

Broadcasting

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- NEW LIFE FOR HOURS IN FIRST-RUN SYNDICATION / 22
- FCC REJECTS MOVE TO PORTALS; LEASING PROCESS BEGINS ANEW / 35
- PINELANDS' FRAIBERG GOES PUBLIC / 44



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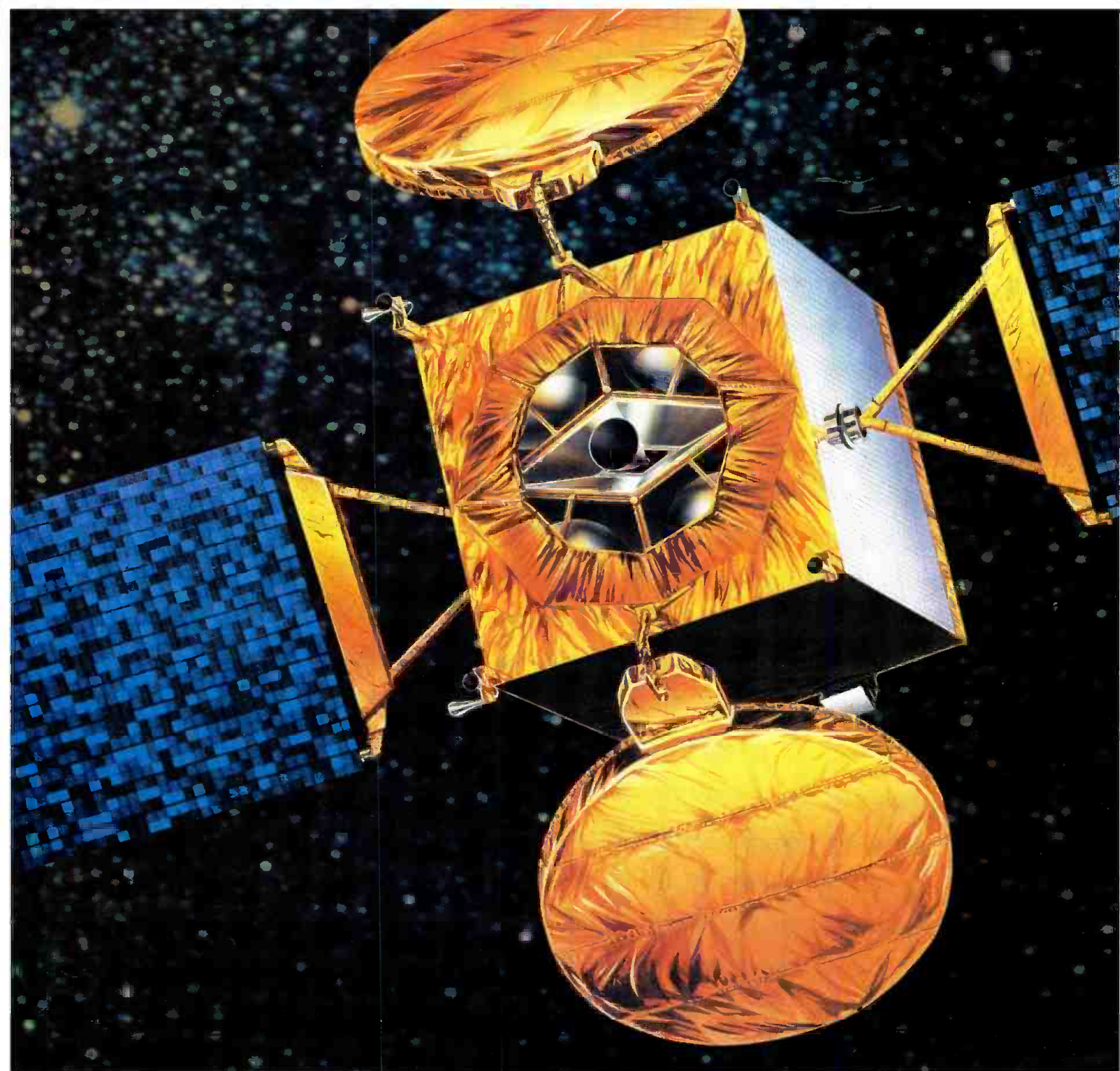
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RETRANSMISSION CONSENT:
Whose gold in them
thar hills?
 Vol. 122 No. 87



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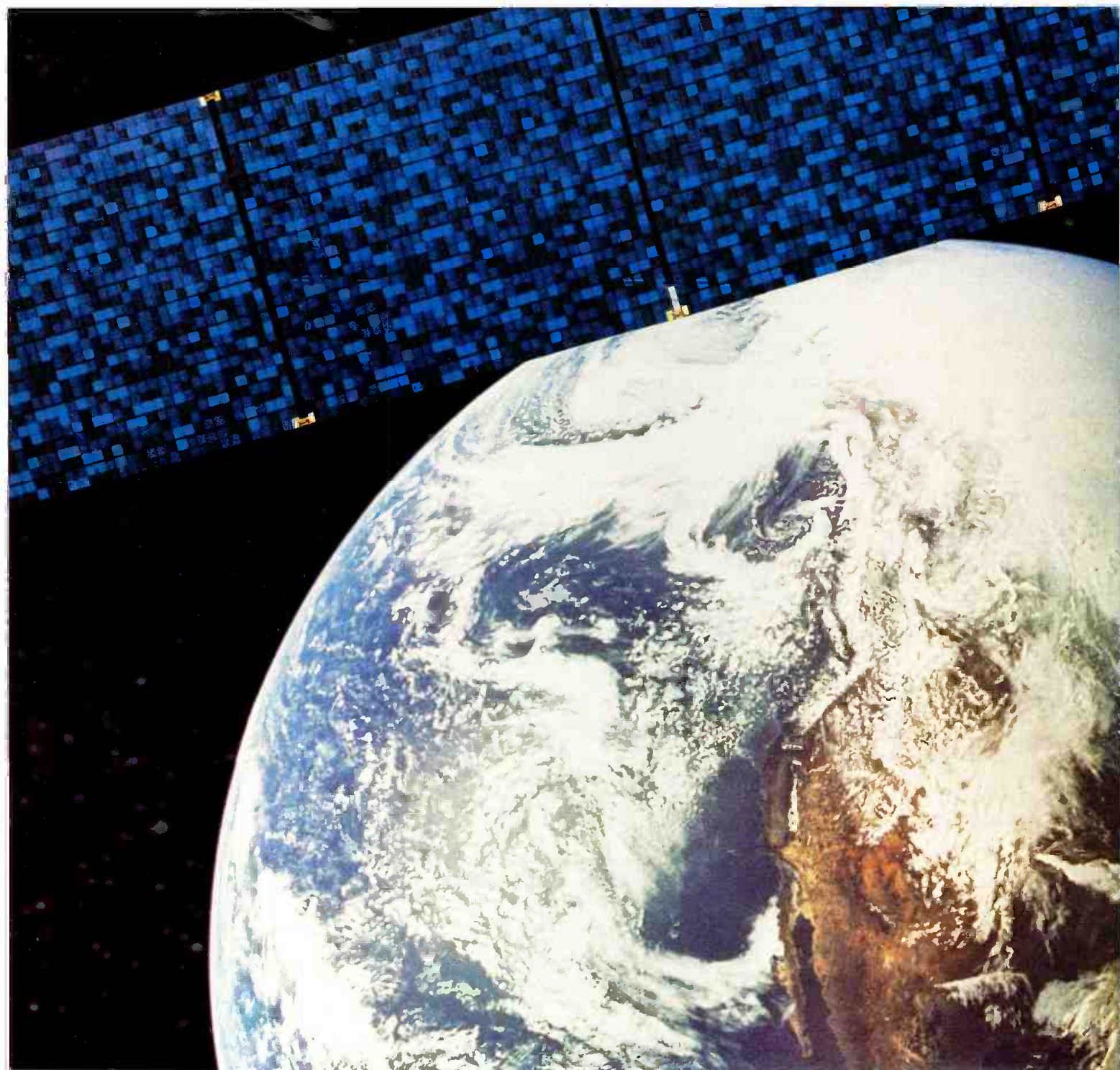
trol facility upgrades, staffing and service training.

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sionals dedicated to offering our customers the most advanced, reliable and best managed service available.

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have the right people and the right technology. And a billion dollars says we'll to do it right.

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Top of the Week

By Joe Flint

The debate over retransmission consent has not even reached the House of Representatives yet, but that is not stopping television stations, networks and program suppliers from debating—at least among themselves—how any revenue from cable systems might be divided.

Estimates over how much revenue may come from retransmission consent vary widely. Wertheim Schroder & Co. analyst David Londoner in a speech at the INTV convention last month said perhaps cable operators could be charged "something like" \$1 per subscriber per month for carriage of local signals (phased in over four years). By his estimate that would raise about \$750 million in 1996 to be divided among the over-the-air broadcasters, the big three networks, Fox and the syndicators. Other analysts have since called the \$1 per subscriber estimate high and put the price per subscriber in the 10 cents to 30 cents range.

While many broadcasters feel their biggest victory in the passage of the Senate's cable bill last month (S. 12) was the must-carry/retransmission-consent section insuring all TV stations on local cable systems or a second revenue stream through negotiations for retransmission rights, that may turn out to be more of a victory for the program suppliers/copyright holders.

Why? Because the language of contracts between program suppliers and program carriers routinely contains clauses prohibiting "sub-lease or relicense of any program licensed within." Nothing in S. 12 would re-

verse the effect of these clauses. Obviously, in reality that does not mean stations would be forced to retransmit only their locally produced programs. It does, however, add another twist to the already complex negotiations between program supplier and program carrier.

While, clearly, independent stations would be most deeply affected by the no-retransmission clause, since syndicated programs make up the bulk of their broadcast day, network affiliates also carry a fair amount of syndicated programming, and that contract language is also usually part of the agreements the three networks and Fox have with their program suppliers.

On the record, executives from both the programming and the broadcast

sides say they have not even started to consider the myriad scenarios that may emerge if retransmission consent becomes law. However, some stations, according to industry observers, have started to delete the retransmission language from contracts in anticipation of a new reality. Even though the specific wording of retransmission consent in S. 12 simply allows for cable systems to negotiate only with their broadcasting counterparts, no one seriously expects that program suppliers will be shut out of any additional revenue that may come from a broadcaster's retransmission consent.

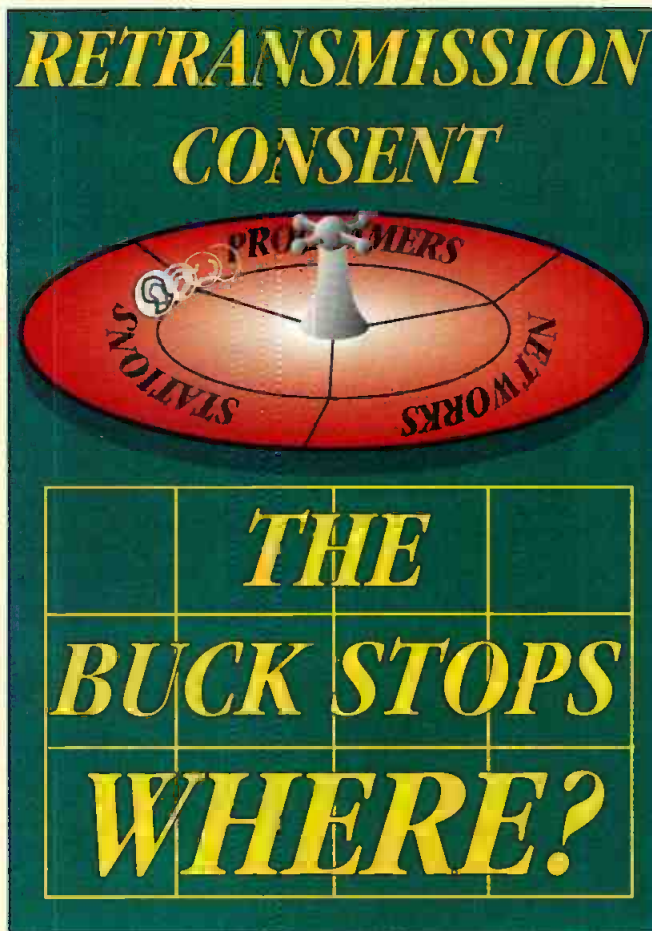
Said one top studio executive: "If stations want a second revenue stream, our point would be that you are using our product to pull in extra money off the cable. The stations could say: 'We paid your fee,' but they are retransmitting something we own."

Added a major independent station operator: "My perception is that much of any retransmission revenue will go to the syndicators. In the long term, syndicators might be willing to clear products at lower prices because of additional money being brought in through cable."

Agreeing somewhat with that assessment was Harvey Cohen, president and general manager of Renaissance Communications' WDLZ(TV) Miami: "If, in fact, I am able to charge a cable operator and take retransmission consent, I would see a syndicator come back and say: 'I licensed it for you to carry.' I am sure someplace along the line these guys will see a revenue stream."

One broadcaster said: "If [retrans-

Continues on page 17.



FLAP EXPANDS OVER BASEBALL MOVE TO CABLE

In letter to Congress, MLB Commissioner Vincent disputes BROADCASTING account of playoff plans

By Peter Viles

Baseball Commissioner Fay Vincent sought last week to defuse a controversy over the possibility that Major League Baseball would consider moving some playoff games to cable after 1993. House Subcommittee on Telecommunications and Finance Chairman Edward Markey (D-Mass.) requested Vincent's views following a BROADCASTING story (Feb. 10) reporting remarks by MLB's director of broadcasting, David Alworth.

The BROADCASTING story had said: "He [Alworth] refused to speculate on the likelihood that those games could land on pay per view," a fact that Vincent reiterated. The two accounts differed, however, in that Vincent said MLB was not even considering the pay-per-view option.

The commissioner's letter to Markey appeared to make no such specific denial as to whether MLB was considering moving some of the playoff games to basic cable. Still, Mike Conolly, a spokesman for the telecommunications subcommittee, said that, based on Vincent's letter, "We understand that baseball has no plans to move the World Series or playoffs away from over-the-air television."

But in a tape made by the International Radio and Television Society of Alworth's remarks at a Feb. 7 panel session, the MLB executive said: "The networks have told us for the last several years that there are certain games in the League Championship package that don't fit with their mission—daytime, midweek games that anger a lot of *Days of Our Lives* fans.... The point is, midweek day games are not attractive to a network audience. It's not the demographic group that's interested in baseball. Is there room to move those to cable and still protect the local market? Sure there is." Alworth's remarks spe-



Success of 'Star Trek: The Next Generation' inspiring an increase in hour dramas for syndication (p. 22)

DIVVYING THE SPOILS OF REREG / 4

The possibility that retransmission consent may soon be reality has the broadcast industry wondering which segment—program suppliers or carriers—will reap any benefit.

SYNDICATION HOUR WAY / 22

Faced with mounting series production costs for hour-long network dramas, and inspired by the success of *Star Trek: The Next Generation*, Hollywood studios are looking to first-run weekly syndication for a revenue boost.

HEDGING BETS IN MONTE CARLO / 28

Few attendees at the Monte Carlo program market harbored illusions of a quick end to the international recession and its soft advertising market, so participants looked for strategic solutions to the cautious market.

LIGHTER-WEIGHT HEAVYWEIGHTS / 32

Boxer Mike Tyson's rape conviction may have a revenue impact beyond the forgone \$85 million from the Evander Holyfield bout. The PPV industry and cable operators worry

that the current crop of heavyweights does not have the strength to pull big audiences.

MOVE STANDS STILL / 35

The GSA changed its mind on moving the FCC into the Portals, located in a somewhat remote section of Southwest Washington, and has decided to start the leasing process all over again. The commission wants a site closer to the business district.

DEMO GROUPS' UPS, DOWNS / 40

The fall 1991 Arbitron ratings book, the first based on actual 1990 census numbers, contained a few surprises: the black population, actually growing, had to be adjusted downward, and the already growing Hispanic numbers were bumped up more.

PINELANDS' RISING STOCK / 44

A rise in broadcast-related stocks and the FCC's imprimatur on the wWOR-TV license renewal have combined to spark interest in Pinelands. The company sees no signs of suspicious stock accumulation, however.

CHANCE OF A GHOST / 48

Selected as the best performer in an NAB test, Philips Laboratories' ghost-canceling system is being marketed to cable heads, even though industry standards are not expected until mid-year.

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Austere tone at Monte Carlo show (p. 28)

cifically about PPV were made to a reporter following the panel session.

Some on Capitol Hill expressed concerns about moving playoff games to basic cable. "I consider the move from free TV to cable the first step toward pay per view," said Senator Howard Metzenbaum (D-Ohio).

Representative Tom McMillen (D-Md.), a member of Markey's subcommittee, said he shares Metzenbaum's concerns that playoff games could migrate first to basic cable and then to pay per view. "If the professional leagues are not careful, they're going to see Congress breathing down their

neck," he said.

Several television sports executives interviewed by BROADCASTING said they doubted that a pay-per-view scheme would make financial sense for baseball's playoffs anyway. However, those executives said they could envision a cable or syndication package that would be viable.

Roger Werner, former president of ESPN and now president of Prime Sports Ventures, said both ESPN and Turner expressed interest in carrying the playoffs when the current CBS contract was being negotiated, and will probably be interested next time.

"I don't think baseball thought it was an appropriate thing to do," he said. "But the next time around, I think it would be possible."

Michael Weissman, former executive producer at NBC Sports and now president of Davis Sports Entertainment, said he suspects the networks and baseball are interested in finding a new way to televise the playoffs.

"With the explosion of television and cable and pay per view, there's inevitably somebody who's going to come waving a check," he said. "It may not be a smart business decision for them, but someone will be there." ■

OLYMPIC-SIZE RATINGS FOR CBS

Network's numbers for first five days of winter games top estimates and advertiser guarantees, but rights, production costs will prevent profit

By Steve McClellan

CBS has captured the ratings gold for the first five nights of Olympics coverage. In the process, the network exceeded just about everybody's expectations and far surpassed advertising ratings guarantees.

However, the high ratings won't translate to Olympic profits for the network, given the cost of the rights and production (close to \$340 million), coupled with an economy that forced CBS to heavily discount Olympic spots in the weeks prior to the games.

TNT won't make money with its daytime-only coverage either, and it didn't expect to. Under its rights agreement, for which it paid \$20 million, the network was precluded from selling advertising. For the first three-days of coverage, TNT averaged a 2.2 rating in its universe, about triple its usual number.

Agency sources said the network closed some early Olympic deals at a



Despite its winning ratings, CBS's Olympics coverage won't translate into profit. Above, prime time co-hosts for the games Paula Zahn and Tim McCarver on the set in Albertville.

cost-per-thousand level of \$18, while later deals "were under \$10," according to one agency executive.

Just how much the network will lose is unclear, and network executives would not comment on the record last week. But according to one executive, the losses won't be severe enough to take a write-down. He said reports of a \$50 million loss were too high.

CBS officials were also quick to point out that the network should be in good position to profit on the Norway winter Olympic games two years from now, if the Albertville ratings hold up, and if the economy turns around as expected.

The network has dominated prime time so far with its Olympics coverage, and appears to have a lock on the February sweeps.

But the coverage hasn't been to the severe detriment of the other networks so far. NBC is roughly flat in

share for the first five nights of its counterprogramming efforts, and ABC is down only slightly. The Fox comparison is more difficult to make, but the two nights out of five that Fox was on the air, its numbers were up over its season-to-date average.

For the first five nights, CBS averaged 19.1/29 in prime time, winning 26 of 30 half-hours. That's slightly better (3%) than ABC's comparable coverage of the 1988 Calgary games.

Only NBC was able to beat the Olympics during the first five nights. It did so with two half-hours of its Sunday (Feb. 9) movie, "Kindergarten Cop," and the hour-long *Unsolved Mysteries* on Wednesday night (Feb. 12), which was CBS's second-weakest night of coverage (following Saturday's coverage of the opening ceremonies).

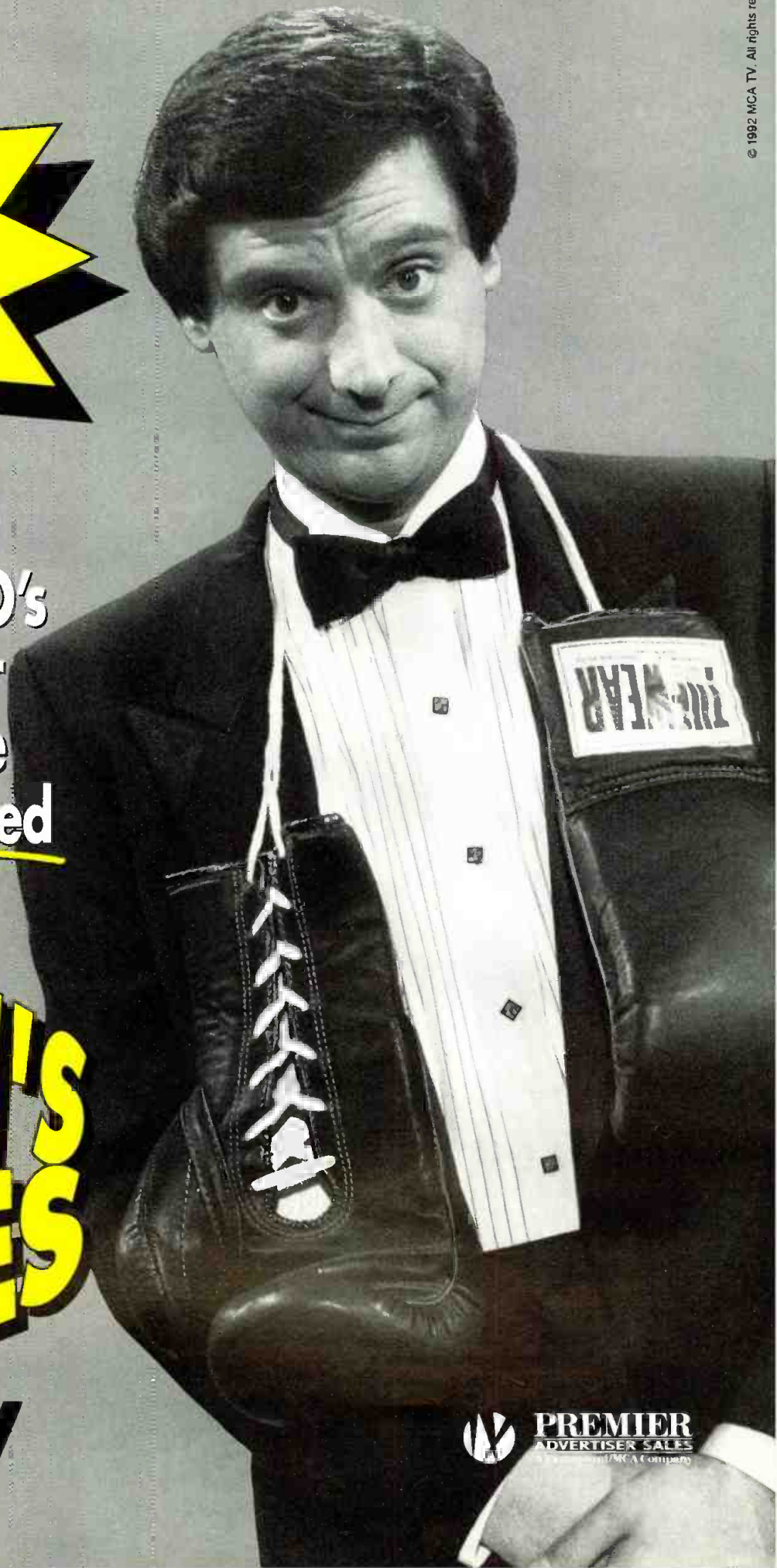
According to CBS research, the level of homes using television during

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ABC, NBC BATTLE FOR THE SILVER AGAINST CBS OLYMPICS

With seven days played out of the Nielsen-measured February sweeps, it appears that ABC and NBC are left with fighting it out for second place.

Through last Wednesday, CBS held a 17.0 rating and 26 share for the month; NBC, although lagging by almost three rating points, with a 14.2/22, has managed to pull in strong numbers for some of its special programming, and ABC, with an 11.9/18, has failed to make a dent in CBS's Olympics with its counter programming. Fox, meanwhile, scored its highest week-long average ever Feb. 6-9 with an 8.5/13.

The highlights for NBC thus far were the *David Letterman 10th Anniversary Special* (17.0/27) and the pre-cable premiere of "Kindergarten Cop" last Sunday night (21.4/30). (Like the strategy used with the airing of "Back to the Future III" last year, NBC aired "Kin-

dergarten Cop" again last Friday night.)

The lone bright spot for ABC thus far was the performance of its four-hour, two-part *Burden of Proof*, which aired Sunday, Feb. 9, and Monday, Feb. 10. After a mediocre opening-night performance of 12.8/18, the movie finished strong on Monday with a 15.1/23, giving ABC a solid second place that night.

Fox had a strong weekend on Saturday and Sunday, Feb. 8 and 9, finishing third on Saturday and earning record numbers on Sunday. A *WWF Saturday Main Event* wrestling special, which aired on 9-10 p.m. Saturday preceded by two installments of *Cops*, pushed Fox to an 8.7/14, eight-tenths of a rating point ahead of ABC. On Sunday, a live broadcast of *Roc* helped the series to an 11.3/16, only one rating point off its *In Living Color* lead-in, *Roc*'s best effort ever. —

the games was up about 6% over season-to-date levels. The three-network rating jumped 14%, with a 5 point increase in share. CBS's rating for the five nights was up 31% over its average, with a 5 share point boost as well.

CBS research reported that viewing basic cable networks during prime time Olympic coverage was down for the first five nights, by about 11% in rating and 3 share points. Viewing of pay cable networks was roughly flat, CBS said.

Through the first five nights, CBS was beating its prime time guarantee (a 17 rating) to advertisers by more than 2 rating points. It was also meeting or exceeding guarantees for weekend coverage and surpassing expectations for non-guaranteed day-parts, agency executives said.

Some agency executives said CBS gets high marks for the research it did to determine the appeal of certain competitions and how best to package them for taped prime time broadcasts. They also credited the network with a fine job of promotion.

There was some grumbling last week about commercial clutter during the games, although George Schweitzer, CBS senior vice president, marketing and communications, denied a *Wall Street Journal* report that the network had crammed as much as 19 minutes of non-program material into one hour last Tuesday night.

Schweitzer insisted the maximum load per hour was 15 minutes, which includes 11.5 minutes of network time, 90 seconds of network promotions and a two-minute local station break. ■

NBC EXECS BROUGHT IN TO HELP CABLE OLYMPICS

By Sharon D. Moshavi

Increasing concern over the progress of its pay-per-view summer Olympics has prompted NBC to bring out the network's big guns to give the event a boost, according to sources close to the Triplecast.

NBC has brought executives from several network divisions, notably those from marketing and public relations, to try to help the image of the Triplecast. The event's \$40-million consumer marketing effort, which is taking center stage as NBC tries to put the ambitious plan together in the remaining five months, is now being funneled through John Miller, executive vice president, advertising and promotion. Other areas such as press will now be under the purview of NBC corporate following several recent consumer press articles, notably in *Newsweek* and *Forbes*, deemed unfavorable by NBC, says a source.

For the past year and a half, NBC's PPV Olympics Triplecast, comprising about a dozen players, has been functioning essentially as an independent unit. Marty Lafferty, Olympics Triplecast vice president, has been heading the project, but the realignment suggests there will now be several more decisionmakers.

NBC is downplaying the entry of broadcast executives to the mix. "Yes, we are trying to supplement re-

sources, which has always been part of the plan," said Thomas Rogers, president, NBC Cable, which has been overseeing the Triplecast project.

As for Lafferty and his group's continued role, Rogers said: "The pay-per-view unit maintains its involvement in all of this. This supplementation of resources is just a function of tougher deadlines, more work being produced. Things are being coordinated [between the network and the PPV unit] as a result." Lafferty was not available for comment.

Marketing of the event is becoming the critical focus for NBC, since the level of consumer awareness of the Triplecast is the only benchmark the network has by which to judge the progress of the effort, said Rogers. NBC has already spent months convincing cable systems just to carry the event. "People said we wouldn't clear three channels, and certainly not in 40 million homes, but it looks like we're going to make that goal," he said.

NBC still faces obstacles in convincing both the media industry and the public that the PPV Olympics will succeed. "This has always been a new concept that no one has ever done before. Obviously there's a lot of skepticism," Rogers said. As for any internal skepticism at NBC, he said: "You never know if it will be successful until the end." ■

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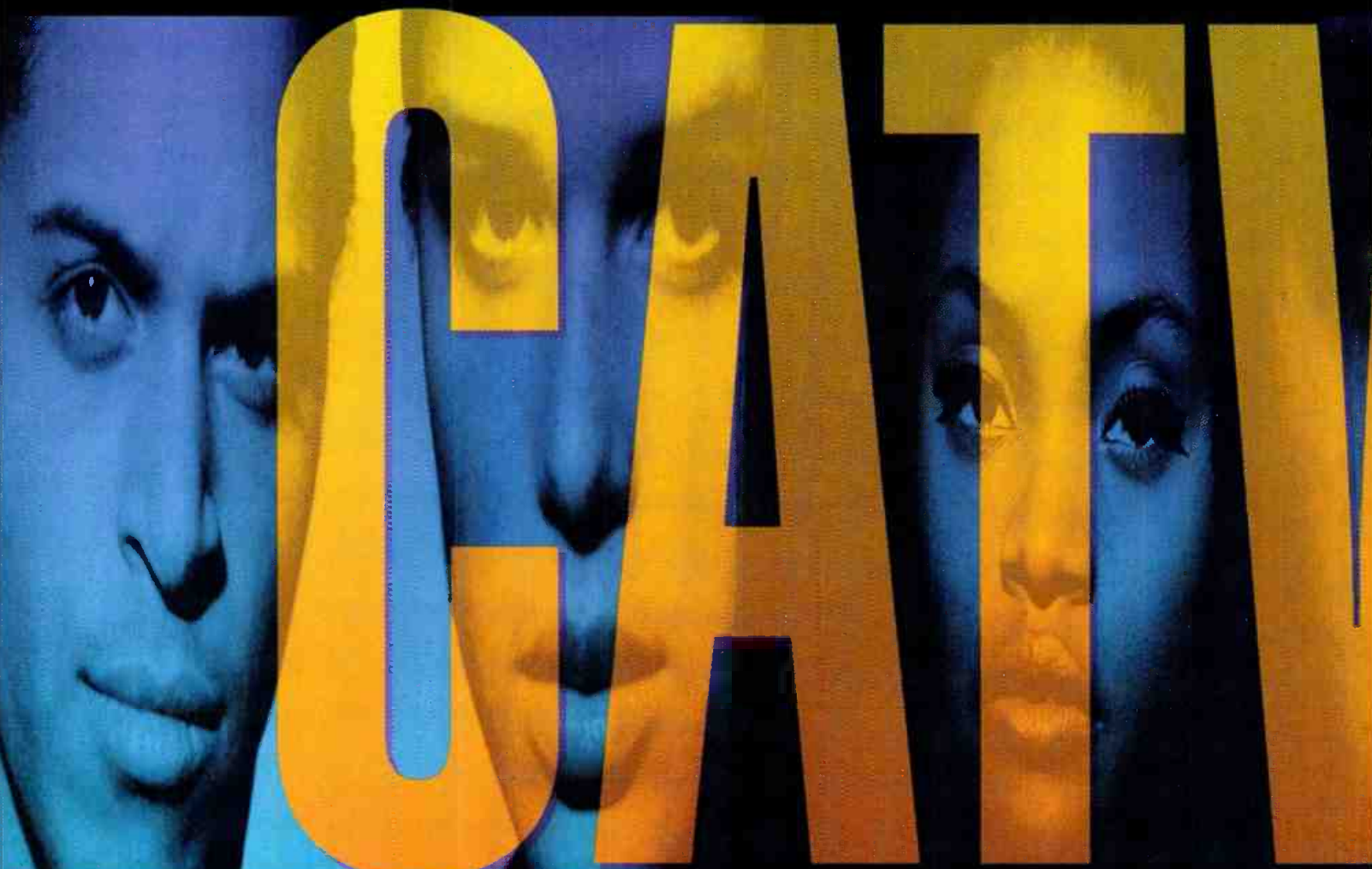
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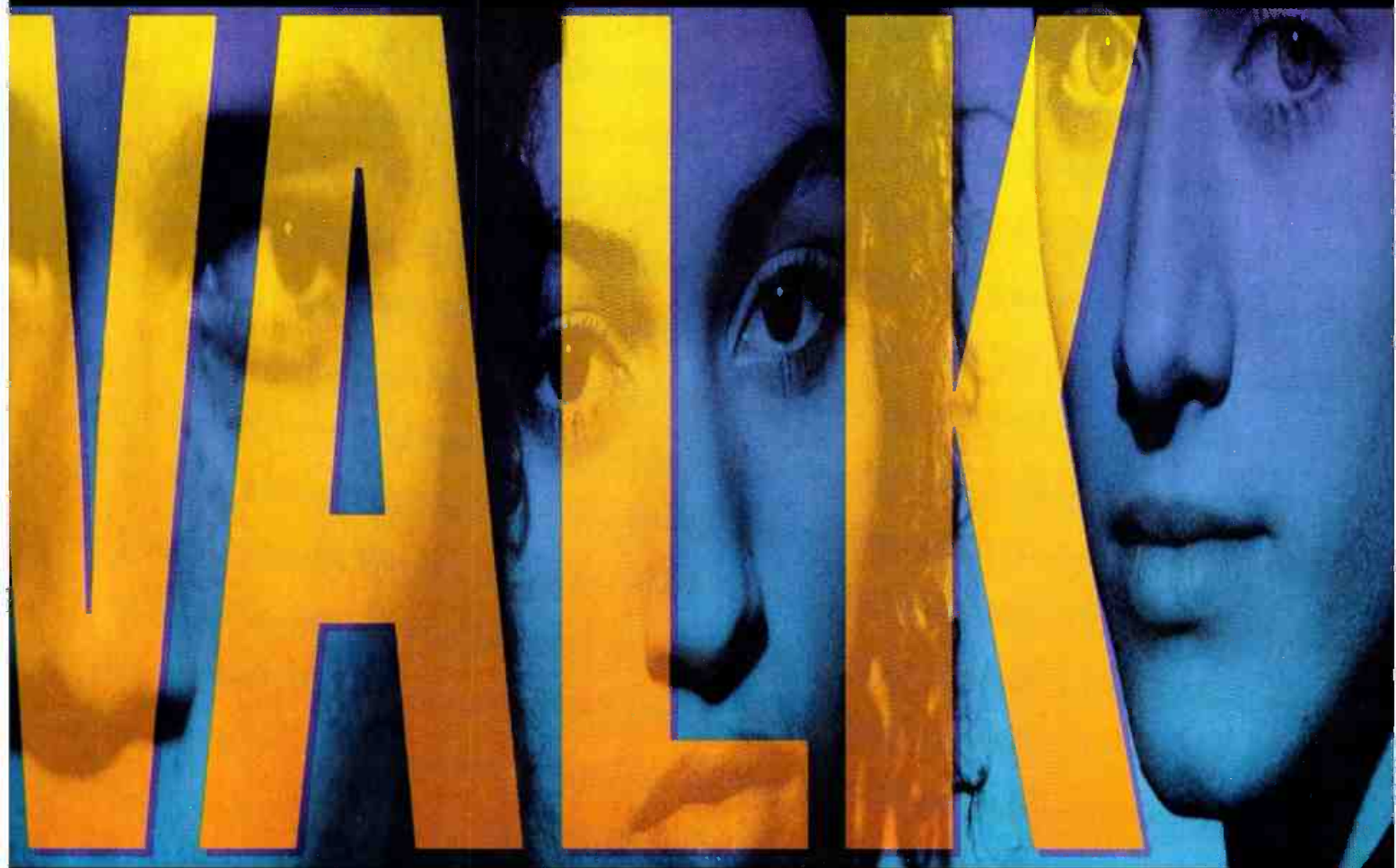
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TELCOS SEEK CABLE ENTRY THROUGH HOUSE REREG BILL

The telephone industry is mounting a concerted effort to attach to House cable legislation a measure permitting telcos into the cable business.

The decision to go for "telco entry" was made last Thursday by the executive committee of the United States Telephone Association, which represents most of the nation's telcos, including the seven Bell operating companies.

"The industry has recommitted itself to this effort," said Samuel Shawhan, VP, government affairs, GTE.

The thrust will be to amend the cable legislation to eliminate the prohibition against common ownership of telephone and cable television systems in the same market.

Likely supporters include anti-regulation House Republicans and the White House, which has long op-

posed legislation regulating cable and has favored allowing telcos to compete with cable. "I suspect they would support an amendment," said Ward White, vice president, government and public affairs, USTA.

Nonetheless, with the broadcasting, cable and newspaper industries adamantly opposed to allowing telcos into television, most observers believe the telco amendment is a long shot.

But should the amendment fail, the telco industry may be able to win a smaller victory by injecting so much controversy into the process that the cable legislation collapses under its own weight. The last thing the telephone industry wants to see is cable legislation passed without a telco-cable provision.

The Senate passed cable legislation (S. 12) last month without a telco-entry provision. —HAJ

All but unanimous: VideoCipher-Plus

Satellite TV show highlights General Instrument's \$50 million upgrade

By Peter Lambert

Arts & Entertainment, The Discovery Channel, The Disney Channel, ESPN, the Prime Network sports regionals and USA Network headed a virtually exhaustive list of satellite programmers announcing agreements in principle to adopt a new industry standard scrambling system by next fall.

A&E and 37 other program services are now likely to join HBO, Showtime Networks, Netlink and Southern Satellite Systems, which contracted last month to upgrade from the piracy-plagued VideoCipher II scrambling system to VideoCipher-Plus. In return, General Instrument's VideoCipher Division will spend \$50 million to supply 270,000 legal VC-II owners with VC-Plus units able to accept renewable TvPass security cards (BROADCASTING, Jan. 20).

The upgrade dominated the Feb. 12-14 Satellite Broadcasting and Communications Association trade show at Bally's Reno Hotel attended by approximately 1,900 home dish dealers, manufacturers and programmers.

Keynote speaker and Senate Commerce Committee member Senator Richard Bryan (D-Nev.) said those "fashioning public policy as it relates to television are very aware of the importance of this industry." However, SBCA President Chuck Hewitt said he will continue to fight retransmission consent in cable bill S. 12 and

press Congress to mandate home dish access to cable programming.

Convention panels also featured high-power direct broadcast satellite

proponents and discussions of the imminent launch of more powerful C-band satellites able to reach smaller, more affordable antennas. ■

KPIX GETS OLYMPIC JUMP IN PRIME TIME SHIFT

For the six days following the Feb. 8 shift of its prime time schedule to 7-10 p.m. (Pacific time), KPIX-TV San Francisco, a CBS affiliate owned by Group W Broadcasting, has been the earliest benefactor, while Chronicle Broadcasting's NBC affiliate there, KRON-TV, which shifted its prime time the same day, has seen both its new prime time schedule and earlier 10 p.m. newcast struggle. With CBS's network coverage of the winter Olympics in Albertville, France, providing an average 36 share lead-in boost, KPIX's highly promoted hour-long 10 p.m. newcast improved 41% over year-ago share levels (February 1991 NSI ratings), averaging a 13.4 rating/25 share. KPIX's 7-10 p.m. Olympic prime time turned in a 24.5/36, an 80% share gain over last year.

On the other hand, KRON, suffering temporarily from the Olympic competition on KPIX, saw its hour-long 10 p.m. newcast lose 41% of its share average (from its former half-hour 11 p.m. newcast), with a 6.1/11 six-day average. The relocation of NBC's prime time did not fare as badly, but was down 11% from one year ago with an 11.2/16 average.

KGO-TV, through the decision of its Capcities/ABC Inc. parent company, has kept an 8-11 p.m. prime time, a move that left its long-standing 11 p.m. newcast with no competition. The late newcast exhibited 35% share improvement with an 8.6/23, while the O&O's 8-11 prime time improved slightly with a 10.5/16 six-day average, a slight 6% share increase over February 1991.

Cox Enterprises-owned Fox affiliate KTVU(TV), which has had a long-established 10 p.m. newcast, did not succumb to the new competition. It measured an 11.0/20 average, a surprising 33% share increase for the pseudo-independent. Most noteworthy was KTVU's top-ranked 13.2/24 score for last Thursday's 10 p.m. newcast against the upstart newcasts on KRON (6.0/11) and KPIX (12.3/22). However, KTVU's established 7-10 p.m. prime time dropped 8% from its year-ago share level with an 8.4/12 average, largely due to the earlier affiliate competition. —MF

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Perfect Strangers	35%
Growing Pains	32%
Wonder Years	31%
DOOGIE HOWSER, M.D.	29%
Cosby Show	28%
Who's the Boss	27%
Different World	27%
Roseanne	23%



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#3 SITCOM IN 18-49s

Coach	61%
Roseanne	58%
DOOGIE HOWSER, M.D.	56%
Cheers	56%
Designing Women	54%
Murphy Brown	53%
Night Court	53%
Growing Pains	50%
Wonder Years	50%
Who's the Boss	49%
Cosby Show	46%
Major Dad	45%
Perfect Strangers	43%
Family Matters	41%
Full House	40%
Empty Nest	39%
Golden Girls	37%



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PUT THE BRAKES ON FM, SAYS NAB

It files petition asking FCC to stop—or at least slow down—grants of new stations

By Harry A. Jessell

Arguing that the proliferation of FM stations during the 1980's has made many of them unprofitable, the National Association of Broadcasters last week formally called on the FCC to slow down, if not halt, the granting of new FM stations.

The NAB petitioned for a rulemaking aimed at setting tight economic and technical criteria that applicants would have to meet to win an FM license. And until such criteria are established, it said, the FCC should impose a freeze on grants of new FM licenses and channels.

Exempt from any freeze should be requests for channel or technical changes by existing licensees, the NAB said.

In an apparent attempt to head off criticism of its plan from proponents of minority ownership of broadcast facilities, the NAB also urged the FCC to look for new incentives for encouraging minority ownership.

FCC Commissioner James Quello immediately embraced the NAB proposal, saying that experience has shown that "more is not always better" when it comes to broadcasting.

Citing NAB's figures, he said, half of FM stations are "now losing money."

Given the tough times many stations are experiencing, Quello said, "It's an appropriate time to thoroughly re-evaluate the granting of additional licenses on the overall number of stations and the quality of service."

In granting new stations, Quello said, the FCC should consider "the practical, economic and social factors, not just the engineering and interference factors."

The FCC has to be concerned about the financial health of stations, Quello said. "You can't get good program service from stations that are bankrupt or marginal."

Other commissioners were reserving judgment, although all seem to be open-minded. Byron Marchant, an aide to Commissioner Andrew Barrett, said his boss would like to see a good analysis of what's been happening in the FM marketplace before deciding whether a fix is needed. "You have to have some idea about what's going on."

Andy Schwartzman, Media Access Project, found irony in the NAB filing. "It seems odd that the same association that wants to repeal [ownership

restrictions] so its members may own more stations is trying to stop new entrants from getting on the air."

The NAB suggested that the FCC could declare victory in its mandate to saturate the country with local broadcast facilities and simply stop granting new stations: "Where in 1934 there were barely 600 broadcast facilities throughout the country, there are now over 14,000. The average listener, in 1988, could receive over 26 radio broadcast signals. In major markets that number can exceed 100."

But should the FCC decide to continue authorizing new facilities, it should require an applicant for a new FM channel to show the proposed market can economically sustain the new stations. And in weighing whether to grant a new station, the FCC should consider how many broadcast signals can be received in the market, not just how many stations are licensed in the market.

"By taking a realistic look at the number of radio stations currently vying for audience in an area proposed to be served," the NAB said, "the commission would be able to judge better whether a new facility truly is needed." ■

FCC ADOPTS NEW CABLE TECHNICAL STANDARDS

As expected, the FCC last week adopted new uniform technical standards for cable television systems and eliminated the "presumption" of spousal attribution as it relates to broadcast ownership rules. The FCC also clarified its "pioneer's preference" rules.

The new cable standards mark the first major revision in 15 years. The standards are based on a compromise by groups including the National Cable Television Association and the National League of Cities.

For the most part, the standards adopted by the commission are fairly similar to the standards submitted. One difference is that the commission adopted an implementation period of three years vs. the four-year period the groups sought. Rural systems and systems with under 1,000 subscribers will be allowed to negotiate for certain lower technical standards with their respective franchising authorities.

In eliminating the presumption of spousal attribution, the commission wants to remove "undue restrictions on married couples acquiring separate and independent media interests." The FCC said "presumption of spousal attribution will increasingly impede women

and their entry into ownership and managerial positions, thus placing the FCC's attribution policy at odds with its equal employment policy."

Should the FCC find that the media interests of spouses are subject to common influence or control, their interests will be attributed to one another. If the commission cannot determine the independence of spouses' media interests at first glance, it may request more information to make a decision.

Prior to last week's action, marriage was the only family relationship with any attribution policies.

In clarifying its pioneer's preference rules, the commission said a petition for rulemaking will no longer be required from an applicant when a "relevant new radio service or technology already is under consideration in an existing proceeding that has not reached the notice of proposed rulemaking stage."

The commission also granted—in part—a petition filed by Ellipsat Corp. and agreed to consider waiver requests in cases in which no change to existing rules is necessary to implement the innovative technology or service.

—H

RETRANSMISSION CONSENT

Continued from page 4.

mission consent fees] pass through to the syndicators, the law is not serving its purpose." That same broadcaster, however, also pointed out that "for cash product, we might see a downward adjustment."

There is also the possibility that the wording of retransmission consent in the House version could differ from that in the Senate's. Said Tim Boggs, head of Time Warner's lobbying and legal offices, "There is great interest in encouraging Congress to recognize that it is not the movement of waves in the spectrum that gives the broadcast signal its value." Another studio lobbyist added, "We think it is unreasonable for broadcasters to expect Congress to accept in final form what the Senate has done, which fails to recognize programmers' interests."

Legislation aside, the problem for program suppliers is figuring out how to get at potential retransmission-consent revenue. In what basically summed up current industry thought, a spokesperson for King World said the syndicator is "evaluating" retransmission consent and "believes that copyright holders should be compensated."

Last week, the Motion Picture Association of America, according to its president, Jack Valenti, "bounced around" ideas on retransmission-consent revenues. While Valenti would not get into specifics, other sources at both network and programming levels confirmed talks of developing a formula that had cable systems paying one cent per rating point per program with the revenues made going into a copyright pool, which would be split 80-20 between copyright holders and broadcasters. That somewhat complex idea had a "very brief life," observers said.

One reason that idea and others may seem half-baked is because, as Valenti points out, there are no concrete numbers to work with. Said Valenti, "It is easy to write plans on paper because paper offers little resistance."

Of course, the argument over who gets what out of retransmission consent becomes moot if a broadcaster opts for must carry instead. While that may seem far-fetched, in reality stations may look long and hard at choosing the must-carry route over

TALKING COMPULSORY LICENSE REPEAL

Executives from Fox, Time Warner, TCI, Major League Baseball and the National Basketball Association met last week at MLB headquarters in New York to discuss eliminating the cable compulsory license.

Leading the charge, as usual, was Fox Chairman-CEO Barry Diller, who has made several speeches and written articles demanding that cable be made to pay more for the over-the-air signals it retransmits.

Also said to have attended the meeting were Tele-Communications Inc. President-CEO John Malone; Gerald Levin, chief operating officer and vice chairman, Time Warner; MLB Commissioner Fay Vincent, and NBA Commissioner David Stern.

According to sources familiar with the meeting, MLB is very enthusiastic about repealing cable compulsory license, and the NBA is on board.

Supporters of the compulsory license, such as Gerald Weaver, vice president, United Video, let it be known that they were upset about the meeting. In a letter to Representative William Hughes (D-N.J.), chairman of the House Subcommittee on Intellectual Property and Administration of Justice, Weaver suggested that the group could hold its final meeting on the subject "over the rotting carcass of the American television consumer, or perhaps over the festering remains of the small cable companies, independent broadcasters and satellite concerns who benefit from the availability of programming provided by the license."

Preston Padden, Fox's senior vice president, affiliate relations, said: "Chairman Hughes has urged that industry parties find a consensus to recommend to the subcommittee and that's what we're doing." —JF

retransmission consent. Why? Because independent stations may not have that much leverage with a cable operator when it comes to negotiating a retransmission fee, and affiliates in markets such as Washington may also lack leverage in negotiations if those same cable systems can instead carry the network affiliates from a nearby market (Baltimore).

There are similar situations in numerous markets including Boston and San Francisco. The ABC station

the local affiliate.

Another concern, at least among some affiliates, is that their network compensation will suffer if they start getting revenue from cable systems. While top executives at two of the three networks told BROADCASTING that the two issues are unrelated, affiliates are still cautious. "We'd have to be mummified not to know that this may be used as an offset to compensation," one affiliate board chairman said.

Should must carry/retransmission consent become law, the bottom line, according to one big-three network senior executive, is that the business won't change that much. "The money will of course [in one form or another] end up in the programming community; that is where the stations always spend money. There is one rule in this business: Successful shows have leverage."

In the end, the executive concluded: "We'll pull and tug and disagree, but ultimately we will make a deal and it will end up being simpler than you think. If a station gets \$10,000 [from retransmission consent] you won't see five studios and the King Brothers fighting for that money. That won't happen; they'll get paid what they should for those shows. If I want *Wheel of Fortune* bad enough, I'll offer my second son." ■

"My perception is that much of any retransmission revenue will go to the syndicators."

An independent station owner

group is said to have already decided to choose must carry over retransmission consent if that provision becomes law. An ABC executive declined to comment on that report.

Others don't see that as a problem and argue that the network non-duplication rules prevent cable systems from importing a distant network affiliate's broadcast without permission of

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

FRANK DISCUSSIONS

The latest lobbying blitz by Disney's Rich Frank for elimination of the prime time access rule's off-network programing prohibition may be bearing fruit. The word last Friday out of Washington was that the commission may ask for comments on the issue within the next couple of months, much sooner than previously thought. Frank and former FCC Chairman Dick Wiley made personal appeals last week to commissioners and their staff, and, according to one source, Frank was telling the commissioners that MCA and Warner were supportive of the action and that the MPAA's Jack Valenti had been neutralized on the issue.

Also circulating last week was a paper out of the FCC's Office of Plans and Policy on the prime time access rule saying that dropping the off-network prohibition would do no harm to the public interest, at least outside the top 10 markets.

MOVING ARGUMENT

The General Services Administration fully expects the Portals to protest the reversal last week of the GSA's

decision to award a 20-year lease to the Southwest Washington development to house the FCC (see story, page 35). Over its life, the lease would generate around \$250 million. Evidence of an imminent protest has turned up at the FCC in the form of a Freedom of Information request for documents pertaining to the FCC's involvement in the leasing process by the firm of Kilpatrick & Cody, which represents Republic Properties, the Portals developer. Randy Nuckolls, of Kilpatrick & Cody, said a decision to protest has not yet been made. "Our client is evaluating all of the options."

FINE IDEA

FCC Commissioner James Quello, at the invitation of Chairman Alfred Sikes, weighed in last week with a memo to fellow commissioners containing his ideas for deregulatory initiatives. Chief among them is reducing fines imposed on broadcasters for violation of rules.

ALBERTVILLE

OLYMPIC SPIRIT

Hollywood is in; Wall Street is out. That at least is the pecking order as viewed from CBS's hospitality

suites last week in Albertville. Whereas in past years ABC was likely to have flown and feted financial analysts to the winter Olympics, CBS apparently extended no such invitations last week. Meanwhile the network did invite *Knotts Landing* creator David Jacobs; *Murphy Brown* executive producers Diane English and Joel Shukovsky, and *Brooklyn Bridge* executive producer Gary David Goldberg. Commented CBS/Broadcast Group's senior vice president, George Schweitzer: "This was an important way to show our appreciation to other parts of our family." Two groups that are forever part of the "in" crowd: affiliate board members and advertisers.

NEW YORK

DOWNSIZING

With Spelling Entertainment, and its WorldVision Enterprises syndication division, acquiring the U.S. distribution rights to Carolco Pictures' 150-title library in a deal valued at \$64 million (see story, page 24), Carolco will soon be announcing major employe cutbacks in the television and motion picture divisions. Hilary Hendler, who is vice president and CEO of Carolco Television, would say only that the studio's "priority is proper outplacement for Carolco Television staff and assuring that client needs are handled properly."

LOS ANGELES

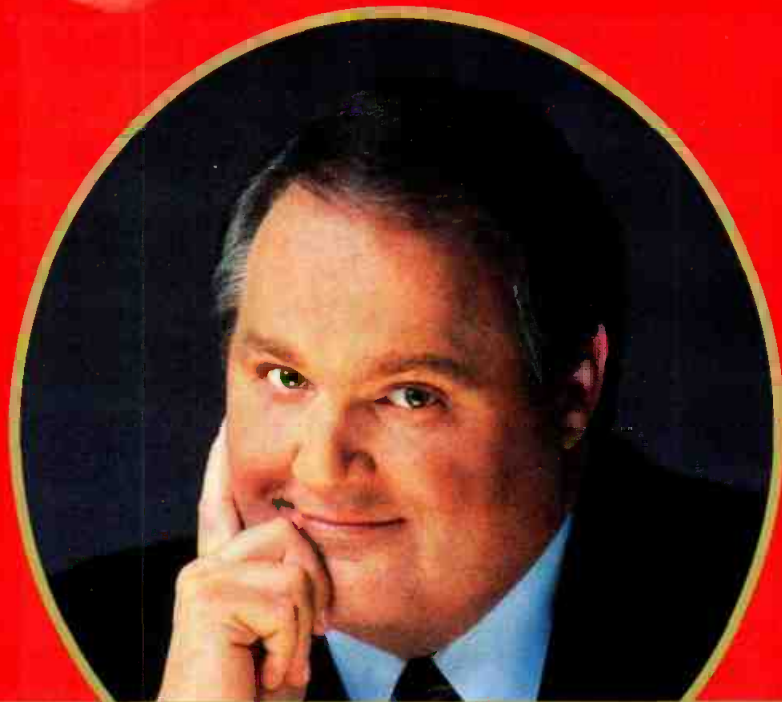
STATION SEARCH

CBS Stations Group President Jonathan Rodgers has confirmed that KCBS-TV Los Angeles has bought TPE's fall 1992 strip, *Star Search*, to pair it in prime access with Carsey-Werner Distribution's *You Bet Your Life*.

According to TPE, it has sold the strip in 47 markets, but the company has yet to identify any of those stations, citing remaining sticking points on certain station deals.

BARBARA AND TED, MIKE AND MORLEY

Despite denials from ABC News, rumors persist that the network is planning a heavyweight teaming of *Nightline* anchor Ted Koppel and veteran interviewer Barbara Walters for its planned third news magazine show, this one to compete head to head with CBS's venerable *60 Minutes* at 7 p.m. Sundays. Walters is already a co-host of the network's longest-running news magazine program, *20/20*, and there were suggestions she might leave that post if the teaming with Koppel materialized. ABC, which hopes to debut the project as early as this summer, has tabbed Tom Yellin as the executive producer of the show. As a news magazine ratings benchmark, *60 Minutes* continues to bring in strong numbers, averaging a 21.8 rating and 35 share for the season to date. A routine top-10 finish for the program has helped propel CBS to a Sunday night ratings victory for years. If the Koppel/Walters pairing comes to fruition, ABC may draw not only a strong household number but also better demographic numbers than the typically older-skewing *60 Minutes*. The most recent Barbara Walters special, featuring David Letterman and Kirstie Alley, averaged an 18.6/28 with strong 18-49 viewership.



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King World Productions' *Inside Edition* recorded an exclusive the hard way last week when **Fab and Rob**, formerly known as the rock duet **Milli Vanilli**, set out to prove they could actually sing. When asked if the in-studio singing—from their latest album "Set the Record Straight"—was not lip-synched, a King World source said, "Believe me, it was so bad, you had to believe it."

Brother's keeper

While the glare of the spotlight has been on **Henry Siegel's** leading-point-man role in the proposed LBS Communications/All American Communications Inc. merger being pondered by the U.S. bankruptcy court (BROADCASTING, Feb. 3), brother **Paul Siegel** has quietly assumed a senior executive vice president position with All American. Sources say the deal is "entirely separate" from what Henry struck with the New York-based syndication division. Paul Siegel was unavailable for comment on what his duties will encompass: an LBS spokesman explained that the younger brother is taking a "low-visibility position"—until the merger is resolved—over the disposition of LBS's \$68 million in outstanding debt.

Fox ins and outs

Fox Broadcasting on April 17 at 9 p.m. ET will debut a new half-hour series, *Sightings*, which each week will explore

curiosities ranging from Big Foot to the Loch Ness Monster. Also new to the schedule, beginning on Saturday, April 11 at 9 p.m., will be *Emergency-Rescue* (tentative title), a half-hour reality series from the producers of *Cops*; the series will follow paramedic units at work. In other shifts, Fox's *The Best of the Worst* leaves the schedule following the February sweeps, and *Totally Hidden Video* will move to Fridays at 9:30 p.m.

All in the family

The heads of communications for CBS Sports and CBS News both became parents, within an hour of each other, on Thursday, Feb. 6. **Tom Goodman**, director of communications, CBS News, and wife **Marie Vogliano** are the proud parents of **Alexandra Remy Goodman** (6 lbs., 1 oz.), who was born at 1:50 p.m. At 2:55 p.m. **Susan Kerr**, director of communications, CBS Sports, and husband **Alan Dragone** became the proud parents of **Brady Kerr Dragone** (9 lbs.).

Notable quote

The following came from **John Von Soosten**, vice president and director of programing at Katz Television: "I think it's dangerous when programing decisions are made purely on a sales basis. Shows like *Studs* and *The Simpsons* would never have been launched on that basis alone. Sales is like water flowing downhill. It takes the easiest route."

East is west

Broadcasters planning to attend this year's NAB convention in Las Vegas will have some reorienting to do, according to the directory of a computer trade show quoted with arched eyebrow by the *New Yorker*. According to the directory: "Due to major reconstruction going on at the Las Vegas Convention Center (LVCC), a number of familiar buildings have been re-named.

"The entire complex formally known as the East, North and South halls is now called South Hall. The West Hall is now called South Annex. The East Meeting Room complex is now called the North Meeting Rooms. A new building, called North Hall, has been constructed, which physically is located where the Rotunda formerly stood."

Good luck.

Casting call

Production has been completed on the *Life Goes On* episode for which producers actively sought out HIV-positive actors to cast in the roles of AIDS-infected characters. Of the four parts needed to be cast, at least one of the actors chosen, **Michael Kearns**, carries the AIDS virus. Apparently not enough actors that have tested positive came forward during the casting of the show. The episode, set to air in March, deals with the youngest daughter in the show deciding to marry a character with the HIV virus.

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Broadcasting & Cable Market Place

(formerly *The Broadcasting Yearbook*)
Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

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Television

HOUR DRAMAS BOLDLY GOING TO FIRST-RUN

High deficits and uncertain back-end futures on networks are sending a new crop of hour dramas to first-run weekly syndication

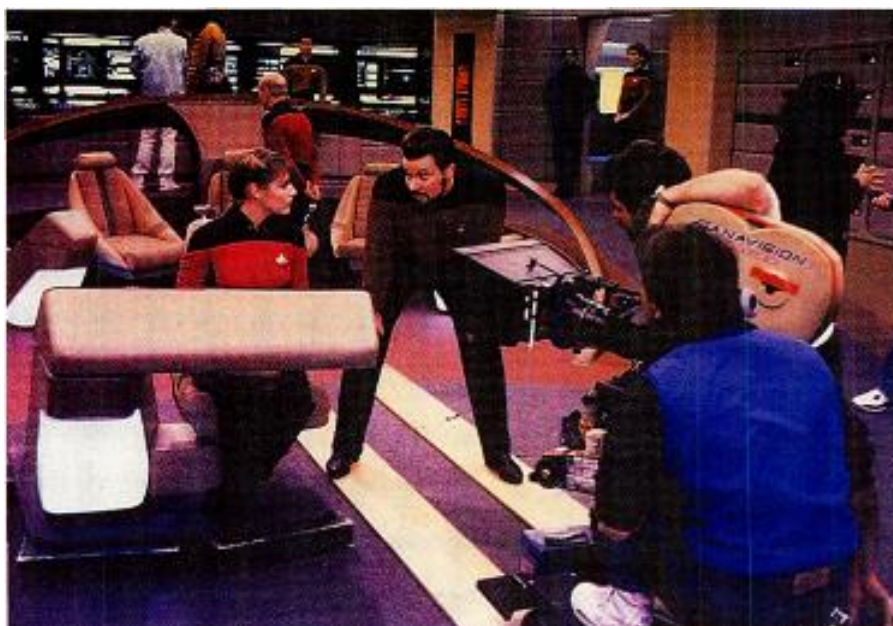
By Mike Freeman

The major Hollywood studios, besieged by average continuing series production deficits of over \$300,000 per episode (and upwards of \$600,000 per episode for first-year series) for hour-long dramas supplied to the broadcast networks (BROADCASTING, Feb. 10), are turning to first-run weekly syndication, panning for the kind of gold Paramount Domestic Television has found in *Star Trek: The Next Generation*.

Over the last five seasons, most off-network dramas have gone the cable route, but in the last month, Paramount rolled out its *Star Trek: Deep Space Nine* spin-off and a revival of the *The Untouchables* followed by Rysher Entertainment's *The Highlander* and Claster Television's *Catwalk*.

Other traditional network suppliers, such as Warner Bros. and Stephen J. Cannell Studios, have drawn up similar blueprints to capture what is apparently a newly revived syndication market for hour-long dramas. The jury may still be out on the current (domestic and international) profitability of Cannell Distribution's *Street Justice* (with *The Renegade* as companion piece in fall 1992) and LBS/All American's *Baywatch*; however, the flurry of 1992-93 series projects could usher in a watershed transition away from a network-dictated licensing arena in favor of what distributors claim is a financially and creatively less restrictive free-market approach in syndication.

In the weekly category, according to competing syndication advertising agency sources, Paramount's four-year-old *Star Trek: The Next Generation* has established the high-water mark in per-episode production cost for hour dramas, while still generating



Although the action hour 'Star Trek: The Next Generation' costs well over a million dollars per episode to produce in first-run, it still shows a very healthy return.

a very healthy 40% return on investment ratio. It is a formula that the Hollywood studio hopes to surpass with the new spin-off.

Although national advertising rates in the barter market have declined 15%-20% due to the recession, several New York media buyers said *TNG* episodes have commanded, on average, \$115,000 per 30-second spot (and as high as \$150,000) in the fourth-quarter upfront market. With seven minutes of national advertising inventory per episode, which translates into 728 advertising avails for 52 weeks (double-runs included), the show records upwards of \$90 million in gross ad revenues annually, says one source.

Paramount officials have readily ad-

mitted that production costs are in the range of \$1.2 million to \$1.4 million per episode. After subtracting production costs for an entire season—from \$31.2 million to \$36.4 million for a full complement of 26 episodes—net front-end profits are estimated to be in the \$30 million-\$60 million range annually.

When Paramount originally launched sales of *TNG* in 1986, the follow-up to the original network series (NBC, 1966-69) was considered a largely untried property, so independent stations—some of which were lower-power UHF's—were able to pre-negotiate a "self-perpetuating" package deal for the back-end repeats in addition to the complement of 78 off-network *Star Trek* episodes. Ac-

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ording to the source close to Paramount, the *TNG* back-end episodes tabulated a \$700,000 national cash license fee, or roughly \$70 million added to Paramount's coffers for the nearly 100 episodes it has produced for stripping thus far.

"You can bet this time around, Paramount will not be nearly as generous with the back-end terms," said the source of the current back-end negotiations for *Star Trek: Deep Space Nine* and *The Untouchables*, which will have January 1993 broadcast debuts.

It is the source's estimate that when all is said and done, Paramount will amass \$900,000 to \$1 million per episode in cash license fees for the back-end repeats of *Deep Space Nine*, while *The Untouchables* may extract only \$500,000-\$600,000 on the back end.

The third revenue stream, and possibly the most difficult to quantify, is international sales. For most other first-run hour action-adventures, overseas broadcast sales are often considered the most crucial element to reaching profitability on the front end, but for *TNG*, which is cleared in over 80 overseas markets, it is considered icing on the cake.

Only after a new management team was put in place by Paramount Pictures Chairman Brandon Tartikoff was development initiated last fall on *Deep Space Nine* and *The Untouchables*, but it was just enough time to have presentations ready for last month's INTV and NATPE conventions. Given the brand recognition and track record for the *Star Trek* franchise, Paramount Domestic Television President Steve Goldman developed a more aggressive marketing plan for that series and *The Untouchables*.

Similar to the original *TNG* contract, *DSN* is being offered on a seven-minute national/five-minute local barter split for the first three years, but the national ad load increases to seven-and-a-half minutes, while the station's local ad split declines to four-and-a-half minutes.

The Untouchables, on the other hand, has a similar seven/five split for years two and three of the front-end, but nonetheless Paramount is dictating a seven-and-a-half/four-and-a-half split for year one of the barter term and the remainder of an extended front-end term.

Goldman said that the extra 30 seconds of national commercial time will

help cover the higher \$1.3 million to \$1.5 million production costs on *Deep Space Nine* and *The Untouchables* (whose production budget will be pushed up, since it is a 1930's period piece). If *The Untouchables* generates close to a 7 rating (*TNG* averages a 10 rating), suggested the source, the extra 30 seconds of national commercial time could translate to over \$5 million in additional revenue annually.

Bart McHugh, a senior executive at DDB New York, suggested that the Paramount programing is characterized as "upper-tier" commercial time among media buyers considering where to spend retailers' national advertising budgets.

"Let's face it, syndication is still considered the weak stepsister to network, when it comes to national buys," McHugh said. "Most of the other non-Paramount syndicated hours are considered lower-tier buys, less than half what *Next Generation* gets in

the upfront and scatter markets. But at least the studios don't have to put up with huge production deficits because of the network license fees. Lower-tier players can still come up winners going the syndication route."

Tighter production budgets for Warner Bros. Domestic Television's *Kung Fu: The Legend Continues* and *Time Trax* (for the independent station-led Television Consortium), which are intended to be budgeted at \$730,000 per episode for both series (see story, page 26), are reflective of the cautious approach toward first-year series sold in the upfront market for January 1993.

Both Cannell's *Street Justice* and LBS/All American's *Baywatch* are produced at \$800,000 per episode, with each generating 4-5 ratings nationally (\$30,000-\$40,000 national ad rates), but it is the international sales that help those syndicators turn a profit on the front end. ■

CAROLCO TO OPTION LIBRARY TO SPELLING

Spelling's Worldvision Enterprises syndication unit will now package 'Terminator 2' and 'Rambo' features

By Mike Freeman

In a deal designed to reduce Carolco Pictures' \$520 million long-term debt (including debt from its LIVE Entertainment home video division), Carolco has agreed to sell the U.S. television distribution rights to its 150-title movie library to Spelling Entertainment. Carolco will liquidate its recently formed Carolco Television syndication division by the second quarter of this year.

Under the preliminary agreement, Worldvision Enterprises, a New York-based syndication division of Spelling Entertainment, will assume U.S. cable and broadcast distribution rights for a 21-year term, including Carolco titles beginning principal photography for the five-year period effective Jan. 1,



Worldvision gets 'Terminator 2'

1992. Worldvision will assume the domestic distribution of such marquee titles as "Terminator 2," the "Rambo" trilogy, "L.A. Story," "Total Recall," "The Last Emperor," "Red Heat," and soon-to-be-released titles "Charlie," "Basic Instinct" and "Universal Soldier."

The estimated value of the proposed deal is \$64 million, according to a Carolco spokeswoman, who said the pending transaction will allow the company to pay down a certain amount of its long-term debt and assist in the restructuring of the studio. Carolco will also be entitled to additional compensation from the TV distribution of the library after Spelling's deduction of certain fees and recouping of the advance and distribution costs.

Originally looking to capitalize on such box office hits as "Terminator 2," Carolco had earlier sold the first-run syndication rights to game show strips *The Joker's Wild* (no longer in distribution) and *The \$100,000 Pyramid* to Multimedia Entertainment, shedding the former Orbis Communications banner in favor of the restructured Carolco Television division

LEVIN FORMS DSL PRODUCTIONS

With an initial investment of \$25 million, Drew Levin, president and chief executive officer of DSL Entertainment, has formed DSL Productions Inc. and an international distribution subsidiary, DSL International Television. Based in Los Angeles, the companies are being founded through an investor partner agreement with Joe Cayre, president and founder of Goodtimes Home Video.

DSL Productions' first project is *FX Masters*, a half-hour reality series about Hollywood special effects. Twenty-six episodes of the series will be produced, with production set to begin later this month. The show has been sold as an international co-production to Taurus Film and GmbH & Co., a European entertainment company. Another project on the new company's slate is *Psychic Mysteries*, a half-hour reality series documenting psychic phenomena.

DSL International Television, in addition to distributing all forthcoming product from DSL Productions, will also distribute the DSL Entertainment library, which consists of more than 250 hours of series, specials and feature films.

The two companies had a prior relationship, since DSL Entertainment is the international distributor of some of Goodtimes' product. -SC

(BROADCASTING, Dec. 9, 1991). Hilary Hendler, who was named president and CEO of Orbis Communications in July 1991, was named to head up the new Carolco Television unit, her mandate being to emphasize the

rollout of the "Terminator 2"-anchored movie package and the creation of new first-run programming (fall 1992 weekly *Countryline USA* and other specials).

Hendler did not return calls, and the

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91-4

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Carolco spokeswoman would say only that the independent studio is exploring the possibility of "reassigning" TV employes to other duties and shopping the remaining first-run properties to other distributors.

She declined to comment on whether Hendler would assume overseas TV

sales of the movie product.

The pickup of the Carolco film product, said Spelling Entertainment's executive vice president and COO, Ron Lightstone, is "a major shot in the arm" for Worldvision, and makes up for the syndication division's loss of Hanna-Barbera Productions' ani-

imated series product, which Turner Broadcasting System acquired last November for \$320 million. Lightstone said "Terminator 2" will be remarketed by Worldvision in a new movie package, but declined to specify whether the film will trigger on stations in June 1998, as planned. ■

'KUNG FU,' 'TIME TRAX' SET FOR 1993

WBTD also gives green light to 'Babylon 5' and 'The Wild West'

By Steve McClellan

The Television Consortium, designed to give independent stations prime time series and specials starting next January, has been cleared on 68 stations covering 74% of the country. Last week, Warner Bros. Domestic Television Distribution, which will supply TTC's programs, declared each initial series, *Kung Fu* and *Time Trax*, a firm go, with production to start this summer.

Also given the green light were two other TCC projects, a science fiction telefilm, *Babylon 5*, and a 10-hour documentary series, *The Wild West*.

At a press conference in New York last week, Dick Robertson, president, Warner Bros. Domestic Television Distribution, said that 19 Fox affiliates had signed up for the consortium as well.

Two initial one-hour action-drama series, *Time Trax* and *Kung Fu: The Legend Continues*, will debut on non-Fox independents Wednesday nights at 8 p.m.-10 p.m. The Fox affiliates, because of their commitments to Fox Broadcasting, will carry the series on two consecutive nights, Wednesday and Thursday, at 10 p.m.

Also at the press conference were the producers of the two series, including Gary Nardino, one of the executive producers of *Time Trax*, and Michael Sloan, executive producer of the new *Kung Fu*.

Both programs have a per-episode production budget of \$730,000, the executives said last week. *Time Trax*, however, will be produced in Australia, and Nardino said that he would be able to produce the show there for what would cost between \$1.2 million and \$1.3 million to produce in Los Angeles.

"You get a lot more value in Australia," Nardino said. "Technicians



David Carradine returns in Warner's 'Kung Fu' sequel

make less" and other services are a lot cheaper, he said. For example, Nardino said a \$25,000 matte painting



costs \$3,500 to produce in Australia. He also said the production will avoid the facilities fee that studios routinely tag on to any production, and which often amounts to 30% of a program's cost.

The *Kung Fu* budget is roughly the same, although producer Sloan will have to find ways other than producing in Australia to stretch it. It's expected that *Kung Fu* (which will star David Carradine reprising his original role) will be produced in or around Los Angeles.

"A lot of productions are top-heavy," Sloan said. He noted that USA Network's remake of *Alfred Hitchcock*, which he produced, cost "about half" what the original version, from Universal for CBS, cost.

The shows are being offered to the consortium (which includes Chris-Craft, Renaissance, WWOR-TV New York, Paramount and others) on a straight barter basis, with Warner retaining seven minutes of time per hour. Last week, Robertson said the company expected to break even on the first-run cycle of the shows and make its profit on sales of the reruns.

Stations are required to pick up the back end of the series if they renew them for year two (BROADCASTING, Nov. 25, 1991). ■

NBC AGREES TO CAUCUS GUIDELINES

By Steve Coe

In another example of networks and program suppliers looking to ease the high cost of production, NBC has agreed to several guidelines proposed by the Caucus for Producers, Writers and Directors. "We are pleased that Warren Littlefield [president, NBC Entertainment] and NBC have exhibited a fresh awareness of resolving areas of critical importance to the creative community," said Jerry Isenberg, chairman of the caucus.

The guidelines, which Isenberg said the caucus had been working to have adopted for years, are designed to give greater creative freedom to producers and, as a result, help to bring down costs. Perhaps the main element of the agreement deals with the need to cut down the proliferation of producer credits being given out. Both the caucus and NBC agreed that "the reckless appropriation to reward people diminishes the true value of the credit when no qualified producer service has been rendered." As a result, NBC will, when possible, approve only one cred-

it for executive producer, producer and associate producer on each series.

Among the other provisos agreed to by NBC is eliminating the need for the studio or producer to gain approval by the network before hiring the film editor, composer or director of photography in long-form programming. NBC will also approve a minimum of three actors for starring roles in movies, rather than insisting on a single actor for a lead part. Likewise, in hiring a casting director for long-form pro-

gramming, NBC will approve three people from which the producer will choose one. Finally, NBC has agreed to improve the lead time in ordering shows, and will "endeavor to give more prompt feedback and responses" with respect to script development.

According to David Levy, executive director of the caucus, NBC is the first network to officially endorse the guidelines. He said that ABC and CBS would be approached in the next two weeks about endorsing them. ■

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(Nielsen's top ranked syndicated shows for the week ending Feb. 2. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.2/223/98
2. Jeopardy!	13.3/213/97
3. Oprah Winfrey Show	11.5/225/99
4. Star Trek	10.0/244/98
5. Entertainment Tonight	9.1/187/96
6. Wheel Of Fortune (Wknd)	8.8/193/83
7. Current Affair	8.4/174/94
8. Married...With Children	8.1/174/95
9. Cosby Show	7.8/208/98
10. Donahue	7.2/223/98
11. Elvis Conspiracy	7.1/159/93
12. Inside Edition	6.7/129/87
13. Tri Star Showcase	6.6/175/97
14. Sally Jessy Raphael	6.3/207/96
15. Hard Copy	6.0/172/92

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SUNDAY, APRIL 12—

THURSDAY, APRIL 16, 1992

LAS VEGAS CONVENTION CENTER

CAUTION IS HOUSE RULE IN MONTE CARLO

By Meredith Amdur, European correspondent

Although free of the war clouds that cast a pall over last year's gathering, attendees at this year's Monte Carlo program market still seemed to be dealing under a haze of recession that is keeping budgets tight and expectations low. European television growth has leveled off after a decade of rapid expansion following the advent of private television in Europe's pre-eminent territories, and a new era of competition and market fragmentation is making program buyers and sellers on both sides of the Atlantic more savvy to the needs of an increasingly global market.

As program buyers and sellers settled into the 1992 round of European TV markets, few had any illusions of quick fixes to the soft advertising market and international recession that have kept big budget projects in check over the last year. Monte Carlo, the first of the 1992 round of program markets, has set something of an austere tone. While participation was reported to be up by 10%, the mood was cool and controlled. Participants put off by last year's Persian Gulf War were back in force, however, and looking for strategic solutions to a cautious market.

The state of Europe

The European television market is a dynamic one in good times and bad, and despite the gloom and doom of economic recession, competitive, commercial forces are taking root.

Although 1992 opened with the collapse of French commercial channel La Cinq, what might have been read as an omen of commercial uncertainty was being dismissed at Monte Carlo last week (at least publicly) as a growth pang and isolated incident.

The channel's \$700 million of accumulated losses are blamed more on French political manipulations, misregulation and management problems than on the financial drain of competing unsuccessfully with the two public networks, market leader TF1 and its other commercial and pay-TV peers.

"What happened at La Cinq is a hiccup: it's a symptom of an industry moving on a fast-growth curve," rea-



A sign points the way to the international program market in Monte Carlo

sons Saban International President Stan Golden.

According to Hit Communications' managing director, Peter Orton, La Cinq's fate was a result of government bureaucracy, underfunding and bad programming. "There are bound to be shakeups in such a rapidly expanding business."

La Cinq's future now hangs in the balance, with Silvio Berlusconi (a 25% holder in the channel) waiting in the wings if conditions are right. Another future scenario for the channel is a consortium of Canal Plus, TF1 and M6 bidding for a proposed 24-hour news channel to go in the slot.

Without a lot of pomp and ceremony, buyers were down to serious business. Monte Carlo participants were loath to divulge too much but agree that beneath the cool exterior and behind partitions intricate details and plans were being laid for a year of creative co-ventures and long-term deals.

"Monte Carlo is a small and intimate market, with a better atmosphere to discuss complicated deals," says Peter Orton, managing director of the UK's Hit Communications. "At MIP it's just ringing up the cash register."

Changes and financial strain in the U.S. market have also influenced

changes in strategy abroad. American sellers in Monte Carlo say they are well aware of the value of international sales to bulk up domestic syndication, especially in lieu of network deals. According to Berlusconi's Lorenzani, the U.S. majors are increasingly looking at syndication in combination with international sales from the outset of production, an indication of the growing awareness and importance of the non-domestic market.

Smaller European markets are also becoming bigger players, no longer viewed as simply extra pocket money. While many of the major titles are pre-sold before they come to the international markets, ancillary revenue comes from the smaller markets.

With tight broadcast regulations being stripped away from newer markets such as Greece and Turkey, new commercial channels are emerging hungry for popular product. With new regulations in place and a March launch of a new commercial entertainment channel, Show TV, on tap, Turkey may well be the market of the year to watch.

"Three years ago it was Spain opening up; this year it's Turkey," says Twentieth Century Fox International President Bill Saunders, who closed deals on several feature films as well as *The Simpsons* and *M*A*S*H* with Show TV.

According to Show TV Program Director Nuri Colakoglu, the channel will transmit 25 hours of movies per week and 17 hours of MTV in addition to popular fare targeted at the 15-35 demographic, which by 2000 will represent 75% of the Turkish population.

As the European TV market matures in an era of economic austerity, channels are becoming increasingly more competitive, especially with the rise of thematic channels and pay-TV options. Ratings and demographics are more important to buyers who must be more selective.

Co-production

While international co-production is still a primary goal for producers, the emphasis has shifted to the underlying aim of financial assistance. As a result, "co-production" is gradually being considered a misnomer and has been replaced by "co-financing." Many producers who once spoke grandly of creative media melting pots and international mergers of identity and representation of culture are now

more concerned with bottom lines: meeting production costs and maximizing distribution opportunities.

In joining resources, many Europeans are more or less pre-buying co-financing product—putting up money but not contributing much to the production. Even such major deals as Betafilm's junction with Paramount's *Young Indiana Jones Chronicles* and Berlusconi's association with MGM (see sidebar, page 31) are now considered stepping-stones to full-fledged co-productions in the long term.

Projects such as the EC television's ill-fated *Riviera* are acknowledged to be complicated and expensive. And though European producers still dream of doing large-scale, long-term business co-ventures with the American majors, in reality few believe such ventures are feasible in the near future.

"Monte Carlo is a small and intimate market, with a better atmosphere to discuss complicated deals."

Peter Orton, Hit Communications

"Unfortunately, when you say co-production you often mean compromise," says LWT's Perry. "The primary goal must be to serve your immediate audience." Nonetheless, two of Europe's majors have managed major events with US producers Paramount and MGM.

The deal with MGM and CBS is the first U.S. television series co-production for Reteitalia, the TV production arm of SBC, part of the Fininvest Group, one of Europe's largest media companies. According to Carlo Bernasconi, president and CEO of Silvio Berlusconi Communications, the deal marks an important step in cross-cultural collaboration.

Europe first?

Although commitment to a global perspective is a reality, a dichotomy still exists between Americans as buyers and Americans as sellers. European producers continually complain about quality foreign product failing to make

a dent on the U.S. airwaves.

Many European producers and distributors are conserving their efforts and resources for the short term, developing a solid "home base" of continental European business before trying to take on the daunting U.S. market. At the same time, most are aware that tapping into its financial and creative resources is vital to the future of their businesses.

In France, Europe's most successful pay venture, Canal Plus, is beginning to forge its next road into the lucrative distribution market with its own distribution arm. Having recently reported 15% growth in consolidated revenues and profits, the pay-TV network is making major strategic advances on more long-term goals. Says newly appointed director Yves Fleury, "Canal Plus wants to invest not just to produce and broadcast, but to get a return on its investment."

Feeling secure in its market-leading position among French commercial channels, TF1 is focusing its attention on maximizing distribution revenue, although TF1 Enterprises Director Jean-Pierre Deschateaux admits that much of their product may be "too French" for an international market.

Says Deschateaux, "We want to be the biggest distributor in Europe, and we're able to do things because we make money, but the American market will take much longer to penetrate; we have to prove ourselves in Europe first." Overall, Deschateaux says, European producers and distributors must gain confidence and produce as far as possible for an international market.

The notoriously strict French production quotas also make his job more difficult. "The quotas [mandating French language and creative input] are not realistic; most French production companies only work for the French market and don't understand the crucial importance of international sales and production."

United Kingdom

In the UK, which has had more than its share of disruptions over the last year, with more changes in store for the next year, exiting ITV franchise holders hope to set a strong sales tone for the year's markets.

Thames Television, the outgoing London weekday broadcaster, is clearly making the full-court press as the UK's newest and potentially largest independent producer and distributor

Broadcasting's Ratings Week Feb 3-9

	ABC	CBS	NBC	FOX
MONDAY	13.5/21	17.6/27	10.4/16	NO PROGRAMING
8:00	54. FBI: Untold St 11.1/17	17. Evening Shade 16.3/25	20. Fresh Prince 14.6/23	
8:30	37. Amer Detective 12.4/19	10. Major Dad 18.6/28		
9:00		6. Murphy Brown 19.6/29	63. NBC Monday Night Movie—Good Morning, Vietnam 9.5/15	
9:30	23. ABC Monday Night Movie—The Broken Cord 14.3/22	12. Designg Wmn 17.1/26		
10:00		14. Northern Exposure 16.9/28		
10:30				
TUESDAY	16.5/26	14.1/23	12.5/20	NO PROGRAMING
8:00	18. Full House 16.0/25	23. Rescue: 911 14.3/22	21. In the Heat of the Night 14.5/22	
8:30	9. Home Improvmt 18.7/28			
9:00	3. Roseanne 22.9/34	27. CBS Tuesday Movie— Fugitive Among Us 14.0/23	40. Law and Order 12.0/18	
9:30	8. Coach 19.3/30		55. Reasonable Doubts 11.0/19	
10:00	55. Homefront 11.0/19			
10:30				
WEDNESDAY	10.9/18	12.6/20	13.4/22	NO PROGRAMING
8:00	52. Dinosaurs 11.2/18	58. Davis Rules 10.5/17	10. Unsolved Mysteries 18.6/30	
8:30	29. Wonder Years 13.6/21	70. Brooklyn Bridge 8.5/13	33. Seinfeld 13.0/20	
9:00	31. Doogie Howser 13.4/21	47. Jake and the Fatman 11.5/18	45. Night Court 11.6/18	
9:30	60. Anything B/Love 10.0/16	14. 48 Hours 16.9/29	64. Quantum Leap 9.4/16	
10:00	69. Civil Wars 8.6/15			
10:30				
THURSDAY	13.3/21	8.9/14	17.8/28	11.7/17
8:00		76. Albertville '92 Preview 7.4/11	16. Cosby 16.4/25	25. Simpsons 14.2/22
8:30	28. Columbo 13.8/21		6. Cosby 19.6/30	65. Drexell's Class 9.0/14
9:00		42. Knots Landing 11.8/20	5. Cheers 19.7/29	42. Beverly Hills 90210 11.8/17
9:30			13. David Letterman 10th Anniversary Special 17.0/27	
10:00	37. Primetime Live 12.4/21			
10:30				
FRIDAY	11.9/20	12.5/21	12.8/22	6.1/10
8:00	25. Family Matters 14.2/25	49. Rescue 911 11.4/20	67. Super Bloopers & Jokes Special 8.9/15	79. America's Most Wanted 6.6/11
8:30	33. Step By Step 13.0/22			80. Cops: US Mrshls 6.4/11
9:00	52. Baby Talk 11.2/19	33. Miss USA Beauty Pageant 13.0/22	19. Matlock 14.7/25	85. Hidden Video 4.6/8
9:30	59. Billy 10.1/17			
10:00	47. 20/20 11.5/20			
10:30				
SATURDAY	7.9/13	14.5/24	11.2/19	8.7/14
8:00	78. Capitol Critters 6.7/11	21. XVI Olympic Winter Games 14.5/24	29. Golden Girls 13.6/23	71. Cops 8.4/14
8:30	74. Who's the Boss? 7.8/13		50. Walter and Emily 11.3/18	61. Cops 2 9.9/16
9:00	81. Perfect Strngs 6.3/10		32. Empty Nest 13.3/21	73. WWF Saturday Night Main Event 8.2/13
9:30	77. Growing Pains 7.3/12		55. Nurses 11.0/18	
10:00	62. The Commish 9.6/17		67. Sisters 8.9/16	
10:30				
SUNDAY	10.9/16	23.7/34	17.7/26	8.1/12
7:00	75. Life Goes On 7.7/12	1. 60 Minutes 24.2/38	45. NBC Movie of the Week—Problem Child 11.6/18	83. True Colors 6.1/10
7:30				81. Parker Lewis 6.3/10
8:00	44. Am Fun Hme Vid 11.7/17			39. In Living Color 12.3/18
8:30	65. Am Fun People 9.0/12			50. Roc 11.3/16
9:00		2. XVI Olympic Winter Games 23.5/33	4. NBC Sunday Night Movie—Kindergarten Cop 21.4/30	40. Married w/Childn 12.0/16
9:30	36. ABC Sunday Night Movie—The Burden Of Proof, Pt. 1 12.8/18			72. Herman's Head 8.3/11
10:00				84. Get a Life 5.0/7
10:30				86. Sunday Comics 3.4/5
WEEK'S AVGS	12.1/19	15.2/24	13.9/22	8.5/13
SSN. TO DATE	12.1/20	13.7/22	12.6/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

and is leaving all of its options open as a possible satellite broadcaster. "We're free agents but must be careful not to spread our money too freely," explains Roger Miron, sales director for Thames Television. "We provide shows crucial to the ITV's current schedule. Our core business will be production and distribution, and we're negotiating long-term agreements with the network."

Far from bitter about Thames's fall from grace, Miron says these are dangerous times for UK commercial broadcasting. "There's no doubt that the ITV companies are going to be strapped for cash; two or three companies could go belly up in a short time."

According to LWT International Managing Director Sydney Perry, pay TV is a force to be reckoned with, but the ITV network, despite its current disorientation, can still hold its own. "ITV is going to be in the ascendency for some time still," Perry predicts, "at least until the turn of the century."

The more mature Scandinavian television scene is also in the midst of a rapid thaw; with three new private broadcast licenses awarded, entrepreneurs such as Scandinavian Broadcasting System's Harry Sloan see enormous potential in a relatively untapped TV advertising market.

"Scandinavia is the last part of western Europe to develop its TV ad market," says Sloan, advertising American. "Average European TV ad take is 20%-30%, but in Scandinavia it averages only 5%; the next two to three years will be key to getting into this market, with new commercial channels coming on air," continued Sloan.

□

Americans may be discovering this year that Europe is not an El Dorado. The market is still fairly raw, with few commercial channels making money. But pay TV is moving fast, and the rush to develop new revenue streams is becoming an increasingly important occupation among producers/distributors as well as broadcasters. There may yet be more cannibalization of the television market as recession wears down even the heartiest budgets, but few doubt the ultimate potential of a more savvy European television market. ■

DEALING IN MONTE CARLO

By Meredith Amdur, European correspondent

Format providers continue to turn successful deals internationally, especially in tight economic times and increasingly competitive young markets. Fremantle, a leading game show format seller, now claims European versions of such popular shows as *Wheel of Fortune*, *The Dating Game* and *Family Feud* in all major European territories. Says Fremantle's Doug Gluck: "Game shows make commercial sense in an audience-driven, low-cost, competitive market... The shows come with a proven track record and offer the lowest production costs you can get." Poland may be next on the game show trail.

American Gladiators is now throwing its weight around Europe. The UK's London Weekend Television (LWT) is the latest European broadcaster to acquire rights to the Samuel Goldwyn Television series. Germany (RTL plus) Italy (Rai Uno), Spain (Antena 3) and Holland have already bought the show. Production of the British version is scheduled to begin in July. The rough-and-tumble-competition show is also on its way to Japan and Mexico.

Westinghouse Broadcasting International and Mitsubishi announced a production/distribution agreement whereby Mitsubishi will become the exclusive representative of Westinghouse's program catalog in Japan. The companies also hope to develop the association to include co-productions for worldwide distribution and production in high-definition television co-production.

Public television, one of the few routes into the U.S. market for many European products, is taking on its own more entrepreneurial spirit. Public Television International, the two-year-old centralized distribution body for many PBS shows, is preparing for a busy market year with high expectations for its shows, *Columbus and the Age of Discovery*, *Childhood* and *LBJ*. PTI recently announced its appointment as Yorkshire Television's US representative for PBS syndication sales.

KirchGroup-owned BetaFilm has high hopes for one of the most ambi-

tious TV series launches of the market, *Young Indiana Jones*. The project was produced by Lucasfilm for ABC, Paramount Television and BetaFilm in association with Rai Uno, TF1, Antena 3 and ORF. Paramount Pictures (Television) VP Joseph Lucas says he expects sales in all markets, with the highest prices yet paid for a one-hour series. Seventeen hours have been shot initially, and a two-hour pilot will be aired on ABC March 1.

According to BetaFilm spokesperson Michaela Niemeyer, the project was shot in 11 different countries and was budgeted at roughly \$1.6 million per episode. Such big-budget co-financing ventures are becoming standard procedure in the production of major TV series, and Beta's continental Europe distribution rights are valuable.

Silvio Berlusconi Communications (SBC) production arm Reteitalia also confirmed its new affiliation with MGM to co-produce a two-hour prime time series pilot for CBS. Tentatively titled *Deadly*, the action will center on the adventures of an American woman working for an anti-terrorist organization in Europe.

According to SBC President and CEO Carlo Bernasconi, the production alliance, the first with a U.S. major studio for Reteitalia, validates SBC's television production strategy and goals, and adds a comprehensive dimension to international TV co-productions.

Two Australian soaps are headed for UK prime time early this spring via satellite pay-service BSkyB. Portland Global concluded a long-term deal with Sky One for the half-hour series *E Street*, which grabs a 32 share targeted at young adult viewers in Australia. The series was produced for Network 10 in Australia by Westside Television; the package is valued at approximately \$15 million.

Beyond Distribution also closed a deal with Sky on the controversial adult drama series *Chances*. The show will also be transmitted on the general entertainment channel Sky One beginning in early March. The two acquisitions will be British debuts of highly popular Australian soaps which follow the successful path of *Neighbors* and *Home and Away*, which currently air on UK terrestrial channels. ■

Broadcasting

Cable

PPV REVENUE: DOWN FOR THE COUNTS

Cable industry worries that as goes Tyson, so goes the pay-per-view boxing bonanza

By Sharon D. Moshavi
and Rich Brown

Heavyweight boxer Mike Tyson's rape conviction last week could cost the pay-per-view industry and cable operators a lot of money, and the forgone revenues of the match-up with current champion Evander Holyfield are only part of the loss. Looking at the bigger picture, some observers fear the remaining crop of heavyweight fighters will not attract the huge audiences once enjoyed by the fallen champ.

Potential revenues from the Tyson-Holyfield fight had been put at \$85 million. Although Tyson is out of jail pending appeal, TVKO chief Seth Abraham and Holyfield promoter Dan Duva have both said Holyfield will not fight him given his status as a convicted felon.

It is conceivable, although most say unlikely, that Tyson could fight while his appeal is pending. "I don't know [if he will fight]. A lot has to do with issues that just aren't clear yet," says Scott Kurnit, president, Showtime Event Television, which through a partnership with promoter Don King distributes Tyson's fights.

Tyson's prior televised matches have proven strong attractions: his two matches against Razor Ruddock last year brought in more than \$50 million in PPV revenue. Without any Tyson matches this year, revenue from PPV boxing "will be down for cable operators, probably down for TVKO, and down for us," says Kurnit.

But according to Bruce Karpas, president, Reiss Media Entertainment, which is distributing an upcoming Ray Mancini PPV fight, revenue should still grow from \$132 million in 1991 to \$214 million this year, estimates Karpas made without counting a Holyfield-Tyson meeting.



Happier PPV days: Promoter Don King, Showtime Networks Chairman Tony Cox, and Tyson in 1990.

At the least, Karpas and other observers predict that the loss of Tyson will mean the PPV boxing business will take a short-term hit. To make up for lack of Tyson's box-office draw, PPV distributors will set up more lower-level fights to try to regain some of that revenue, predicts Karpas.

TVKO is already looking at three fighters—George Foreman, Larry Holmes and Riddock Bowe—for a match-up with Holyfield in April or May. One variation has the four fighters coming together in a two-card match, with Holyfield fighting Bowe, and Holmes and Foreman duking it out on an undercard. Those three names have the most marquee value, but the heavyweight division "needs some new faces," according to Rob Stengel, senior vice president, programming, Continental. The shot in the arm the division needs, he says, is not likely to come from "bringing back old-timers."

New York Daily News boxing col-

umnist Michael Katz, in describing the boxing world without Tyson, wrote: "Take away Tyson, this crop of heavyweights is as bad as there's been since Floyd Patterson and Ingemar Johansson were fumbling the title to each other 30 years ago."

The dry harvest of heavyweights has some cable operators worried they will not bring in the PPV revenues they had budgeted for 1992. The loss of the scheduled Holyfield-Tyson match on Nov. 8 last year, canceled because of Tyson's claim of injured ribs, already hurt many operators' 1991 PPV budgets, and they are not looking forward to the prospect of future losses as well. The Tyson conviction "is an impact, but it's not unexpected. We'll have to make due with what we have and hope that somebody arises out of the heavyweight division," says Andrew Albert, director of programming, TeleCable.

"It's going to take some building to put the business back together, but I'm

certainly not going to give up on that revenue," says Nancy Anderson, director of PPV, Jones Intercable. "The boxing business was a good business before Mike Tyson, and it will be a good business after Mike Tyson."

Although PPV observers are speculating about the future of SET, Kurnit says the organization will endure. SET has deals with other fighters, he says, and continues PPV involvement in areas outside boxing. But according to Rick Kulis, president, Event Televi-

sion, a PPV organizer, Tyson's demise leaves PPV boxing "virtually controlled by TVKO, and that's not healthy for the pay-per-view industry."

The silver lining, however, may be a greater focus by the cable industry on PPV events other than boxing, Karpas says. "This will force operators even more than before to look to the other types of programming pay per view offers, and see how we can improve on those results." ■

continued bureau expansion to its concern over growing competition in the international news arena. The British Broadcasting Corp. in late 1991 launched the BBC World Service Television in Asia, a major step in challenging CNN's hold on the global marketplace (BROADCASTING, Oct. 21, 1991).

Indeed, Ed Turner said at an IRTS panel in New York earlier this month that the BBC's aggressive efforts abroad have given CNN International an unprecedented challenge and a "badly deserved kick." Turner predicted the international field will grow to include three to four companies competing in the global news market.

One region in which CNN hopes to open an additional bureau is Africa, an area that has also been targeted by the BBC. Turner said CNN would like to open a third bureau there, where its two bureaus currently spend more than \$6 million annually in spot news coverage. But the addition will not necessarily be easy: opening a news bureau can cost an estimated \$500,000-\$800,000, and moving personnel into Africa poses particular logistic difficulties.

Turner Broadcasting Chairman and President Ted Turner is "determined we are going to grow internationally. As the economy is good for cable and CNN, we'll open as rapidly as we can." ■

CNN CONTINUES EXPANSION ABROAD

International competition spurs talk of new bureaus

By Rich Brown

CNN continues to set its sights on bureau expansion worldwide, and is targeting Mexico City and a third office in Africa as possible additions to its bases of operation.

It was almost a year ago that CNN, flush with victory over its celebrated coverage of the Persian Gulf War, announced plans to expand its bureaus worldwide. At a time when the broadcast networks news divisions were talking about scaling back bureau operations, CNN's Ed Turner, executive vice president for newsgathering, said the cable network would commit more

than \$2 million to expand its overseas bureaus in the upcoming year.

Since that time, CNN has opened news bureaus in Rio de Janeiro and Amman. The network will formally open a bureau in New Delhi this week, and has targeted an April 1 launch for its Bangkok office, where it will share real estate and field equipment costs with Tokyo broadcaster TV Asahi.

CNN executives hope to unveil plans for new bureaus by late summer or early fall, said Turner, with hopes of opening some of them in late 1992 or 1993. Mexico City is among the most likely additions, he added.

Some observers have pinned CNN's

TIME WARNER TO BECOME BOXING 'FREE AGENT'

Sports division phasing out deals with boxers to sign events on fight-by-fight basis

By Rich Brown

In an effort to improve the boxing mix for HBO and TVKO pay per view, Time Warner Sports plans to phase out its multimillion-dollar, multifight deals with boxers and revert to signing deals on a fight-by-fight basis.

Division President Seth Abraham said the company will switch gears sometime this summer, at which point all of the existing multifight contracts will have run their course. Time Warner currently has two fights remaining in a four-fight deal with heavyweight Riddick Bowe; one in a two-fight deal with George Foreman; one in a three-fight deal with Lennox Lewis, and one in a four-fight contract with Meldrick Taylor.

"We've made these commitments to fighters, and it really hamstring us," says Abraham. "It's been like landing jets at Kennedy Airport, with all of these fighters that we have to land on the airstrips. We want to be more of a free agent."

The new arrangement harks back to the way HBO originally signed its boxing deals. Abraham says the decision to return to fight-by-fight deals has not been dictated by ratings, which have held steady. And the switch has not been designed to necessarily save money, he adds.

"It may as a byproduct save money, but the purpose of it really is to buy better fights," says Abraham.

Time Warner had originally signed the multiple-fight contracts to insure a steady supply for HBO and TVKO

pay per view, which collectively feature as many as 34 fights annually (8 to 10 on HBO and 12 two-fight cards on TVKO). Deals were struck with a handful of champions, challengers and young contenders. The company was trying to build a farm system of boxers, according to Abraham.

"For a myriad of reasons, I don't like the way it worked," says Abraham. "Instead of arguing and fighting and negotiating with promoters for good fights, we found our time was being chewed up arguing over opponents for the men we had under contract.

"We're going back into the business of buying fights instead of fighters," he says. "We're not doing fewer fights; we're just going to change our buying strategy." ■

BROADCAST NETWORKS MOVE CAUTIOUSLY INTO PPV

ABC pushes ahead with variety of targets, while NBC has narrowed its sights, at least for the moment, to focus on its Olympic PPV effort

By Sharon D. Moshavi

ABC and NBC, both of which are taking an active role in the emerging medium of pay per view, are going about it in entirely different ways. ABC is starting slowly, trying to build up a number of small events, while NBC has pushed everything else aside to focus on its PPV Olympics Triplecast.

NBC is holding back on plans to grow its PPV business prior to the summer Olympics' three-channel telecast. "We have had to clear the decks. We have to get through the Olympics. Once we get through that, then we'll look at other [PPV opportunities]," said Robert Wright, president and chief executive officer, NBC.

Last summer, NBC and partner Cablevision Systems announced a 10-year deal with the Metropolitan Opera to produce three to four PPV events per year (BROADCASTING, August 5, 1991). What was to be the first of those, the "25th Anniversary Gala," aired last September. Additionally, NBC and Cablevision executives said at the time of the Met announcement that they had plans to do other non-opera PPV events before the Olympics in hopes of expanding the potential PPV audience, although they would not divulge specifics at the time.

But now it looks as if the Met is on hold indefinitely, and no other PPV projects are in the works for the period prior to the July Olympics, say PPV sources. If the first Met event had been a stellar success, they say, it is likely NBC would have gone forward with it. The event brought in 33,000 buys, less than the 40,000, or 0.25% buy rate, NBC/Cablevision had predicted. "It wasn't a big hit, so nobody wanted to go back to it," said one source, who surmises that NBC will hold on to the rights (estimated at about \$100,000-\$200,000 a year) and try to come back to the PPV opera telecasts when there are more homes in the PPV universe. A 0.2% or 0.3% buy rate will bear considerably more revenue in a 40-million, rather than the current 18.5-million, subscriber universe.

The most obvious evidence that



The Met may be saying goodbye to PPV, at least for now

NBC has curtailed its Met effort came two weeks ago when Susan Greene, NBC vice president, business development and PPV, resigned. Greene was in charge of running the Metropolitan Opera PPV operation. She was also involved in the original planning of the PPV Olympics, although she has had little involvement in its execution. Greene will continue to do consultation work for NBC in the area of PPV.

Capcities/ABC, on the other hand, is moving forward with its PPV plans, which kicked off last Friday (Feb. 14) with a Rod Stewart concert. The ABC effort, along with partners Paramount and Radiovision International, is being managed by Radiovision through a newly developed organization called World Concert that is initially geared toward monthly popular music events.

World Concerts President Doug Stewart anticipates a 0.3% buy rate over a base of 18.5 million homes (or 55,500 buys) for the Rod Stewart concert, retailing at \$19.95, with a 50/50 split of the revenues between cable operators and World Concerts. Stewart says World Concerts will essentially break even if that buy rate is met.

In six to eight months, Stewart hopes to diversify World Concerts' slate of PPV events into other forms of entertainment, including Broadway and classical music, the latter of which will put it into NBC territory. "We

have a gleam in our eye about future events, but until we prove the concept with musical events, we won't go too far afield from there," said Bruce Maggin, executive vice president, Capcities/ABC Video Enterprises.

That field will likely include forays into PPV sports. ABC hopes not to follow the path of its aborted attempt at a PPV Penn State football game last November, which failed to materialize largely because of criticism from ABC affiliates. Criticism might have been less if the timing had been better; affiliates were already upset with the network over its attempts to change the rules preventing common ownership of networks and cable systems. But the cable industry was not thrilled with the PPV proposal either, mostly because there was just two weeks' lead time in which to promote the event.

That plan originated with the ABC Sports division, not with Video Enterprises, which has more experience on the PPV and cable side. It is likely future event planning would be done in conjunction with both divisions. Communication between the two divisions is good, said Maggin. "We are very close to ABC Sports in looking at how best to maximize events. They will look to us for guidance." College basketball and football are the sports that ABC would most likely take over to PPV, and it would probably distribute them on a regional rather than a national basis, said Maggin.

A knowledgeable source said one of ABC's objectives as it delves into PPV sports is to figure out a way "not to give too much money to its affiliates." One of the reasons ABC gave only two weeks' lead time for the Penn State game was to try to avoid protracted talks about compensation with affiliates, said the source. "If they had rushed it to market, they could have said 'oops, sorry, we forgot you guys,' but they would have already set a precedent."

As for future plans for musical PPV events, ABC seems to be hoping to marry its Broadway investments, including "Cats," "Miss Saigon," "The Phantom of the Opera" and "Les Miserables," with PPV. ■

Washington

BACK TO THE DRAWING BOARD FOR FCC MOVE

GSA throws out Portals choice after agency says it needs more space than 260,000 square feet originally proposed; leasing process begins anew

By Harry A. Jessell

The FCC is not heading for the Portals after all.

The General Services Administration notified the FCC last week it was casting aside its selection of the Southwest Washington building and starting the leasing process all over again.

June Huber, deputy assistant regional administrator, public buildings service, GSA, pointed the finger at the FCC, saying the Portals selection became untenable only after the FCC let it be known that its planned January 1993 move-in date was not critical and that it needed far more than the 287,000 square feet the GSA was prepared to lease.

Regardless of the reason, the news delighted FCC officials who loathed the idea of moving next year to the Portals, which they consider too remote from Washington business and governmental mainstreams.

"The proposed move was not going to meet our short-term or long-term programmatic needs, and it was going to cost the government far more money than was warranted," said FCC Managing Director Andy Fishel, the FCC liaison with the GSA on the move. And taking a swipe at the GSA, Fishel added he did not "like the means that brought us to that [Portals] decision."

FCC Chairman Alfred Sikes had formally protested the Portals selection in a Jan. 17 letter to GSA Administrator Richard Austin, charging that the site was inaccessible to the handicapped and that it would not be ready as required in January 1993. He also complained that the proposed square footage was insufficient.

Also applauding the Portals cancellation were lawyers and others who do business with the FCC. "We're pleased the GSA has backed down on the Portals," said John Lane, president of the Federal Communications Bar Association. "But we remain concerned that the commission be given adequate facilities to conduct business in the future.

According to Lane, an ad hoc committee of the FCBA is working to persuade Congress to return to the FCC its independent authority to lease its

and shopping, the building had everything the FCC was looking for.

But despite the FCC's turnaround last week, the Warner is now out of the question, as the bulk of its space is expected to be leased to the law firm of Howry & Simon. The building is not big enough for both the FCC and the law firm.

According to Huber, the FCC "knocked the legs out from under the procurement process" when Fishel wrote a letter to the Government Accounting Office saying the agency did not need to move in January 1993.

The GAO is weighing a protest from the Far East Trade Center, one of four finalists for the FCC bid. The developer claims it did not have a fair shot because the GSA had moved up the occupancy date to 1993. "If the GAO was to deny the protest, it would have had to come up with a firm case that the January 1993 date was critical," Huber said. Any hope of that ended with Fishel's letter to GAO, she said.

Fishel acknowledged he had sent the letter—to GAO General Counsel James Hinchman—but only after the GSA had tentatively selected the Portals, which had no more chance of meeting the January occupancy date than did the Far East Trade Center.

The FCC had been insisting on a January move-in only so it would coincide with the planned installation of an agency-wide information automation system, Fishel said. Since the Portals would not be ready by January, Fishel said he told the GAO that the FCC would go ahead with the installation of the computer system at its current locations and, once that happens, when the FCC actually moves



FCC, GSA: They just say no to the Portals

own office space. The FCC had such authority, he said, but in the early 1980's then-FCC Chairman Mark Fowler relinquished it after the FCC's ill-fated effort to move from Washington to the Virginia suburb of Rosslyn.

The GSA's decision against the Portals is a blow to the developers of the multiphase project. Not only do they lose a lease that will run into hundreds of millions of dollars during its life, but also a solid anchor tenant to help lure private enterprises to the site.

Of the four buildings in the final round of bidding for the 20-year FCC lease, the Warner was the FCC's first choice. Built around a renovated Warner Theatre and near the White House and major hotels, restaurants

becomes unimportant.

"The GSA got itself into a bind," said Fishel. "There were a lot of bidders out there. But when GSA said you have to be ready for occupancy by January 1993, [most developers] ...dropped out," he said. "The Portals should have dropped out. If they didn't drop out, GSA should have disqualified them.

"Instead of that, the GSA allowed them not only to stay in the competition, but to win the competition based on a fiction that somehow they were going to be ready for occupancy in January 1993," Fishel said.

Huber said the FCC also undercut the procurement by writing the GSA after news of the Portals selection that the proposed square footage of 260,000 was inadequate. Although the FCC had occasionally expressed interest in more space, she said, "that was the first time they gave us an official request they needed more space."

Space was not an issue for the agency until it found out it was moving to the Portals, said Kathryn Gaddy, GSA associate administrator for public affairs. The FCC would have happily squeezed into the Warner, she said.

Fishel said space was always an issue. At one time, he was told by GSA staff the GSA would go for 335,000 square feet. He was surprised to learn it plans to lease only 287,000.

In Fishel's mind, the GSA process went astray when the GSA staff recommendation on the lease was overturned by higher-ups.

At a Dec. 6 meeting, Fishel said, he was told by Bob Goodman, acting director of the GSA National Capital Region Real Estate Division, that the GSA staff recommendation was to award a lease for 335,000 square feet to the Warner. Although the square footage and the leasing price exceeded the caps set by Congress in a 1987 authorizing prospectus, Fishel said, Goodman said the GSA was prepared to ask Congress to amend the prospectus to permit the award.

Two weeks later, Fishel said, James Handley, regional administrator for the National Capital Region, Huber's and Goodman's boss, called Sikes to say it "looked good" for his hoped-for Warner lease. But just a few days after that, Handley called back to tell Sikes the GSA's decision was to go with the Portals and 287,000 square feet.

Huber confirmed the substance of

Goodman's recommendation, but said Handley and Austin decided it was infeasible because the square footage and the price exceeded the caps set in the prospectus and because of the impracticality of getting the prospectus amended without a long and difficult effort on Capitol Hill.

Huber also denied reports the GSA Administrator has the latitude to exceed the prospectus caps by 10% or so. That authority applies in awards involving new construction and repairs and alterations, she said. It does not apply to leases, she said.

Unless the FCC recaptures its leasing authority through legislation, the FCC and GSA will sit down in the upcoming weeks and plot a new leasing strategy.

Both Fishel and Huber agree they should abandon the idea of consolidating the FCC into a single building. The agency is now housed in four buildings. The largest is the headquarters at 1919 M Street, N.W., with the other buildings within walking distance.

According to Fishel, the GSA should look for a large headquarters building comparable to what the FCC now has and one or two smaller satellite buildings. The FCC's efficiency would not be diminished, and the bid-

ding for the FCC lease would be more competitive, since more buildings could participate.

The unconsolidated approach suggests that the commission may end up where it is. But the GSA would not be able to sign long-term renewals without considering competitive bids, Fishel said.

Fishel said the headquarters lease expires in April 1993; the 2025 M Street lease, in January 1993.

Both feel the GSA should cut the term of the lease from 20 to 10 years, Fishel said. That, too, would have the effect of increasing the number of bidders, as some landlords are reluctant to enter into 20-year leases, they said. What's more, Fishel added, it is "awfully difficult" to anticipate space requirements of the FCC for two decades.

Fishel tacitly endorsed the FCBA's effort to restore the FCC's leasing authority. "The agency would be in a position to use the authority effectively."

The FCC hopes the GSA will secure a lease or leases that fulfill the FCC needs, Fishel said. But the agency is concerned that the group that "brought us the Portals" will come up with a similar result in the next round. "I hope that is not the case," ■

SATELLITE COPYRIGHT FEES GOES TO ARBITRATORS

Three-person panel will hear arguments between copyright holders and satellite carriers over proposed changes in fee schedule for broadcast signals

By Joe Flint

The battle over how much satellite carriers must pay in copyright license fees for their distribution of broadcast signals to home satellite dish owners kicked off last week before the three independent arbitrators who will make a ruling to be reviewed by the three commissioners of the Copyright Royalty Tribunal.

Copyright law requires a review this year of the fees, now 12 cents per subscriber a month for independent stations and 3 cents for network affiliates. The fees generate about \$3 million annually. The copyright holders,

for whom Jack Valenti, president, Motion Picture Association of America, was lead witness, are demanding an increase to 27 cents for both independent stations and affiliates. The satellite carriers are arguing for a decrease: to 9.86 cents for independents and 2.45 cents for affiliates. The arbitrators are required to render a decision by March 2.

In his testimony, Valenti said the current amount paid by the satellite carriers is "artificially low-waged and has absolutely no relationship with market value.... Compulsory license ought not to be converted to a poverty-stricken rate schedule." Said Valenti

to the arbitrators: "As you deliberate to determine the level of compensation to be received by program owners from satellite carriers until the free marketplace is restored in 1995, I pray that you will assign appropriate weight to the constitutional objective of affording the copyright owner of a fair return for his or her creative work."

Also testifying was Fritz Attaway, MPAA senior vice president, government relations, who, when asked by the arbitrators if the CRT's initial decision on rates was correct, said, "No, but we have to live with it." Attaway added, "We would like you [the arbitrators] to look at rates paid by cable systems when syndex was in effect" to help determine a new rate.

Testifying on behalf of the satellite carriers was G. Todd Hardy, principal, Hardy & Ellison, and former general counsel to Millicom Inc. and Group W Cable Inc. Hardy took issue with Attaway's idea of studying cable rates to determine satellite carrier rates. "There is no basis to single out one of the myriad rates in the cable rate structure—whether it be the old syndex surcharge or the 3.75% penalty—and apply it uniformly to Section 119." (Section 119 provides the home satellite dish industry with a compulsory copyright license similar to the one provided the cable industry under Section 111.)

In arguing for the decrease, Hardy said, "The drop in this figure since 1988 is largely attributable to the Tribunal's reduction of cable's syndex surcharge."

Hardy said of Valenti's comments on paying market value that "there is nothing in Section 119 calling for the panel to set a fair market value for these signals." A change in rates, he argued, would also set back the industry. "The prices charged by satellite carriers have not significantly increased since 1988, and increases in copyright costs could greatly burden this emerging business."

The three-person arbitration panel was selected by both sides. David Horowitz, a lawyer who has worked with the MPAA, was chosen by the copyright holders, while attorney James Hobson was selected by the satellite carriers. For the third arbitrator, the two sides chose attorney Virginia Carson of BCC Broadcasting Corp. Briefs by both parties will be filed this week, with oral arguments to take place on Friday (Feb. 21). ■

FCC TREADS SOFTLY ON INTEGRATION CREDIT

The FCC is still grappling with just how to respond to the Jan. 31 federal appeals court ruling ordering the agency to review the so-called integration credit—the preference for broadcast applicants who pledge to be both owners and managers—which has been central to comparative licensing hearings since 1965.

One response would be some kind of rulemaking or proceeding to collect comment on whether and to what extent the credit should be modified, but FCC sources say nothing has been settled.

A review of the integration credit carries certain political risks. Congress has specifically forbidden the FCC from tampering with the preferences in licensing hearings for women and minorities. The problem is the preferences are enhancements of the integration credits. In other words, a review of integration inextricably involved the gender-minority preferences.

The FCC must also decide what to do with the scores of comparative cases now pending. Among the options: a freeze pending the outcome of the review proceedings; permission to applicants to make changes in their applicants, or a requirement that all the cases proceed under the current policy and that any changes be applied prospectively only.

WASHINGTON MARSHALLS MARSHALL ALTERNATIVES

FCC Commissioner Sherrie Marshall is still considered a safe bet for reappointment—her current term expires June 30—but that is not to say others may not emerge with an interest in the seat just in case the White House decides it's time for a fresh face.

The first "other" to emerge is Marta Greytok, a 58-year-old Republican member of the Texas Public Utilities Commission. She has reportedly been interviewed at the White House in connection with Marshall's seat and with the top post at the National Telecommunications and Information Administration, which

has been vacant since Janice Obuchowski's departure on Jan. 31. Greytok, who was appointed to the PUC in 1987 by then-Texas Gov. Bill Clements (R), declined to comment on the reports of her visit to Washington.

Her career in public service includes six years as mayor of a Houston suburb and two as chairman of the Harris County (Houston) Central Appraisal District. Her first career was as a nurse.

She has also been active on the national regulatory scene as a member of the executive committee and the communications committee of the National Association of Regulatory Utilities Commissioners.

She achieved notoriety during the Persian Gulf War, protesting the high rates families of servicemen were paying to phone family members stationed in the gulf.

NO ADVANCE MONEY

The FCC said it would be "inappropriate" for broadcasters to require any advance payment from a political candidate or a candidate's agency if they have an established credit history and are responsible for payment. The commission was responding to questions asked by the media director of a political media buying agency.

That could cause concern to broadcasters, and the National Association of Broadcasters may seek a reconsideration. Under the previous ruling, broadcasters could ask for payment seven days in advance. The concern among operators is that election committees are not ongoing businesses and may be out of business the day after an election.

LEAK MEMO LEAKS

FCC General Counsel Bob Pettit sent a memo around the commission last week warning against leaking of internal FCC information to the press and others, according to one recipient. It's nothing new, the source said: Pettit has sent such memos two or three times before. "He presses a button on the word processor and the leaks memo comes out."

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Radio

SPANISH STATIONS BUOYED BY CENSUS ADJUSTMENTS

1990 count shows fewer blacks, more young people than expected

By Peter Viles

The 1990 census contained several surprises for Arbitron, and those surprises have rippled through the radio industry, bringing good news to many Spanish stations and bad news to some urban stations.

The news was delivered with the fall 1991 Arbitron ratings book, the first one based on the 1990 census. Arbitron attempts to keep its population figures current by using a research firm, Market Statistics Inc., to estimate population changes from year to year, but the new census led to several surprising adjustments.

Those adjustments create the appearance of blips in population trends. Although the black population is growing, for example, it is not growing as fast as Market Statistics had estimated, so it was actually reduced for the fall 1991 book. In contrast, the Hispanic population is growing even faster than expected, so it was increased.

And while the 18-24 age group is shrinking, it is not shrinking as fast as was estimated, so it appeared to increase for the fall 1991 book (see chart).

In some markets, the resulting adjustments were dramatic. In Los Angeles, for example, the black population was reduced by 20%. And after two years of steady growth, urban-format KKB(T)FM Los Angeles saw its share drop from 4.9 to 3.8.

"We weren't really aware of the impact of [the census] until the book came out," says Craig Wilbraham, general sales manager at KKB(T). "We said, 'Wait a minute. What happened here?'"

"For all the urban stations in Los

ARBITRON METRO POPULATION PROJECTIONS

Age group	Fall 1990	Fall 1991	Percent change
12-17	12,222,900	12,272,100	+ 0.3%
18-24	15,972,800	16,514,100	+ 3.4%
25-34	27,870,300	28,003,700	+ 0.5%
35-44	24,519,500	25,199,900	+ 2.8%
45-54	17,068,300	17,043,100	- 0.1%
55-64	13,029,400	12,631,100	- 3.1%
65 +	18,513,200	18,538,000	+ 0.1%
12 +	129,307,400	130,302,000	+ 0.8%

Source: The Interep Radio Store, based on 95 metro markets

Angeles, their population base is suddenly down," says Gerry Boehme, senior vice president and director of research, Katz Radio Group. "The assumption would be that every sta-

tion would lose 20% of its audience, through no fault of its own."

"It has been a tremendous boost for the Spanish market. We spent all of the 1980's living with a bad census that undercounted Hispanics."

Janet Therrien, VP, director of research & marketing Katz Hispanic Radio

Wilbraham says he has been trying to convince advertisers the census figures are wrong. He has powerful allies—the city itself is challenging the accuracy of the count. "It's inconceivable that 200,000 blacks moved

out of Los Angeles," he says. "That just doesn't happen. It's an undercount. "It's made our negotiations a little more difficult," he says. "We've had to work a little harder. But we haven't lost any business because of the census. For the short term, it's slowed our growth slightly."

Spanish stations, meanwhile, are understandably pleased with the new figures. A Katz research analysis of point delivery by format showed Spanish gaining 14.7% from fall 1990 to fall 1991, from 6.8 to 7.8. The same survey showed urban losing 14.5%, from 8.0 to 7.1.

"It has been a tremendous boost for the Spanish market," says Janet Therrien, vice president and director of research and marketing at Katz Hispanic Radio. "We spent all of the 1980's living with a bad census that undercounted Hispanics."

Therrien contends that even with the dramatic increases shown by the census, the Hispanic population is still underestimated. "I don't consider a

14% increase for Spanish-language radio a huge leap," she says. "I think if we had a better survey method and a larger sample, that number might actually be higher. I still think it's quite heavily underrepresented by rating services."

The increase in the Hispanic population nationally prompted Arbitron to designate six more cities as Hispanic markets in which it will measure and weight Hispanic households: Washington, Boston, Las Vegas, Amarillo, Santa Rosa and the tri-cities in Washington of Richland, Kennewick and

Pasco. Arbitron measures Hispanic households only in markets where there are 150,000 or more Hispanics or where Hispanics make up 10% or more of the total population.

Jeff Wakefield, executive vice president, director of research, The Interep Radio Store, cautions against reading too much into the adjustments. He points to the 18-24 age group, which was increased by 3.4% from fall 1990 to fall 1991. "People shouldn't react to that by thinking that 18-to-24's are a fast-growing group," he says. "Because they're not." ■

CPB FUND WINNERS

A study of ways to make public radio's \$30-million news investment available to Spanish-speaking audiences and the creation of a Spanish-language public radio network were among the 24 projects selected as finalists in the Corporation for Public Broadcasting's \$4.5-million Radio Program Fund. Both were proposed by Radio Bilingue Inc. of Fresno, Calif. ■

WESTWOOD ONE POSTS RECORD REVENUE GAIN

1990 exchange offer, cost efficiencies buoy network's bottom line

By Reed E. Bunzel

Westwood One Inc. last week reported record revenue of \$41 million for the fourth quarter of 1991 (ending Nov. 30), an increase of 8% over the \$37.9 million revenue posted in the fourth quarter of 1990. While the company still posted a quarterly net loss of \$1.338 million, or \$.09 per share, the fourth quarter showed a 62% improvement over the net loss of \$3.538 million, or \$.24 per share, in the prior year's fourth quarter.

The Los Angeles-based company also reported that operating income for the fiscal year improved 51% to \$3.058 million from \$2.023 million in 1990. Loss before extraordinary gain in fiscal year 1991 was \$16.782 million and \$1.13 per share, an 8% improvement over 1990's loss of \$18.175 million and \$1.25 per share. Net income in fiscal 1991 was \$8.836 million (\$.60 per share) compared with a net loss of \$18.175 in 1990, due primarily to Westwood One's 1990 offer to exchange \$98.5 million in convertible bonds for new securities (BROADCASTING, Nov. 26 and Dec. 24, 1990).

The net result of that exchange offer was "to knock \$50 million in debt off our balance sheet and to lower our interest burden" for 1991, said Norm Pattiz, company chairman/chief executive officer.

Revenue in fiscal 1991 declined nominally to \$144.350 million from \$145.904 million in 1990.

In a corporate statement, Pattiz said

that the company's improved financial status was the result of "improving operating performance and decreasing...financial leverage." He said the company has "initiated actions which will, hopefully, have a positive impact

The company posted a quarterly net loss of \$1.338 million, and Chairman/CEO Norm Pattiz says, "We don't see anything in the first six months of '92 that indicates business will get much better."

in 1992 and beyond, such as increasing our network radio audience, redirecting our strategy at KQLZ-FM 'Pirate Radio' toward a less risky approach with better operating leverage, and continuing to pursue further efficiencies in our costs and expenses."

Pattiz told BROADCASTING that 1991's net income was a direct and "dramatic effect" of the 1990 exchange offer, and most likely constituted a one-time event unless further financial restructuring was implemented, which he did not rule out. Additional 1991 earnings gains "came from improvement at the network and the cost cuts that we made over the course of 1990 that benefited us in 1991," Pattiz said.

While continuing to show improvement, Westwood One still faces financial difficulties "inherent to any advertiser-driven company," Pattiz said. Despite steady gains in network audience numbers and methodical but slow fine-tuning at KQLZ-FM "Pirate Radio," he said he anticipates flat to negative-5% growth for 1992. "We don't see anything in the first six months of '92 that indicates business will get much better," Pattiz observed. "If I said I was cautiously optimistic, the key word would be 'cautiously.'" ■

WESTWOOD'S 4TH-QUARTER/FISCAL YEAR RESULTS

(Add 000,000)

	Three Months Ended November 30		Fiscal Year Ended November 30	
	1991	1990	1991	1990
Revenue	\$41,019	\$37,967	\$144,350	\$145,904
Operating Income	4,291	1,153	3,058	2,023
Loss before tax/extra. gain	(2,081)	(5,420)	(24,364)	26,151
Loss before extra. gain	(1,338)	(3,538)	(16,782)	(18,175)
Extraordinary gain	—	—	25,618	—
Net income (loss)	(\$1,338)	(\$3,538)	\$8,836	(\$18,175)

RBDS TECHNOLOGY WILL TRANSMIT DATA VIA FM RADIO

European system, adapted to yet-to-be established U.S. standard, would allow receivers to scan dial for formats, provide data and radiotext

By Reed E. Bunzel

Don't look now, but there's another new technological abbreviation coming from Europe to U.S. radio: Radio Broadcast Data System (RBDS).

Actually, RBDS is not new. Receiver manufacturers have been developing RBDS-equipped radios for several years, and the National Association of Broadcasters and other organizations have been studying domestic application of the technology for almost as long.

Now that the various European systems have found relative acceptance by consumers, however, implementation of RBDS in the U.S. apparently is imminent, whether broadcasters want it or not.

In theory, as well as practice, RBDS allows FM radio stations to transmit digital data, via FM subcarrier, to receivers capable of displaying certain types of information or text, depending on application or design. Of the many types of functions available through RBDS, the most common would be to allow listeners the option of tuning their radios via a "scanning feature" that would select certain signals according to program format. Listeners could select a favorite format from a pre-specified list of formats built into the receiver, and order the scanner to stop on stations with that format. Format scanning would not replace or interfere with pre-set or scan features currently found on many radio receivers.

The drive to implement RBDS is being spearheaded by the receiver manufacturers and the consumer electronics industries, with consideration given to the needs and concerns of existing radio broadcasters. In fact, U.S. broadcasters "don't have control over the future of format scanning, but...we have the opportunity to assert some influence over it," according to NAB Radio Board member and RBDS Task Force Chairman David Benjamin, president of Community Pacific

Broadcasting.

Recently, the RBDS Task Force circulated a questionnaire seeking opinions and responses from radio broadcasters to determine whether RBDS was considered a benefit or a disadvantage, or if it would have little impact on radio programming and/or marketing.

The response to this unscientific poll, which concluded last week (Feb. 10) has been tremendous but thus far inconclusive because the results have yet to be tabulated, according to NAB's senior vice president of science and technology, Michael Rau. Rau indicated that adoption of a technical standard for U.S. RBDS—and

initial manufacture of RBDS-equipped receivers—could come as soon as this summer.

"Together with the Electronic Industries Association, we are working with the National Radio Systems Committee to come up with a voluntary technical standard," which should be set in the next four or five months, Rau told BROADCASTING. "The manufacturers are pushing this very hard, and if we stumble or fail to come to some policy view, they would move ahead and implement whatever they want without our input at all."

An RBDS standard is necessary largely because U.S. requirements differ from European technological applications, and because the system—as currently "deployed"—operates on the 57 kHz FM subcarrier. At this point, such an FM-only standard would preclude AM stations from participating and also conflicts with existing uses of that frequency, Rau said. To assuage the AM problem, technology currently is being developed that would use a replaceable microchip to "pre-program" radio receivers for AM format information, and which could be updated periodically.

Broadcasters facing the prospects of RBDS harbor two primary concerns. Format-specific scanning could serve to level the playing field by possibly scanning a lesser-rated station before finding its higher-rated competition, and some stations could mislead the RBDS scanner by feeding inaccurate format information to "trick" the receiver into stopping on the wrong station.

Other applications for RBDS include a program identification code, which would enable an RBDS-equipped receiver to "follow" a specific program in the event that the station was interfered with or otherwise degraded beyond the receiver's capability to pick up the program. Also, an in-home RBDS receiver could be connected to a video display or printer to print out radiotext transmitted by the radio station. ■

PROPOSED RBDS FORMAT SCAN LIST

One format scanning list currently under consideration by the National Radio Systems Committee would include 31 display options (below). A shorter list would include Country, Top Hits, Rock, Soft, Public, Information, R&B, Religion, special programming and two alert signals.

8-Character Display	Station Format
1. CLASICAL	Classical/Fine Arts
2. CLS RCK	Classic Rock
3. COUNTRY	Country
4. EASY	Easy Listening
5. JAZZ	Jazz, New Age
6. LIGHT	Soft or Light Rock
7. NEWS	News and Information
8. NOSTALG	Nostalgia, Big Band
9. OLDIES	Oldies
10. PUBLIC	Public Radio
11. R & B	Urban/R&B/Dance
12. RELIGION	Religious
13. ROCK	Rock/AOR
14. LANGUAGE	Non-English Lang.
15. SPORTS	Sports
16. TALK	Talk
17. TOP 40	Top 40/CHR
18. VARIETY	Variety/Ethnic/Other
19-29. (Spare)	Spare
30. ALERT 1	Emergency: Top Priority
31. ALERT 2	Emergency

SOFTWARE TAPS SPENDING POWER

Birmingham, Ala.-based TAPSCAN Inc. has developed a new software program, called Retail Spending Power, designed to calculate the spending power of a radio station's audience. The program is a market-specific database listing retail sales for some 60 categories, including food stores, department stores, restaurants, hardware stores and car dealerships, and is available to broadcasters in electronic form. TAPSCAN President Dave Carlisle defined spending power as "retail sales attributable to the residents of a given geography factored by the known income by the demographic cell." The new software thus enables stations to take metro data from Market Statistics, Inc., factor it for income by demographic cell using Census Bureau data, and then apply the result against Arbitron cumulative audience composition. Retail Spending Power data and software will be made available to TAPSCAN subscribers later in 1992.

EEO CONDITIONS

The FCC granted the renewal applications of Toledo Broadcasting-owned WSPD(AM)-WLQR(FM) Toledo, Ohio, subject to EEO reporting conditions. The commission said the licensee failed to direct "significant" recruitment efforts toward qualified blacks. The FCC also renewed the licenses of L.M. Communications' WZXG(AM)-WCOZ(FM) Lexington, Ky., over the objection of the NAACP and the National Black Media Coalition. The commission did tell those stations to assess their EEO programs on a more regular basis.

MORNING RUSH

Morning commuters, brace yourselves: Rush Limbaugh will soon be available for the morning rush hour. Beginning March 2, stations that air Limbaugh's three-hour midday talk show will have the option of airing a daily, 90-second commentary called "The Rush Limbaugh Morning Update."

Some 450 stations carry Limbaugh's talk show, which is produced and distributed by EFM Media Management, Inc.

LIDDY'S BACK

Former Watergate notable G. Gordon Liddy is back inside the beltway. Liddy began Feb. 3 as host of a midday talk show on Infinity's WJFK(FM) Manassas, Va. (Washington). On WJFK, Liddy follows Infinity's popular morning host Howard Stern. Infinity has no announced plans to syndicate Liddy's show, but his agent, Don Epstein, says that's Liddy's ultimate goal.

ZAPCASTS

Zapnews and Accu-Weather Inc. have signed a multiyear agreement under which Accu-Weather will provide customized weather forecasts and information to Zapnews affiliates. According to Zapnews President James Hood, this relationship "insures that Zapnews clients receive the finest, most reliable and technologically advanced weather service available." Accu-weather, based in State College, Pa., employs 75 meteorologists to provide extensive weather forecasts to media organizations, government agencies and private industry. The new Zapnews forecasts are set to go on-line March 2.

TALK RADIO

A group of Baltimore businessmen has launched the United Talk Radio Network (UTRN), a new talk show service designed to provide programming to some 150 radio stations left in the lurch following programming and management troubles last month at the American Radio Networks (BROADCASTING, Jan. 20). UTRN claims it already has signed many of ARN's 208 radio affiliates and has hired 20 of its staff members. The management team behind the new Baltimore-based network includes attorney Michael Hodes, who will serve as CEO; businessman Douglas Strouse, UTRN's new president, and Walter McManus Jr., UTRN vice president. The network will broadcast

live 24 hours a day, seven days a week, from studios at WCBM(AM) in Owings Mills, Md.

GLOBAL VISION

Radio Vision International, worldwide distributor of concerts for television, has formed a new worldwide radio program production and syndication company with U.S.-based Global Satellite Network. "Global Vision," the new joint venture, will create, produce and distribute concerts and other music-related programs for U.S., European, Asian and Australian markets. The first event produced through the partnership has an exclusive live Valentine's Day concert by Rod Stewart last Friday (Feb. 14).

ROSE BUDS

Florida's Radio Network and Pete Rose have signed an exclusive Florida marketing and distribution agreement for a new syndicated talk program, *Talk Sports with Pete Rose*. Rose, former Cincinnati Reds player-manager and all-time Major League Baseball hit leader, will host the two-hour program weekdays at 6-8 p.m. ET. The show, which is scheduled for a March 9 launch to coincide with spring training, will focus on all-sports and will feature a broad lineup of guests and interactive audience call-ins. The program will originate in the studios of WJNO(AM) West Palm Beach, which will serve as the show's flagship station.

UNISTAR RELOCATES

Unistar Radio Networks is scheduled to move its western facilities, now operating in Colorado Springs and Los Angeles, into a single studio/office complex in Valencia, Calif., effective March 16. The 31,000-square-foot facility, under construction, will serve as production headquarters for Unistar's eight 24-hour formats, and also will house distribution operations, the affiliate sales force for the format segment of Unistar's business and the western advertising sales office for all Unistar broadcasting properties. Valencia is a suburb 35 miles north of Los Angeles.

Business

PINELANDS: ANOTHER YEAR, ANOTHER 'TAKEOVER'

In first interview in a year, chairman says company knows of no outside stock accumulation; WWOR-TV's license challenge set to go to court

By Geoffrey Foisie

Little at Pinelands has changed in the year since the company went public. Its FCC license is still being challenged. Some stock speculators think a takeover or other merger of the WWOR-TV parent company is still just around the corner. Revenue growth in the New York market is still weak. And station management is still struggling to find the right programming formula in at least one key daypart.

But Pinelands is back in the news anyway, spurred by recent interest in its stock. Reasons for the investing interest probably range from general to specific. Generally, Pinelands is one of a number of broadcasting-related stocks to perform well since the beginning of 1992. Among other media issues that have managed 20%-plus gains during the past six weeks are Pulitzer, Washington Post Co., Multimedia and Times Mirror. More specifically are signs that the weak New York economy is rebounding. Pinelands, in fact, has been outperformed by another New York-dependent media stock, The New York Times Co.

Then there is the fact that, the first week in January, the FCC reaffirmed an administrative law judge decision renewing the license of WWOR-TV. That decision also reaffirmed the dismissal of the license challenger, Garden State Broadcasting. But Garden State's FCC attorney, Morton Berfield, told BROADCASTING last week that the group intends to appeal the matter to the D.C. circuit court of appeals. That appeal must be made by this Friday, Feb. 21.

With WWOR-TV's license more certain, some stock speculators think that whatever predators there are for

the TV station will soon appear.

For all those reasons, and in a bull stock market, Pinelands rose 28% on heavier-than-usual volume from Jan. 2 to its recent peak of \$16. As of late Thursday, the stock was trading at 15¾.

Despite the active stock buying, no takeover party had yet filed a 5% hold-



Pinelands Chairman-CEO Larry Fraiberg

ing with the Securities and Exchange Commission. And Pinelands Chairman and Chief Executive Officer Larry Fraiberg, in his first interview in a year, told BROADCASTING recently the company has not seen any signs of suspicious stock accumulation. Accumulation would be a logical prelude to an all-cash tender offer, against which management is thought to have little defense, say some investors.

Fraiberg, along with President and Chief Operating Officer Michael Alexander, did say they have had numerous conversations with other companies over the past year. In some of these conversations, said Fraiberg,

Pinelands would have been the acquiring party. The company has little debt and has taken a look, for instance, at buying other TV stations.

But Fraiberg said it would be too simplistic to assume that Pinelands' only option would be to join WWOR-TV, its sole operating property, with another station operator, either as a buyer or seller. The company is looking at a wide range of media operations and could conceivably, he suggested, diversify away from broadcast television.

Pinelands' two top executives have plenty to think about aside from strategic planning.

Alexander said what the company really wants is an entertainment "home run," a show that Pinelands develops and owns and which it can syndicate to other stations. So far, the daypart that has been the major testing ground for owned or co-developed programming is perhaps also the station's weakest—prime time.

A "near miss" for the station, said Alexander, was the joint-venture project *Dangerous Women*, which did well in New York but less well elsewhere. The show recently went out of production.

One option Fraiberg is keen on is a variety show, one he said would be good for "eight to 10 years...giving the station good identity." *New York at Night*, Pinelands' current attempt at variety, pulled a last-place three-share in the January books, but Fraiberg rationalizes the performance, calling it a "show in progress," which will later be given greater promotion. It is rumored that Pinelands will move the show up an hour, to 8 p.m., and try to upgrade the show's guest list.

Another show that has yet to realize full syndication potential is Howard



Pinelands President and Chief Operating Officer Michael Alexander

Stern's Saturday late-night talk show. *Howard Stern* does so well in New York that local revenue is greater than that obtained from selling the show to 48 other stations, where it averages just under a 2 rating.

There is also good news at WWOR-TV. In early fringe, the station has ranked number one among independents with some standard one-hour action dramas such as *Bonanza*, *Magnum* and *Hunter*. Likewise, ratings, if not profitability, have also been good for its access comedy lineup of *Married...with Children* and *Cosby* and late night, with *Arsenio*.

Although revenue from New York Mets baseball telecasts was down 1% through the third quarter of 1991, the team recently added some expensive talent to its roster, which should give the station's salespeople "something to talk about," said Alexander.

Competing against two other group-owned VHF independents, Tribune's WPIX-TV and Fox's WNYW-TV, Pinelands has professed to be at a great disadvantage. The company, however, has informal buying arrangements with other independents, including Chris-Craft's KCOP-TV Los Angeles, and is a participant in a prime time television consortium.

For the near term, however, Pinelands must count on no "home runs" and, as with other New York station operators, must plan for slow-growing market revenue. As a result, stock analysts such as Ed Hatch of UBS Securities and Lisbeth Baron of S.G. Warburg Securities generally consider the recent run-up in the stock price excessive. If advertising does not rebound and a buyer does not materialize, the stock will probably fall. Then some money manager will start speculating again and Larry Fraiberg and Michael Alexander will be looking for signs of accumulation, perhaps this same time next year. ■

Changing Hands

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

KGW(AM)-KINK(FM) Portland, Ore. □ Sold by Portland Radio Inc. to KINK Inc. for \$11.5 million. Seller was subsidiary of King Broadcasting Co.; combo is company's last station of former radio-TV group owner. Buyer is headed by R. Kenneth Conner and is backed by Luis G. Nogales, Lombard Investments, Kingscross UK Partners Ltd. (35.897% voting stock) and Nogales Reed Corp. (64.103% voting stock). Nogales is president of Nogales Partners, Los Angeles-based media acquisition firm. KGW is full-timer with news-talk format on 620 khz with 5 kw. KINK has contemporary album format on 101.9 mhz with 100 kw and antenna 1,610 feet above average terrain. *Broker: Kalil & Co.*

WNDZ(AM) Portage, Ind. (Chicago), and wvvx(FM) Highland Park (Chicago), Ill. □ Sold by WNDZ Inc. and WVVX Inc. to Douglas Broadcasting Inc. for \$2 million and \$3.7 million, respectively. Seller of WNDZ is headed by Abraham Warshaw, et al.; seller of wvvx is headed by Howard Warshaw, et al. Several principals also have interests in WCBW(FM) Columbia (St. Louis), Ill., and WLYT(FM)-WFIX(AM) Raleigh, N.C. Principal Marvin B. Kosofsky heads Universal Broadcasting, which is licensee of WWCS(AM) Cannonsburg, Pa., WTHe(AM) Mineola, N.Y., WSYW-AM-FM Danville (Indianapolis), Ind., and KPCC(AM) Pasadena, Calif. Kosofsky also has approximately 14% interest in voting

SOLD!

KSSS-AM/KVUU-FM, Colorado Springs, Colorado from Radio Ventures, Inc., to Dick Broadcasting, Inc., James Allen Dick, Jr., Principal, for \$1,275,000.

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KING SELLS LAST OF RADIO PROPERTIES

The last of King Broadcasting Co.'s radio properties, KGW(AM)-KINK(FM) Portland, Ore., was purchased last week by broadcaster Luis G. Nogales and an investment firm for \$11.5 million plus net working capital (see "Changing Hands"). The deal is expected to be completed sometime in May, according to Kalil & Co. broker Kelly Callan, who is representing the stations.

The company's TV stations and cable systems were sold last year to affiliates of a joint venture formed between group owner and newspaper publisher Providence Journal Broadcasting Corp. and Kelso & Co. for approximately \$400 million, and are still operated under King Broadcasting. That deal is expected to be completed by the end of February, according to Suzanne Sorknes, vice president and general counsel at King Broadcasting.

Sisters Harriet S. Bullitt and Priscilla Bullitt Collins, former majority shareholders of King Broadcasting and daughters of the company's founder, Dorothy Stimson Bullitt, formed a company to buy KING-AM-FM Seattle for \$9.75 million; that deal was expected to close last Friday (Feb. 14). The sale of King's San Francisco stations KSFO(AM)-KYA(FM), purchased by First Broadcasting Co. for \$13 million, closed Jan. 27.

Nogales, who is planning to build a station group, is the former chairman and chief executive officer of United Press International. He was formerly with Golden West Broadcasters, owned by Gene Autry, and currently serves on the board of trustees at Stanford University. Also supplying financing is Lombard Investments Inc., a financial investment firm based in San Francisco.

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stock of Jacor Communications Inc., which owns five AM's and six FM's. Seller is headed by N. John Douglas, who is also purchasing WVVX(FM) Highland Park, Ill. (Chicago) (see below). He also recently purchased KWIZ-FM Santa Ana, Calif. ("For the Record," Jan. 6). Douglas Broadcasting is parent company of licensees of KWWN(FM) Placerville, KEST(AM) San Francisco, KOBO(AM) Yuba City, KAGR(FM) Ventura, KMLO(FM) Fallbrook and KMAX(FM) Arcadia, all California. Douglas is also sole shareholder of general partner of licensee of WKNR(AM)-WGAR-FM Cleveland. WNDZ has religious format on 750 khz with 2.5 kw day. WVVX has ethnic, heavy metal format on 103.1 mhz with 3 kw and antenna 241 feet above average terrain.

WRXR(FM) Aiken, S.C. (Augusta, Ga.) □ Sold by Guardian Broadcasting Co. Inc. to J&L Broadcasting Inc. for \$1.5 million. Seller is headed by Leon A. Dunn Jr., who also owns WMGR(AM)-WJAD(FM) Bainbridge-Albany, Ga. Buyer is headed by Donald L. Wilks and Jeffery Wilks. WRXR-FM has classic rock format on 96.3 mhz with 50 kw and antenna 699 feet above average terrain. Broker: Snowden Associates.

WFXL(TV) Albany, Ga. □ Sold by NewSouth Broadcasting Inc. to TV 57

Live Oak-Gainesville Inc. for \$1.4 million. Seller is headed by Manuel A. Cantu and is licensee of WGNM(TV) Macon, Ga.; New South Broadcasting of Knoxville is licensee of WKCH-TV Knoxville, Tenn. Buyer is headed by Lynda Callaway, and has no other broadcast interests. WFXL is Fox affiliate on ch. 31 with 1,580 kw visual and 150 kw aural and antenna 990 feet above average terrain.

WUST(AM) Washington □ Sold by

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$4,514,101 □ 7

FM's □ \$5,016,519 □ 7

AM-FM's □ \$12,075,000 □ 3

TV's □ \$825,000 □ 2

Total □ \$22,430,620 □ 19

1992 to Date:

AM's □ \$4,719,101 □ 10

FM's □ \$23,335,711 □ 19

AM-FM's □ \$15,855,500 □ 10

TV's □ \$23,460,000 □ 6

Total □ \$67,370,312 □ 45

For 1991 total see Jan. 27, 1992 BROADCASTING.

District Group Communications Inc., debtor, to New World Radio Ltd. for \$1.15 million. Seller is headed by trustee Barry Skidelsky, who is applicant for new FM in Queensbury, N.Y.; he intends to file for review of Review Board's decision, which denied application. Buyer is headed by James M. Weitzman, who holds minority stock interest in parent corporation of licensees of WGNE-FM Titusville, Fla.; WACO-AM-FM Waco, Tex., and WVMX(FM) Stowe, Vt. WUST has gospel format on 1120 khz with 1 kw day.

WJDZ(FM) Levittown, P.R. □ Sold by Community Educational Group Corp. to Clamor Broadcasting Network Inc. for \$800,000 on terms. Seller is headed by Aurio Matos, who is applicant for new FM at Culebra, P.R. Buyer is headed by Jorge R. Garcia, who is assignee in application of WORR(AM) Quebradillas, P.R. WJDZ has educational and Spanish format on 88.5 mhz with 35 w and antenna 121 feet above average terrain.

KXOW(AM)-KLAZ(FM) Hot Springs, Ark. □ Sold by KZ Radio Ltd. to Noalmark Broadcasting Corp. for \$525,000. Seller is headed by Louis Schaaf; Billy H. Thomas and Jerry E. Morris are each 25% stockholders of KZ Broadcasting Inc., general partner of assignor, and licensee of KDEZ(FM) Jonesboro (recently sold, see "For the Record," Jan. 27) and KZKZ(AM) Greenwood, all Arkansas; WXLN-AM-FM Biloxi-Gulfport and WJKX(FM) Ellisville, both Mississippi, and KLAA(FM) Tioga, La. Buyer is headed by William C. Nolan Jr., and is also licensee of KELD(AM)-KAYZ(FM) El Dorado and KKIX(FM) Fayetteville, both Arkansas; KKTU-AM-FM Kilgore, Tex., and KYKK(AM) - KZOR(FM) Hobbs, N.M. KXOW has beautiful music format on 1420 khz with 5 kw day and 87 w night. KLAZ has AC format on 105.9 mhz with 95 kw and antenna 994 feet above average terrain.

WJEM(AM) Valdosta, Ga. □ Sold by Lowndes County Broadcasting Co. to WJEM Inc. for \$401,382, assumption of existing debt. Seller is headed by H. Vernon Arnold, and has no other broadcast interests. Buyer is headed by J.C. Johnson, and has no other broadcast interests. WJEM has country format on 1150 khz with 5 kw day.

WHVW(AM) Hyde Park, N.Y. □ Sold by Mid-Hudson Broadcasting Inc. to Joseph-Paul Ferraro for \$350,000 on

terms. **Seller** is headed by Donald P. Adams and Ralph R. Adams, who have application pending for new FM at Poughkeepsie, N.Y. **Buyer** owns FM translator in Houlton, Me. WHVW has oldies format on 950 khz with 500 w day, 57 w night.

KPQC(TV) Omaha □ CP sold by Pappas Telecasting of the Midlands to Gary Cocola for \$325,000; station is not on air. **Seller** is headed by general partner Harry J. Pappas, and is also licensee of KPTM(TV). Fox affiliate in Omaha, and **KMPH(TV) Fresno** (Visalia), Calif. **Buyer**, Cocola, plans to construct station in about six months and to program Home Shopping Network; Cocola also has FCC approval to acquire license for LPTV's K34AV Fresno and K66CQ Oneals, both California. KPQC is allocated to ch. 15.

WTTN(AM) Watertown, Wis. □ Sold by WTTN Inc. to Watertown Radio Inc. for \$315,719, assumption of debt. **Seller** is headed by William Haig, and has no other broadcast interests. **Buyer** is headed by Charles P. Mills, who is permittee of LPTV at Lafayette, Ind. WTTN has AC format with 1580 khz with 1 kw day and 7.8 w night.

KCFI(AM) Cedar Falls, Iowa □ Sold by Larry W. Edwards, receiver, to Cedar Valley Broadcasting for \$275,000 on terms. **Seller** also has interests in licensee of WMT-AM-FM Cedar Rapids, Iowa, and KWSN(AM)-KRRO(FM) Sioux Falls, S.D. **Buyer** is headed by Donald Timmerman; shareholders Janet M. and Donald L. Rabbitt, husband and wife, together own 93% of licensee of KWOA-AM-FM Worthington, Minn. KCFI is fulltimer with modern country format on 1250 khz with 500 w.

OVERCHARGE FINE

The FCC has fined Atlin Communications, a subsidiary of Outlet Communications and the former owner of WXIN(TV) Indianapolis, \$10,000 for overcharging political candidates for spots during the 1988 campaign. The station acknowledged 14 overcharges including two instances resulting in discrimination between candidates. Although Outlet sold the station to Chase Communications in 1989, it is still liable.



CBS CLOSES ON MIDWEST PURCHASE

CBS finalized its acquisition of essentially all the assets of Midwest Communications Inc. on Feb. 5 for \$178.6 million. The sale included WCCO-AM-TV and WLTE(FM), all Minneapolis, WFRV-TV Green Bay, Wis., and Midwest Sports Channel, a regional cable sports network. Consideration consisted of \$36.7 million in CBS stock and \$141.9 million in assumption of Midwest Communications' liabilities. Signing the contract at closing are (l) Peter Keegan, senior vice president, finance, CBS, and Joseph E. Murphy, CEO, Midwest Communications.

OUT WITH THE BAD: MORE 1991 FINANCIALS

The CBS television network managed to report higher fourth-quarter profits on a small increase in revenue. Part of the higher revenue was due to more baseball playoff and World Series games, while costs benefited from major write-downs of sports programming already taken. The fourth-quarter results are by comparison with already weak results reported in 1990.

The third-quarter sports write-down of \$322 million, which included reserves taken against future years, skewed network operating losses for 1991. CBS said the network also suffered due to costs of news coverage and "other categories of programing."

For the full year, CBS reported revenue of \$3.04 billion, down 7%, partly due to the absence of NBA telecasts and the Superbowl. Commenting on the network's outlook, CBS Chairman Laurence Tisch said improved prime time ratings will "...earn financial rewards, starting with this spring's upfront advertising market."

At the TV stations and radio division, both sales and profits declined in the fourth quarter. For the year, the TV stations reported an 8% revenue decline, while radio division sales were off 2%. Both those divisions reported lower 1991 operating profits.

Financial reports included evidence of weaker barter advertising as well. Viacom said 1991 entertainment earnings were off 4% due to "low advertising revenue on first-run syndication product."

That company's fourth-quarter TV station cash flow dropped 24% on a 7% revenue decline, compared with already flat results in the prior-year period.

For all of 1991, TV station cash flow was off 21%, to \$29.7 million, on a 10% decline in revenue, to \$80.1 million. Viacom's radio revenue increased, partly due to acquired stations, while cash-flow fell slightly, in part due to "format changes for the radio stations acquired." **—CF**

Technology

PHILIPS WINS KEY GHOST CANCELING TESTS

Manufacturer is already targeting cable headends as the first market to benefit from cleaner broadcast signals; a consumer product could come in 1993

By Peter Lambert

The ghost canceling system developed by Philips Laboratories "consistently exhibited superior performance relative to the other four systems," according to a National Association of Broadcasters report on field tests conducted last September through November.

Although a voluntary industry standard will not come before mid-year, Philips has already begun to go to market, targeting cable headends as the first users of equipment designed to eliminate ghosting in signals received over the air.

The next step is outfitting consumer sets, perhaps as soon as 1993, said J. Peter Bingham, president of Philips Laboratories in Briarcliff Manor, N.Y. "We have the chips now," he said, to produce circuits that use a digital ghost canceling reference (GCR) signal (transmitted in the vertical blanking interval) to correct ghosts on the screen.

Field-test results will go to NAB's membership and board for recommendation on further action. At the same time, a specialist group of the Advanced Television Systems Committee (ATSC) is scheduled to meet Feb. 20 to assess the field, cable plant, laboratory and computer simulation tests. ATSC could initiate a standards vote by April, ratifiable by the end of June. Only the GCR is being considered for a voluntary standard for the broadcast, cable and consumer electronics industries.

Bingham declined to project the value of those markets to Philips and other manufacturers to whom it would likely license its patent. He emphasized, however, that Philips research and development and manufacture on



"When they see there is a solution [at a] very small investment, [broadcasters] are going to jump out of their chairs," said NAB's Lynn Claudy of the ghost canceling systems tested in more than 100 field locations around Washington last fall.

the project is all domestic U.S.

NAB's Lynn Claudy, director of advanced engineering and technology, predicted broadcasters will be eager to implement the technology to improve their own signals for cable, as well as for translators. Although broadcasters have simply grown used to accepting ghosting as a given in over-the-air transmission, said Claudy, "when they see there is a solution [at a] very small investment, they're going to jump out of their chairs."

When it comes to the consumer market, Claudy predicted the systems would likely appear first in high-end, widescreen sets. "Whether they ever appear in the 13-inch set on the kitchen table, where they're probably needed most, is unclear," he said.

Although formal economic analysis of the proposed systems has not been conducted, sources said systems designed by AT&T/Zenith Electronics,

Broadcast Technology Association (BTA) of Japan, Sarnoff/Thomson Consumer Electronics, Samsung Electronics and Philips would all represent a nominal investment for broadcasters and TV set manufacturers.

BTA has already won a set-top market for its ghost-canceling system in Japan, but Philips's Bingham agreed with Claudy that "consumers in the United States just don't buy set-top or outboard tuners."

Three Washington TV stations—one VHF (WRC-TV, ch. 4), one low UHF (WDCA-TV, ch. 20) and one high UHF (WFTY-TV, ch. 50) participated in the field tests. Analysis at more than 100 locations (70% of them within 15 miles of the transmitters) consisted principally of expert visual evaluation. Cable Television Laboratories, the Electronic Industries Association, the Association for Maximum Service TV and PBS also sponsored the tests. ■

DIGITAL STANDARDS: WAIT OR NOT?

SMPTE participants debate whether TV and computer industries will be better served by delaying adoption of HDTV and other parameters

By Peter Lambert

Could domestic U.S. television, computer and telecommunications industries benefit from delaying deadlines to set high definition TV and other digital transmission standards?

Some participants in last week's Society of Motion Picture and Television Engineers' (SMPTE) Advanced Television and Electronic Imaging Conference believe a delay would pay handsomely, giving the industries time to follow the digital learning curve toward making the most of each other's technologies. In interviews, they suggested the FCC consider delaying its mid-1993 HDTV standards deadline, perhaps by a year.

Others, particularly among television industry manufacturers, argued that advanced television standards can be set and implemented on time, compromising neither the TV industry's highest internal expectations nor the possibilities for making all electronic imaging media more interoperable than ever.

"We saw huge areas of commonality" at the conference, said SMPTE program chairman, consultant Peter Hammar. "Zeros and ones are universal," he said. "We can take advantage of that, if we're not pushed into a decision by a recession or other unnatural economic or political forces, including a lot of talk about the need to boost U.S. manufacture in a hurry.

"I fervently hope we don't rush into a decision too soon" on digital standards in the TV or computing industries, he said. "We're at a place where we need time to work out some critical issues."

Going further, consultant Craig Birkmaier, author of one of 22 conference papers, said he'd like to see the FCC "stand back, take another year and encourage proponents to merge the best of their systems together.

"Some manufacturers reasonably don't want to hear that," he said; "they've spent a lot to get where they are and want to go out and build. But the issue becomes 'When do you jump?' The FCC is in a difficult but

exciting position. We've waited long enough, avoided jumping too soon, and now we can see a truly golden opportunity."

Laurence Thorpe, vice president of production technology for the Sony Advanced Systems Co., said computer engineers and academics calling for a slowdown in the FCC process are underestimating the "long, deep history and knowledge propelling HDTV." Although HDTV has certainly become digital "where it makes sense," he said, TV camera and display technology will, and should, remain analog for the best results. Requirements in

those areas "are sacred to the television industry, and we'll probably be the only ones protecting them."

At bottom, he said, television producers and distributors need not compromise those requirements to benefit from system exchange. "Once we've all created images and then gotten them into digital form, then let's talk about what we can do with the digits," he said.

According to SMPTE Vice President of Engineering Ken Davies, "when push comes to shove, the schedules of the two processes aren't that different."

THE MERGING OF TWO TECHNOLOGIES

Designed as the great television and computer industry powwow of 1992, the SMPTE Advanced Television and Electronic Imaging Conference drew 600 participants to the Westin Saint Francis Hotel in San Francisco, Feb. 7-8. If the conference appeared a collision of agendas between about 300 TV and 300 computing engineers, SMPTE program chairman, consultant Peter Hammar believes the two industries found "they are talking about the same things, just with different vocabularies."

Indeed, they may eventually go after the same consumer markets.

Consultant Craig Birkmaier conceded that, in both computer and TV, "the marketplace likes fixed-price solutions you can build by the millions more cheaply. But," he argued, "computers can today display NTSC, PAL and higher-resolution video. And in computers, the next generation will be able to run all existing applications as a subset in an affordable package"—a scalable approach exemplified by a current co-venture between IBM and Intel to develop a chip that can be reprogrammed to read a wide range of compression algorithms and data rates.

"That could be true for television as well," he said.

Birkmaier expects that major computer manufacturers such as IBM and Apple will work toward networking a variety of fixed solution devices in the home, including standard and HDTV sets, videophones and personal computers. And in five to 10 years, he predicted, generic personal computers "will be good enough to decode everything on the fly.

"Television producers always want the best possible picture, but they don't seem to be aware at all of the possibilities of a whole range of services and quality levels consumers could choose from, essentially putting quarters into the machine until he has the level he wants," said Birkmaier. "Delivery systems could be metered on that basis."

And, the argument goes, if the TV industry doesn't adopt a scalable digital approach—allowing the manufacture of intelligent receivers able to pull out only what the user wants from a stream of data packages of varying types and resolutions—the computer industry will.

However, said Laurence Thorpe, vice president of production technology for Sony's Advanced Systems Co.: "The set manufacturers are very good at building and selling great numbers of solid consumer products. If someday they want to display computer information, or vice versa, marketplace dynamics will protect both computer and television manufacturers. They'll take care of it."

—PDL

S-A PREDICTS FLAT TV SPENDING

Scientific-Atlanta reported \$133.5 million in sales in the quarter ending in December 1991, up from \$123 million last year. But William Johnson, S-A chairman and chief executive officer, said spending by television and other users "is expected to continue at depressed levels well into 1992," even with the phase-out of highly leveraged transaction restrictions on cable capital expenditures. S-A attributed its drop in annual net earnings—from \$3.3 million (15 cents per share) in 1990 to \$2.2 million (10 cents per share) in 1991—to expanded research and development, "competitive pressures and start-up investment in new areas such as digital audio and international CATV." —PDL

On one track is the FCC mid-1993 HDTV deadline. On another, SMPTE hopes to adopt parameters for interoperability and scalability among electronic imaging media within 18 to 24 months, turning into standards up to six months after HDTV.

However, by mid-1992, the Advisory Committee on Advanced Television Systems (ATACS) will benefit from SMPTE's work. At that time, SMPTE expects to offer essentially finished reports on digital image architecture to ATACS. Those overseeing the HDTV standards process will be armed with "the basic principles of how images can be described and processed to make them interchangeable," Davies said.

Next Tuesday, Feb. 25, a task force of ATACS' alternative media working party—reconvened last fall to consider computers and computer graphics media—will meet to lay the groundwork for tying together SMPTE and ACATS work on convergence.

If the FCC then adopts interoperability and scalability requirements as part of HDTV standards in 1993, said Davies, "there would still be room for further developing details." In determining those principles, he added, "existing TV standards will be taken as givens." However, he added, once the analog parameters which constrained the development of existing, basic digital video standards are removed, "we can do a lot better."

One day before the conference opened, the SMPTE Standards Committee moved the convergence standards process another step forward, approving a feasibility report on proposed "header/descriptor" standards. They would provide universal identification of all digital packages, saying essentially, said Hammar: "Here's what your machine has to do to use the next block of data." The report was

passed on to the SMPTE Committee on Television Production Technology, charged with detailing standards for the digital age.

Said SMPTE: "The work represents a major and practical step towards the goal of fully flexible, interoperable, scalable and extensible systems that so many are seeking. Television, HDTV, [computer] high resolution imaging, graphics and image communications will at last be able to overcome many of the barriers to the free flow of material."

A SMPTE Task Force on Digital Image Architecture is expected to build on the "header/descriptor" report and complete a final report of its own by mid-1992.

Creating flexible interchange among the industries "is the most important thing we can do," Hammar said. ■



Last week, Zenith and AT&T technicians started installing their Digital Spectrum Compatible HDTV equipment at the Advanced Television Test Center in Alexandria, Va., in preparation for about an eight-week stay, beginning March 2. Testing of proposed advanced systems is likely to conclude in late August 1992.

THOMAS LEAVES ESPN FOR DIRECTV

Keno Thomas last week left his position as vice president, international, for ESPN, to join Hughes Communications' DirecTv high-power direct broadcast satellite organization as director of program acquisition. With ESPN since 1986, Thomas will be charged with developing programming and carriage agreements for DirecTv, which is scheduled to begin delivering 120-watt digital TV services to 18-inch consumer satellite antennas in early 1994. From 1982 to 1986, Thomas served as vice president of marketing for Times Mirror Cable in Irvine, Calif.

He joins DirecTv director of program development Christine LaValle, a former Disney Channel executive hired by Hughes last month. LaValle will serve as the "inside" half (planning what the programming mix should be) and Thomas as the "outside" half (making the deals) of DirecTv's initial software efforts.



Date Book

■ Indicates new listing or changed item

THIS WEEK

Feb. 17—Deadline for entries in the first annual *Radio Creative Fund Mercury Awards*. Information: (212) 307-3477.

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**—*International Radio and Television Society* under-30's seminar. Theme: "Unforgettable Moods: Creative Advertising and How It Affects the Viewer." Conference Room A, Mezzanine level, NBC. New York. Information: (212) 867-6650.

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

■ **Feb. 19**—*American Women in Radio and Television*. *Houston chapter*, luncheon. Holiday Inn Crowne Plaza, Houston. Information: Jane Powell, (713) 621-2680.

■ **Feb. 19**—Fifth annual Cable Cup Challenge sponsored by *New York Women in Cable*. Eighth floor conference room, Time-Life Building, New York.

Information: Susan Kearns, (212) 258-7584.

Feb. 19—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Speaker: Pierre Cossette, producer of the Grammy Awards and of "The Will Rogers Follies" currently on Broadway. Copacabana, New York. Information: (212) 768-7050.

Feb. 19—*American Association of Advertising Agencies* legal issues seminar. The Drake Hotel, Chicago. Information: Dorothy Forget, (212) 682-2500.

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

Feb. 19—*National Press Foundation's* annual awards dinner featuring presentation of the Sol Taishoff Award for Excellence in Broadcasting to Ken Burns, maker of 1990 PBS documentary "The Civil War." Sheraton Washington Hotel, Washington. Information: Denise Slaughter or Donna Washington, (202) 662-7350.

Feb. 19-20—*The Museum of Television and Radio* presents the Mark Goodson seminar series. "Two Evenings with Barbara Walters." Museum, New York. Information: (212) 621-6600.

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. 20-22—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton and Towers, Lafayette, La. Information: (504) 383-7486.

■ **Feb. 22**—Deadline for filing daytime Emmy Awards forms sponsored by the *National Academy of Television Arts and Sciences* and the *Academy of Television Arts and Sciences*. Information for NATAS: Nick Nicholson, (212) 586-8424; information for ATAS: Barbara Chase, (818) 754-2873.

ALSO IN FEBRUARY

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. 25**—"High-Definition Television: The Myth and Reality of HDTV," question and answer seminar sponsored by *International Radio and Television Society*. Participants: David Niles, president, Captain New York; Barry Rebo, president, Rebo High Definition Studios; Bob Zitter, senior vice president, affiliate relations, HBO, and Chuck Sherman, senior vice president, National Association of

MAJOR MEETINGS

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 and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

April 22-24—*Broadcast Cable Financial Management Association* 32nd annual convention. 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. 6-8—*Satellite Broadcasting and Communications Association* summer conference. Baltimore, Md. Information: (703) 549-6990.

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. 12-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 13-14—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

■ **Nov. 4-8**—*National Black Media Coalition* annual conference. Hyatt Regency Hotel, Bethesda, Md. Information: (202) 387-8155.

Nov. 10-13—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto, Ontario. Information: (914) 761-1100.

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

Dec. 2-4—*Western Cable show* sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.

Broadcasters. Ed Sullivan Theatre, New York. Information: (212) 867-6650.

Feb. 25—*American Association of Advertising Agencies* legal issues seminar. The Grand Hyatt Hotel, New York. Information: Dorothy Forget, (212) 682-2500.

Feb. 25-26—Great Lakes Broadcasting conference and exposition sponsored by *Michigan Broadcasters Association*. Lansing Center, Lansing, Mich. Information: Leslie Staniszewski, (517) 484-7444.

■ **Feb. 26**—*International Radio and Television Society, sports division*, reception and seminar. Participants: Gary Beltman, senior vice president and general counsel, NBA; Edwin Durso, executive vice president, network marketing and general counsel, ESPN; John Ertmann, vice president, negotiations, NBC Sports; Stephanie Vardavas, director of licensing and assistant general counsel, Pro Serv Inc., and Phillip Hochberg of Baroff, Koerner, Olender and Hochberg, PC. Time Life Building, New York. Information: (212) 867-6650.

Feb. 26—*National Academy of Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Neil J. Rosini, attorney. Copacabana, New York. Information: (212) 768-7050.

Feb. 26—"Franchising: Business and Legal Issues," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

Feb. 26—"The Future of Network Television," a conversation with Ken Auletta, author of *Three Blind Mice*. Sponsored by *The Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Information: Paul Eisenberg, (212) 280-8392.

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

Feb. 26-March 1—*Association of Music Personnel in Public Radio* annual conference. J.W. Marriott Hotel, Houston. Information: John Swinford, (800) 833-3976.

Feb. 27—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Randy Falco, senior vice president, Olympics and Sports Operations, NBC, and Terry O'Neil, executive producer, NBC Sports. Copacabana, New York. Information: (212) 768-7050.

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.

Feb. 28—Deadline for applications to environmental journalism fellowship sponsored by the *University of Michigan* and the *Scripps Howard Foundation*. Candidates must have a minimum of three years' newsroom experience and hold full-time positions with news organizations. Information: (313) 763-1155 or (313) 763-5943.

Feb. 28—Deadline for entries for sports Emmy Awards nominations sponsored by the *National Academy of Television Arts and Sciences*. Information: David Beld, (212) 586-8424.

Feb. 28-March 1—*Intercollegiate Broadcasting System* national convention. Ramada Hotel at Madison Square Garden, New York. Information: Jeff Tellis, (914) 565-6710.

Feb. 29—"Prostitution, Politics and Powder," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Peppermill Hotel Casino, Reno, Nev. Information: Rachel Ambrose, (213) 626-1200.

Feb. 29-March 3—*Arbitron Television Advisory Council* meeting. Tucson, Ariz. Information: Pete Megroz, (212) 887-1344.

ERRATA

Sale of WKCFM Hamden, Conn. (New Haven), by Noble Broadcast Group to Clear Channel Communications for \$14 million ("Changing Hands," Feb. 10), was brokered by Blackburn & Co.

A group of Florida politicians filed a **complaint** against WTVT(TV) Tampa at the FCC for alleged overcharges exceeding \$500,000, **not a suit** as reported in Feb. 10 "In Brief."

MARCH

March 1—Deadline for entries to the Pulliam/Project Sunshine Internship sponsored by *Sigma Delta Chi Foundation*. Information: (317) 653-3333.

■ **March 2**—Deadline for overseas entries in radio programming and promotion awards competition sponsored by *The New York Festivals*. Categories are news programs, information, entertainment, on-air talent, programming format, promotion spots, public service announcements and craft and techniques. Submissions must have been produced or first broadcast after March 1, 1991. Information: (914) 238-4481.

■ **March 4**—*Advertising Women of New York* luncheon. Speaker: Arie Kopleman, president and chief operating officer of Chanel, Inc. Plaza Hotel, New York. Information: (212) 593-1950.

■ **March 4-April 26**—"TV Treasures: The MBC Archives," screenings sponsored by *Museum of Broadcast Communications*. Museum's Kraft Theatre, Chicago. Information: (312) 987-1500.

March 4—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lee Masters, president and CEO, E! Entertainment Television. Copacabana, New York. Information: (212) 768-7050.

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

March 4-21—*Museum of Television and Radio* presents the ninth annual television festival in Los Angeles. Leo S. Bing Theater, Los Angeles County Museum of Art, Los Angeles. Information: Diane Lewis, (212) 621-6685, or Dana Rogers, (212) 621-6705.

March 5—*National Association of Black Owned Broadcasters* eighth annual communications dinner. Featuring presentation of the pioneer in entertainment award to Black Entertainment Television president and founder Robert Johnson and the lifetime achievement award to entertainer Michael Jackson. Sheraton Washington Hotel, Washington. Information: (202) 463-8970.

March 6—Deadline for entries to hometown USA video festival sponsored by *National Federation of Local Cable Programers*. Information: (916) 441-6277.

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 8-9**—Local cable programming seminar sponsored by *National Cable Television Association*. Hyatt Regency on Capitol Hill, Washington. Information: Bridgit Blumberg, (202) 775-3611.

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 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications. Copacabana, New York. Information: (212) 768-7050.

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**—*Academy of Television Arts and Sciences* 13th annual college television awards. Beverly Hilton Hotel, Beverly Hills, Calif. Information: Murray Weissmann or Mark Rosch, (818) 763-2975.

March 15—Deadline for entries for the 1992 Arthur F. Burns Fellowship program sponsored by the *Center for Foreign Journalists*. Information: (703) 620-5984.

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

March 16—Deadline for entries for 1992 national Clarion Awards competition sponsored by *Women in Communications, Inc.* Information: Laura Rush, (703) 528-4200.

March 16-17—*North Central Cable Television Association* and *The Society of Cable Television Engineers* technical management seminar. Minneapolis. Information: (612) 641-0268.

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—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert L. Turner, president, Multimedia Entertainment. Copacabana, New York. Information: (212) 768-7050.

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 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.

Open Mike

FARNSWORTH VS. ZWORYKIN, CONT.

EDITOR: I regret that Albert Abramson found it necessary to use personal invective in taking opposition to the statements I made in my letter of Jan. 13 ("Open Mike," Feb. 3). Generally, when one has to resort to personal criticisms it is because one's factual arguments are weak. In point of fact, this is true in Abramson's case.

I had the opportunity to discuss with Elma Farnsworth the "facts," and far from an "amateur lecturer" on this issue, I have looked into things rather carefully. I shall attempt to set the record straight not with an attack of my own, but with Abramson's own words. His rebuttal letter obscures facts that he himself set into print in his book "The History of Television 1880-1941."

In the first place, Philo Farnsworth did not demonstrate his first all-electronic television system in July 1929 as stated by Abramson. That moment occurred nearly two years earlier, on Sept. 7, 1927, and is commemorated by a plaque in front of the site at 202 Green Street in San Francisco.

Abramson agrees that Zworykin received his patent in November 1938, but states that I associated Zworykin's patent problems with his visit to Farnsworth's labs some eight years earlier. I never made such a statement. I stated that Zworykin hadn't been granted his patent when he left Westinghouse to join RCA. I wrote: "Coincidentally, he joined Sarnoff just before paying a visit to Farnsworth's Green Street Labs." If anything, my implication is that Zworykin was somehow used by Sarnoff to get a firmer foothold in the emerging new industry of television.

Indeed, Abramson traced the cause of some of both Zworykin's and RCA's problems: "On Oct. 2, 1925, Dr. Zworykin applied for an amendment to his 1923 patent application...this amendment was to slow down the patent application for the next 13 years and cause Dr. Zworykin many problems. The

U.S. Patent Office claimed that this was 'new material' and not allowable" (page 79). Abramson's letter fails to mention the fact that throughout the 1930's Zworykin constantly added new claims to his yet unapproved 1923 application.

I never stated that the patent interference ruling 64,027 gave Farnsworth the rights to the Iconoscope. It was RCA that tried to prove that Zworykin's apparatus formed and used an "electrical image" in a manner similar to the image dissector of Farnsworth.

On the issue of controlling television, Abramson confirms, "The interference proved that the two types of transmitter tubes operated differently and that RCA had no right to make such a claim. This was a great victory for Farnsworth and gave him complete control of the dissector. However, it also gave RCA added impetus to improve the Iconoscope and eliminate its many deficiencies" (pages 179-180).

I never stated that the Patent Office decision "proved that Zworykin's system was inoperable." I stated that the grounds for dismissing Zworykin's claim were that his system was inoperable, violating a premise underlying the issuance of patents. On page 6 of the ruling it states: "In view of this testimony it is now considered that the Zworykin apparatus does not inherently operate to produce the 'electrical image' called for in the count."

Although Abramson cites RCA's secrecy policy as a reason why people thought Zworykin's system was inoperable, the argument is rather unconvincing. "To dispel this idea, RCA invited U.S. Patent Examiner C.J. Spencer to visit Camden on Feb. 20, 1931, for a demonstration. There are no details available, but it was reported that he was shown a two-sided camera tube in accordance with the disclosure of the July 17, 1930, Zworykin patent application" (page 163). I won't attempt to describe just what Abramson means by the remark, "There are no details available...." However, I question

whether this private visit proves demonstration and is the kind of evidence on which to rest such an important argument.

To conclude, I appreciate the opportunity to exchange opinion and interpretation. I have tried to let the evidence speak for itself. As for Abramson's overall thesis, I am intrigued by the remark, "I have not been able to agree with the Farnsworth family that Philo had priority over V.K. Zworykin. I told them that I must remain neutral and present the facts as I saw them" (page 293).

In doing so, Abramson has contributed a most interesting point of view, however subjective. He is a passionate supporter of Sarnoff, choosing to ignore or dispel that which challenges his legacy. It is not the first time Abramson has disputed another in print. Whether it's the family of pioneer researchers, like Kolomon Tihany's daughter, or other writers, like Hofer or Schatzkin and Kiger, the story is the same. Quoting again from Abramson (page 304): "Unfortunately, Schatzkin's enthusiasm for Farnsworth's cause taints all of his writings. He is reckless with his facts, and his shrill abrasive attitude has done Farnsworth more harm than good. He will not accept the fact [Abramson's opinion, that is] that Zworykin built and operated a camera tube before Farnsworth. In rejecting Zworykin's claim, Schatzkin has lost credibility, and has thus diminished Farnsworth's credit for building and operating the first truly electronic television system, for which he is praised here."

It is rather circuitous logic for Abramson to conclude that his view of Schatzkin's credibility—or mine—has any relationship to Farnsworth's accomplishments in building and operating the first television system. I suggest that Mr. Abramson should be more tolerant of the views of others with whom he disagrees and more open to the possibility that his interpretation of historical facts may be subject to debate.—*David Rapaport, Saint Mary's College, Moraga, Calif.*

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Sales manager: WBUX-AM, Doylstown, Penna. (Suburban Phila. market) seeking aggressive sales manager to double billing in 1992. New ownership w/support of nationally-known consultant. New "90's" format Upscale with lots of business and 1/2 million population! Send resume to: M.M. Wesley, President, Network Broadcasting Corp., PO Box 689, Newtown, PA 18940. EOE

Station manager: Dominant small Midwest FM/AM looking for an individual with solid management and sales background. Reply to Box B-17. EOE M/F

General manager: WNAX Yankton, SD AM/FM combo with Park Communications, Inc. Must have stable employment history, good sales experience and solid budget and expense control. Submit letter and resume giving complete career, salary history and references to: Rick Prusator, PO Box 550, Ithaca, NY 14851. EOE.

General sales manager: WHEN WHRP Syracuse, NY. Proven sales leadership a must. Send letter and resume giving complete career, salary history and references to: Dick Carr, 620 Old Liverpool Road, Syracuse, NY 13217. EOE

HELP WANTED SALES

General sales manager: We need a highly motivated person with ability to train and lead a young, aggressive staff with a market leading AM/FM station. Advancement opportunities available. Reply to Box B-20. EOE M/F

Senior account rep position available spring/early summer. Great producing list. PA medium market. Fantastic company. EOE. Reply to Box B-18

Top ranked combo in big ten college market in PA is looking for a top flight experienced account exec who has the right stuff to segue into a GSM post. Solid number 1 account list to start. Job has all the pluses. Great lifestyle market, stations with the numbers, and a plus year in the recession of 1991. Resumes, references, and proof of track record to GM, WMAJ-WBHV, Box 888, State College, PA 16801. EOE.

HELP WANTED TECHNICAL

Chief engineer with outdoor lifestyle: Small market combo in Northern California seeks fulltime translator, and studio expert. We can't pay a lot, but it's California's most beautiful area. We're fully automated with digital equipment. Preventative main and neatness count. Call 916-842-4158 or Fax 916-842-7635 to Gary Hawke. EOE

HELP WANTED NEWS

Zapnews managing editor: News service seeks managing editor to recruit, train and supervise staff of writers and editors and to coordinate activities of freelance correspondents. Applicants should have at least five years of experience in broadcast, print or wire service reporting, writing and editing, including some supervisory experience. Job location: Fairfax, VA. Salary commensurate with experience. EOE. Closing date: March 1, 1992. Complete resume and references to: Personnel, Zapnews, 4002 University Drive, Fairfax, VA 22030

News director/anchor wanted by Midwest 5-K 24-hour all news station, serving market of over a million listeners. Send resume and aircheck to National Broadcast Productions, 54020 Mound Rd., Utica, MI 48316. EOE

Anchor/reporter, WNJI, Rockford, IL. Anchors local segments of NPR news magazines. Produces in-depth reports/features. Participates in fundraising and promotions. Requires B.A. or equivalent, demonstrated journalism, anchoring, production skills. Minimum \$17,280, excellent benefits. Non-smoking workplace. Letter, resume, references, audition tape, transcript (copies OK) received by March 1. Applications without all of the above not considered. Tim Emmons, Assistant Manager, WNJI, 801 North First Street, DeKalb, IL 60115. EOE.

SITUATIONS WANTED MANAGEMENT

Bob Bolton: Seeking new management challenge. Recently GM/GSM with WCBH-Casey, IL and WQSF-Richmond, VA escaped from Midwest! Previous management sales programming career spans 25 years. Great track record. Available now! Call 804-744-3624

GM that delivers results. Has a strategically planned approach to sales and operations management. Can organize for efficiency, build structures, initiate plans to accomplish company goals and reverse downward trends. Seeks challenging position with broadcast group where people make the difference. 23 years radio. Reply to Box B-3.

Record setting sales manager, organized, motivator, leader; strong in details, teaching, selling, promotions, ideas. Want GM opportunity. Reply to Box B-24.

Got the billing and ratings up! Got the overhead down! Got the station sold! Got a new owner whose young son wants to try his hand at being GM! Got to find another station to help! Got a track record solid as a rock! Call Scott at 404-722-9696 day or 404-738-6523 anytime.

Manager: Experienced, sober, honest, reliable. Prefer Georgia or Florida - medium or large market. Call for resume 912-265-2161.

General manager: 25 years experience. All size markets: Management, sales, training, value-added selling, promotion, programming, cost control, bottom line. Aggressive team builder. Bob—412-431-5138.

General manager in medium market with sales/programming background looking for situation in NY, New England, PA or NJ only. Opportunity more important than market size. Station GM or corporate programming positions considered. Reply to Box B-21.

General manager, former group VP, three successful turnarounds, three startups in small, medium markets. Excellent sales training, administrative, people skills. Available immediately, have already left last station. Reply to Box B-30.

New England/New York, turnarounds, startups only. Sales & management trained GM/GSM with major, large and unrated market experience will turnaround your AM, FM or combo. Tired of funding losses, write or call me. If you're making money, get someone else. Replies absolutely confidential. 617-267-3905 leave message, or write Box B-32

General manager/sales manager: Experienced mature leader with 20 years small market success. Available now. Box 2188, Laughlin, NV 89029.

Do it all GM, now available for your small or medium market station. Excellent sales trainer, can carry list. Outstanding people skills. Documentable sales success record. Currently unemployed. Reply to Box B-31.

Group leader: One who can make a difference! Medium and small market properties. 30 years of experience in very successful radio management and group leadership positions. Call 508-540-8216.

Experienced group VP or GM: Tremendous success in major and medium markets. Motivational and leadership abilities have produced highly profitable properties. A people person who attracts strong talent. Employed but seeking new challenges with aggressive organization. Write to Box B-33

General manager: 20 year broadcast veteran 10 years management experience. Strong on sales, programming, news, community relations and people. Looking for small/medium market with potential, start-up or turnaround. Write to Box B-34

SITUATIONS WANTED ANNOUNCERS

Six years experience, dependable Northeast preferred but would consider Mid-Atlantic states. Available immediately. Call Mike at 716-359-9952

SITUATIONS WANTED NEWS

Newscaster with a mature, first class, experience radio voice with extraordinary resonance wants to grow with your station. Please call Ben 319-363-7559

One of the best play-by-play sportscasters available at end of current basketball season. Major market experience. Sportstalk, commentary and sportscasts very versatile. Great references. Over six years at current station. Bob Buck 812-424-6020.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Group owned Fox affiliate in SE top 35 market. Must have grasp of marketing concepts in the new world of local television sales. Creative leadership abilities will yield six figure plus income. GSM, WZTV, 631 Mainstream Drive, Nashville, TN 37228. EOE M/F.

Financial manager: High energy individual wanted to join financial team at fast growing broadcast company in desirable Midwest location. Successful candidate will have degree in accounting/finance, one year broadcast experience, PC skills, and a desire to learn. Please send resume, including cover letter and salary requirements to Box B-36. EOE.

General sales manager: WNOL-TV Fox 38 is seeking an aggressive sales leader with track record of success in television sales in difficult markets. Must be a no-frills pro with ability to build and grow a winning team. Absolute requirements are: Local sales manager and national sales manager experience at a television station, independent TV background and effective television sales promotion. Send resumes to: Madelyn Bonnot, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. Deadline: February 29, 1992. EOE.

Experienced general manager for top 50 market affiliate. All details at first letter, including resume and references. Send in confidence to Box B-35. EOE.

Executive vice president: Oversee management of established mid-sized public television station, 65 staff members, \$4.9 million operational budget. Position requires demonstrated ability for persuasive, interpersonal liaison (with corporation and foundation executives, civic leaders and community groups, state and federal legislators, educational community representatives) needed for long-term financial and institutional support; strong public television management experience and analytical skills for administration of budget, staff and facilities; leadership and human relations skills to motivate and guide staff and volunteers. Retirement plan, group medical insurance plan, other benefits. Send cover letter illustrating abilities/experience in above areas plus resume and salary history to William Skelly, Search Committee Chairman, KCPT/19, 125 E. 31st Street, Kansas City, MO 64108. Equal opportunity employer.

HELP WANTED SALES

General sales manager: WCBD-TV 2, Charleston, SC. Candidate must have local and national rep experience working for one of the major rep companies, plus sales management experience. Send resume, sales philosophy and salary requirements to WCBD-TV, Personnel Dept. #751-G, P.O. Box 879, Charleston, SC 29402. No phone calls please. EOE M/F. Drug testing.

Experienced television account executive: Looking for creative, resourceful, enthusiastic, team member. Proof of past new business success and knowledge of research tools is extremely helpful. Apply in writing to: Thomas Labuzienski, WSB-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

Exciting opportunity for an aggressive, articulate, well organized junior broadcast media planner. Reports to Sr. VP prog. sales. Must have exp with NTL research, presentation prep, client contact. PC (WP 5.1) required. Opportunity for advancement in nat ad sales. Send resume (no phone calls) to: Howard Mendelson, Senior Vice President, Program Sales, Goodman Entertainment Group, 23 East 22nd Street, 2nd floor, New York, NY 10010. EOE.

Local account executive wanted by market-leading NBC affiliate. Applicant should have previous TV sales and marketing experience. Excellent opportunity plus growth potential. Send resume to Jonathan Van Ness, WGEM-TV, PO Box 80, Quincy, IL 62306. EOE.

Account executive: NBC affiliate has established list open for experienced, aggressive, creative, motivated sales executive with history of new business development. Must have solid research background and be computer literate. Knowledge of TVScan and Conquest a plus. Expected to pitch and close special revenue opportunities. Send resume to Jay Oliver, Sales Manager, KMOL-TV4, PO Box 2641, San Antonio, TX 78299. EOE

Local/regional sales manager Southwest VHF network affiliate. Fun in the sun community An "enthusiastic motivator communicator" opportunity. Send resume and references to Box B-38. Confidential. EOE.

TV/radio sales position: Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). TV/sales experience required—time, travel (Monday/Friday). Draw against generous commission, six figure potential. Resume and recent picture: John Gilmore, President, CCA, Inc., Box 151, Westport, CT 06881. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer: Looking for individual with five years experience in maintaining studio equipment, transmitters, microwave and satellite down link facilities. RF experience is a must. Should have, at least, one year of supervisor experience. Work with state-of-the-art equipment like a new Sony LMS D-2 system; Grass Valley switcher, router, etc.; new building; and new NEC transmitter. FCC General Class license required. Send resume and salary requirements to Ken Miller, Chief Engineer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

TV technical-maintenance engineer: Tired of lousy winter weather? We've got mild winters and a beach to sit on in the summer. If you're a hands-on maintenance engineer (and don't just claim to be), who really knows his way around a VHF transmitter and knows how to delegate work efficiently, you could be the one we're looking for to fill this key position. Requires at least three years maintenance engineering supervisory experience in a commercial, network affiliate television station setting as well as three years hands-on VHF transmitter experience. Excellent maintenance skills and a current FCC Radiotelephone license are required and SBE certification is preferred. Previous applicants need not re-apply, absolutely no phone calls accepted. Send resume to David P. Brant, Chief Engineer, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Rural Alaskan PBS station seeking a good bench technician with 3-5 years experience. Must be able to repair 3/4" VCRs, video cameras and monitors. SBE certification preferred. Salary depending on experience. Fax 907-543-3130 or write to: KYUK TV/AM, 640 Radio Street, Bethel, AK 99559. Attention Joe Seibert. EOE.

Southwest VHF network affiliate. Fun in the sun living. Enthusiasm and ability to communicate with people important. Existing chief or engineer ready to move up. Please contact Box B-37 with resume and references. Confidential. EOE.

Chief engineer: Bismark, North Dakota. Hands-on chief engineer responsible for maintenance of all aspects of the station. First Class license required. **Maintenance engineer:** Also wanted to help in maintenance and operations. Send resume to KBMY-TV, PO Box 7277, Bismark, ND 58507. EOE.

Engineer for TV station maintenance on Sony 3/4", 1/2" Beta and 1" format VCR's. Must have Sony training. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

Trans./studio maint. experience on UHF transmitters and VCR's. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

Assistant chief engineer, Southwest UHF, minimum 5 years experience. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

ENG engineer: Experience in medium market television news operation. Ability to operate Sony 200 and 800 system a must — Sony 600 system a plus. Must be able to work unsupervised under deadline pressure. Send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

HELP WANTED NEWS

Anchor: NBC affiliate with an expanding news operation and all the toys needs top-notch 6/11 co-anchor to complement male counterpart. Significant anchoring/reporting experience, leadership skills and a personable, credible style are a must. Send resume, statement of news philosophy and non-returnable VHS tape (including last night's air check) to Robert Cizek, News Director, WKUG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls, faxes or beginners. EOE.

News: Are you the #2 person looking to be news director? Network affiliate on the Gulf Coast is looking for you. Our ratings are the highest in our history. Need aggressive leader to take us to #1. Reply to Box B-27. Equal opportunity employer.

Weather: Dominant Southeast network affiliate needs weekday meteorologist. This person must make the weathercast come alive. Experienced weathercasters only. Send resumes and salary requirements to Box B-28. EOE.

KJCT TV (ABC) is seeking a dynamic leader to serve as news director. Successful candidate will display solid news sense, strong organizational and teaching skills, and the ability to direct a young, but motivated staff. Qualifications include a degree in broadcast journalism or related field and a minimum of 5 years TV news experience. Send resume along with salary requirements to: Jan Hammer, Station Manager, KJCT TV, PO Box 3788, Grand Junction, CO 81502. KJCT is an equal opportunity employer.

Creative services director for Capital Cities/ABC owned station in Raleigh/Durham, North Carolina. News promotion is our priority. Looking for an idea person with strong writing skills, several years experience in TV news promotion and production. College degree required. Send resume & tape before February 20 to: Tim Bennett, President & General Manager, WTVD, PO Box 2009, Durham, NC 27702. No phone calls please. EOE

Major expansion! Seeking anchor/reporter, weathercaster, producer, assignment manager, videographer/editor, and sportscaster. Only applications with resume/demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE

Opportunities: Aggressive top fifty affiliate looking to strengthen already strong staff. Openings anticipated for morning, weekend, 11 pm producers; morning anchor; assignment manager; reporter. We want the best. No beginners, please. resumes only. Reply to Box B-39. EOE.

If you have top 50 market experience as an E.P., assignment manager or top 100 news director and are a hands-on, in-the-thick-of-things manager, let's talk. If you're a face-to-face person who can motivate, praise, guide a develop a staff, we have a beautiful, growing western city for you. Send a tape of your show, with resume to Marge Wilson, VP and GM, KOLD Television, 115 West Drachman St., Tucson, AZ 85705. EOE.

5 p.m. co-anchor: Anchor needed to complement our male co-anchor. 3-5 years anchor experience required. Must be very capable in live breaking news situation. Strong reporting skills required. Tape and resumes to K. Ashley, KFOR-TV, Box 14068, Oklahoma City, OK 73113 EOE

Morning/noon anchor: 2-4 years anchor experience required. Capable of dealing with live, breaking news situations — also have good writing skills. Tape and resume to K. Ashley, KFOR-TV, Box 14068, Oklahoma City, OK 73113 EOE

Reporter: Must have excellent writing skills, able to tell a story in comfortable manner. Extensive live experience required. Tape and resume to K. Ashley, KFOR-TV, Box 14068, Oklahoma City, OK 73113. EOE.

Producer: 3 years line producing required. Need creative, innovative individual, not show stacker. Tape and resume to K. Ashley, KFOR-TV, Box 14068, Oklahoma City, OK 73113. EOE.

News director/anchor: Top rated ABC affiliate is looking for news leadership. Strong community orientation and on-air personality a must. Tape, resume and news philosophy to Robert A. Kizer, General Manager, KTVO-TV, Highway 63N, Kirksville, MO 63501. EOE.

Top 25 market in the Northeast is looking for aggressive #2 person responsible for overseeing all news programs. Must have management experience, passion and smarts. Confidential letter and resume to Box B-40. EOE.

Lead anchor: Looking for top on-air personality to team with our female co-anchor on our top rated 5 and 10 p.m. newscasts. Community oriented personality a must. Tape and resume to Robert A. Kizer, General Manager, KTVO-TV, Kirksville, MO 63501. EOE.

Assignment editor: KSDK/Newschannel 5, NBC St. Louis affiliate, #1 rated station is expanding staff. Must have 5 years TV news experience. Send resume and brief letter describing news philosophy: Director, Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Reporter, news: KSDK/Newschannel 5, NBC St. Louis affiliate, #1 rated station is expanding staff. Must have 5 years TV news experience including 3 years as a reporter, have energetic delivery, lots of life experience and street smarts. Send resume and tape: Director, Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Producer, news: Top 20 station searching for creative, assertive, organized producer. Candidate must have 3 years experience, superb writing and teasing skills. Excellent opportunity. Send resume to Box B-41. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Northeast TV station seeks qualified broadcast computer graphics artist. Please send resume and equipment experience to Box B-22. EOE/MF.

Production coordinator: Small market station in Southwest seeks high-energy individual with strong writing skills to coordinate commercial production for market leader. Must be a team player and have ability to work under tight deadlines. Previous experience a must. Send resumes to Box B-42. EOE.

Executive producer for Northwest, entertainment, magazine style, television program. Prior program producing experience required. Send resume, cover letter, salary history to Box B-43. EOE.

Producers! Tired of the station routine, looking to develop your ideas and be creative? Immediate opening, great opportunity with syndicator of sports and entertainment programing, great benefits. We are seeking a dynamic, self motivated, hands on producer with strong writing skills and not afraid to get in the trenches or take on responsibility. Excellent communication and organization skills a must! Send tape, resume with references, and salary qualifications to: SNI Sports Network, 7000 Chippewa-Suite 200, St. Louis, MO 63119. No phone calls please! EOE.

News promotion whiz: Top twenty ABC affiliate seeks highly-motivated, creative writer/producer to work with news department in producing daily topical promotion. Candidates must have excellent writing skills, quick turn-around capabilities and at least three years experience producing effective news promotion. Strong people skills and a good eye for graphics are real pluses. College degree preferred. Rush resume to Box A-29. Women and minorities are encouraged to apply. EOE.

SITUATIONS WANTED MANAGEMENT

TV general sales manager: "Value-added" manager who understands local TV marketing, strong presentation skills, documentable new business skills with sales driven promotions. My experience brings street-smarts and agency savvy. I come with three guarantees: Bigger revenue — Bigger profits — The best shot I can give it. Hurry, I won't last long! Reply to Box B-14.

Operations manager: Extensive station, operations, program management experience. "Start-ups" established independents and net affiliates, major stations-mid to top 10 markets. Thoroughly knowledgeable day-to-day operations all departments. Effective sales supporter, team oriented, innovative problem solver. US or overseas position. Write to Box B-45.

Broadcasting financial executive over 18 years experience seeks position at either station or headquarters. Relocation not a problem. Solid background in all aspects of TV station operations. Call 203-622-7214.

Take-charge general manager: Medium or small market wanted. Successful broadcaster with 14 years experience. Bottom line operator. Increased sales, profits and ratings. Experienced in national and local sales. Successful motivator. Solid references. Reply to Box B-46.

"Does broadcasting life end at age 55?" wonders this top-producing GM/GSM possessing impressive practical know-how earned in affiliate, independent, rep, and cable management posts who now "can't get arrested!" If proven performance means more to your company than good potential, then this savvy problem-solver presents a valuable opportunity for you. Harness this "fiftysomething" talent and minimize your risk while gaining a grateful business partner. Box B-44.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer. Start-up and upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply Box B-23.

SITUATIONS WANTED NEWS

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

NPPA former chief photographer of a southern California television station seeks general assignment ENG opportunity in 60 market or higher. 805-395-1848.

15 year radio news pro wants to move to TV as writer, reporter, or assignment editor. Call Kevin 216-228-0155.

Experienced young radio sportscaster seeks entry-level television position. Will work for free to get started. Videotape available. 919-676-2287 L. McLean.

Meteorologist: 11 years, A.M.S. seal. Genuine, personable, positive. Seeks long term employment with friendly, communicating, team oriented news operation. 207-799-7203.

MISCELLANEOUS

Free promo voices: Network quality, great rates, overnight turnaround. Top NY male and female v/o's available for your weekly promos, etc. Our clients include Nickelodeon, Lifetime, Travel Channel, plus Indies. Try us free for one week. Call for demo. Ron Knight/Susan Berkley 800-333-8108.

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

Great voice-overs at reasonable rates! You provide script or I'll write it for you. Call or fax for free demo and rates. Jim Damron. 304-965-5349. Fax: 304-965-7753.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships: Produce your own TV shows in NYC. 12 positions. 20 hours/week. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging/lighting; work ITV, contract and air productions. Requires BA and acceptance into Master of Fine Arts program which concentrates on TV production. \$6,600+. September 1992. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EEO Employer M/F.

Niagara University asst. or associate professor/communication studies: Niagara University has an opening for a tenure track assistant professor, Fall 1992. Doctorate required (masters considered under exceptional circumstances). Professional experience important. Successful candidate will demonstrate the ability to teach undergraduate courses including: Broadcast news/film writing, print journalism, film appreciation and general mass communication. Future course development may include corporate communication, media law, regulation and policy. Curriculum vitae and three letters of recommendation should be sent to: Robert Crawford, Chair, Communications Studies Department, 118 Dunleavy Hall, Niagara University, NY 14109. Niagara University is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

High school radio instructor: Glenbrook North High School located in Northbrook, Illinois, will have an opening for an instructor of radio. Individual must be certified as a high school language arts or speech teacher in Illinois. The selected individual will have knowledge of FCC rules and regulations, scripting, radio production, interviewing, documentaries, news and sports. There are two studios with state-of-the-art audio consoles, multiple cart machines, CD players, turntables, cassette decks, reel-to-reel recorders, in addition to portable equipment for remote broadcasts. Students broadcast live football and basketball games. Send letter and resume to: Dr. Robert L. Pommerenke, Director of Personnel, The Glenbrook High Schools, 1835 Landwehr Road, Glenview, IL 60025. Equal opportunity employer.

HELP WANTED SALES

CASCOD SYNDICATION now has over 50 new distributors marketing its huge visual effects libraries, and Ernest "KnowWhatI Mean Vern", with news products and services being added continually. "The producers source" needs entrepreneurs with media and/or production backgrounds and strong sales skills to fill our few remaining territories in Boston, Columbus (OH), Charleston-Huntington, Denver, San Diego, Milwaukee, Pittsburgh, Philadelphia, Las Vegas, Raleigh-Durham, New York, Providence, Knoxville-Bristol, Omaha-Des Moines, West-Central Texas, Flint-Grand Rapids and Harrisburg-York. Your own business and high commissions can be yours if you meet the requirements. Fax resume and letter of interest to Lee Michaels at 615-256-7890 or call 615-242-8900. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graduate assistants (4), Miami University, 1992-93. WMUB FM. Full time 30 kw NPR affiliate. Big Band-Jazz-news format. Graduate assistants are graduate students working toward a Masters Degree in Mass Communication who work twenty hours per week in a professional capacity at WMUB. News: 2 positions for work in news department doing reporting, writing and anchoring. Experience necessary. Operations: 1 position for general radio station operation/programming, including quality control, studio and remote production, traffic and promotion copy writing. Marketing: 1 position to assist in membership campaigns, promotion, monthly program guide, press releases and special events. Experience in desk top publishing desirable. Required: Acceptance into Masters program in Mass Communication at Miami University. 3.0 GPA. Stipend at least \$6,654 plus fee waiver. Additional summer stipend possible. Qualified only. No phone calls. IMMEDIATE LETTER OF APPLICATION, RESUME AND 3 REFERENCE LETTERS NECESSARY, DEADLINE March 20, 1992. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. AA/EOE.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Group Workshop March 23. 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.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

New station start-up, C3. 94.9. used equipment; 10kw transmitter, STL; antenna. Fax 318-932-3301.

FOR SALE EQUIPMENT

AM transmitters: Continental/Harris MW1A 1KW, CCA/MCM 2.5KW. CCA/Harris/RCA 5KW. Harris/CCA 50KW. Transcom 800-441-8454.

FM transmitters: RCA 20KW. Collins 10KW, CCA 2.5KW. Collins 1KW. Transcom 800-441-8454.

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

BE-FM30, 1981. Completely rebuilt, tuned to your frequency, warranty, w/FX-30. Transcom 800-441-8454.

Broadcast equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications. 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

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

Lease-purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Harris UHF TV transmitter. 10 years old, excellent condition, new visual Klystron, high band. Call Bill Kitchen, 303-786-8111.

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

TELEVISION

HELP WANTED NEWS

WNEM-TV

11pm producer opening

Top rated station looking for strong nightside leadership. Send tape, resume and script to: **Ron Petrovich, News Director, WNEM-TV, 107 N. Franklin, Saginaw, MI 48607**

HELP WANTED MANAGEMENT

VICE PRESIDENT OF OPERATIONS

StarNet is a rapidly growing national cable television service which distributes promotional tune-in and spot advertising to cable systems. At this time, we are seeking a seasoned manager to fill this newly created position.

As VP of Operations, you will oversee all StarNet technical operations including software development, video engineering, master control operations, traffic and production. The ideal candidate must have experience in local area networks, UNIX, OS/2, and 4GL as well as the ability to build and motivate a large, diverse staff.

For immediate consideration, please send or fax letter, resume and salary history to **Linda Trusk, StarNet, 1332 Enterprise Drive, West Chester, PA 19380. FAX: (215) 692-6487.** No phone calls please. StarNet is an equal opportunity employer.

STARNET
N U S T A R - A D S T A R

HELP WANTED PROGRAMING PROMOTION & OTHERS

BEST IN AMERICA.

KXAS-TV is seeking a promotion writer/producer/editor who will make our first rate team even stronger. We need an excellent writer with significant experience casting and directing actors and overseeing major shoots. Strong people and budget management skills essential. If you want to join a promotion operation that shoots a lot of film, has its own state-of-the-art D-2 edit suite and an all-out commitment to winning, this is a terrific opportunity in a Top Ten market.

Send resume and demo tape (Beta or 3/4" preferred) to:

Lee Spieckerman
Director of Promotion and Special Projects
LIN Television Corporation
3900 Barnett Street
Fort Worth, TX 76103

 **The Texas News Channel**

EOE

HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

SPORTS VIDEOTAPE EDITOR

MUST THINK LIKE A PRODUCER AND LOVE SPORTS. WE ARE LOOKING FOR AN EXPERIENCED VIDEOTAPE EDITOR... WHO THINKS AND ACTS AS A PRODUCER FOR HIGHLIGHTS AND FEATURES... MUST HAVE A STRONG SPORTS BACKGROUND... AND BE READY TO WORK WITH STATE OF THE ART EDITING FACILITIES... INCLUDING VPE 141 COMPUTER EDITOR, GRASS VALLEY 200 SWITCHER, SONY 800 EDITOR AND MORE.
REPLY TO BOX B-47

PROMO PRODUCER

Fox Broadcasting Company has an excellent opportunity available for a Producer to join our Los Angeles On-Air Promotion Department.

In this position, you will be responsible for writing and producing promos for TV and radio. The selected candidate will have the ability to view Fox programs and conceptualize and produce commercial spots. Two or more years experience in writing and producing TV spots is required. Radio experience is also a plus.

For consideration, please send tape and resume to: **Fox Broadcasting Company, Personnel, Attn: GD-090, P.O. Box 900, Beverly Hills, CA 90213.** Principals only, please. EOE.



FOX
BROADCASTING
COMPANY

PROGRAMING SERVICES

Localized TV Weather via Satellite

Fox stations, independent stations are finding that localized TV weather in real-time with an AMS meteorologist is a niche now affordable. National Weather Network can deliver computerized graphics, localized radar, etc. with talent on screen and zero in on your new and spectacular opportunity. Cash/Barter.

Call **Edward St. Pe'**
(601) 352-6673

CABLE

PROGRAMING SERVICES

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Stations across the country are discovering the value of programming with educational merit. School systems in increasing numbers are incorporating broadcast and cable into a variety of curriculums. Join our industry's effort to educate using the most powerful medium while increasing advertiser exposure and advertising revenue. Series and specials available. Cash/Barter.

Contact **Steve Vocino,**
The Teaching Learning Network (407) 998-0667

FOR SALE STATIONS CONTINUED

FOR SALE BY OWNER

Northern California Spanish 5000 watt AM station covering half million Hispanics. New equipment- Good Sales- TERMS

Fax (408) 637 4031

PO Box 1507,
Hollister, CA 95023

OWNER RETIRING

Cash Flowing AM. Colorado 3.9% unemployment College. Ag. Industry. Family owned. 40 years serving community \$95K down. owner finance. o.a.c. Call 303-356-7675. Cash Price \$325,000 Finance options.

EXCLUSIVE RADIO LISTINGS IN THESE STATES

Florida, Nebraska, Virginia, New Jersey, Pennsylvania, Illinois, Maine, Utah, Georgia, Texas, California, Alabama and others. Buyers Contact

MEDIA SERVICES GRDUP, INC.
Acquisitions Valuations Financing, Consultation
703-243-2310

EAST TEXAS
Am-FM, 100 kw,
Cash Flow

COLORADO
AM-FM Class C
Ski Resort

NEVADA
AM-FM, Cash Flow

UPPER MIDWEST
100kw, Cash Flow

CONTACT: Bob Austin
303-740-8424

KANSAS
Class C Combo, Priced
at less than 1X gross.
Cash Flow.
Land & Bldg.

NEVADA
Class C1 FM, Cash Flow

COLORADO
Class C1 Combo
College Town

NEBRASKA
Class C Combo. Cash
Flow. Real Estate

COLORADO
AM 1 kw Fulltime
College Town

CONTACT: Al Perry
303-239-6670

FOR SALE

Independent Cable Systems In Picturesque
New England Towns
Contact: John Weidman - 215-660-7760

Financially Capable Buyer Wants Radio Stations
Within 150 Miles of Chicago
Contact: Doug Stephens - 913-649-5103



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Lack Satterfield (215) 668-1168
Doug Stephens (303) 239-6670
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Assets, Leases. A+ Facility
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- Cash flow \$1.5 million.
- Motivated, flexible seller.

Fax statement of interest/
qualifications to 415-391-4912

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all the credit.**

IT'S EASY TO DO. Just include
your personal or company
Mastercard or VISA credit card
number and the expiration date
in your FAX or letter (please, no
phone orders at
this time).



FAX: (202) 293-FAST

We also accept American Express

OR MAIL TO:
Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon
Eastern Time for the following
Monday's issue.
See full details and rates in the
Classified Section.

**BROADCASTING'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St. N.W., Washington, DC 20036. 202-659-2340 (Information only).

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$130 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

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

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

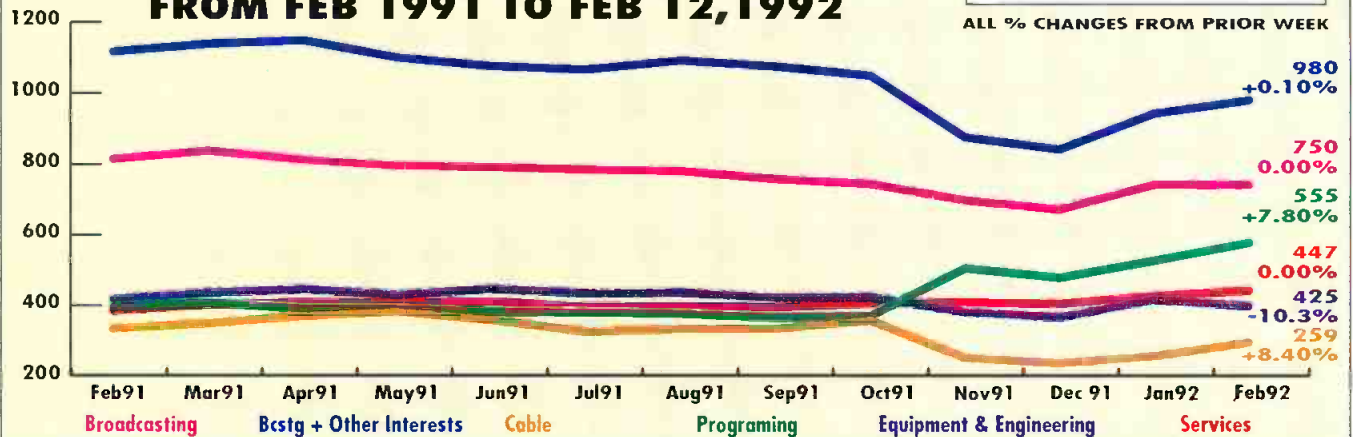
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 12, 1992

NASDAQ: 644.92 (+1.20%)
S&P Ind.: 496.32 (+0.70%)

ALL % CHANGES FROM PRIOR WEEK



OF U.S. TV HOUSEHOLDS...

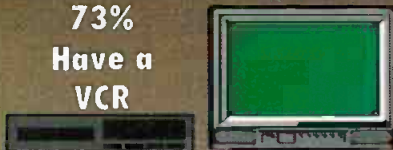
98%
Have Color
Television



65%
Have two or more sets

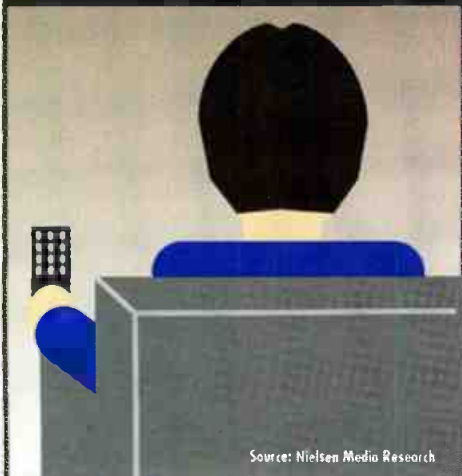


73%
Have a
VCR



61%
Receive
Basic Cable

61%
Receive 30+
Channels



Source: Nielsen Media Research

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	11,062	1,562	12,624
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	1,489	199	1,688
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	974	1016	1,990
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

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

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

For the Record

As compiled by BROADCASTING from Feb. 3 through Feb. 7 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KXOW(AM)-KLAZ(FM)** Hot Springs, AR (BAL920121EB; 1420 khz; 5 kw-D, 87 w-N; FM: BALH920121EC; 105.9 mhz; 95 kw; ant. 994 ft.)—Seeks assignment of license from KZ Radio Ltd. to Noalmark Broadcasting Corp. for \$525,000. Seller is headed by Louis Schaaf; Billy H. Thomas and Jerry E. Morris are each 25% stockholders of KZ Broadcasting Inc., general partner of assignor, licensee of KDEZ(FM) Jonesboro (recently sold, see "For the Record," Jan. 27) and KZKZ(AM) Greenwood, all Arkansas; WXLX-AM-FM Biloxi-Gulfport and WJKX(FM) Ellisville, both Mississippi, and KLAA(FM) Tioga, LA. Buyer is headed by William C. Nolan Jr., and is also licensee of KELD(AM)-KAYZ(FM) El Dorado, AR; KKTJ-AM-FM Kilgore, TX; KYKK(AM)-KZOR(FM) Hobbs, NM, and KKIX(FM) Fayetteville, AR. Filed Jan. 21.

■ **KSSS(AM)-KVUU(FM)** Colorado Springs (AM: BAL920128EA; 740 khz; 3.3 kw-D, 1.5 kw-N; FM: BALH920128EB; 99.9 mhz; 87.4 kw; ant. 2,200 ft.)—Seeks assignment of license from Radio Ventures Inc. to Dick Broadcasting Co. for \$1.275 million ("Changing Hands," Jan. 27). Seller is headed by Larry Lakoduk, and is licensee of KICT-FM Wichita, KS. Buyer is headed by James A. Dick Jr., and is also licensee of WIVK-AM-FM Knoxville and WKDA(AM)-WKDF(FM) Nashville, both Tennessee; WKRR(FM) Greensboro-Winston-Salem, N.C., and WVOK(AM)-WZRR(FM) Birmingham, Ala. Filed Jan. 28.

■ **WGRS(FM)** Guilford, CT (BAPED920117HI; 91.5 mhz)—Seeks assignment of CP from Fine Arts Radio Inc. to Monroe Board of Education for \$31,524. Seller is headed by Kurt Anderson. Board member James Morley Jr. has controlling interest in five AM's and eight FM's. Buyer is headed by Norman T. Michaud, and is licensee of noncommercial educational WMNR(FM) Monroe and WRXC(FM) Shelton; permittee of booster station WMNR-1 Huntington and permittee of translator W220AC Fairfield, all Connecticut. Filed Jan. 17.

■ **WUST(AM)** Washington (BAL920123EF; 1120 khz; 1 kw-D)—Seeks assignment of license from District Group Communications Inc., debtor, to New World Radio Ltd. for \$1.15 million. Seller is headed by trustee Barry Skidelsky, who is applicant for new FM at Queensbury, NY; he intends to file for review of Review Board's decision, which denied application. Buyer is headed by James M. Weitzman, who holds minority stock interest in parent corporation of licensees of WGNE-FM Titusville, FL; WACO-AM-FM Waco, TX, and WVMX(FM) Stowe, VT. Filed Jan. 23.

■ **WDUN(AM)** Gainesville, GA (BTC920129GE; 550 khz; 5 kw-D, 2.5 kw-N)—Seeks transfer of control within WDUN Radio Inc. for no cash consideration; John W. Jacobs Jr. is transferring 136 shares of stock to son John W. Jacobs III, reducing his share from 60% to 41.3% and increasing his son's share from 40% to 58.7%. John W. Jacobs III is also sole stockholder of licensee of WMJE(FM) Clarkesville, GA. Filed Jan. 29.

■ **WJEM(AM)** Valdosta, GA (BAL920127EB; 1150 khz; 5 kw-D)—Seeks assignment of license from Lowndes County Broadcasting Co. to WJEM Inc.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurise 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.

for \$401,382 in assumption of existing debt. Seller is headed by H. Vernon Arnold, and has no other broadcast interests. Buyer is headed by J. C. Johnson, and has no other broadcast interests. Filed Jan. 27.

■ **WVXX(FM)** Highland Park (Chicago), IL (BTCH920124HY; 103.1 mhz; 3 kw; ant. 241 ft.)—Seeks assignment of license from WVXX Inc. to Douglas Broadcasting Inc. for \$3.7 million (see WNDZ[AM] Portage [Chicago], IL, below). Filed Jan. 24.

■ **WVZE(FM)** Battle Ground, IN (BAPH920129GJ; 98.7 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of CP from McLean County Broadcasters Inc. to WVZE Inc. for \$112,995. Seller is headed by David C. Keister, and has interests in WIRE(FM) Lebanon, WKVV(AM)-WFMG(FM) Richmond and WBAT(AM)-WCJC(FM) Marion-Van Buren, all Indiana. Buyer is headed by Charles J. and Michael R. Brooks, brothers. They have interests in licensees of WABJ(AM)-WQTE(FM) Adrian, MI, and WFPS(FM) Freeport, IL. Charles Brooks is general manager of WIND(AM)-WQJO(FM) Chicago-Evanston, IL; he is also member of the board of directors of noncommercial WCYC(FM) Chicago. Filed Jan. 29.

■ **WCCQ(FM)** Crest Hill, IL (BTCH920122HW; 98.3 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control from CHB Venture to Crest Hill Broadcasting Inc. for \$100,000. Seller is headed by Herbert S. Channick, and has no other broadcast interests. Buyer is headed by Robert L. Channick, son of seller, and has no other broadcast interests. Filed Jan. 22.

■ **WKXQ(FM)** Rushville, IL (BALH920129GS; 96.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Berrey-Price Communications to Larry and Cathy Price, husband and wife, for assumption of debt and legal fees involved in processing assignment. Seller, headed by Curtis O. Berrey, is acquiring partners' interest in sole proprietorship, and has no other broadcast interests. Filed Jan. 29.

■ **WNDZ(AM)** Portage (Chicago), IN (BTCH920124HX; 750 khz; 2.5 kw-D)—Seeks transfer of control from WNDZ Inc. to Douglas Broadcasting Inc. for \$2 million. Seller is headed by Howard Warshaw, et al., which is also selling WVXX(FM) Highland Park (Chicago), IL (see above). Several principals also have interests in WCBW(FM) Columbia (St. Louis), IL, and WLVT(FM)-WFIX(AM) Raleigh, NC. Principal Marvin B. Kosofsky heads Universal Broadcasting, which is licensee of WWCS(AM) Cannonsburg, PA; WTHE(AM) Mineola, New York; WSYW-AM-FM

Danville (Indianapolis), IN, and KPFC(AM) Pasadena, CA. Kosofsky also has approximately 14% interest in voting stock Jacor Communications Inc., licensee or licensee's sole stockholder of five AM's and six FM's. Buyer is headed by N. John Douglas, who is also purchasing WVXX(FM) Highland Park (Chicago), IL (see above). He also recently purchased KWIZ-FM Santa Ana, CA ("For the Record," Jan. 6). Douglas Broadcasting is parent company of licensees of KWWN(FM) Placerville, KEST(AM) San Francisco, KOBO(AM) Yuba City, KAGR(FM) Ventura, KMLQ(FM) Fallbrook and KMAX(FM) Arcadia, all California. Douglas is also sole shareholder of general partner of licensee of WKNR(AM)-WGAR-FM Cleveland. Filed Jan. 24.

■ **KCFI(AM)** Cedar Falls, IA (BAL920129EA; 1250 khz; 500 w-U)—Seeks assignment of license from Larry W. Edwards, receiver, to Cedar Valley Broadcasting for \$275,000. Seller also has interests in licensee of WMT-AM-FM Cedar Rapids, IA, and KWSN(AM)-KRRO(FM) Sioux Falls, SD. Buyer is headed by Donald Timmerman; shareholders Janet M. and Donald L. Rabbit, husband and wife, together own 93% of licensee of KWQA-AM-FM Worthington, MN. Filed Jan. 29.

■ **KDMG-FM** Pella, IA (BALH920110GI; 103.3 mhz; 100 kw; ant. 750 ft.)—Seeks assignment of license from GBA Inc. to Intergalactic Communications Inc. for \$1.43 million ("Changing Hands," Feb. 3). Seller is headed by George Beasley, who heads Beasley Broadcast Group. Beasley has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVT(AM) North Fort Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAV(AM) Little Rock, AR, and KQLD(FM) Port Sulphur, LA. Beasley also has interests in WRKU(FM) Grove City, PA; KGSR(FM) Bastrop, TX; WXMV(FM) Upper Arlington, OH; WKXC-AM-FM Aiken, SC, and WYSY-AM-FM Aurora, IL, and WBSS-FM Millville, NJ. Buyer is headed by Ronald Sorenson, who has notice of appeal filed for application for new FM at Des Moines, IA, which was granted to competing applicant. Filed Jan. 10.

■ **WINQ(FM)** Winchendon, MA (BALH920128HZ; 97.7 mhz; 1.75 kw; ant. 439 ft.)—Seeks assignment of license from Quality Communications Inc. to Central Broadcasting Corp. for \$150,000. Seller is headed by Wilson W.M. Wong, and is licensee of WCFR(AM)-WMKS(FM) Springfield, VT. Wong and principal Lawrence DeHaan also have interests in WNTX(FM) Nantucket, MA. Buyer is headed by William J. Macek, and has no other broadcast interests. Filed Jan. 28.

■ **KFMO(AM)** Flat River, MO (BAL920127EC; 1240 khz; 1 kw-U)—Seeks assignment of license from Greater Missouri Broadcasting Inc. to MKS Broadcasting Inc.; purchase agreement will be filed as amendment in near future. Seller is headed by Randal and Joan Boesen, who also own KDKD-AM-FM Clinton, MO, and KMMJ(AM) Grand Island, NE. Buyer is headed by Manning L. Steinmetz, and has no other broadcast interests. Filed Jan. 27.

■ **KEFM(FM)** Omaha (BTCH920122HU; 96.1 mhz; 100 kw; ant. 1,458 ft.)—Seeks transfer of control from Webster Communications Co., estate of William B. Webster, to John W. Webster and William B. Webster Trust, for no cash consideration. John W. Webster and First National Bank of Omaha hold license of KEFM in their capacity as personal co-representatives of estate of William B. Webster, deceased single majority shareholder of Webster Communications Co. Filed Jan. 22.

■ **KPQC(TV) Omaha** (BAPCT920122KF; ch. 15)—Seeks assignment of CP from Pappas Telecasting of the Midlands to Gary Cocola for \$325,000; station is not on-air. Seller is headed by general partner Harry J. Pappas, and is also licensee of KPMT(TV) Omaha and KMPH(TV) Fresno (Visalia), Calif. Buyer also has FCC approval to acquire license for LPTV's K34AV Fresno and K66CQ On-eals, both California. Filed Jan. 22.

■ **WHVW(AM) Hyde Park, NY** (BAL920124EC; 950 khz; 500 w-D, 57 w-N)—Seeks assignment of license from Mid-Hudson Broadcasting Inc. to Joseph-Paul Ferraro for \$350,000. Seller is headed by Donald P. Adams and Ralph R. Adams, who have application pending for new FM at Poughkeepsie, NY. Buyer owns FM translator at Houlton, ME. Filed Jan. 24.

■ **KGW(AM)-KINK(FM) Portland, OR** (BTC-920203EA; 620 khz; 5 kw-U; FM: BTCH920203EB; 101.9 mhz; 100 kw; ant. 1,610 ft.)—Seeks transfer of control from Portland Radio Inc. to KINK Inc. for \$11.5 million. Seller was subsidiary of King Broadcasting Co.; it has no other broadcast interests. Buyer is headed by R. Kenneth Conner and is backed by Luis G. Nogales, Lombard Investments, Kingscross UK Partners Ltd. (35.897% voting stock) and Nogales Reed Corporation (64.103% voting stock); it has no other broadcast interests. Filed Feb. 3.

■ **WCOJ(AM) Coatesville, PA** (BTC920128EC; 1420 khz; 5 kw-U)—Seeks transfer of control from Chester County Broadcasting Co. to Liberty Cable Inc.; all of shares of transferor are owned by Lenfert Communications Inc., headed by H.F. Lenfert. Lenfert has agreed to sell to Liberty Cable, which owns class B stock of Lenfert Communications, enough shares to increase Liberty Cable's voting power in Lenfert Communications to 50%. Chester Communications also owns cable systems serving communities in Pennsylvania. Buyer is headed by Peter R. Barton and John C. Malone. Malone is president of Tele-Communications Inc., major multiple system operator. He is also a director of Turner Broadcasting System Inc., owner and operator of WTBS(TV) Atlanta. Filed Jan. 28.

■ **WJZD(FM) Levittown, PR** (BALED920124GR; 88.5 mhz; 35 w; ant. 121 ft.)—Seeks assignment of license from Community Educational Group Corp. to Clamor Broadcasting Network Inc. for \$800,000. Seller is headed by Aurio Matos, who is applicant for new FM at Culebra, PR. Buyer is headed by Jorge R. Garcia, who is assignee in application of WORR(AM) Quebradillas, PR. Filed Jan. 24.

■ **WAGS(AM) Bishopville, SC** (BAL920127ED; 1380 khz; 1 kw-D)—Seeks assignment of license from Carr Radio Inc. to The A.L. Group for \$22,000. Seller is headed by Sheryl B. Carr, and has no other broadcast interests. Buyer is headed by general partners Argent D. Landrum (51%) and Arie H. Landrum (49%), and has no other broadcast interests. Filed Jan. 27.

■ **WTUB(FM) Georgetown, SC** (BTCH920123HQ; 93.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control of VBX Communications Inc. to C. Arlyce Posey for \$122,000. Seller is headed by Robert H. Cunningham Jr., selling all his stock, and is also licensee of WVBX(AM) Georgetown, SC. Buyer has interests in licensees of WJZS(AM) Orangeburg, SC, and WMOD(FM) Bolivar, TN.

■ **WPTY-TV Memphis** (BALCT920129KL; ch. 24; 3,003 kw; ant. 1,011 ft.)—Seeks assignment of license from Channel 24 Licensee Corp. to Clear Channel Television Inc. for \$21 million ("Changing Hands," Feb. 3). Seller is subsidiary of Chase Communications Inc., headed by David T. Chase, and is also licensee of KDVR(TV) Denver; WTIC-AM-FM-TV Hartford and WSTC(AM)-WQQQ(FM) Stamford, both Connecticut; WTOP(AM)-WASH(FM) Washington (40%); WATL(TV) Atlanta; KGLD(AM)-WKBQ(FM) St. Louis-Granite City, IL, and WXIN(TV) Indianapolis. Buyer is headed by L. Lowery Mays, and recently purchased WKCI(FM) Hamden (New Haven), CT ("Changing Hands," Feb. 10). It is licensee of WPMI(TV) Mobile, AL; KTTU-TV Tucson, AZ; WELI(AM) New Haven, CT; WAWS(TV) Jacksonville, FL; KAAS-TV Salina and

KSAS-TV Wichita, both Kansas; WHAS(AM)-WAMZ(FM) Louisville, KY; WQUE-AM-FM New Orleans; KTOK(AM)-KJYO(FM) Oklahoma City and KAKC(AM)-KMOD-FM-KOKI-TV Tulsa, both Oklahoma; KPEZ(FM) Austin, KTAM(AM)-KORA-FM Bryan, KALO(AM)-KHYS(FM) Port Arthur and WOAI(AM)-KAJA(FM) San Antonio, all Texas. It is also proposed licensee of KQAM(AM)-KEYN-FM Wichita, KS, and owns 49% of stock in licensee of KLRT(TV) Little Rock, AR. Filed Jan. 29.

■ **WTTN(AM) Watertown, WI** (BAL920131EA; 1580 khz; 1 kw-D, 7.8 w-N)—Seeks assignment of license from WTTN Inc. to Watertown Radio Inc. for \$315,719, assumption of debt. Seller is headed by William Haig, and has no other broadcast interests. Buyer is headed by Charles P. Mills, who is permittee of LPTV at Lafayette, IN. Filed Jan. 31.

■ **KWIV(AM)-KATH-FM Douglas, WY** (BAL920127EA; 1470 khz; 1 kw-D, 500 w-N; FM: BALH920127GP; 99.3 mhz; 813 w; ant. 530 ft.)—Seeks assignment of license from Jackalope Radio Inc. to Fireside Broadcasting Co. for \$50,000. Seller is headed by Delois M. Kath. She and Gregg D. Jones, 70% shareholder of licensee, have interests in KASL(AM) Newcastle, WY. Kath also has interests in KATH-FM Douglas and KGOS(AM)-KERM(FM) Torrington, WY. Jones has interests in KCSR(AM)-KQSK(FM) Chadron, NE. Buyer is headed by Brett Reese, and has no other broadcast interests. Filed Jan. 27.

Actions

■ **WCRQ-FM Arab, AL** (BALH911206HY; 92.7 mhz; 700 w; ant. 670 ft.)—Granted 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 Kennamer, partnership, licensee of WLLK(FM) Somerset, KY. He is also 100% owner of WKXX(FM) Attala 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. Action Jan. 21.

■ **WDRM(FM) Decatur, AL** (BALH900718HH; 102.1 mhz; 100 kw; ant. 984 ft.)—Dismissed app. of assignment of license from Dixie Broadcasting Inc., debtor in possession, to Radio WBHP Inc. for \$575,000. Seller is headed by Donald G. Martin and Johnny Mack Bramlett, and has interest in WHOS(AM) Decatur, AL. Buyer is headed by W.H. Pollard Jr., Anne C. Pollard, M. Louis Salmon and W.L. Pollard, and is licensee of WBHP(AM) Huntsville, AL. Action Jan. 30.

■ **KDMD(TV) Anchorage** (BALCT911206KF; ch. 33; 5,000 kw-V; 500 kw-A; ant. 98 ft.)—Granted assignment of license from Echonet Corp. to GREENTV Corp. for \$75,000. Seller is headed by Charles Ergen, and is purchasing KUBD(TV) Denver. 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. Action Jan. 31.

■ **KCNO(AM)-KYAX(FM) Alturas, CA** (AM: BTC900827EI; 570 khz; 5 kw-D, 200 w-N; FM: BTCH901030EB; 94.5 mhz; 100 kw; ant. 106 ft.)—Granted transfer of control from Robert W. Hansen to Richard L. Hansen for \$1 in stock transfer. Seller and buyer are brothers, and have interests in licensee KCNO Inc. Action Jan. 23.

■ **KATY(AM) San Luis Obispo, CA** (BAL911031EA; 1340 khz; 1 kw-U)—Granted assignment of license from Wischnia Communications Corp. to ROCGLO Communications for \$25,000. Seller is headed by Abe Wischnia, and has no other broadcast interests. Buyer is headed by general partners John Verdin (50%), Gloria Rivera (25%) and Rocky Rivera (25%). Action Dec. 16.

■ **KWIZ-FM Santa Ana, CA** (BALH911202HI; 96.7 mhz; 3 kw; ant. 200 ft.)—Granted assignment of license from Liberman Broadcasting Inc. to Radio

KWIZ Partners, L.P., for \$8.75 million ("Changing Hands," Nov. 11, 1991). 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 KWWW(FM) Placerville, Calif., and KEST(AM) San Francisco and KOB(AM) Yuba City, CA, which simulcast. Douglas recently acquired KAGR(FM) Ventura and KMLO(FM) Fallbrook, which he plans to trimulcast with his KMAX(FM) Arcadia, CA. Action Jan. 17.

■ **KZFF(FM) South Lake Tahoe, CA** (BALH910925GO; 102.9 mhz; 1 kw; ant. 2,794 ft.)—Granted assignment of license from Emerald Communications Corp. to Tri-Valley Broadcasting Corp. for \$550,000 ("Changing Hands," Sept. 23, 1991). Seller is headed by Christian C. Larson, who also owns KTMS(AM)-KHXY(FM) Santa Barbara, CA. Buyer is headed by Craig and Mary Swope (each 25%), husband and wife. They jointly hold 69.7% of stock in M B Broadcasting Corp., licensee of KPTL(AM) Carson City, NV. Action Jan. 23.

■ **KRKY(AM)-KRKM(FM) Granby-Kremmling, CO** (AM: BAL911007EA; 930 khz; 4.5 kw-D; FM: BALH911007EB; 106.3 mhz; 152 w; ant. 1,096 ft.)—Dismissed app. for assignment of license from Grand Lake Broadcasting Inc. to Grand Broadcasting Corp. for \$75,000. Seller is Robert L. Kearns, and has interests in WOCD(TV) Amsterdam, NY. Buyer is headed by David A. Reams (33.3%). Reams's father, Frazier Reams Jr., is 100% stockholder of Reams Broadcasting Corp., licensee of WCWA(AM)-WIOT(FM) Toledo, OH, and WZRZ(FM) Hamilton, OH. Action Jan. 30.

■ **WKZE(AM) Sharon, CT** (BAL911129EF; 1020 khz; 2.5 kw-D)—Granted assignment of license from Chartcom Inc. to Tri-State Broadcasting Inc. for \$500,000. Seller is headed by Warren G. Gregory, and is permittee of WKZE(FM) Salisbury, CT. Gregory has interests in licensee of WJJB(FM) Romney, WV. Buyer is headed by Stanley Gurell, and has no other broadcast interests. Action Jan. 10.

■ **WSRX(FM) Fort Myers, FL** (BALED911024HU; 91.5 mhz; 3 kw; ant. 285 ft.)—Granted assignment of license from Youth Foundation of America Inc. to Radio Training Network Inc. for \$375,000. Seller is headed by Lloyd Sheehan, and has no other broadcast interests. Buyer is headed by Bill Watkins and James L. Campbell, and has interests in WLFJ(FM) Greenville, SC; WJIS(FM) Bradenton, FL, and WFDR(AM)-WVVFJ-FM Manchester, GA. Action Jan. 23.

■ **WFGX(TV) Fort Walton Beach, FL** (BALCT910826KF; ch. 35; 635 kw-V; 63.6 kw-A; ant. 280 ft.)—Granted assignment of license from TV 35 Ltd. to Bowers Network, Inc. for \$210,000. Seller is general partner in C1CF III, headed by Henry A. Ash; it has interests in KAYC(AM)-KAYD(FM) Beaumont, TX, and WQRF-TV Rockford, IL. Ash has interests in WVFT(TV) Roanoke and WJPR(TV) Lynchburg, both Virginia. Buyer is headed by Claud W. Bowers, who is director of Associated Christian Television System Inc., non-profit corporation, which is 100% stockholder of licensee of WACX(TV) Leesburg, FL. Action Jan. 27.

■ **WPUL(AM) South Daytona, FL** (BTC910920EA; 1590 khz; 1kw-D)—Granted transfer of control from PSI Communications Inc. to Omega Diversified Investment Consortium for no cash consideration; application serves to disclose ownership of additional shareholders, percentage of which had not been determined at time of original acquisition. Licensee is headed by Charles W. Cherry II (19.8%), Glen W. Cherry and Edward N. Smith, and has no other broadcast interests. Action Jan. 31.

■ **KSJQ(FM) Savannah, MO** (BTCH911210GJ; 92.7 mhz)—Granted transfer of control within Savannah Radio Ltd. for \$500, which represents option to purchase 900 shares of common stock (90%) of Savannah Radio Management Inc. within one year from date agreement has been signed for \$9,000. Seller is Sara E. Blann. Buyer is Gary D. Shorman. Principals have no other broadcast interests. Action Jan. 23.

■ **WLKO(FM) Fort Plain, NY** (BALH911216HG; 101.1 mhz; 1.4 kw; ant. 485 ft.)—Granted assignment of license from William H. Walker Jr. to son William H. Walker III as gift. Seller has no other broadcast interests. Buyer is licensee of WBUG-(AM) Amsterdam and is permittee of WRWD(FM) Highland, NY. Action Jan. 23.

■ **WMYY(FM) Schoharie, NY** (BALH911206HW; 97.3 mhz; 885 w; ant. 885 ft.)—Granted 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, 1991). 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. Action Jan. 30.

■ **WQDK(FM) Ahoskie, NC** (BALH911205HK; 99.3 mhz; 3 kw; ant. 300)—Granted 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. Action Jan. 7.

■ **WTZR(FM) Moyock (Chesapeake, VA), NC** (BALH910829HX; 92.1 mhz; 3 kw; ant. 421 ft.)—Granted assignment of license from American Eagle Communications Inc. to Willis Broadcasting Corp. for \$1.13 million ("Changing Hands," Sept. 9, 1991). Seller is headed by Jim Reese, and has no other broadcast interests. Buyer is headed by L.E. Willis, who is also selling WSFU-FM Union Springs, AL (see above). Action Jan. 22.

■ **WLLY(AM) Wilson, NC** (BAL911209EA; 1350 khz; 1 kw-D, 79 w-N)—Granted 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) Durham, NC. Buyer is headed by Harry A. Epperson III and Olive P. Epperson (100%), and has no other broadcast interests. Action Jan. 27.

■ **WHP-AM-FM Harrisburg, PA** (AM: BAL910906HD; 580 khz; 5 kw-U; FM: BALH910906HE; 97.3 mhz; 17 kw; ant. 840 ft.)—Granted assignment of license from WHP Inc. to Dame-Arnold Partnership for \$3.25 million ("Changing Hands," July 1, 1991). Seller is headed by Joseph M. Higgins, and is also licensee of WHP(TV) Harrisburg, PA, and WSPD(AM) Toledo, OH. Buyer is headed equally by general partners J. Albert Dame and John A. Arnold. Dame is general partner in Pennsylvania Broadcasting Associates, licensee of WRAK(AM)-WKS(AM) Williamsport, PA, and partner in Pennsylvania Broadcasting Associates II, licensee of WKQS-AM-FM Johnstown, PA. Action Jan. 29.

■ **WPRA(AM)-WRPC(FM) Mayaguez-San German, PR** (AM: BAL911120HH; 990 khz; 1 kw-U; FM: BALH911120HI; 95.1 mhz; 25 kw; ant. 1,970 ft.)—Granted assignment of license from W.P.R.A. Inc. to American National Broadcasting Corp. for \$1.7 million. Seller is headed by Ederinda Camara de Tamayo and has no other broadcast interests. Buyer is headed by Fernando Vigil Jr., and has no other broadcast interests. Action Jan. 17.

■ **WBYG-FM Point Pleasant, WV** (BAPH-910617GJ; 1060 khz; 10 kw-D)—Seeks assignment of CP from Tri-Country Radio to Big River Radio Inc. for \$47,503. Seller is headed by Jimmie Joe Wedge, and has no other broadcast interests. Buyer is headed by Vernon H. Baker (51%), Virginia L. Baker (25%) and Edward A. Baker (24%). Edward Baker has interests in WSGH(AM) Lewisville and WCXN(AM) Claremont, both North Carolina; WKDI(AM) Denton, MD; WOKT(AM) Cannonsburg, KY; WBZJ(AM)-WDJK(FM) Xenia, OH; WKGM(AM) Smithfield, WKTR(AM) Earlysville and WKNV(AM) Dublin, all Virginia, and WBNN(AM) Union City, IN. Action Jan. 28.

■ **WOMA(FM) Algoma, WI** (BALH911129HH; 96.5 mhz; 3 kw; ant. 328 ft.)—Granted 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. Utneher, and is licensee of WERL(AM)-WRJO(FM) Eagle River and WNB(AM)-WCQM-FM Park Falls, both Wisconsin. Action Jan. 23.

NEW STATIONS

Applications

■ **Loogootee, IN** (BPED920128MG)—Music Ministries Inc. seeks 88.7 mhz; 1.7 kw; ant. 78 m. Address: P.O. Box 4164, Evansville, IN 47724. Applicant is headed by Donald L. Chagle, and owns WBGW(FM) Ft. Branch, IN. Filed Jan. 28.

■ **Tusculum, TN** (BPH920123MD)—SBH Properties Inc. seeks 103.1 mhz; 6 kw; ant. 100 m. Address: 5930 Limestone Rd., Pensacola, FL 32504. Applicant is headed by William H. Scaver, and has no other broadcast interests. Filed Jan. 23.

■ **Tusculum, TN** (BPH920123ME)—Roger D. Bouldin and Raymond Deakins seek 103.1 mhz. Address: 410 West Locust St. #2, Johnson City, TN 37604. Applicant has no other broadcast interests. Filed Jan. 23.

■ **Rio Grande City, TX** (BPET920113KF)—Starr County Historical Foundation seeks ch. 40, 1,460 kw; ant. 113 m. Address: P.O. Box 502, Rio Grande City, TX 78582. Applicant is headed by Sam Vale, and has no other broadcast interests. Filed Jan. 13.

Applications

■ **Eudora, AR** (BPH880407MG)—Granted app. of Eudora Broadcasters Inc. for 101.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 865, Lake Providence, LA 71254. Applicant is headed by Paul L. Coates, and has no other broadcast interests. Action Jan. 23.

■ **Rio Dell, CA** (BPH890123MQ)—Granted app. of Douglas C. Turnbull for 107.1 mhz; 3 kw; -163 m. Address: 96 Dyer Ave., Collinsville, CT 06022. Applicant has no other broadcast interests. Action Jan. 22.

■ **Rio Dell, CA** (BPH891020MC)—Dismissed app. of Jerome J. Dobson and Carolyn M. Goss, et al., for 107.1 mhz; .205 kw; 511 m. Address: 906 Olive Suite 900, St. Louis, MO 63101. Applicants have no other broadcast interests. Action Jan. 22.

■ **Strasburg, CO** (BPH900102MI)—Granted app. of Lenora Alexander for 102.3 mhz; 6 kw; ant. 100 m. Address: 2349 Paris St., Aurora, CO 80010. Applicant has no other broadcast interests. Action Jan. 29.

■ **Crystal River, FL** (BPED891005MB)—Returned app. of The Potter's Clay Foundation Inc. for 90.1 mhz; 10 kw; 122 m. Address: 1150 W. King St., Cocoa, FL 32922. Applicant is headed by Clay Mullins, and has no other broadcast interests. Action Jan. 23.

■ **Inverness, FL** (BPED870107MI)—Granted app. of Alkalodge Inc. for 90.1 mhz; 4.5 kw; ant. 100 m. Address: Rural Rte 1, Box 888, Webster, FL 33597. Applicant is headed by Roberta R. Johnson, and has no other broadcast interests. Action Jan. 22.

■ **Eagle, ID** (BPH910516MM)—Granted app. of Eagle Broadcasting Inc. for 107.9 mhz; 1.1 kw; ant. 718 m. Address: 5000 Joe Lane, Nampa, ID 83651. Applicant is headed by Humberto F. Fuentes and Wayne N. Schelle, et al., and has no other broadcast interests. Action Jan. 24.

■ **Eagle, ID** (BPH910516MN)—Dismissed app. of Moonbeam Inc. for 107.9 mhz; 1.14 kw; ant. 790 m. Address: P.O. Box 526, Nicasio, CA 94946. Applicant is headed by Mary F. Constant, and has no other broadcast interests. Action Jan. 24.

■ **Eagle, ID** (BPH910516MK)—Dismissed app. of Radio Representatives Inc. for 107.9 mhz; 50 kw; ant. 126 m. Address: 2624 Ocotillo, P.O. Box 5457, Santa Maria, CA 93456. Applicant is headed by G.

Dawn Delgatty and Norwood J. Patterson, and is licensee of KGDP(AM) Orcutt, CA, and is permittee of KGDP(FM) Orcutt, CA, and KIDH(AM) Eagle, ID. Action Jan. 24.

■ **Eagle, ID** (BPH910516MO)—Dismissed app. of Cynthia A. Siragusa for 107.9 mhz; 1.17 kw; ant. 782 m. Address: 50 Park Terrace E, Apt. 3F, New York, NY 10034. Applicant has no other broadcast interests. Action Jan. 24.

■ **Morehead, KY** (BPH901115MF)—Dismissed app. of Gorecomm Inc. for 96.3 mhz; 6 kw; ant. 100 m. Address: 401 W. Main St., Morehead, KY 40351. Applicant is headed by Jerry A. Gore, and has no other broadcast interests. Action Jan. 29.

■ **Morehead, KY** (BPH901115MG)—Granted app. of Hays McMakin for 96.3 mhz; 6 kw; ant. 78 m. Address: 305 W. Main, Owingsville, KY 40360. Applicant is 100% voting stockholder of licensee of WKCA(FM) Owingsville, KY, and is account executive for WLEX-TV, Lexington, KY. Action Jan. 29.

■ **Manchester, NH** (BPED891018ML)—Granted app. of Notre Dame College for 91.7 mhz; .005 kw-H, .1 kw-V; ant. 4 m. Address: 2321 Elm St., Manchester, NH 03104. Applicant is headed by Carl Hausman, and has no other broadcast interests. Action Jan. 29.

■ **Bridgeton, NJ** (BPED900618ME)—Granted app. of New Jersey Public Bcg Authority for 89.3 mhz; .05 kw-H; 4 kw-V; ant. 62 m. Address: 1573 Parkside Ave., CN777, Trenton, NJ 08625. Applicant is headed by Robert Berkowitz and Robert G. Ottenhoff, and is licensee of WNJT(TV) Trenton, WNJB(TV) New Brunswick, WNJM(TV) Montclair, WNJS(TV) Camden, all New Jersey; and is permittee of ITFS WHR821 Montclair-Newark and WHR822 New Brunswick, both New Jersey. Action Jan. 23.

■ **Del City, OK** (BPED910920MC)—Returned app. of Everlasting Gospel Lighthouse Inc. for 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 S. Sunnyslane, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Action Jan. 22.

■ **Newport, OR** (BPH910118MB)—Granted app. of Charlotte McNaughton for 92.7 mhz; 12 kw; ant. 144 m. Address: 407 Third St. NE, Washington, DC 20002. Applicant has no other broadcast interests. Action Jan. 29.

■ **Newport, OR** (BPH910107MA)—Dismissed app. of Keith L. Miller Jr. for 92.7 mhz; 3.8 kw; ant. 255 m. Address: 1776-2 Adkins St., Eugene, OR 97401. Applicant has no other broadcast interests. Action Jan. 29.

■ **Pawley's Island, SC** (BPH910312MC)—Granted app. of Carocom Media for 98.5 mhz; 6 kw; ant. 100 m. Address: 171 Church St., Suite 210, Charleston SC 29401. Applicant is headed by general partners William J. Pennington III and Gregory P. Bunce, and has no other broadcast interests. Action Jan. 29.

FACILITIES CHANGES

Applications

AM

■ **Germantown, TN WNWZ(AM)** 1430 khz—Jan. 15 application of Ardman Broadcasting Corp. for mod. of CP (BP900405CV) to reduce daytime power to 2.5 kw.

FM's

■ **Oro Valley, AZ KRKN(FM)** 97.5 mhz—Jan. 21 application of Pueblo Radio Broadcasting Service for mod. of CP (BPH-861002TA) to change ant.: -35 m.; TL: 4.95 km SW of Oro Valley, on bearing of 195.5 ft. from Oro Valley, near NW corner of intersection of Ina and La Cholla Road.

■ **Green Acres, CA KAXL(FM)** 88.3 mhz—Jan. 10 application of Skyride Unlimited Inc. for CP to change ERP: 21.14 kw (H&V), ant. 100 m., TL: 10.7 km SE of Shafter, CA, at 157 degrees true; change to class B1.

- **Rome, GA** WQTU(FM) 102.3 mhz—Jan. 9 application of McDougald Broadcasting Corp. for CP to change ERP: 1.1 kw (H&V); ant. 227 m.
- **Hyden, KY** WZQQ(FM) 92.3 mhz—Jan. 22 application of Joey L. Dick for CP to change ERP: 5.7 kw (H&V); ant. 102 m.
- **Liberty, KY** WKDO-FM 98.7 mhz—Jan. 21 application of Radio Station WKDO for mod. of CP (BPH-8910171B) to change; ERP: 25 kw (H&V).
- **Louisville, KY** WTFX(FM) 100.5 mhz—Jan. 24 application of Louisville Broadcasters Ltd. for mod. of CP (BPH-880126NZ) to change; ERP: 50 kw (H&V); TL: approximately .4 km east of intersection of Holsclaw Hill Road and Brooks Hill Road, Bullitt County, KY.
- **Red Wing, MN** KWNG(FM) 105.9 mhz—Jan. 16 application of Sorenson Broadcasting Corp. for CP to change ERP: 20 kw (H&V); ant. 100 m.; TL: 2.9 km to Red Wing, MN, at bearing of 342.6 degrees; change to class C3 (per MM docket #87-310).
- **Wabasha, MN** KQLW(FM) 102.5 mhz—Jan. 23 application of Radio Ingstad Minnesota Inc. for CP to change antenna supporting-structure height.
- **Cleveland, MS** WCLD-FM 103.9 mhz—Jan. 1 application of Radio Cleveland Inc. for CP to change ERP: 6 kw (H&V); mod. of CP (BPH-880603MP).
- **Ebenezer, MS** WZBR(FM) 103.9 mhz—Jan. 16 application of Jimbar Enterprises for mod. of CP (BPH-900424ME) to change ERP: 6 kw (H&V); TL: Midway Crossroads in Yazoo County, MS.
- **Holly Springs, MS** WHLE(FM) 94.9 mhz—Jan. 27 application of Lois B. Crain for CP to change; ERP: 6 kw (H&V); ant. 100 m.; TL: 6.9 km (4.3 miles) south of state highway 78 on Kizer Road and approx. 2 km. northeast of Pigeon Roost Creek, Marshall County, MS.
- **Gallup, NM** KKJI(FM) 106.1 mhz—Jan. 15 appli-

- ation of MBC Communications Southwest Inc. for CP to change CP: ERP: 26.0 kw (H&V); ant. 56.3 m.; TL: 2 km west of Highway 32, 3.7 km south of intersection of highways 32 and 66.
- **Buffalo, NY** WBFO(FM) 88.7 mhz—Jan. 23 application of State University of New York for CP to change directional antenna bearing.
- **Kingston, NY** WRHE(FM) 91.7 mhz—Jan. 21 application of Family Stations Inc. for mod. of CP (BPED-881005MI) to change ERP: 948 (V); ant. 108 m. (V); TL: Halihan Hill, 1.2 km south of Halihan Hill Rd., 4.7 km north of Kensington, Ulster County, NY.
- **Morristown, NY** New FM 102.9 mhz—Jan. 16 application of Northstar Broadcasting Corp. for mod. of CP (BPH-910206MB) to change ERP: 2.4 kw (H&V); ant. 112 m.; TL: approximately 4 km south of Galilee St., Lawrence County, New York.
- **Brownsville, OR** KGAL-FM 102.3 mhz—Jan. 21 application of Eads Broadcasting Corp. for mod. of CP (BPH-880908ME) to change ERP: .63 kw (H&V).
- **Philadelphia** WPEB(FM) 88.1 mhz—Jan. 28 application of West Phila. Educ. Broad. Corp. for CP to change ERP: .00D916 kw (H&V); ant. 60 m.; TL: Market Square Complex, Suite 7B, 3901 Market Street, Philadelphia; make changes to main studio location.
- **Philadelphia** WMMR(FM) 93.3 mhz—Jan. 21 application of Group W Radio Inc. for CP to change ERP: 18 kw (H&V); ant. 252 m.
- **Anasco, PR** WVID(FM) 90.3 mhz—Jan. 21 application of Centro Colegial Cristiano Inc. for mod. of CP (BPED-880125MX) to change ant.: 304 m.; TL: 285 ft. NW of branch of Highway 411 and 600 ft. NW of Cerro Cantagallo Hill.
- **Spearfish, SD** KBHU-FM 89.1 mhz—Jan. 23 application of Black Hills State College for CP to

- change ERP: .1 kw (H) and NA (V); ant.: -106 m.
 - **Alcoa, TN** WYLV(FM) 89.1 mhz—Jan. 28 application of Foothills Broadcasting Inc. for CP to change ERP: .73 kw (H); ant. 303 m.; TL: WATE-TV transmitter, on Sharp Ridge within city limits of Knoxville, TN; change class to C3.
 - **Monterey, TN** WKXD-FM 106.9 mhz—Jan. 17 application of JWC Broadcasting for CP to change ERP: 34.1 kw (H&V); ant. 178 m.; TL: two km west of Alvin York, near Elmore, TN; change to class C2 (per MM docket #86-512).
 - **Livingston, TX** KETX-FM 92.1 mhz—Jan. 21 application of Polk County Broadcasting Co. for mod. of CP (BPH-880613IA) to change TL: KETX-FM site, .8 km NE of intersection of US Rte. 59 and Business Rte 59, 3.2 km NNE of center of Livingston, 2400 US Highway 59 north; 30 44 18 - 94 55 26.
 - **Texarkana, TX** KTXK(FM) 91.5 mhz—Jan. 29 application of Texarkana Community College for CP to change ERP: 5.2 kw (H&V).
 - **Seattle** KXRX(FM) 96.5 mhz—Jan. 16 application of Shamrock Broadcasting Inc. for CP to change ant.: 583 m.; TL: Cougar Mountain antenna farm, 9.5 km. northeast of Renton Municipal Airport.
- TV**
- **Omaha** KPQC(TV) ch. 15—Jan. 23 application of Pappas Telecasting of the Midlands for mod. of CP (BPCT-791026KN) to change ERP (vis): 2,529 kw; ant. 1,280 ft.; TL: 19801 Pflug Road, Gretna, NE (41-04-15 - 96-13-30) antenna: Andrew ATW30H2-HSPX-1SS, (DA)(BT).
- Actions**
- AM's**
- **Bullhead City, AZ** KFLG(AM) 1000 khz—Jan. 23 application of The Guyann Corp. granted for mod. of CP (BP881121AA) to reduce power to 1 kw.

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ROBERT THOMAS SUTTON

Robert T. Sutton has moved again—all the way across Tampa Bay to Clearwater, Fla. But, in fact, the 30-mile journey that brought him last year from his job as president of Media General's Broadcast Group to president of the Home Shopping Network Inc. (HSN) is quite a distance. It marked the end of a 25-year career in traditional broadcasting and the beginning of an adventure with a direct-to-home-sales broadcaster and basic cable network rapidly moving into new areas such as pay per view, licensing and infomercials.

According to associates, the diversity of challenges at HSN is a good fit with the 51-year-old Sutton, who, several remarked, has more than typical energy and enthusiasm. Those qualities carry over into the community of Tampa, where Sutton has been noticeably active, including founding and serving as chairman of the Hall of Fame football bowl game.

Sutton's career in broadcasting began by chance. One day while in high school in Orlando, Fla., a sick friend asked Sutton to fill in at a part-time janitorial job at a radio station. Sutton agreed, liked the environment and got a part-time on-air position. Not long after, he sought out colleges with strong communications departments, selecting Michigan State.

While at the university, he worked at campus stations and freelanced for the networks and others. Out of college he chose promotion, landing his first job as assistant promotion manager at WSPD-TV Toledo, Ohio.

From there his talents carried him to a succession of larger markets and greater responsibilities.

Within several years Sutton was promotion manager at WABC-TV, working with many of the executives who were to make ABC the number one network. Sutton interrupts his career narrative several times to remark on the industry leaders with whom he had an opportunity to work on the way up: "I have already put in my will to have several ads taken out thanking all those people."

After serving for two years as direc-



tor of advertising and promotion for the ABC-owned and -operated stations, Sutton was hired as program manager for WPLG-TV Miami. Once again, that led to bigger markets and a general manager's job. Peter Kizer, with whom Sutton had earlier worked at WXYZ-TV Detroit, gave Sutton his first turn at the helm of WALA-TV Mobile, Ala. Says Sutton, "It was a rebuild on a station that had slipped some in the ratings."

In 1980 Sutton was back in New York, this time as head of program promotion for NBC Entertainment. By this time his itineracy had earned him the moniker "suitcase Sutton." But when he moved back to his home state for his next job, as general manager of Media General's WFLA-TV Tampa, Fla., it seemed as though he might settle for a while.

For the next 10 years Sutton helped

build the company's station portfolio. During his tenure—most of it as president of the broadcast group—Media General added TV stations in Jacksonville, Fla., and Charlotte, N.C. That period saw the Jacksonville station, WJKS(TV), go through a forced affiliation change.

Sutton himself became active in affiliate politics, serving on the NBC affiliate board of governors for four years. Among the big issues then, as now, were compensation and the cost of network programming. "I wouldn't be surprised if one of the networks stops bidding for football soon," he says, adding that Home Shopping might be interested in taking up some of the slack.

Says Media General Chairman J. Stewart Bryan III, "Sutton was a showman in terms of understanding

the strengths of the broadcast medium."

Although the group's operating performance was good, Sutton says he was disappointed the company didn't buy more stations. So when Home Shopping Network Chairman Roy Speer first talked about an offer in 1990, Sutton listened.

Sutton says, however, that leaving traditional broadcasting was not an escape from a dying industry; in some respects he sees broadcasting returning to the way it did business when he first started out in the 1960's: "What you are seeing now is a longer and closer

look at how they run their business. Reporters may once again do more than one story and anchors might work harder. I think TV will come out a lot stronger as a result."

President, Home Shopping Network, Clearwater, Fla.; b. Oct. 9, 1940, Cleveland, Miss.; B.A., communications, Michigan State University, Lansing, 1966; assistant promotion manager, WSPD-TV Toledo, Ohio, 1966; assistant promotion manager, WLS-TV Chicago, 1967; promotion manager, WITZ-TV Detroit, 1969; promotion manager, WABC-TV New York; director of advertising and promotion, ABC-owned TV stations, 1971; program director, WPLG-TV, Miami, 1973; program and production manager, WWJ-TV Philadelphia, 1976; broadcast operations director, 1977; assistant general manager, WALA-TV, Mobile, Ala., 1978; VP and general manager, 1980; VP, programs and promotion, NBC Entertainment, New York, 1980; executive VP, WFLA-TV, 1981; president/COO, WFLA-TV, 1981; president/CEO, Media General Broadcast Group, 1982; current position since March 1991; m. Claire Stanton, June 19, 1965; children: Blake, 18; Corey, 13.

Fates & Fortunes

MEDIA

Martin G. Greenberg, president and CEO, Genesis Broadcasting Inc., Dallas, licensee of seven radio stations, resigned and will be succeeded by **John L. Booth II**, co-president, parent company Booth American Co., Detroit. Greenberg will maintain consulting role with Genesis.

Paul A. Bissonette, VP, creative services, WPIX(TV) New York, named VP, station manager.

Kent Lillie, VP and general manager, WPTY-TV Memphis, joins WATL(TV) Atlanta in same capacity.

Rob Vandine, sales manager, WWVA(AM)-WOVK(FM) Wheeling, W. Va., named station manager.

John Mackin Ade, formerly with KEYI-FM San Marcos, Tex. (Austin), joins WAIA(FM) St. Mary's, Ga. (Jacksonville, Fla.), as VP and general manager.

Perry Frey, VP and general manager, WTVN(AM) Columbus, Ohio, named president and general manager. **David E. Milner**, VP and general manager, KEX(AM) Portland, Ore., named president and general manager.

David Boylan, VP and general manager, WGHP-TV High Point, N.C., named president and general manager.

Kevin Ryan, manager of financial operations, national division, American Television & Communications Corp., Englewood, Colo., named director of operations, national division. **Ruck Orr**, marketing manager, ATC national division, Murray, Ky., named general manager, Terre Haute, Ind., system.

Stuart Kellogg, former news director, KXAS-TV Dallas-Fort Worth, joins WAPT(TV) Jackson, Miss., as VP and general manager.

Joy Uniss, media director, Gaynor Media Corp., New York, adds duties as VP.

Ted A. Garcia, VP, operations,



A BROADCASTING editorial (Feb. 3) honoring retiring Capacities/ABC Senior Vice President Julius Barnathan (l) was read by Chairman Thomas S. Murphy as he concluded a retirement ceremony in New York Feb. 6. Barnathan was the company's leading operations and engineering officer; he had served some 37 years. BROADCASTING, noting that Barnathan would continue to "storm the halls as a consultant," had concluded that "we'll sleep better at night knowing he's still there."

KETC(TV) St. Louis, named senior VP.

Kevin Conlin, acting operations director, WGLT(FM) Normal, Ill., named operations director.

SALES AND MARKETING

Pam Bergeron, national sales manager, WBZ-TV Boston, named general sales manager.

Terri Zuckerman, marketing manager, TechPool Studios, Cleveland, joins CaptionAmerica, Pittsburgh, as manager, sales and marketing.

Lou Castriota Jr., traffic/contracts assistant, WPMT(TV) York, Pa., named marketing representative.

Peter Paisley, formerly with WTTG(TV) Washington, joins Mega Advertising Inc., McLean, Va., as general sales manager, broadcast.

Michael Draman, general sales manager, WSVN(TV) Miami, named di-

rector of sales and marketing.

Frank R. Garland, West/Central divisional sales manager, The Weather Channel, Chicago, named VP, director of advertising sales, Atlanta.

Judith Czarnik, account executive, Multimedia Cable Advertising, Chicago, named senior account executive.

Stephanie Lowet, from Scali McCabe Sloves, New York, and **Caroline Ely**, copywriter, creative services, Discovery Channel, Bethesda, Md., named managers, advertising sales, Discovery Channel.

Jeffrey C. Mathieu, VP, sales and marketing, Q1 Productions, joins ProMedia, Northvale, N.J., as VP, sales and marketing.

Patrick E. Kane, corporate senior VP and CEO, Mediatech East, joins CRN International, Hamden, Conn., as senior VP, corporate development.

Philip Dobbs, from *Birmingham Post-Herald*, joins WLOS(TV) Asheville, N.C., as art assistant. **Bill Rowland**, from Dixie Honda, joins WLOS as local account executive.

George H. Meyer, account executive, WCBS(AM) New York, joins WNCN(FM) New York in same capacity.

Susan Suyama, account executive, Capital Cities/ABC National TV, joins KBHK-TV San Francisco in same capacity.

William Cavanaugh, from WMAQ(AM) Chicago, and **Allison DuBois**, from Sports Profiles Magazine Inc., join WSCR(AM) Chicago as account executives.

John Rossi, national sales manager, WTAE-TV Pittsburgh, named local sales manager.

Robert D. Shapiro, from CBS-TV, joins E! Entertainment Television, New York, as director of sales administration.

John E. White, general sales manager, WZZD(AM) Philadelphia, joins WDAC(FM) Lancaster, Pa., as sales manager.

Peter D. Barrett, from WKRC-TV Cincinnati, joins KCTV(TV) Kansas City, Mo., as director of marketing and production.

Jean Esposito, from WBVI(FM) Fostoria, Ohio (Findlay), joins WOWO-AM-FM Fort Wayne, Ind., as general sales manager.

David L. Gandy, from KKYA(FM) Yankton, S.D., joins KQDJ-AM-FM Jamestown, N.D., as sales manager.

Paul del Toro, formerly with *Newsday*, joins Saxe Marketing Inc., New York, as director of client services.

Dianne Giovanni, account executive, WWOR-TV Secaucus, N.J., named national sales manager.

Appointments at Katz, New York: **Ron Salmon**, sales assistant, lancers team, Katz Independent TV, named research analyst; **Paul Antoci**, from Blair TV, named sales executive, South Central station group, Katz Continental TV; **Nicola Alperstein**, research analyst, West and West Central station groups, Katz Continental TV, named assistant research manager, West, West Central and South Central station groups; **Brian Quinn**, intern, Katz American TV, named research analyst; **Rich Lacourciere**, research man-

ager, stars team, Katz American TV, named sales executive; **Mark Klafter**, recent graduate, Katz TV sales training program, named sales executive, Washington; **Denise Roggensack**, sales executive, swords team, Katz Independent TV, Chicago, named sales manager; **Stephen M. Shenkan II**, general sales manager, WIXT(TV) Syracuse, N.Y., named sales manager, Katz Independent TV, St. Louis; **Nina Chow**, business systems manager, Katz Radio, New York, named systems manager, and **Paul O'Malley**, account executive, Katz Radio, New York, named sales manager, St. Louis.

PROGRAMING



Beckett

Diana Foster, account executive, Republic Pictures Domestic Television Inc., Los Angeles, named VP.

Elizabeth Herbst and **Wanda Meyers**, from Action Media Group, New York, join Tribune Entertainment Co., New York, as account executives.

William E. Josey, senior VP, business affairs, Saban Entertainment, Burbank, Calif., named senior VP and general counsel.

Laura Polley, manager, business affairs, Paragon Entertainment, Toronto, Ontario, named director, business affairs.

George McFetridge, counsel, MTM Entertainment Inc., Studio City, Calif., named senior counsel.

Raymond M. Nowak, VP, accounting and systems, Paramount Communications, New York, adds duties as executive VP and chief financial officer, co-owned Madison Square Garden Network.

Account executives **Patricia Cohen** and **Cynthia Irving**, Camelot Entertainment, New York, named VP's, sales.

John Holdridge, Southeast region sales manager, Genesis Entertain-

ment, Agoura Hills, Calif., named VP, Southeast region.

Darlene Gherard, story editor, Gibraltar Entertainment, Los Angeles, named director of development.

Marc Schneider, director of entertainment sales analysis, CBS Inc., joins Children's Television Workshop, New York, as director of planning and analysis.

Cathy Biegel, from Eastman Radio, joins CBS Radio Representatives, New York, as manager of research.

Stephen L. Elsky, group planning officer, Hearst Entertainment and Syndication Group, New York, named VP, financial planning, Hearst Entertainment Productions and Hearst Entertainment Distribution.

Andrew Walworth, senior producer, *American Interests*, produced by The Blackwell Corp., Washington, named executive producer.

Wendy Holmes, program administrator, KCNC-TV Denver, named director of programing.

Appointments at National Geographic's *Explorer*, New York: **Pamela Hogan**, associate director, co-productions, named head of co-productions; **Amy van Daalen**, manager, co-productions, named associate director, co-productions, and **Kathryn Pasternak**, associate producer, National Geographic Television, Washington, named manager, specials development.

Richard Waltzer, VP, HBO Pictures, Los Angeles, named VP, HBO Worldwide Pictures.

Steve Pearlman, VP, network research, Lorimar Television, Burbank, Calif., adds duties as VP, current programs.

Appointments at MCA TV's *Harry and the Hendersons*, Los Angeles: **Jill Lopez Danton**, associate producer, named producer; **Rita Katsotis**, from Carsey-Werner Co., named producer, and **Matt Ember**, executive story editor, named co-producer.

David Taylor, from American Financial Corp., joins Spelling Entertainment, Los Angeles, as senior VP.

Joanne Burns, executive director of research, Buena Vista Television, Burbank, Calif., named VP, research.

Elizabeth Huszarik, manager,

first-run research, Warner Bros. Domestic Television Distribution, Burbank, Calif., named director, first-run research.

Bill Stairs, from KMXI(FM) Lake Oswego, Ore. (Portland), joins KIOI(FM) San Francisco as program director.

Mitchell Praver, VP, programming, Lifetime Television, New York, named VP, program acquisitions.

Jeff Cole, reporter, King World's *Inside Edition*, New York, named assignment editor.

Patrick Conseil, formerly with A&M Records, joins Warner Chappell Music Inc., New York, as international consultant.

Rena Ronson, formerly with Fox-Lorber Associates, New York, joins Trans Atlantic Entertainment, Santa Monica, Calif., as VP, international distribution.

Mathew Tombers, VP, marketing director, FCB Entertainment, Burbank, Calif., joins Discovery Networks, Bethesda, Md., as director, corporate programming partnerships.

Michael Klinghoffer, VP, programming, Comedy Central, New York, resigned.

Don Shaw, formerly with KFRU (AM) Columbia, Mo., joins XETRA (AM) Tijuana, Mex. (San Diego, Calif.), as weekend host.

Lucy J. Strupp, director of marketing, Mind Extension University (ME/U): The Education Network, Englewood, Colo., named VP, student acquisition and consumer marketing. **L. Cozette Swickard**, from United International Holdings, joins ME/U as director of sales, Central region.

Peter Terranova, VP, talent development and acquisition, Universal Television, Universal Cities, Calif., named senior VP, talent development and acquisition.

Jeni Enright, marketing manager, Showtime Satellite Networks, New York, named director of marketing and sales support. **Brian Glantz**, from Cablevision Systems Corp., joins Showtime Satellite Networks, New York, as director of telemarketing.

Appointments at ESPN Inc., Bristol, Conn.: **Sara Gandel**, international sales coordinator, named international

programming planner; **Don Brown**, information center analyst, named local area network administrator; **Candy Dullaghan**, program analyst II, named system analyst I; **Christopher Bodig** and **Peggy Kusinski**, production assistants, named associate producers; **Bill Gaff**, highlights supervisor, named producer; **Barry Sachs**, studio producer, named coordinating producer; **Mike Stinton**, college basketball researcher, named assignment editor; **Neil Wolf**, production assistant, named bureau producer, Chicago; **Peter Englehart**, coordinating producer, named director, program planning, and **Dave Miller**, producer, named coordinating producer.

NEWS AND PUBLIC AFFAIRS

Star Jones, assistant district attorney, Brooklyn, N.Y., joins NBC News, New York, as on-air correspondent specializing in legal matters.

Giselle Fernandez, co-anchor, *CBS Morning News*, New York, named correspondent for *CBS Evening News* there, succeeded by **Meredith Vieira**, former co-editor, *60*

Minutes, New York, who is returning from maternity leave.

Kwame Holman, general assignment correspondent, *MacNeill/Lehrer NewsHour*, Denver, named congressional correspondent, Washington.

Appointments at CNN Special Assignment, Atlanta: **Richard Cohen**, from Public Broadcasting System, and **Pete Simmons**, formerly with ABC News, named senior producers, and **Jane Stone**, from CBS News, named producer.



Harrington

Gerald Harrington, president, Harrington Productions, Detroit, joins WJBK-TV Detroit as general assignment reporter.

Mary Jane McKinven, director, national

press relations, Public Broadcasting Service, Alexandria, Va., named director, news and public affairs programming.

Jamie McIntyre, freelance report-

Broadcasting

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2. What best describes your title? (Check one)

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er, CNN, Washington, named general assignment reporter there.

Deborah Vogel, from KTTV(TV) Los Angeles, joins KCAL(TV) Norwalk, Calif. (Hollywood), as senior sports producer.

Manuel A. De La Rosa, general assignment reporter, South Central Community News, Los Angeles, joins KOSA-TV Odessa, Tex., as reporter.

Cathy Hobbs, reporter, WOLO-TV Columbia, S.C., joins WSMV(TV) Nashville as general assignment reporter.

Charlotte Thomas, from KYMA (TV) Yuma, Ariz., joins KBAK-TV Bakersfield, Calif., as reporter.

Dave Deeley, sports director, WUFT(TV) Gainesville, Fla., joins WWSB(TV) Sarasota, Fla., as weekend sports anchor.

Steve Snyder, from KDLT(TV) Mitchell, S.D. (Sioux Falls), joins KOLR(TV) Springfield, Mo., as news director.

Mark McGlashen, chief photographer, WJRT-TV Flint, Mich., named assignment editor.

David Dalton, producer, assignment editor and assignment manager, WXII(TV) Winston-Salem, N.C., named executive producer.

Sue Abrams, from WPDE-TV Florence, S.C. (Myrtle Beach), joins WDAF-TV Kansas City, Mo., as anchor. **Rhonda Scholting**, freelance writer and producer, Wichita, Kan., joins WDAF as 5 p.m. producer.

Appointments at WLOS(TV) Asheville, N.C.: **Joy Gregg**, from Harvard University, Cambridge, Mass., named news director; **Charles McNeil**, part-time associate news producer, named sports reporter and anchor; **Kathy Sittron**, part-time production assistant, named production assistant; **Barry Martin**, recent graduate, Gardner-Webb Col-

lege, Boiling Springs, N.C., and **John Inman**, from Carolina Power & Light Co., named part-time production assistants.

Jerry Jacob, from WJHG-TV Panama City, Fla., joins KSPR(TV) Springfield, Mo., as weekend sports anchor.

John Kay, from WMGC-TVinghamton, N.Y., joins WHEC-TV Rochester, N.Y., as part-time meteorologist.

Deborah Allen, formerly with KQTV(TV) Saint Joseph, Mo., joins KTAJ(TV) there as public affairs director and host.

Gretchen Karr, from Home Network Satellite News, Tallahassee, Fla., joins WKYC-TV Cleveland as reporter and anchor.

TECHNOLOGY

Robert G. Thomas, director, technology and equipment planning, Capital Cities/ABC, New York, retired.

Esther Rodriguez, from Satellite Video Center, joins General Instrument's VideoCipher division, San Diego, Calif., as VP, marketing and communications.

Greg James, operations manager, KSL-TV Salt Lake City, named director of engineering and technical operations.

Bob Bell, chief engineer, WSBT-TV South Bend, Ind., retired.

David Niswonger, regional director, customer service, Cencom Cable Television, St. Louis, named system manager.

Edwin Karl, engineering manager, WNAC-TV Providence, R.I., named director of engineering for parent company Northstar Television.

Paul R. Bronkar, formerly with LRP Video, joins Varitel Video, Los

Angeles, as colorist.

Ernst L. Ranft, formerly with Lifestyles LP, joins Ampex Recording Media Corp., Redwood City, Calif., as VP, operations.

PROMOTION AND PR

Amy Adelson, VP, development, ABC Productions, Los Angeles, named senior VP, creative affairs.

Bob Druckenmiller, executive VP and general manager, Porter/Novelli, Washington, named president.

ALLIED FIELDS

Carole Simpson, senior correspondent, ABC News, New York, appointed to three-year term on Radio Television News Directors Foundation's board of trustees, and scholarship has been established in her name.

Andy Butler, director of engineering, WBAL(AM)-WIYY(FM) Baltimore, joins National Association of Broadcasters, Washington, as staff engineer, conference programming, science and technology department.

Terri Rabel, director of government relations, NAB, named VP, operations.

DEATHS

Alex Haley, 70, author of *Roots*, died of heart attack Feb. 10 in Seattle, where he was scheduled to speak that day. ABC-TV attracted 130 million viewers in 1977 with adapted 12-hour miniseries of Haley's *Roots: The Saga of an American Family*. Most recently he was completing book about his fraternal grandmother, titled "Queenie," that CBS-TV plans to develop into miniseries. He is survived by his third wife, My, and son, Bill.

Gaylert N. Burrow, 43, TV photographer, died Jan. 24 of melanoma in Louisville, Ky. He co-owned Burrow Bluegrass Productions in Louisville, Ky., had stints at WHAS-TV and WLKY-TV, both Louisville, and freelanced for ABC News and CBS News.

Bill Strange, 62, actor, died of cancer Feb. 6 in Reno. Strange starred in ABC-TV's "Colt 45" in 1950's.

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Broadcasting (ISSN 0007-20281) (GST #1233974571) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at Washington, DC 20036 and additional mailing offices. Postmaster, please send address corrections to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$85; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* is a registered trademark of Reed Properties, Inc., used under license. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Monday ☐ Memo

“Without a statutory requirement, an engineer on the FCC is unlikely.”

On Oct. 3, 1991, Congressman Don Ritter introduced a bill to require that at least one member of the FCC be an engineer. A critical question is why, after 58 years, the Communications Act needs to be amended to place a second statutory limitation on who the president can appoint to the FCC.

When Congress created the FCC in 1934, it gave that agency the mandate to regulate the radio frequency spectrum to make available “a rapid, efficient, nationwide and worldwide wire and radio communication service.” In the 58 years that have passed since the creation of the FCC, the technical sophistication and complexity of radio spectrum regulatory issues have increased tremendously. Yet, of the 64 past and present FCC commissioners, only eight have been engineers. The last FCC commissioner to have an engineering background was Charles D. Ferris, who served as chairman from 1977 to 1981.

Precedent for “allocating” commissioner slots exists. The Communications Act has always placed a limit on the number of commissioners who could be from the same political party. Congressman Ritter’s bill, H.R. 3501, or the Federal Commission Engineering Sciences Qualification Act of 1991, would simply add a second requirement to Section 4b of the Communications Act that at least one commissioner be skilled in the engineering sciences at the time of his or her appointment. H.R. 3501 is intentionally liberal in its definition of “skilled in the engineering sciences.” A premise of H.R. 3501 is that a non-technical commissioner with an engineering assistant is not the same as a commissioner with his or her own technical background.

Why the need to make this a statutory requirement? Because political reality has demonstrated that, without a statutory requirement, an engineer on the commission is unlikely to happen. With the exception of Chairman Ferris, all engineers were appointed to the commission prior to 1960: Tunis A.M. Craven, 1937; Ewell K. Jett, 1944; Edward M. Webster, 1947; George E. Sterling, 1947; Eugene H. Merrill, 1952; Tunis A.M. Craven, 1956 (re-appointment), and John S. Cross, 1958.

A second reason why a statutory requirement for an engineer is needed can be seen by examining the backgrounds of the professional assistants to the current FCC commissioners. Although the Communications Act gives

each FCC commissioner the right to appoint three professional assistants, one or more of whom could be engineers, only Commissioner Quello has seen fit to do so. But even if all of the commissioners had engineering assistants, a non-technical commissioner may never fully comprehend technical complexities and tradeoffs. Of course, a similar argument might be made that an engineering commissioner might never fully comprehend the legal, economic and, yes, political complexities and trade

offs of issues that come before the commission. It is for that reason that H.R. 3501 would require that only *one* commissioner be an engineer.

A statutory requirement for an engineer on the commission is fundamentally different from more focused possible statutory requirements for, say, a designated broadcaster, cable operator, common-carrier operator or land mobile operator. A requirement for an engineering commissioner reaches across all those disciplines. An engineer slot on the FCC is also fundamentally different from the *de facto* slots for a minority commissioner and for a female commissioner. Race and gender have no basic relationship to the mandate of the FCC, which was created essentially as a technical regulatory

agency. In contrast, a statutory requirement for an engineer goes to the very foundation of the FCC’s mandate.

The criterion for “skilled in the engineering sciences” proposed by H.R. 3501 is intentionally broad. A nominee would be considered qualified if he or she holds a four-year or higher degree in any engineering discipline from an Accreditation Board of Engineering Technology- accredited institution; or if the nominee has attained “Senior” or “Fellow” status from a nationally recognized engineering society or if the nominee is registered as a professional engineer in any discipline in any state. The goal is to have at least one FCC commissioner with a background in the engineering sciences. That background need not be in broadcasting, cable television, radio or even electrical engineering for the purpose of H.R. 3501 to be accomplished. What is important is that at least one FCC commissioner has the fundamental background in mathematics, physics and engineering economics that goes with the attainment of an engineering degree, the achievement of peer-earned Senior or Fellow status or professional registration. ■



A commentary by Dane E. Ericksen, Hammett & Edison Inc., Washington

In Brief

NBC's *Today* won the three-network morning news (7-9 a.m.) race for the week ended Feb. 7. It was the first time NBC won a week outright since Dec. 25, 1989. ABC's *Good Morning America*'s streak of first-place finishes (including four ties with *Today*) ended after 109 weeks. An ABC spokeswoman happily pointed out that *GMA* still commands a 17% lead in the key women 18-49 demo. An emerging factor is morning local news shows. WNYW(TV) New York's *Good Day New York* routinely beats *Today* and *CBS Morning News*. KTLA(TV) Los Angeles's morning newscast routinely beats CBS and placed first last Tuesday (Feb. 11) for the first time.

Paramount Domestic Television's new *Star Trek: DSN* has been sold in 30 markets—five of which are network affiliate clearances—representing 48% of the U.S., while its *The Untouchables* has been sold in 28 markets (12 are affiliate sales), for 44% coverage. The network affiliate clearances are considered especially significant in light of the affiliates' ire over decreased network compensation and smaller prime time advertising

splits (two minutes local per hour) and *Star Trek*'s previously near-exclusive linkage with independent stations. All six Paramount Stations Group-owned independents have picked up both series, in addition to Tribune Broadcasting's cable superstation, WGN-TV Chicago, and WGNX-TV Atlanta; and Chris-Craft's KCOP-TV Los Angeles, KBHK-TV San Francisco and KPTV-TV Portland. Clearing *The Untouchables* are Pinelands Inc.'s superstation wwor-TV New York, Group W CBS affiliate KDKA-TV Pittsburgh, ABC affiliate WPRI-TV Providence and CBS affiliate KLAS-TV Las Vegas. Clearing *DSN* are Tribune's WPIX-TV New York and KWGN-TV Denver, CBS O&O WCIX-TV Miami, KVVU-TV Las Vegas and WNAC-TV Providence, R.I.

Lawsuits filed by two rep firms against an unwired network have been dropped. The Premiere Announcement Network, a consortium of affiliate TV stations that sells national availabilities in local newscasts, confirmed last week that it reached an out-of-court settlement with both Petry and HRP. Terms were not disclosed, but an important motivation

in the settlement may have been the fact that Premiere's co-founder, the NBC-owned stations, several months ago retained the two firms to rep its stations. Ed Goldman, president of Group W Television Sales, which administers Premiere, last week said the consortium has substantially increased sales with advertisers such as Nabisco, Domino's Pizza, AT&T and Publisher's Clearinghouse, but still has not made use of all the potential availabilities it is permitted to sell for members. He said an end to the lawsuit should make it easier to fill in the few remaining top-60 markets in which Premiere currently has no affiliates.

The FCC last week granted a limited waiver of the duopoly ownership rule to Paramount so it could increase its ownership of Combined Communications to up to 10%. Half of the three-station independent group is owned by syndicators whose equity position shifts depending on the amount of product they supply to Combined. The waiver was requested because both Paramount and Combined own TV stations in Philadelphia.

KUSA-TV HELICOPTER CRASH KILLS THREE

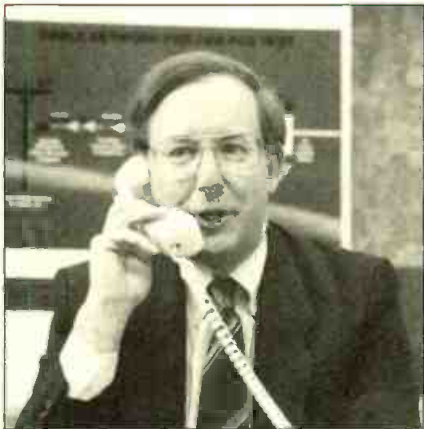
KUSA-TV Denver suffered its fifth helicopter crash in 12 years last week. The station's Bell 206L-3 copter crashed Wednesday (Feb. 12) into an icy reservoir near Fort Collins, Colo., critically injuring KUSA-TV staff pilot Peter Peelgrane. Two passengers were believed dead, although by noon last Friday neither the helicopter, which had plunged into 120 feet of water, nor the bodies had been recovered. The local media had not reported the names of the victims, although they were believed to be Australian freelance photographer Mike Stone and local photographer Bob Ash.

A *Denver Post* story last week reported that the three had been working on a freelance project unrelated to the station (and in a different helicopter) earlier in the day. Peelgrane and the two photographers were flying the KUSA-owned chopper to Fort Collins for a maintenance check.

The Denver market stations all rely heavily on helicopters to cover the market's vast area, although the news chopper craze is largely a thing of the past. "Their popularity has really tapered off," said Dave Bartlett, president of the Radio-Television News Directors Association. "For a lot of stations they are not all that cost beneficial."

Cablevision Systems is seeking to repurchase \$272.5 million in debt issued by its A-R Cable subsidiary for 80 cents on the dollar. The company last week said financing for the repurchase would come from \$70 million in additional loans issued to A-R by General Electric Capital Corp., a \$104 million investment in A-R from Warburg, Pincus Investors LP and \$44 million from Cablevision itself. The repurchase has numerous conditions, including successful completion of a common stock offering by Cablevision that will finance its equity contribution to A-R.

FCC Chairman Al Sikes lent his office and name last week to promote **personal communications ser-**



FCC Chairman Sikes talks via PCS

ices by receiving a PCS call at FCC headquarters in Washington from Cox Chairman-CEO James Kennedy in San Diego. "It works," Sikes said after chatting with Kennedy and calling him back. PCS is a cellular-type mobile telephone service that interconnects with the local telephone network or cable system. Cox's PCS system in San Diego employs its cable system there. Cox is among several cable operators experimenting with PCS. After the demonstration, Sikes pledged to move swiftly to find spectrum and establish licensing procedures for PCS.

House Ways & Means Committee Chairman **Dan Rostenkowski proposed altering tax legislation to allow the depreciation, for tax purposes, of broadcasting licenses and cable TV franchises.** The legislative changes, favorable to the broadcasting and cable industries and first reported in *BROADCASTING* ("Top of the Week," Feb. 3), are part of Rostenkowski's alternative to President Bush's economic stimulus plan. The changes also include allowing TV programming contracts to be depreciated over the life of the contract, rather than typically longer 14 years. The shorter period would not apply, however, to TV program contracts acquired as part of a station acquisition. J. Michael Hines, a partner with Dow Lohnes & Albertson, said the committee report accompanying the bill is also likely to urge the IRS to settle existing tax depreciation cases using the principles from the new legislation.

The TV networks walked out of negotiations last Wednesday with the Screen Actors Guild, the American Federation of Television

& Radio Artists and the Alliance of Motion Picture and Television Producers. Negotiations are for a new contract between the networks and artists and producers that will replace the current pact, which expires on June 30. Apparently the networks were unhappy with the unwillingness of the other groups to recognize what the networks feel are their financial hardships. The networks did agree to return to the negotiating table at a mutually convenient time.

CBS said last week it purchased the remaining half-partnership interest of CBS/MTM Co. from MTM Studios Ltd. for \$27 million. CBS/MTM operates production facilities in Studio City, Calif.

ABC has rejected a plan by Steven Bochco to make his untitled fall hour cop drama an R-rated series. The acknowledgement was made by Bob Iger, president, ABC Entertainment, who joined the other network entertainment presidents at a round-table discussion on ABC's *Good Morning America* last week. Iger said the series would continue to be produced but not with the R-rated themes.

Bypassing the normal 15-day comment period for responses, the **FCC has granted the requests of the**

Republican and Democratic National Committees and eliminated the need for audio identification of sponsors of televised political advertisements. The FCC instead specified a size and duration of video identification of sponsors. The minimum video identification will require letters equal to or greater than 4% of the vertical picture height and must air at least four seconds. The commission said it agreed with the petitioners that the necessity to take advertising time for audio identification (of at least six seconds) would hinder short spot announcements. The Media Access Project and People for the American Way said the FCC "knuckled under" to the parties.

The FCC has completed its survey of 284 broadcast stations last week to gauge the pervasiveness of time-brokering agreements. Result: 17 stations (6%) are engaged in time brokerage. Ten of the 17 provided the FCC with a written brokerage agreement. The other seven submitted contracts suggestive of time brokerage. Of the 17, 16 were radio stations.

News Corp. stock was a big stock market gainer week, climbing 15% to 26½. Late in the week, the company reported an 8% decline in second-quarter operating income.

BUXTON NAMED MTM CHIEF OPERATING OFFICER

MTM Entertainment has elevated Tim Buxton to executive vice president and chief operating officer, reporting to Bob Klosterman, president and CEO of the Studio City, Calif.-based independent studio. After co-founding and serving as president of the MTM International sales division (since 1989), Buxton will assume oversight of business affairs, advertising, promotion, publicity, research and personnel, all of which is to be coordinated within MTM's three primary operating divisions: MTM Television, under the direction of recently appointed President Bill Allen; MTM Television Distribution, the syndication sales arm headed by President Kevin Tannehill, and MTM International, which has appointed Greg Phillips as its new president.

Prior to joining MTM, Buxton was chief executive of ITEL, a London-based distribution agency.

Phillips, who was senior vice president/director of sales since he and Buxton co-founded MTM International, will maintain his London base of operations and report all overseas sales activities to Klosterman. Phillips previously served as managing director of CBS International's European sales operations.



MTM COO Tim Buxton

-MF

Editorials

TWO ON OUR SIDE

This page, on Feb. 3, inveighed against the public statements of two FCC commissioners who, we feared, were warming up to regulation of indecent broadcast speech: James H. Quello ("The Founding Fathers did not give us the First Amendment for repulsive purposes") and Ervin Duggan ("It's vital to get the people in the American center into this debate before the nation becomes a wholly debased and sadistic society"). It appears that we may have been overzealous in our outcry and undercareful in reporting the disclaimers that accompanied their public criticisms.

Quello, for example, in addressing the Morality in Media annual rally in Naples, Fla., denounced nonfamily programming but added "the FCC must guard against raising the ominous specter of government censorship while supporting concerned citizen groups." And Duggan, expressing his concern at the NATPE convention in New Orleans, added the caveat "that is not to say that we need to trash the First Amendment or become censors...the FCC is indeed circumscribed in what it can do in an enforcement way." He noted, further, that "we must have an intelligent discussion among cultivated people about the impact of what we do, in the hope that some measure of self-restraint can be exercised—voluntary restraint."

Such sensitivity to First Amendment considerations is to be applauded. Indeed, such sentiments might well be graven over the doorway to the FCC, as required reading for all who enter there.

THEY'RE BAAACK

The new budget submitted by the Bush administration for fiscal 1993 (BROADCASTING, Feb. 10) includes an FCC funding proposal containing an old foe—user fees—to the tune of some \$70 million-plus per year, of which mass media users would kick in about \$19 million if the fee schedule, yet to be revealed, is in line with the previous incarnation. That most recent version was killed in House-Senate conference last October (BROADCASTING, Oct. 7). Although the fees' reprise in the new fiscal year was expected, the return comes with a new twist calculated to make the proposal more attractive to those desperately battling bulging deficits. Instead of having the user fees flow directly to the FCC, the new proposal would dump them into the general treasury (perhaps to help cover some of those thousands of bounced congressional checks).

Our reasons for continuing to oppose such fees are

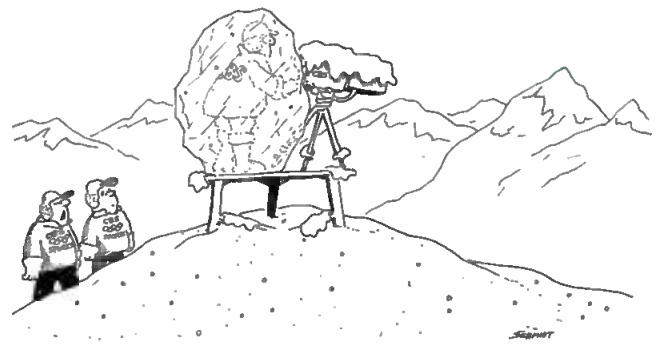
several. If, individually, the few hundred bucks a pop the tax represents does not seem burdensome, it is still a few hundred dollars that broadcasters don't need to contribute toward the bailout of failed government economic policies while they are themselves attempting to keep their own ships afloat. Besides, broadcasters are already contributing to the government purse through the \$41 million the FCC collects in filing and processing charges. If that were not enough, broadcasters pay a stiff price for doing business in the form of a public interest standard that puts government over their shoulders—some would say on their backs—on programming and business decisions.

If the Congress will withdraw that hefty tax on the electronic nation's First Amendment legacy, there might be room for the new fees. Otherwise, we join with the Senate Commerce Committee and Communications Subcommittee chairman in opposing them.

PAY BALL?

You don't tug on Superman's cape, you don't spit into the wind, you don't pull the mask off the Lone Ranger and you don't suggest baseball playoff games may move to pay TV. With apologies to Jim Croce, we added that last warning, the importance of which became clear last week after a suggestion in that general direction by Major League Baseball's David Alworth (BROADCASTING, Feb. 10) touched off some fuses in Washington and led to "clarification"—or was it backpedaling—in the baseball camp (see page 5).

Whichever, MLB insists neither the World Series nor playoffs will be appropriated by the burgeoning pay-per-view market in the near term. Given baseball's fondness for its antitrust exemption and the political attractiveness of the sports siphoning issue in an election year, that is the safest call.



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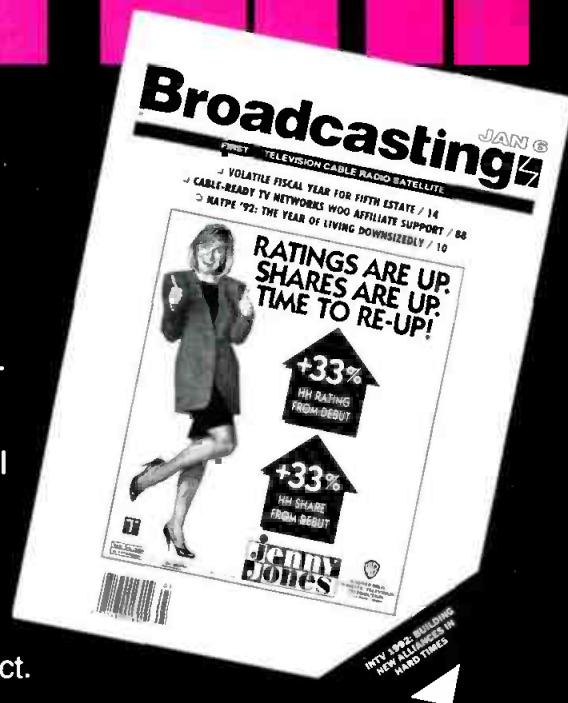
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Gregg was shooting, I was running audio, and elbow to elbow we fought for a good camera position. It was crazy. There were photographers and reporters and camera people all over the candidate. And it was only 8:15 am.

We traveled all day — from schoolhouse to Rotary Club to party headquarters — watching the candidate shake hands, kiss babies, smile and wave. But as it got later and colder, the crowds thinned out and the reporters left to find phones and file their stories.

Finally, it was the last stop. We were standing in a small diner, with only the candidate, a few patrons and our camera. It was pure C-SPAN. Local people talking about local concerns. Nothing staged. Nothing set up. While we were shooting, a local reporter popped in for one last unsuccessful attempt at an exclusive interview. As she was walking out the door, she looked over at us, shook her head and said, "Unbelievable. You guys are still at it."

