manager.

Jeffrey Gropper, from *SKI* maga-

zine, joins Madison Square Garden Network, New York, as local sales manager. **Rob McQueen**, from People & Properties, joins MSG Network, New York, as account executive.

Pete Hollenstein, regional sales manager, WTTO(TV) Birmingham, Ala., named national sales manager.

Steve Castellaw, VP and eastern region manager, Spartan Radiocasting Co., Spartanburg; S.C., named director of sales.

Peg McDermott, national sales manager, WTVH(TV) Syracuse, N.Y., named local sales manager. **Sandra Coyle**, account executive, WTVH, named national sales manager.

Diana J. Tate, from WCEE(TV) Mount Vernon, Ill., joins KBSI(TV) Cape Girardeau, Mo., as account executive.

Alberta Drumm, from L&L Media, Lever Bros. internal media agency, joins Bohbot Communications Inc., Chicago, as VP, director of national broadcast.

New account executives appointed at The Interep Radio Store, New York: **Laurie Pracher**, from Interep's research department; **Kelly Harrington**, from Eastman Radio, and **Tony Hammel**, from Roslin Radio.

William Hughes, general sales manager, KHAS-TV Hastings, Neb., retired.

Steve Metzger, purchasing manager, Audio Animation Inc., Knoxville, Tenn., named assistant sales manager.

Eric Revels, formerly with Tassani Communications, joins D'Arcy Masius Benton & Bowles, St. Louis, as art director.

Bob Harris, formerly with The Hearst Corp., joins KOLR(TV) Springfield, Mo., as general sales manager.

Bryon Bernhard, account executive, Central Pennsylvania Cable Adnet, Hershey, Pa., and **Matthew T. Uhl**, account executive, KCRA-TV Sacramento, Calif., join WHTM-TV Harrisburg, Pa., in same capacities.

Barbara Rockefeller, manager of

NBC NAMES AFFILIATE RELATIONS VP'S



Jenkins



Schweinler



Fouch

NBC Television has named four vice presidents in its affiliate relations department as part of an ongoing restructuring that began last month when Robert Niles was named senior vice president, affiliate relations and program research (BROADCASTING, Nov. 11). Jane Dietze, vice president, TV networks services, is now vice president, affiliate corporate relations and marketing; Bill Fouch, vice president, affiliate marketing, has been named vice president, affiliate relations, entertainment (he will relocate to Burbank); Carl Schweinler, regional director, has been named vice president, affiliate relations, sports, and Judy Jenkins, director, affiliate relations, NBC News Channel, is now vice president, affiliate relations, news.

marketing and affiliate relations, CBS-TV, joins Discovery Networks, New York, as senior manager, advertising sales marketing.

PROGRAMING

Allen M. Faust, VP, West Glen Communications, N.Y., rejoins Magnus Communications, Brooklyn, N.Y., as president.

Mark Lipps, Midwest account executive, program sales, MTM, Chicago, named Southwest regional manager, MTM Television Distribution, Dallas.

James Lutton, formerly with KPIX(TV) San Francisco, joins Tribune Entertainment Co., New York, as VP, programing. **Stephen J. Mulderig**, from Orion Pictures and Orion TV Entertainment, joins Tribune, New York, as Northeast sales manager.

Barbara Hall, co-director of development, John F. Kennedy Center of Performing Arts, joins National Public Radio, Washington, as VP, development.

Thomas J. Shannon, formerly with Fries Distribution Co., joins Goodman Entertainment, Chicago, as VP, Midwest sales.

Appointments at Genesis Entertain-

ment, Agoura Hills, Calif.: **Craig Bland**, from Bland Distribution, named account executive, Southwest region; **Rod Winterrowd**, from Bowers Perez Associates, named account executive, Northwest region; **Paul Magder**, account executive, named director of sales, Midwest region, New York, and **Michael D. Leifer**, from Warner Bros., named account executive, Northeast region, New York.

Lon Troxel, VP, national dealer sales, AEI Music Network Inc., joins International Cablecasting Technologies Inc., Los Angeles, as president, commercial.

John D. Clark Jr., VP, marketing and programing, Cencom Cable Associates Inc., St. Louis, Mo., named senior VP, marketing and programing.

Appointments at Conus Communications, St. Paul-Minneapolis: **Brenda Campbell**, freelance producer, Washington, named client services and marketing manager there; **Lisa Youngers**, associate producer, named producer, and **David Graves**, formerly with WYFF-TV Greenville, S.C., named regional manager, Atlantic regional cooperative.

Eileen Carpenter, manager of media, The Family Channel, Virginia Beach, Va., named director of me-

dia. **Robert J. Chmiel**, creative affairs executive, Coastline Partners, joins Family Channel, Los Angeles, as director, original programing.

Donna L. Davis, director of sales, Prevue Network, joins NuStar, West Chester, Pa., as regional sales director, Southeast region.

Charles R. Young, president, DFW/MetroLink, Dallas, joins Teleport Communications Group there as general manager.

Steve Murphy, director of station services, North American Network, Washington, named VP, information services, succeeded by **Lisa Brusio Coster**, manager.

Melanie J. Alschuler, assistant to VP, television development, dick clark productions, Los Angeles, named director of reality and variety programing.

Steven Blattner, formerly with WYNY(FM) Lake Success, N.Y., joins MJO Broadcasting, New York, as director of programing.

Bruce R. Watkins, production coordinator, KODE-TV Joplin, Mo., named production manager.

Daniel A. MacKenzie, from United Artists Cable, joins Graff Pay-Per-View, Los Angeles, as director, affiliate sales, Western region. **Thomas Wehling Jr.**, affiliate sales and marketing consultant, Graff Pay-Per-View, named director, affiliate sales, Central region, Chicago.

Scott Campitelli, former production technician, Vermont ETV, Colchester, Vt., named director of instructional TV services, succeeding **Bryce B. Lyndes**, who retired.

Laura Gray, traffic manager, WVEU(TV) Atlanta, named program manager.

Theodore R. Lau, formerly with MGM/UA Communications, joins Group W Productions, Los Angeles, as director of general accounting.

Stephen Maciolek, from Unisys Corp., joins Prism, Bala Cynwyd, Pa., as master control operator.

Adrienne Roethe, manager of dealer sales, Superstar Connection, Tulsa, named national sales manager.

John M. O'Haugherty, from Spectradyn Inc., joins LodgeNet Entertainment, Sioux Falls, S.D., as VP, sales.

NEWS AND PUBLIC AFFAIRS

Gary Rebstock, from KRON-TV San Francisco, joins KMSP-TV Minneapolis as anchor. **Dana Benson**, senior producer, WCCO-TV Minneapolis, joins KMSP-TV there as executive producer.

Jeff Salkin, from WBAL-TV Baltimore, joins Maryland Public Television there as freelance reporter, *State Circle*.

Stephen M. Stock, Anderson bureau chief, WYFF-TV Greenville, S.C., joins WESH(TV) Daytona Beach, Fla. (Orlando), as Ocala bureau chief.

Jane Skinner, general assignment reporter, KBJR-TV Superior, Wis. (Duluth, Minn.), named morning anchor.

Sherry Kurtz, morning anchor and general assignment reporter, KDLT(TV) Mitchell, S.D., named 6 and 10 p.m. co-anchor.

Jim Valentine, Fort Worth bureau chief, KDFW-TV Dallas, joins KUSI-TV San Diego, Calif., as executive producer.

Larry Blackerby, director of programming and broadcast operations, WGHP-TV High Point, N.C., adds duties as director of broadcasting.

Scott Libin, managing editor, WGHP-TV, named director of news.

John Woodin, news director, WPRI-TV Providence, R.I., joins WTKR-TV Norfolk, Va., as station manager and news director. **Russ Kilgore**, managing editor, WPRI-TV, succeeds Woodin.

Brett Haber, anchor and reporter, WNNE-TV Hartford, Vt., joins WCAX-TV Burlington, Vt., as reporter and anchor.

Mark A. Moran, news director, KCHU(AM) Valdez, Alaska, joins WOI-AM-FM Ames, Iowa, as Des Moines bureau chief.

Thomas J. Searson, formerly with KCBS-TV Los Angeles, joins E! Entertainment Television there as news director, *E! News Daily*.

Alisa Becerra, from KGO-TV San Francisco, joins KGGM-TV Albuquerque, N.M., as reporter.

Appointments at Cox Enterprises, Washington: **Ken Bridgham**, assistant bureau chief, announces his retirement after 22 years with Cox;

David Chase and Martin Kos, chief cameramen, named operations supervisors; **Sarah A. Sockolof**, recent graduate, George Washington University, Washington, named photojournalist, and **Jamie Dupree**, correspondent, named radio news director.

Lisa Cooley, weekend co-anchor, WBT(TV) Charlotte, N.C., named 5 and 6 p.m. co-anchor.

Lisa Moss, freelance anchor and reporter, Fox TV, Los Angeles, joins WEHT(TV) Evansville, Ind., as reporter and co-anchor.

Kaity Tong, anchor, WABC-TV New York, joins WPIX(TV) there as 10 p.m. co-anchor.

Rob Allman, 10 p.m. executive producer, WLS-TV Chicago, named assistant news director.

Bruce Hamilton, formerly with WCPX-TV Orlando, Fla., joins KYW-TV Philadelphia as 6 p.m. anchor.

Norma Cancio, 12 p.m. anchor, KGUN(TV) Tucson, Ariz., adds duties as 5 p.m. co-anchor.

Suzanne Kennen, from KAAL(TV) Austin, Minn., joins Conus Communications, Minneapolis-St. Paul, as associate producer.

Bill Sandefur, formerly with KOAT-TV Albuquerque, N.M., joins WXII(TV) Winston-Salem, N.C., as news director.

Appointments at WSET-TV Lynchburg, Va.: **Jennifer Silverman**, from WMGC-TV Binghamton, N.Y., named 11 p.m. co-anchor; **Michelle Wright**, Roanoke bureau chief, named 6 p.m. co-anchor, and **Jane Rita Serwan**, from ABC News, Dallas, named weekend news anchor.

Eric Greene, reporter, WUAB(TV) Lorain, Ohio (Cleveland), adds duties as weekend anchor.

Denise Dillon, weekend anchor and reporter, WTVM(TV) Columbus, Ga., joins WATE-TV Knoxville, Tenn., as 6 and 11 p.m. anchor.

Lou Gellos, from KING-TV Seattle, joins KATU(TV) Portland, Ore., as sports director.

Peter Maroney, president and executive producer, Real West Productions Inc., joins KOIN-TV Portland, Ore., as news director.

Rick Benjamin, anchor, KWQC-TV Davenport, Iowa, joins WATE-TV

Knoxville, Tenn., as 6 and 11 p.m. anchor.

Derrick Hinds, general assignment reporter, KEYC-TV Mankato, Minn., joins KBJR-TV Superior, Wis. (Duluth), in same capacity.

TECHNOLOGY

Bruce C. Tomson, general manager, corporate accounts-Japan, Unisys, joins Brite Voice Systems Inc., Wichita, Kan., as VP and general manager.

Michael J. Wood, fiber-optic manager, Cooper Industries, Belden division, joins Siecor Corp., Hickory, N.C., as corporate communications manager.

Jeff Schaezel, executive producer, special projects, Hofstra Television Institute, joins Audio Plus Video International Inc./International Post, Northvale, N.J., as senior editor.

Michael C. Treen, programmer, Collins Computer Support, joins Xymox Systems Inc., Granada Hills, Calif., as director of support services.

Roger Reak, general manager, graphics division, Chips and Technologies, joins Magni Systems Inc., Beaverton, Ore., as president and chief operating officer.

Wayne Berry, director of satellite systems, Fairchild Data Corp., Scottsdale, Ariz., named VP, satellite systems marketing.

Tom Wright, assistant VP, development, Computer Associates, joins Wavefront Technologies, Santa Barbera, Calif., as director of software development, scientific visualization. **H.B. Siegel**, manager, advanced graphics development, Pixar, joins Wavefront as director, software development, animation and rendering.

Keith A. Buckley, regional account manager, Computer Associates, joins Keystone Communications, Los Angeles, as director of sales, Western region.

Laura Marie Jans, freelance colorist, New York, joins Varitel Video, Los Angeles, as colorist.

Rick Jaworski, product marketing manager, Tektronix TV division, Beaverton, Ore., named marketing manager, cable TV products.

POLINGER LEAVES WPIX INC.

David H. Polinger, senior vice president, WPIX Inc., New York, announced his retirement after 15 years with the station group. He is establishing a communications consultancy business located at 55 E. 77 St., New York, N.Y. 10162.

Polinger began his broadcasting career as director of the Latin American division of the Voice of America and helped establish pioneer station WKAQ-TV San Juan, P.R., and later moved over to WAPA-TV there as vice president and general manager. In New York he had stints at WNTA-AM-FM-TV; Friendly Frost Broadcast Division; Bell Television of New York.

At WPIX, Polinger was involved with FCC matters, Yankee baseball contracts, corporate communications, acquisitions, public relations, cable affiliate relations and labor relations. He served as chairman of the National Association of Broadcasters cable copyright committee, the NAB FM committee and as president of the International Radio and TV Society.



PROMOTION AND PR

Hillary Mayer, director of advertising and promotion, WHDH-TV Boston, joins WBZ-TV there as audience promotion reporter.

Allen Posten, director of public relations, Oklahoma City Twisters minor league football team, joins KOGB(TV) Oklahoma City in same capacity.

Appointments at Porter/Novelli Public Relations, Washington: **Laura Tomasetti**, account executive, named senior account executive; **Vince Powers** and **Shannon Beaudin**, assistant account executives, named account executives.

Appointments at Bigelow & Eigel Inc., Atlanta: **Jeffrey A. Cohen**, VP, associate creative director, Donino & Partners, named VP, creative services, entertainment division; **Phyllis H. Currie**, marketing manager, Gainesville Cablevision, and **Julia Groves**, affiliate coordinator, Showtime Networks Inc., named account executives.

Kirsten Poe, formerly with WNBC-TV New York, joins CNBC, Fort Lee, N.J., as media relations associate.

Nicholas van Hoogstraten, executive producer, KTLA(TV) Los Angeles, joins Tribune Entertainment, Chicago, as creative services director, *The Dennis Miller Show*.

David Rosch, promotion writer and producer, WLOS(TV) Asheville,

N.C., joins WATE-TV Knoxville, Tenn., as promotion director.

ALLIED FIELDS

James C. Van Dongen, former Concord, N.H., bureau manager, United Press International, joins New Hampshire House of Representatives there as information officer.

Jeffrey L. Perlman, from U.S. Chamber of Commerce, joins American Advertising Federation, Washington, as VP, government affairs.

Ann Rollins, 6 p.m and 11 p.m co-anchor, WATE-TV Knoxville, Tenn., has formed Ann Rollins Communications there, specializing in corporate seminars and coaching sessions in public speaking, presentation skills and media image.

New associates at Cole, Raywid & Braverman law firm, Washington: **Timothy R. Furr**, University of Virginia, Charlottesville, Va.; **Stephen L. Kabler**, Cornell University, Ithaca, N.Y.; **John Davidson Thomas**, Boston University; **Janet R. Thompson**, Howard University, Washington, and **Theresa A. Zelterberg**, Catholic University, Washington. **Steven J. Horvitz**, recent graduate, Stanford University, Stanford, Calif., named member of firm.

Daniel J. Duman, from Skye Fischer Inc., establishes York Street Partners Inc., Farmington, Conn., providing investment banking and consulting services to media and entertainment industries.

Larry King, radio host, Mutual Broadcasting, Washington, named 1992 radio inductee into Broadcasting Hall of Fame, National Association of Broadcasters.

Bernie Barker, VP and general manager, WAPI-AM-FM Birmingham, Ala., named chairman, Arbitron Radio Advisory Council.

Joseph Van Eaton, partner, Spiegel & McDiarmid law firm, joins Miller & Holbrooke law firm, Washington, in same capacity continuing communications practice.

Doug Padgett, general manager, WEHT(TV) Evansville, Ind., elected VP, television, Indiana Board of Broadcasters.

New officers at New York State Broadcasters, Albany, N.Y.: **Cathy Creany**, WTVH(TV) Syracuse, N.Y., chair; **John F. Kelly**, WPTR(AM)-WFLY(FM) Albany, N.Y., vice chair, radio; **Arnold Klinsky**, WHEC-TV Rochester, N.Y., vice chair, TV; **Joseph A. Reilly**, executive director, NYSBA, president; **Warren G. Bodow**, WQXR-AM-FM New York, secretary, and **Andrew A. Langston**, WDKX(FM) Rochester, N.Y., treasurer.

DEATHS

Earl W. Kintner, 79, senior partner, Arent Fox Kintner Plotkin & Kahn law firm, Washington, died of congestive heart failure Dec. 28 there. Kintner, former chairman of Federal Trade Commission, joined Arent Fox Kintner Plotkin & Kahn as senior partner in 1961 and retired in 1990.

Robert S. Tyrol, 68, broadcaster, died of cardiac arrest Dec. 13 in Hartford, Conn. He began career as announcer on WTIC Inc.'s NBC radio program *The United States Coast Guard on Parade* in Hartford, Conn. He additionally hosted *Cinderella Weekend* and *Songs from New England Colleges*. In 1959 he was appointed general sales manager of Broadcast-Plaza Inc. WTIC-AM-FM. He assumed position of executive VP and general manager in 1967. In 1979 he was named president of 1080 Corp., next owner of WTIC and later appointed chairman. He served in that capacity until his retirement in 1988.

Monday ☐ Memo

“A broadcast organization is only as effective as its people.”

Bonneville International’s mission statement includes this phrase: “We are a values-driven company, composed of values-driven people.”

The phrase recognizes what all good broadcast managers know: A broadcast organization is only as effective as its people. Good managers know, too, that people are only as effective as their education, training, experience, motivation, values, leadership and unified strength allow them to be.

For the past four years, we have invited to our Utah headquarters city 200 of the key people from our 16 broadcast stations and six communication companies. We call the annual June meeting the “Gathering of Eagles,” because these are the leaders of Bonneville—today and tomorrow. We want them ready to soar with the eagles. In fact, we begin each “Gathering” with a short motivational videotape produced by Bonneville specifically for this purpose.

The agenda is always full. It includes general sessions as well as “breakout” meetings for smaller groups with similar work assignments. But the key to success is not always found in the written agenda. Our people gather strength from each other by sharing ideas, voicing concerns and discussing problems openly. It’s impossible to have that kind of interaction through company newsletters, phone calls or any other kinds of communication devices.

Each year we concentrate on a primary theme. In 1991, for example, we concentrated on developing a long-range strategic plan for the corporation. The skeleton for the plan was developed by our senior managers at our annual management retreat, but the “Gathering” gave our front-line associates a chance to express their opinion, offer suggestions and, most important, develop a sense of personal commitment to the strategic plan.

Personal commitment is critical for any such plan to succeed. The same principles apply to any broadcast organization—whether it’s a radio station in a small town, a group of largely autonomous operating divisions such as Bonneville, or an entire industry association.

It’s a basic principle of management that goals dictated unilaterally from the top are seldom achieved. The active involvement of key personnel at all levels is essential for success.

Developing participation at all levels is not easy. One must establish a climate of openness and tolerance for criticism, which it not always pleasant for top management. But it is much better to encourage open discussion than to find oneself dealing with hidden unrest.

Surprisingly, group gatherings such as “Eagles” seem to stimulate input much more than private meetings or formal requests for written response. The individual gathers strength from the group. If he or she is not inclined to speak up before the entire assembly, then the comments are shared at break time or in smaller group sessions, and they eventually reach the ears of senior management.

In any case, the desired broad input occurs, and the strategic plan or mission statement or goal development is strengthened.

Conversely, individuals watch and listen to their associates. As they hear positive comments about the plan or see the plan change as a result of critical comments by their coworkers, their sense of ownership and commitment increases.

It’s a win-win situation. The organization wins by improving its plans and gaining a higher level of commitment from its personnel. Company associates or employees win by increasing their sense of confidence and self-worth, and by reducing or eliminating

the conflicts between their personal goals and the company’s goals.

Not every company needs a “Gathering of Eagles,” but every company needs to accomplish the same purposes we seek to accomplish with the “Eagles” meeting.

Among those purposes are: (1) defining values and setting goals; (2) encouraging the exchange of ideas throughout the organization at all levels; (3) developing among all personnel a sense of personal commitment regarding company values and goals; (4) identifying and building leaders for today and tomorrow; (5) creating a climate of openness where ideas are generated and criticisms are accepted; and (6) strengthening the bonds between company divisions, departments and individuals.

All of these purposes are people-dependent. And as I said at the beginning, an organization is only as effective as its people. No company can ever become truly values-driven unless and until it is “composed of values-driven people.” ■



**A commentary from Rodney H. Brady,
president-CEO, Bonneville International**

In Brief

Goodman Entertainment announced a new strip for fall 1992—Parole Board. It's a reality court-type series using crime re-enactments and parole board hearing dramatizations based on real cases. The show is a co-venture of Goodman and two Canadian firms, Rose-dale Film Ventures Ltd. and Glen-Warren Entertainment. The show has been sold to 17 stations in Canada, and its host is Gerry Connell.

Genesis Entertainment will launch a new weekly series next summer called **Karaoke Show-case.** Show would feature ordinary people acting out their fantasies of being pop music stars by singing along to music videos. *Karaoke* craze started in Japan and has become popular in U.S. at bars and other night spots. Genesis is also launching *Whoopi*, a new talk show

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 8. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.3/222/98
2. Jeopardy!	12.4/216/99
3. Star Trek	10.5/244/98
4. Oprah Winfrey Show	10.4/223/99
5. Entertainment Tonight	8.6/185/96
6. Cosby Show	8.4/208/97
7. Current Affair	8.0/170/92
7. Married...With Children	8.0/168/94
9. Fox Holiday Theater	7.9/188/93
10. WKRP in Cincinnati	7.4/237/98
11. Wheel Of Fortune (Wknd)	7.0/168/78
12. Family Fest: White Christmas	6.8/192/94
13. Donahue	6.7/229/99
14. Case of the Avenging Ace	6.5/163/95
14. Inside Edition	6.6/125/87

with Whoopi Goldberg, and has developed a romantic gamey called *Infatuation* for possible syndication in the fall.

NAB and three Atlanta FM's last week urged the FCC to affirm the Mass Media Bureau's denial of Emerald Broadcasting's bid to move WHMA-FM from Anniston, Ala., to Atlanta. The bureau was correct, said two of the FM's in a joint filing. "Emerald proposes illusory benefits from an allocation that fails to comply with spacing requirements," the filing said.

"Citizen Turner," the **first biography of Ted Turner, will be published in the spring of 1994.** Publisher Harcourt Brace Jovanovich made the announcement on the heels of Turner's selection as Time's "Man of the Year" (see page 15). The book will be written by father and son Gerald and Robert Goldberg, who also cowrote "Anchors: Brokaw, Jennings, Rather and the Evening News." Robert Goldberg is a television reviewer for *The Wall Street Journal*.

LATEST PRIME TIME SHIFTER: SALINAS-MONTEREY

Following CBS affiliate KPX(TV) San Francisco's decision to shift its prime time lineup from 8-11 p.m. to 7-10 p.m. in February, KMST(TV), the CBS affiliate in Salinas-Monterey, Calif., has also been granted permission by the network to make a similar move on Feb. 8. Salinas-Monterey, the 110th ADI with 213,000 TV households, abuts the San Francisco-Oakland-San Jose (the fifth ADI with 2.2 million TV HH) and is considered a logical next step in the prime time shift movement because of possible overlapping from CBS affiliate KPX(TV) into the smaller market.

Tom Tucker, KMST station manager, said that cable penetration in his market is 75% and CBS "recognized the spillover from KPX would have a detrimental impact" in granting KMST the shift. He also said that Arbitron ratings during the November 1991 sweeps put the 10 p.m. HUT level at a 41, close to double the 23 HUT at 11.

In allowing the shift, Tucker said one of the concessions made to CBS is that *Crimetime After Primetime* can't be delayed past 11 p.m., which leaves the station to decide where to insert its displaced 7-8 p.m. syndicated programs *Married...with Children* and *Entertainment Tonight*. Ironically, Tucker said the station discontinued its 11 p.m. newscast last September because HUT levels were too low and is now deciding whether to restart a late half-hour or hour newscast at 10 p.m.

Shift proponents on the West Coast have been gathering steam, with KCRA-TV Sacramento's grant last September from NBC of an eight-month prime time shift test, but the results have been mixed for its prime time and late-night programming. Besides KPX, KRON-TV, the NBC affiliate in San Francisco, has been pushing for a prime time shift, but station officials are still awaiting permission from NBC.

The third in a series of five meetings of House Copyright Subcommittee staff and television industry executives over possible changes in copyright law—including Fox and Motion Picture Association of America proposals to eliminate the cable compulsory license—is **scheduled for Wednesday, Jan. 15**, in Washington. The meeting will focus on how changes in television technology are forcing changes in copyright code. Dates for future meetings on broadcast television copyright law and possible future legislative actions that might be taken have not been set. The subcommittee staff hopes to finish the meetings by late January or early February.

Columbia Communications Corp. gained authority last week to begin offering separate international satellite services via 12 C-band transponders aboard each of two NASA Tracking and Data Relay Satellite System satellites. Both TDRSS birds are already in orbit, one over the

Atlantic and one over the Pacific. The FCC said it found Columbia met the requisite legal, technical and financial qualifications to operate the system.

Request Television and Scientific-Atlanta have provided free B-MAC descramblers to more than 700 Request affiliates since November and last week expanded the giveaway offer to all addressable cable systems, said Andy Ferraro, Request VP of operations and engineering. Request plans to encrypt select pay-per-view programming via B-MAC "in early 1992."

The Securities and Exchange Commission has approved Kayla Satellite Broadcasting Network Inc.'s registration statement, clearing the way for the company to begin its proposed initial public offering. Kayla is the parent company of Clearwater, Fla.-based Sun Radio Network, and distributes radio programs directly to home satellite dishes. Kayla Satellite initially will offer 400,000 units of securities at \$10.50 per unit, with each unit consisting of two shares of common stock and one redeemable common stock purchase warrant to obtain an additional share at a price of \$6.50. The initial offering is being managed by A.B. Watley, Inc., of Fort Lee, N.J.

Veteran New York air personality **Bruce (Cousin Brucie) Morrow has been named chairman of the newly established Music Division of the International Radio and Television Society.** Morrow is currently host of CBS Radio Networks' *Cruisin' America* and two programs on WCBS(FM) New York. The new music division was created as part of IRTS's niche marketing plan designed to increase industry awareness and association membership through the 1990's. It is scheduled to sponsor at least six seminars yearly, featuring topics targeted to executives at radio stations, networks and syndication companies, record labels, music video channels, artist managers and performers. The first seminar, slated for early February, will address "Music in the '90s."

In separate comments filed with the FCC on advanced television, **Fox Inc. encouraged the commission**

to assign ATV simulcast channels through an engineering-based NTSC-ATV pairing plan "to equalize television stations' ATV coverage areas in most local markets and put an end to the UHF-VHF disparity that has existed for nearly half a century." Fox also supported the "Joint Broadcaster Comments" filed on behalf of more than 90 broadcasters, including ABC, CBS and NBC.

Disney's **Buena Vista Television and retailer Pizza Hut are mounting a major cross-promotional campaign tied to the top-rated animated program *Darkwing Duck***, which is a half-hour spoke of BVT's two-hour *Disney Afternoon* kids block. The late January-February promotional blitz—which includes newspaper inserts, in-store displays and signage—and Pizza Hut's buys of national and local commercial time (primarily with *Disney Afternoon* client stations), according to BVT officials, has a dollar value in excess of \$10 million.

Group W Productions is ceasing production of *Jane Wallace Live* after a three-month test on Westinghouse Broadcasting-owned KYW-TV Philadelphia. A Group W spokesman said the decision to abort the fall

1992 talk show candidate came about due to a "lack of potential national market," with the syndicator concentrating on the sale of *The Vicki Lawrence Show* and comedy *That's Amore*. From the time of its September 1991 debut, Wallace averaged a 2.4 rating/10 share on KYW.

After four weeks on the market, MGM Domestic Television has cleared its fall 1992 off-network drama, *In the Heat of the Night*, in 39 markets (including 15 of the top 20). The studio also says it has signed 31 market renewals for its long-running off-network strip, *The New Twilight Zone*.

Tribune Entertainment says it has signed Coca-Cola as the first advertiser for a proposed new one-hour weekly show, *Apollo Comedy Hour*, available fall 1992. Show is a co-production of Tribune and Apollo Theatre Productions.

Soft AC formatted WLTW(FM) was the top radio station in New York with a 5.8 rating, according to **just-released fall Arbitron book**. In other markets, AC KOST(FM) was the ratings leader with a 6.0 in Los Angeles, while Chicago newstalk WGN(AM) took top spot with an 8.5.

NCTA'S FOX LEAVING FOR DOW, LOHNES

Ending an 11-year run as general counsel of the National Cable Television Association, Brenda Fox announced last week she will be joining the Washington-based law firm of Dow, Lohnes & Albertson to head its cable law practice as a senior partner. "Brenda has been a key player in all of the major public policy victories cable has enjoyed over the past decade," said NCTA President James Mooney. "We are going to miss her enormously." As NCTA's general counsel and, since 1987, vice president for special policy projects, Fox has been primarily responsible for FCC and legal matters. To some extent, Fox will be filling a void at Dow, Lohnes created by the move last fall of two cable attorneys, John Davis and Donna Gregg, to Wiley, Rein & Fielding. According to Dwight Perry, managing partner of Dow, Lohnes, Fox will help handle the firm's cable clients, including Cox, Multimedia, Summit, Cablevision Industries and Sammons. He said he also expects Fox to work closely on policy matters with attorneys Warren Hartenberger and Leonard Kennedy, a former aide to FCC Commissioner Ervin Duggan. Prior to joining the NCTA in 1980, Fox spent seven years at the National Association of Broadcasters, the last five as assistant general counsel.



—HAJ

Editorials

FOXHOLE FRIENDS

If the Soviet Union could go from communist collective to emerging democracy, and the Klingons and Federation forge an alliance, we probably shouldn't be surprised that on the eve of the INTV convention in San Francisco, the attitude of INTV toward a traditional nemesis, cable, is one of conciliation. It was not long ago that cable bashing—descriptions like “unchecked arrogance” come to mind—was a most popular sport at such gatherings. But the toughening tenor of the times appears to be changing some minds, or at least competitive strategies.

On the issue of must carry, Fox has come out for self-determination. “Make yourselves a must carry” was its advice to stations. (Of course, that comes from a group owner of major market independents tapped into a hot programming service—its own.) “There are enemies beyond the enemies” counsels KTLA-TV Los Angeles General Manager Steve Bell (page 28), referring to the threat of telco entry. “We're down the aisle together whether we like it or not,” says Bell of cable and independents.

And INTV President Jim Hedlund was talking last week about the prospects for peace: “If there are any two groups that ought to come to accommodation, it is cable and independent television,” he said. “Over many years there has been a mutually beneficial relationship between us. They have given us signal parity with the V's, and we have given them programming to fill their channels.”

With the economy in a swale of undetermined depth, the real enemy beyond the enemy is probably “negative cash flow.” In such a market, co-productions, co-ventures, consortia and a host of marriages uneasy and otherwise are all ammunition in the fight—joined by independent, affiliate and program producer alike—against advancing columns of red ink.

We have campaigned on an *e pluribus unum* platform for several years. The recession may yet prove the mother of a federated Fifth Estate.

OUT WITH THE OLD

The editors of this magazine were disturbed by statements made just before the holidays by President Bush regarding cameras in the court and the state of the airwaves. His was the kind of logic that should be relegated to the dead letter file of 1991.

We cringed to hear the President of the United States say: “While people have a right to a fair trial, I think the American people have an overriding right to let those matters be decided behind closed doors.” The President was apparently upset over the “filth and indecent materi-

al” he felt was the unseemly by-product of televised trials, most recently the William Kennedy Smith rape trial, which included frank talk on a sensitive topic in intimate and clinical detail. “I'm worried about so much filth and indecent material coming in through the airwaves and through these trials into people's homes,” he said. A curious tack to take amidst a several-years-long bicentennial celebration of the Constitution, which protects us from trials “behind closed doors” and on the heels of a statement by the judge in the Smith trial praising the media's conduct (BROADCASTING, Dec. 16).

Frankly, we are worried about a continuing climate of paternalistic censorship that assumes the public should be protected from certain categories of information, rather than free to choose among them. Media bashing is no antidote for plummeting presidential popularity.

BELATED

Time magazine discovered Ted Turner last week, and proclaimed him “Man of the Year.” With respect, we laid claim to him long ago. From the days when ch. 17 Atlanta was the extent of his TV empire, and through the nationalization of WTBS, and the internationalization of CNN, we've followed Ted Turner with a fascination accorded few others in the Fifth Estate. That's why we've interviewed him more often than any other subject of the last 20 years, and why we made him a charter member of our Hall of Fame last month.

All this is not to compete with *Time* in the Turner discovery sweepstakes, but to say we've known it all along. Indeed, we'd have accorded him the honor back about 1980. With any luck, he'll stay in the running for a lifetime.



“I think next year we'll just put it in the lobby.”

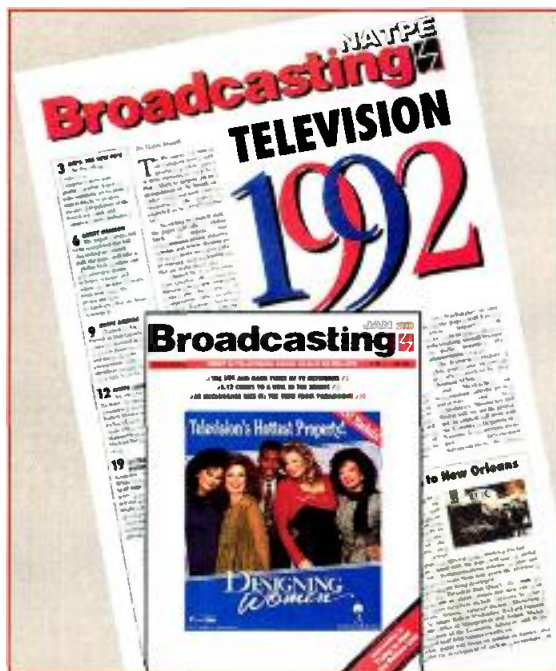
Sorry But Broadcasting Magazine is skipping the NATPE Convention.

We just felt that NATPE is too important to our readers and advertisers to simply be a section of *Broadcasting Magazine*.

So we decided to skip it.

Instead we're giving our readers and our advertisers—the producers, syndicators, the program buyers—the best possible coverage of this "monster" event with their very own magazine, *Broadcasting NATPE*. A tabloid-size book that will contain everything they'll need to know about NATPE and its implications for 1992.

This means full coverage of what's being offered, who's making waves, analyses of the latest trends, the big stories and the small ones that are likely to explode into big ones. It means incisive reports on the personalities, the business



and the economics that will ultimately dictate who will be the winners and the losers.

This superb magazine—as well as the regular January 20th issue of *Broadcasting Magazine*—will be sent to our full circulation list. Both publications will, of course, be distributed at the convention site.

It's going to be big, bold, beautiful and affordable! The fact is, you'll be able to advertise in this unique tabloid at the same rates you pay in the regular

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