

- HIS OWN MAN: THE OUTGOING BARRY DILLER / 4
- NATPE, INTV TO COMBINE CONVENTIONS IN '93 / 20
- FIRST WEEK FOR TVB'S NEW PRESIDENT / 36

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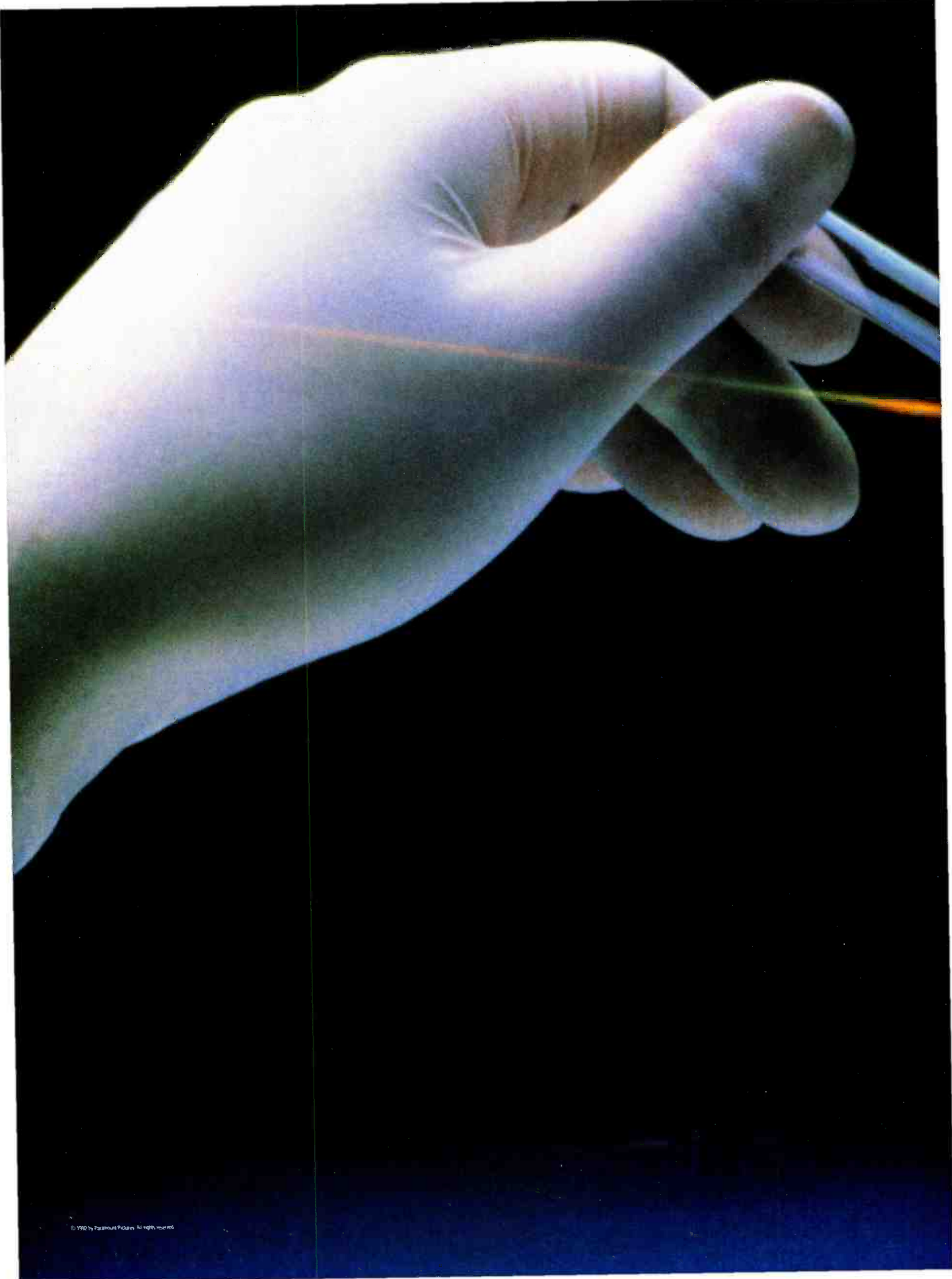
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**SPECIAL REPORT  
BARTER 1992**  
Vol. 122 No. 10



# HARD COPY™

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## The Access Solution For Adults 18-49

| MARKET       | STATION/AFFIL. | THE PROBLEM              | THE SOLUTION              | THE RESULTS                              |
|--------------|----------------|--------------------------|---------------------------|--|
| DETROIT      | WJBK/C         | FAMILY FEUD RANKED #4    | <b>HARD COPY RANKS #1</b> | BEATING WHEEL & MARRIED W/CHILDREN       |
| *TAMPA       | WTVT/C         | INSTANT RECALL RANKED #4 | <b>HARD COPY RANKS #1</b> | BEATING JEOPARDY, NIGHT COURT & M.A.S.H. |
| *SACRAMENTO  | KOVR/A         | INSIDE EDITION RANKED #3 | <b>HARD COPY RANKS #1</b> | BEATING WHEEL, COSBY & GOLDEN GIRLS      |
| COLUMBUS, OH | WCMH/N         | TIC TAC DOUGH RANKED #4  | <b>HARD COPY RANKS #1</b> | BEATING WHEEL & M.A.S.H.                 |
| SPOKANE      | KAYU/F         | BENSON RANKED #4         | <b>HARD COPY RANKS #1</b> | BEATING WHEEL & COSBY                    |

## The Early Fringe Solution For Women 18-49

| MARKET       | STATION/AFFIL. | THE PROBLEM              | THE SOLUTION              | THE RESULTS                        |
|--------------|----------------|--------------------------|---------------------------|------------------------------------|
| CHICAGO      | WMAQ/N         | LOCAL NEWS RANKED #3     | <b>HARD COPY RANKS #1</b> | EARLY NEWS UP 2 RTG PTS/+100%      |
| ST. LOUIS    | KTVI/A         | GERALDO RANKED #2        | <b>HARD COPY RANKS #1</b> | EARLY NEWS UP 1 RTG PT/+33%        |
| *NORFOLK     | WVEC/A         | CHALLENGERS RANKED #2    | <b>HARD COPY RANKS #1</b> | EARLY NEWS UP 2 RTG PTS/+50%       |
| *LITTLE ROCK | KTHV/C         | PEOPLE'S COURT RANKED #3 | <b>HARD COPY RANKS #1</b> | CBS EVENING NEWS UP 2 RTG PTS/+67% |
| PORTLAND, ME | WGME/C         | FAMILY FEUD RANKED #3    | <b>HARD COPY RANKS #1</b> | EARLY NEWS UP 5 RTG PTS/+250%      |

Source: NSI (\*ARB), November 1991 or November prior to HARD COPY. Rating.

If you're looking to improve your line-up, then take a look at what happened when these stations replaced weak shows with **HARD COPY**. In access and early fringe, **HARD COPY** took them to **#1** in the time period, turning a losing time period into a winning one. So if you've got a problem that needs fixing, fix it with a replacement part that outperforms the competition. **HARD COPY**.



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# Top of the Week

## DILLER'S NEW DEPARTURE; FOX'S NEW ORDER

*Architect of fourth network resigns to create or acquire his own company; Rupert Murdoch plans to step in and assume day-to-day control of Fox*

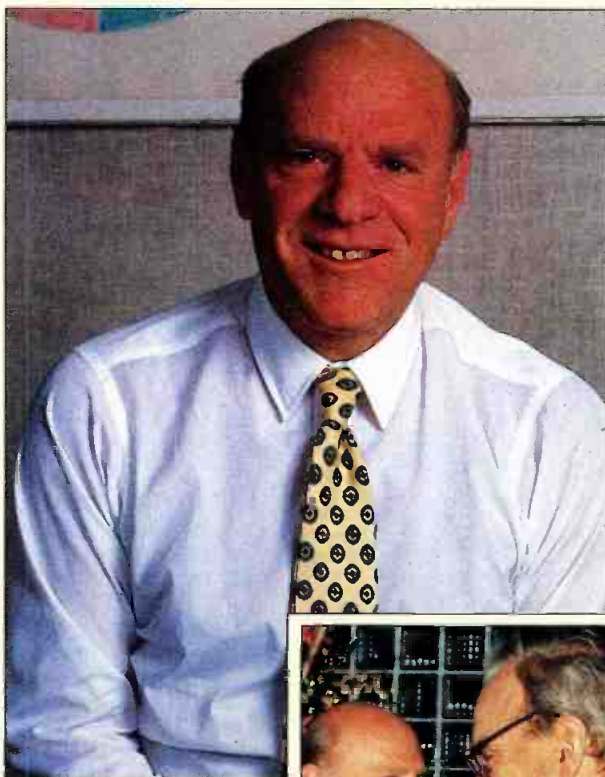
By Steve Coe

In the wake of Barry Diller's surprise resignation last week as chairman of Fox Inc., speculation has centered on Diller's next address in the industry and what effect News Corp. owner Rupert Murdoch will have on Fox, now that he will oversee the operation.

Following the shakeup last Monday, all key Fox executives are expected to remain in place. They include Peter Chernin, president, Fox Entertainment, who has been operating without a contract for the past few months but who has just signed or is about to sign a new three-year pact to remain head of programming for Fox Broadcasting.

Saying "there is little unfinished business, in my opinion," Diller cited a desire to "have my own company in whatever shape or size I am comfortable or capable of creating or acquiring" as his reason for letting go of the Fox reins. He said the transition process "goes more quickly than anyone expects and should be completed over the next month." Diller also dismissed any notion that his move was prompted by a clash between him and Murdoch. "This is completely amicable. Rupert Murdoch and I have no disagreements...I would say that if you're going to work for somebody, work for him. He's the best...straight, supportive, honest and clear."

While the decision caught nearly everyone by surprise, Jamie Kellner,



*Barry Diller surprised the television community last Monday with his resignation as chairman of Fox Inc., after seven years at its helm. Rupert Murdoch (shown with Diller last year), owner of Fox parent News Corp., plans to assume direct control of entertainment activities.*



president, Fox Broadcasting, said he "was not surprised.... I had a sense that Barry realized that he had achieved all of his objectives. Intuition told me this. Barry is a builder. It's just like he said: he doesn't want to be an employe anymore. He's not the kind of guy who sits in his office thinking of ways to play it safe."

Diller refused to speculate about

what his next move might be: "I really can't rule anything out at this point...I have had no direct conversations about any potential future activity. I thought it inappropriate to do so while running companies for others," he said. "To be fair, the kind of activity that has occupied my thoughts could only be pursued practically following a clean break of this kind." One of the more prevalent rumors in Hollywood last week was that Diller may be waiting for one of the broadcast networks, especially CBS or NBC, to become available and then, with help from Wall Street, snatch it up. Another scenario has Diller aligning

with his friend David Geffen in co-ownership of a network or studio, if and when one is available. However, one Hollywood source said Diller is such a hot commodity right now that co-ownership would be a waste for him: "He's so financeable right now, by Wall Street, that it wouldn't make sense for him to give so

much away to Geffen or anybody else."

Opinions vary as to the impact Diller's departure will have on Fox Inc. and, specifically, on the five-year-old Fox Broadcasting, which everyone acknowledges was his vision. "It's interesting that with Diller being the vi-

*Continues on page 15.*

## MPAA TO PUSH COMPULSORY LICENSE SUNSET

*Backs measure in House for repeal in five years; local fee, must carry in interim*

By Harry A. Jessell

**T**he Motion Picture Association of America will seek copyright reform legislation that would eliminate cable's compulsory copyright license in five years but establish a fee for cable carriage of local broadcast signals in the meantime, according to prograding industry sources.

During the five-year transition to sunset, the MPAA proposal would also require cable systems to carry local broadcast signals (must carry), revamp the way the fees for superstations and other distant signals are calculated and extend the benefits of the license to cable's multichannel competitors (wireless cable, private cable and home satellite), the sources said.

MPAA officials and representatives of the member companies came out of a meeting at MPAA headquarters last Monday with what one participant called a "very well-developed" plan to win interindustry support and ultimately congressional passage.

Although no one was talking about the details of that strategy, the basic plan is to attach the elements of the proposal to cable reregulation legislation expected to move through the House this spring and summer.

The first step in implementing the strategy is finding friendly congressmen on the House Energy and Commerce and Judiciary committees willing to offer the measures on MPAA's behalf. The MPAA has had no trouble identifying such allies in the past.

MPAA interest in copyright reform was heightened by the Senate's passage in January of cable legislation containing provisions that would give each TV station the right to either must carry or retransmission consent. With the latter right—essentially the power to deny carriage of their signal to local cable operators—broadcasters could negotiate for payments or some other form of compensation in

## NEW DAY AT FOX / 4

Barry Diller's resignation as Fox chairman has the communications industries wondering about his next step and the company's new structure.

## GLOVES OFF / 14

Political advertising is taking some unexpected turns in the 1992 presidential campaign. Republicans are spending more than expected and Democrats less, and the money, thanks to a changing primary calendar, is taking different routes. Of no surprise is the rebirth of negative ads as races heat up.

## TOGETHER FOR THE FIRST TIME / 20

NATPE and INTV have reached a preliminary agreement to connect their conventions starting next year in San Francisco. Neither side would comment on the figure paid by NATPE to INTV for the latter's agreement to eliminate screenings.

## REGIONAL CABLE NEWS LAUNCH / 26

Hearst Corporation and Continental Cablevision premiere their New England Cable NewsChannel this week, launching to an estimated one million potential viewers in six states. With annual operating costs under \$10 million, the companies hope to break even within three to four years.

## HP TO BUILD RECEIVERS / 28

Hewlett-Packard entered the interactive TV



Political ad season takes unexpected turns (p. 14)

fray last week with its agreement with TV Answer to manufacture and market 1.5 million consumer transmitter-receivers. TV Answer expects its interactive video data service to be available in early 1993.

## WAITING FOR THE PUNCHLINE / 29

The FCC sent letters of inquiry last week to two radio stations for jokes they aired; the action is the first step in a possible indecency enforcement proce-



Ave Butensky plans his first TVB meeting (p. 36)

sure. With no specific criteria to define indecency, the FCC expects broadcasters to figure out standards based on past agency decisions.

## BIG COUNTRY / 34

The boom in country music could splinter the sound into two or more formats, operators

and advertising executives believe. A likely spin-off may be "young country," a personality-driven format showcasing new stars like Garth Brooks and Alan Jackson.

## NEW FACE OF TVB / 36

Newly installed TVB President Ave Butensky is putting the finishing touches on the group's annual conference, to be held in Las Vegas in April. The meeting this year will piggyback with the NAB convention. A regularly scheduled meeting in New York, where much of the advertising community is based, is on TVB's agenda.

## SPECIAL REPORT: BARTER / 42

Barter syndicators are hoping that expanded inventory in prime time will contribute to a healthy 8% boost in revenue next season, but ad agency executives say that's a tough target to hit.

## NEWS DEPARTMENTS

|                       |    |
|-----------------------|----|
| Business .....        | 36 |
| Cable .....           | 26 |
| Radio .....           | 34 |
| Technology .....      | 28 |
| Television .....      | 20 |
| Top of the Week ..... | 4  |
| Washington .....      | 29 |

## FEATURE SECTIONS

|                        |    |
|------------------------|----|
| Bicoastal .....        | 18 |
| By the Numbers .....   | 60 |
| Changing Hands .....   | 41 |
| Closed Circuit .....   | 17 |
| Datebook .....         | 50 |
| Editorials .....       | 74 |
| Fates & Fortunes ..... | 68 |
| Fifth Estater .....    | 67 |
| For the Record .....   | 61 |
| In Brief .....         | 72 |
| Monday Memo .....      | 71 |
| Open Mike .....        | 53 |
| Ratings Week .....     | 25 |
| Special Report .....   | 42 |

exchange for carriage.

MPAA has been opposing retransmission consent because it cuts programmers—copyright holders—out of any direct participation in whatever retransmission consent revenues the broadcasters may reap.

Fox was the driving force behind the MPAA decision to go for repeal of the license. Both had to overcome the reluctance of some member-companies to part with a system that generates more than \$170 million in copyright fees each year and replace it with an uncertain open marketplace, in which copyright deals between cable operators and broadcasters and producers would be freely negotiated.

The MPAA's proposal will likely win the support of Major League Baseball and other sports interests that would like to see the license phased out as soon as possible, but will run into stiff opposition from the broadcasting and cable industries.

Most cable operators continue to hold dear the compulsory license. For more than a decade, it has permitted systems to import easily and relatively inexpensively broadcast signals from other markets, including those from superstations WTBS(TV) Atlanta and WGN-TV Chicago, which have been cornerstones of cable programming lineups. Cable operators are also not keen on the idea of paying for local signals.

Exceptions to the cable rule are Tele-Communications Inc., the nation's largest cable operator, which early on joined Fox in calling for the sunset of the license, and Time Warner, which is continually balancing its programming and cable interests.

Like Fox, TCI and Time Warner see less to fear in the marketplace than in the extension of the license to competitive media and the resulting erosion in programming exclusivity.

Broadcasters found little they liked in the plan. For them, repeal of the compulsory license undermines not only retransmission consent but also must carry. Both rely on the license.

"Any new change in the compulsory license will do significant damage to the underpinning for must carry," said Jim May, NAB executive vice president, government relations. At the same time, "it does not provide any kind of real alternative to retransmission consent."

The message was much the same from the Association of Independent Television Stations. "When you eliminate the compulsory license [in the MPAA plan], I assume must carry goes with it," said David Donovan, vice president, legal and legislative affairs. "The loss of the compulsory license will absolutely destroy must carry."

Although the MPAA plan calls for a sunset of the license after five years,

it also requires in the fourth year a report by the Office of the Copyright on whether the industries can make a smooth transition into a post-license world, sources said. However, regardless of what the report says, it would require a further act of Congress to extend the license beyond five years.

The proposal leaves to the Copyright Royalty Tribunal the matter of what cable operators should pay for local signals, although it does specify that broadcasters should be compensated for packaging or compiling the programming as well as for the copyrights they hold, the sources said. The language is significant, since broadcasters are not the copyright holders for most of the programming they air, they said.

Today, the royalties cable operators pay for each distant signal are based on percentages of their gross basic service revenues. To simplify matters during the transition, the MPAA proposal opts for a royalty based on a flat per-subscriber fee.

Whether wireless cable, home satellite program packagers and other multichannel media may avail themselves of the compulsory license has been the subject of debate in the courts and in various regulatory arenas for several years. The MPAA would settle the argument for the five-year transition by declaring they may, the sources said. ■

## DINGELL WARY OF LIFTING RADIO LIMIT

*But Quello says legislator is not opposed to 'reasonable' changes in ownership rules*

By Harry A. Jessell and Joe Flint

**H**ouse Energy and Commerce Committee Chairman John Dingell (D-Mich.), in a meeting last Monday with FCC Commissioner James Quello, warned against the FCC's gutting the radio ownership limits, but left the door open for "reasonable" changes, according to Quello.

"If it's reasonable and justifiable, [Dingell] will go for it," said Quello, who declined to discuss any specifics of his Monday meeting with the congressman. "But total deregulation is not one of his favorite subjects," he said.

FCC Chairman Alfred Sikes, who is leading the deregulatory charge, may have gotten the same message as

Quello when he met with Dingell two days later.

Sikes was unwilling to talk about



Energy and Commerce Chairman Dingell

the session, but he indicated he felt he had congressional license to make significant changes in the rules. "There is a deep appreciation by Congress that radio is in trouble," Sikes said. "I think they understand changes are needed."

Neither Dingell nor staffers who track communications issues were available for comment on the meetings.

The FCC Mass Media Bureau, which represents the views of Sikes, last Thursday distributed to the commissioners its latest recommendations on how far they should go when the ownership restrictions come up for a vote next Thursday (March 12).

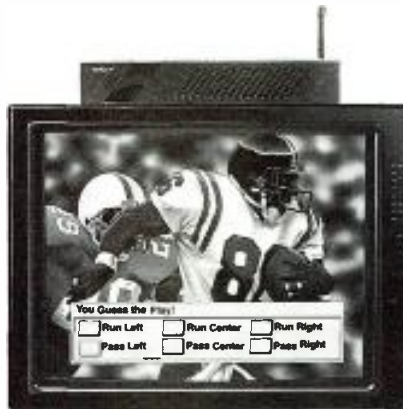
The recommendations were slightly less radical than those contained in an

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. . . instantly request product information or coupons



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. . . even order a pizza!

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For broadcasters and TV producers the implications are immense! It means using instant viewer participation to achieve levels of viewer interest and involvement never before possible.

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**TV Answer**

AMERICA'S LEADER IN 2-WAY TV

## NAB '92 FIRST EVER: DIGITAL HDTV TRANSMISSION

General Instrument's VideoCipher Division agreed last week to provide the world's first public demonstration of an over-the-air digital high-definition television (HDTV) transmission April 12-16, during the National Association of Broadcasters' convention in Las Vegas.

That is one reason VideoCipher's Robert Rast, vice president of advanced television (pictured, left), and Woo Paik, vice president of advanced development, are smiling. Another reason: they saw their DigiCipher system become the first digital HDTV system to complete two months of Advanced Television Test Center (ATTC) transmission tests Feb. 21.

"General Instrument has demonstrated conclusively that a digital system in 6 mhz is possible, whatever the relative merits among systems," said William Hassinger, assistant bureau chief, engineering, Mass Media Bureau.

NAB's hope of bringing that possibility home to its membership came true with last week's agreement. The low-power DigiCipher transmission in April will include microwave feed of about 1,000 feet from the HDTV World Exhibition at the Las Vegas Hilton to the Las Vegas Convention Center, making up a studio-to-transmitter link.

At the convention center, a low-power transmitter



(provided by TTC of Boulder, Colo.) will then broadcast the signal over the air on channel 15 (pending FCC approval) to a standard TV antenna (provided by Andrew Corp., Orland Park, Ill.) at the Hilton HDTV World Exhibition. Rast hopes to deliver both taped and live-camera HDTV.

"I think the demonstration is priceless," said Michael Rau, senior vice president of science and technology for NAB. "Broadcasters will have the chance to see digital HDTV in a broadcast environment," he added, noting that real-world conditions cannot be duplicated in the best of labs.

Said Rast: "We're comfortable with what's happened at ATTC. Our information is that we did very well. But you can do all the lab tests imaginable, and people aren't going to be convinced until they see it."

Timing will keep other digital proponents from offering demonstrations at NAB '92. The Digital Spectrum Compatible HDTV system developed by Zenith and AT&T entered testing at ATTC last week and will not likely complete the process in time for the convention. Also likely to be occupied, as it begins its turn at ATTC in early April, is the Advanced Digital HDTV system developed by Sarnoff and Philips Laboratories, NBC and Thomson Consumer Electronics.

-PDL

options paper issued two weeks ago, but were sufficiently bold. They call for repeal of the multiple ownership rule, capping national ownership at 12 AM's and 12 FM's, and relaxation of the duopoly rule to permit ownership of several stations in a market.

Inspired by the President's call to deregulatory arms in January, Sikes and FCC Commissioner Sherrie Marshall are prepared to go as far as congressional politics and their fellow commissioners will allow them.

A champion of broadcasting interests, Quello is inclined to go along with Sikes and Marshall. But, perhaps in deference to Dingell, he indicated he will act as a moderating force. "There is some room for some practical revisions that will serve the public interest and give relief to broadcasters," Quello said.

Commissioners Ervin Duggan and Andrew Barrett are even more cautious than Quello, harboring concerns about the impact that loosening the restrictions might have on the FCC's traditional goal of diversity in broadcasting.

FCC officials will get a better idea of

what Dingell's Senate counterparts think of the deregulatory initiative at a hearing tentatively set for tomorrow (March 3) called by the Senate Communications Subcommittee, chaired by Daniel Inouye (D-Hawaii). Sikes and Mass Media Bureau Chief Roy Stewart, who are slated to testify, will be doing as much listening as talking.

Some senators are concerned the FCC may go too far, said a subcommittee staffer, but agree that radio relief may be appropriate. "This is not like the '80s, where every time [the FCC] went to deregulate there was a huge clash," she said.

Set to testify on behalf of radio broadcasters are Richard Novik, president, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y., and chairman of the NAB's radio board, and Richard Ferguson, president, New City Communications, Bridgeport, Conn., operator of five AM and eight FM stations.

Radio broadcasters are encouraging relaxation of the rules, particularly the local duopoly rule.

"Relaxation of duopoly is the key for us," said William Figenshu, senior vice president, Viacom Broadcasting

Inc. "Just doing business in so many cities [where Viacom has stations] over thousands of miles gets to be expensive. If Pizza Hut could only own one store per city, they probably would have no more than 12 stores."

Figenshu also thought relaxation could lead to major mergers. "It's a possibility," he said. Mergers, he added, would not necessarily lead to automatic domination. "If I could own three FM's in a market I don't think I could take it over; maybe it gives me a 12-15 share, and in a market like New York that is not dominant."

As for diversification concerns, James Arcara, president of Capital Cities/ABC Radio, says there is "no evidence that diversity of ownership enhances diversity of programming, and there is quite a bit of evidence that the opposite happens."

Infinity President Mel Karmazin questioned the fairness of allowing unlimited local marketing agreements, while restricting station ownership. "Two or three stations can get together and sell against our one station and we cannot buy more stations and compete against that."



# Sally Jessy Raphael Took 7 Years To Grow To A 5.6 Rating.



SOURCE: NSS ANNUAL SUMMARY REPORT; \*NSS-S.T.D. THRU 9/2/92

**All Good Things Take Time...**

# TELCO ARDOR FOR CABLE OWNERSHIP COOLS

*RBOC heads, concerned about seeming greedy, may prefer to focus agenda elsewhere*

By Randy Sukow

**C**able-telco crossownership appears to be moving down the list of goals on the telephone industry's 1992 legislative agenda.

The chief operating officers of the seven regional Bell operating companies (RBOC's) and GTE, in Washington to participate in an FCC meeting on network reliability, met informally last Thursday (Feb. 27) to discuss other issues, including cable.

A Feb. 28 *Washington Post* story reported that the CEO's could not decide whether to mount an all-out campaign to repeal the 1984 cable act's ban on cable crossownership this year. Some of the Bells reportedly fear the telephone industry would appear "greedy" if they seek cable crossownership while also trying to secure a repeal of the RBOC ban on manufacturing of telephone equipment. The manufacturing restriction is contained in the Modified Final Judgment (MFJ), the 1984 consent decree governing the breakup of AT&T.

The Bells are also fighting congressional proposals to place restrictions on RBOC delivery of information services. The courts removed the information services restriction from the MFJ last year.

The CEO's apparent indecision arose just two weeks after the execu-

tive committee of the United States Telephone Association (USTA) said it would lobby the House to have telco-cable bill H.R. 2546, authored by House Telecommunications Subcommittee members Rick Boucher (D-Va.) and Michael Oxley (R-Ohio), amended onto the House cable bill, which the subcommittee is expected to mark up later this month (BROADCASTING, Feb. 17). Four Bells are represented on the 20-member USTA executive committee.

RBOC representatives would not confirm or deny the *Post* story. They remain committed to eventually being allowed to own cable systems, but would not say whether it is a high priority for 1992.

USTA executive board member Laird Walker, vice president, U.S. West, confirmed "the concern of the Bell companies is whether an initiative in [cable crossownership] gets tangled up with the information-services issue, which is being advanced by the newspaper publishers. I think that would be an undesirable outcome."

News of the RBOC change of heart broke as the Senate Communications Subcommittee sat down for a hearing on its cable-telco crossownership bill (S. 1200), authored by subcommittee members Conrad Burns (R-Mont.) and Albert Gore (D-Tenn.). Also appearing to support the bill were Sen-

ate Minority Leader Robert Dole (R-Kan.), an S. 1200 sponsor, FCC Chairman Alfred Sikes and Thomas Segue, acting head of the National Telecommunications and Information Administration, who delivered the Bush administration's position in support of most of the bill's provisions.

Sikes's endorsement represented a shift from his earlier position favoring telco entry into cable on a common-carrier basis only. The cable industry's ability to compete with the Bells in the local exchange is becoming possible through expanded cable industry use of fiber optics and new personal communications services technology, Sikes said.

Sikes and other S. 1200 advocates also cited potential advances in economic growth and competitiveness with other industrialized countries if the telephone industry is encouraged to lay new broadband, fiber-optic networks to support its video and other information services (see box below).

Burns was not surprised by word that RBOC support for his bill may be cooling. "Senator Burns and Senator Gore did not draft a telephone company bill.... There are obligations in that bill that the Bells are probably not sure that they want," a Burns spokesman said. S. 1200 includes a 2015 deadline for completion of a nationwide fiber-optic network. ■

## BURNS BOOSTING A BROADBAND NETWORK

**C**onstruction of a nationwide broadband network is crucial to future U.S. economic competitiveness, the Economic Strategy Institute (ESI) concluded in a report released early last week.

During a Capitol Hill press conference, Senator Conrad Burns (R-Mont.) (pictured), ESI President Clyde Prestowitz and the report's author, Robert Cohen, said United States gross national product could grow by \$361 billion over 16 years if the network is built.

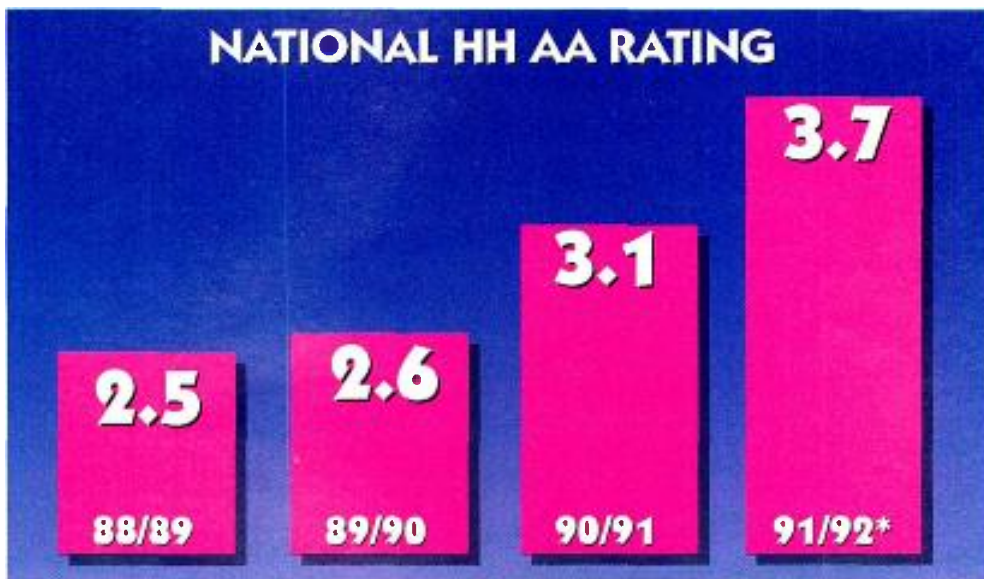
Legislation such as Burns's S. 1200 would mandate construction of a broadband network by 2015, they said. The bill would also allow telephone companies to enter the cable television business in their local telephone service areas as a way to offset the cost of construction.

Opponents of S. 1200 label it "industrial policy" for mandating broadband telecommunications. "The truth



is we have an industrial policy. The de facto industrial policy of the United States with regard to broadband telecommunications is to pick the United States to be a loser," Prestowitz said.

# Regis And Kathie Lee Took 4 Years To Grow To A 3.7 Rating.



SOURCE: NSS ANNUAL SUMMARY REPORT; \*NSS-S.T.D. THRU 9/92

**All Good Things Take Time...**

# AND IT TOOK ONLY 5 MONTHS

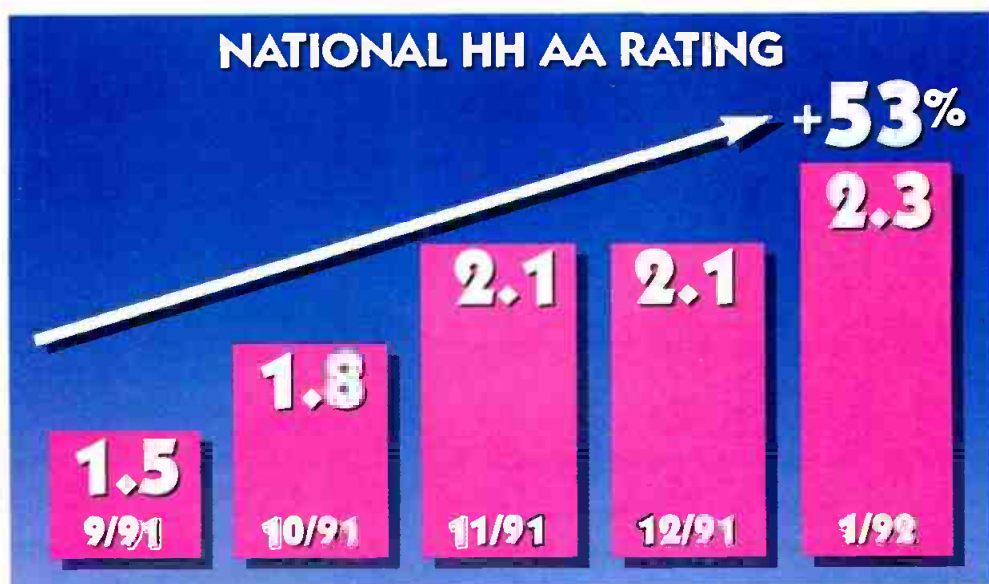


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Candidate Bill Clinton hits the Georgia market with an appeal to the middle class

## PRESIDENTIAL POLITICAL ADS: LEAN AND MEAN

*Buchanan rips Bush over PBS 'pornography'; New Hampshire station says FCC regulations meant a 20% revenue loss during primary*

By Sharon D. Moshavi

In the race to get presidential primary messages across via television advertising, Republican spending is higher than expected, the Democrats are spending less than expected, and the mud is already being slung.

Georgia, considered by both Republicans and Democrats to be one of the most vital states holding primaries tomorrow (Tuesday, March 3), is expecting significant increases in ad spending over 1988. That's because the state is no longer part of the Super Tuesday primary, when it was dwarfed by other southern states.

Atlanta stations are estimating \$600,000 will be spent in the market in this year's primaries, but the money is not coming from the quarters expected. "The Republicans spent more than I anticipated, and I expected the Democrats to be more competitive than they are," says Lou Morlino, vice president and general sales manager

of WXIA-TV. According to Bill Spell, WSB-TV director of sales, Republican challenger Patrick Buchanan accounts for 40% of what's been spent in the market, followed by 23% by President Bush, 20% by Paul Tsongas and 17% by Arkansas Governor Bill Clinton. The other Democrats have stayed out of the fray.

Maryland, which shares a primary day with Georgia and is another former Super Tuesday state, is not gaining too much from a less crowded primary day. In 1988, Bush, Bob Dole and Michael Dukakis spent a combined \$100,000 on primary campaign advertising at market leader WJZ-TV Baltimore. This year, Tsongas and Clinton have spent about \$75,000, and as in Atlanta, none of the other Democratic hopefuls have placed any spots. The Republicans have not come into the market at all.

Despite the flurry of advertising activity that greeted the nation's first primary in New Hampshire, WMUR-TV, the only network affiliate in the state,

brought in less revenue than during the 1988 presidential primary. According to Julie Campasano, systems manager, while the station sold three to four times the amount of spots as in 1988, revenues this year are only about 80% of what they were then. She attributes this to a reinterpretation of FCC regulations mandating that political candidates can buy ad time at the lowest possible unit rate.

About \$4 million was estimated to be spent during the New Hampshire primary in the Boston market, essentially the same as was spent in 1988, according to Tony Vincequerra, general sales manager of WBZ-TV.

Two of the major March 10 Super Tuesday states, Texas and Florida, have yet to see much activity. "I'm a little surprised it hasn't started sooner," says John Rizzuti, local sales manager at WFAA-TV Dallas.

### Attack of the negatives

Political observers say the campaign advertising that started on the high road in New Hampshire has quickly turned to negativism, often leaving accuracy behind even when the mud is not being slung. "It isn't even Super Tuesday and already candidates are in a scrapping mode and getting lower and lower in their attacks," says Marvin Kalb, director, Harvard University's Barone Center.

The most notable negative attack so far has come from Buchanan. His campaign introduced a spot last week featuring scenes of semiclad, gay, black men taken from the PBS documentary *Tongues Untied*, which received funding from the National Endowment of the Arts. The ad attacks the Bush administration for investing "our tax dollars in pornographic and blasphemous art too shocking to show. This so-called art has glorified homosexuality, exploited children and perverted the image of Jesus Christ."

Kalb said the positive note in all this is that both print and electronic media "are clearly conscious of a new responsibility to address negative commercials. But even with all the coverage, that hasn't stopped the negative ads from coming down the pike."

Bill Wheatley, NBC executive producer, election coverage, agrees that the press is giving more scrutiny to ads than in past presidential years but says that "it remains to be seen whether media scrutiny has any effect on the conduct of the candidates." ■

## U.S. TAKES ALL OR NOTHING DAB STAND AT WARC

The United States told the World Administrative Radio Conference Feb. 28 that it would accept multiple digital audio broadcasting (DAB) frequency allocations only if they include frequencies at 2.3 ghz (S band).

Meeting in Torremolinos, Spain, the WARC Allocations Committee sought to present a final split-band Broadcasting Satellite Service (Sound) recommendation to the International Telecommunication Union for a final decision by Saturday, Feb. 29, or by today, March 2.

At press time last week, it appeared certain that, if a worldwide BSS (Sound) allocation is adopted at all, it will be by split-band approach and definitely include L-band (around 1.5 mhz), a band preferred by 45 administrations, including Canada and Mexico.

Committee debate last Friday on support for additional S-band allocations saw only four nations, including the U.S., preferring 2.3 ghz. Forty-eight nations preferred 2.5 ghz.

Without a 2.3 ghz allocation, the U.S. indicated it would reserve 1.5 ghz, refusing to implement BSS (Sound) in the U.S. Experts said a U.S. reservation would make L-band implementation in Mexico or Canada technically and/or economically unfeasible.

"One possibility remains that there is no allocation at all," said John Abel, executive vice president of operations for the NAB, noting that U.S. wireless cable and other services already occupy 2.5 mhz.

Allan Box, president of EZ Communications and chairman of the National Association of Broadcasters' DAB Task Force, said any DAB allocation that would be implementable only via satellite would damage the radio business in the United States. "From the terrestrial broadcasters point of view," he said, "I would prefer no L-band allocation, at least not at this WARC."

In any case, sources said, the United States will almost certainly block use of L-band for DAB in North America.

-Julie Rones

## DILLER DEPARTURE

Continued from page 4.

sionary, still in place at Fox is one of the most stellar assemblages of talent in Hollywood," said Peter Dekom, partner in the entertainment firm of Bloom, Dekom & Hergot. "If they remain intact, Fox should continue as it has. Each of them has the same vision."

"I don't think it will have any effect at all," said Jerry Katzman, president of the William Morris Agency, who cited the talent that Diller attracted to run the various divisions. However, "occasionally, there might be a super player that Diller could have attracted. His ability to program and choose projects was unsurpassed."

"I think it is quite clear that Barry is a brilliant executive, but I am also quite impressed with Jamie [Kellner], Peter [Chernin, president, Fox Entertainment] and the scope of manpower he is leaving in place at Fox. I don't think they'll mess with his vision. If we have a project we want to take over there, we're not going to say that we won't take a series project to Fox because Barry Diller left," said Bob Daly, chairman and chief executive officer, Warner Bros. Inc.

No stranger to Fox activities is Rupert Murdoch, who steps in and assumes direct control of the entertainment activities. "I've been extremely close with all of the activities, and television in particular, in the past 12 months," said Murdoch. While some have speculated that the division

heads at Fox will have greater freedom now that Diller's hands-on style is gone, Murdoch said that will not be the case. "I'm very hands-on as well," he said, adding that operations will continue much as they have in the past.

One person with great confidence in Murdoch is Diller himself, who calls questions about Murdoch's ability to run Fox "simply ignorant. He's been involved in Fox activities since its inception, and that's not sweet rhetoric. I own two million shares of stock [valued at \$52 million] and I'm holding on to it," he said.

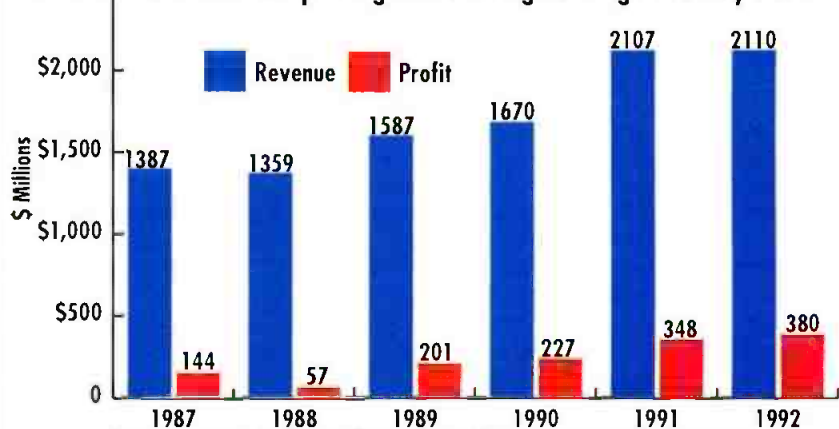
One area that he said will see some change is the news operation. "If there is going to be a change, it will be in moving to make this a more journal-

istic operation. We will be moving ahead quicker in developing the national news. Right now, we have a full news feed and we'll be trying to expand on that. It will take money and you'll see us spending it," Murdoch said.

Some have speculated that with Murdoch taking over, coupled with the enormous debt refinancing that his News Corp. faces, further expansion might be put on hold. "Rupert is taking over because Fox Inc. is far and away the biggest revenue source of News Corp., and they've got a tremendous amount of debt that is being refinanced. In 1995, they have a \$2-billion payment due, so he has to concentrate on operations," said one Hollywood source. Murdoch dismissed

## FOX ON THE RUN

Revenue and profit growth during the reign of Barry Diller



Data courtesy of John Tinker of Furman Selz, with some adjustments by BROADCASTING. Fiscal year ends in June; numbers for fiscal 1992 are estimates.

# BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

## Life imitates art

It was no coincidence that the same day National Public Radio reporter **Nina Totenberg** refused to reveal her sources to a Senate subcommittee special counsel, CBS aired an episode of *Murphy Brown* in which reporter Murphy Brown refuses to reveal sources to the Senate. Prior to airing the episode, CBS sent NPR a script and reportedly tried to time the airing of the episode as closely as it could to Totenberg's deposition. Like Totenberg, Brown refused to reveal sources. Unlike Brown, who in the episode showed disdain for her legal counsel, Totenberg is very pleased with her lawyer, Floyd Abrams, whom she described as "wonderful." Asked what she thought of the episode, Totenberg said "it was a scream."

## Frank admission

The high-profile revelation by **Jenny Jones** about complications she is suffering from a silicone breast implant, to which she devoted an episode of her rookie syndicated talk strip last Thursday (Feb. 27), was applauded by competing syndication sources, but several wondered whether Warner Bros. Domestic Television Distribution and parent company Time Warner might have collaborated to maximize publicity for her modestly rated talk show. A March 2 cover story of *People* magazine, a Time Warner magazine, detailed Jones's six operations over the last 11

years to correct the hardening and leakage of her implants.

Scott Carlin, WBDT's senior vice president of sales, called the speculation "ridiculous," emphasizing that all Time Warner divisions are "distinctly bound by rules of separation of church and state." He added: "People can think whatever they want, but if the story wasn't worthy of national publication, *People* magazine and several major newspapers wouldn't have run Jenny's story."

In fact, Carlin pointed out that *The Jenny Jones Show* had previously scheduled an episode on breast implant complications outside of the sweeps period (which ends March 4). "After booking the episode, Jenny came forward and told [executive producer] David Salzman of the complications she has been suffering."

## More ASTA

Following up last week's "Bi-Coastal" reporting that **Clark Morehouse**, senior vice president of media sales, Tribune Entertainment, has been named president of the Advertiser Syndicated Television Association, the barter sales organization's executive director, Tim Duncan, confirmed the appointment but stressed that he reports to Morehouse and the ASTA board of directors, not the other way around.

Other ASTA appointments include Mike Shaw, senior vice president of Buena Vista

Advertising Sales, vice president.

## Bowser leads 'Karaoke' chorus

**Jon "Bowser" Bauman**, the former leader of the 1970's "greaser" rock group *Sha Na Na*, has been signed by Genesis Entertainment to host its weekly hour *Karaoke Showcase*. The series has an initial 13-episode run this summer. Bowser is best remembered as the thin 1950's-style greaser with a baritone voice who led nine other greasers in the syndicated *Sha Na Na* series (1977-81). He also briefly served as host of *Hollywood Squares* in 1983-84 on NBC.

## Jury still out

While CBS coverage of the Olympic games in Albertville was a success on many levels, the prime time anchor team of **Paula Zahn** and **Tim McCarver** didn't get the best reviews from many critics covering the coverage. Last week CBS Broadcast Group President Howard Stringer praised their work but declined to state whether the pair would be back two years from now to co-host the Winter games in Norway. Asked repeatedly last week at an Olympics debriefing whether the pair would make an encore performance, the closest Stringer would come to a confirmation was, "I don't see why not." There has been some speculation, however, that CBS sportscaster Greg Gumbel may replace Zahn-McCarver as a solo prime time host in 1994.

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# Television

## NATPE/INTV: TWAIN SHALL MEET IN SAN FRANCISCO

*Preliminary deal struck to merge conventions beginning in 1993*

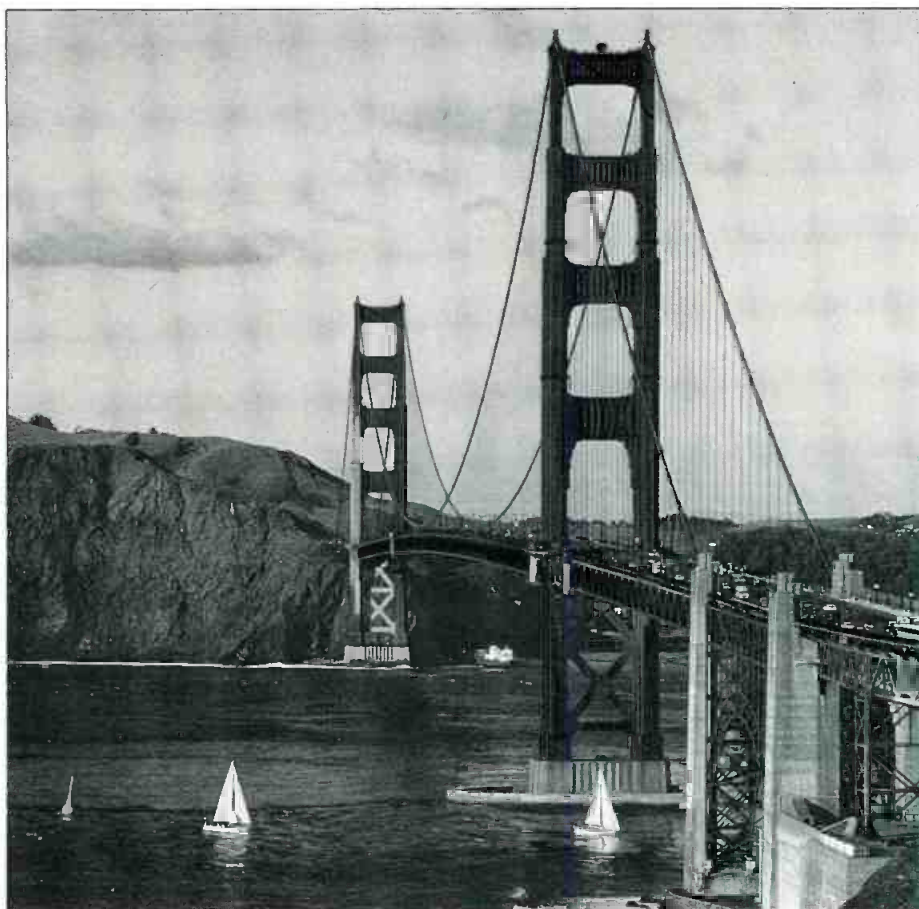
By Mike Freeman

**A**fter five years of on-again, off-again negotiations to merge programming conferences of the Association of Independent Television Stations and NATPE International, the two organizations came to a preliminary agreement last week over the terms for a combined convention next year (Jan. 24-29, 1993) in San Francisco. INTV President Jim Hedlund, recognizing continuing pressure from syndicators and a separatist movement among Fox affiliates, ironed out an agreement with NATPE Chairman Pat Patton whereby INTV will hold its own meetings two days prior to the opening of the NATPE International Program Conference.

The two parties previously had been at an impasse when NATPE turned down INTV's reported demand of \$225,000 to be compensated for the elimination of the INTV screenings (BROADCASTING, Jan. 27). Following a conference call between Hedlund and Patton, who has been serving as NATPE President Phil Corvo's point man, a settlement believed to be half the previous figure was reportedly agreed upon. One syndication source said former NATPE Chairman Lon Lee had offered \$1 million three years ago, but INTV, before its registrant and exhibition revenue had declined to recession levels, declined the offer.

Neither Hedlund nor Patton would comment on the current final figure, although the latter said it was "something that we both were comfortable and happy with." Patton also stressed the cost of compensating INTV will not be passed on to convention registrants or exhibitors in the form of increased registration fees or higher per-square-foot booth space charges.

Hedlund would only say that "the combination of what we give up in



*San Francisco provides bridge for INTV, NATPE meetings*

screening revenues for compensation [from NATPE] and the elimination of expenses [in conducting a separate convention] will put us ahead...let's just put it that way."

Under the preliminary agreement, INTV's opening session, meetings and workshops will commence Sunday, Jan. 24, 1993, at a yet-to-be-selected hotel site in San Francisco, and continue until 4 p.m. on Monday, Jan. 25, at which time it is hoped that traditional station rep presentations would proceed that evening. Such a Monday evening start would allow

network affiliate stations to fly in by late afternoon, as has been the case in the past.

On the morning of Tuesday, Jan. 25, INTV and NATPE will co-sponsor the traditional FCC/governmental relations breakfast panel session to be held in the Moscone Center, which Hedlund says will usher in the "formal transition" marking the end of the INTV convention and the beginning of the NATPE International conference. From that point on, Patton says, exhibition hours, panel sessions and all workshops will entirely take place un-

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der NATPE banner alone.

"NATPE wants to retain top billing," said Patton, who is also program director of KMBC-TV Kansas City. "We also understood Jim's [Hedlund] desire to maintain INTV's distinctly separate identity."

As for registration fees, Patton says the next set of consultations with INTV will likely result in the marketing of three registration packages: one for station executives and exhibitors who wish to attend only the NATPE conference; another for those wishing to attend only INTV meetings, and a combined package for both meetings.

Registration fees for past INTV conventions were \$550 per person, while individual passes for the NATPE conference were \$350 for the most recent convention. Patton immediately dismissed the notion that a combined registration could cost \$900 per person, instead suggesting that a discounted "two-for" package could sell for as low as \$600 per registrant. "It's really up in the air right now," Patton said.

The reaction from the syndication community, as anticipated, was almost jubilant over the news. One syndication president, who requested anonymity, said screening fees ran \$2,000 per hotel suite at past INTV conventions, with a typical three-person sales force running an average \$20,000 tab in screening, hotel, food and miscellaneous expenses.

"INTV's deal amounts to a final act of self-preservation," said another distributor. "At the last [INTV] convention, the Fox affiliates decided to hold meetings at NATPE instead. INTV has been facing an identity crisis, particularly when 130 of their 200-odd member stations are Fox affiliates. They had no choice but to go this route to preserve their conference meetings."

Another distribution president, MCA TV's Shelly Schwab, said the agreement "reflects the realities of the marketplace."

"I think this agreement will allow INTV to keep its agenda and may lead to a return of what INTV is historically regarded as best accomplishing, which is essentially being a lobbying voice for independent stations on Capitol Hill," Schwab said.

The agreement will be subject to final approval in voting from NATPE's executive committee and INTV's board of directors. ■

## MCA TO OFFER HALF-HOUR "KITTY"

*TPE reveals station clearances for 'Star Search' strip*

By Mike Freeman

**W**ith the February sweeps drawing to a close and station programmers eagerly awaiting release of the month's rating books, it has become crunch time for several high-profile fall 1992 first-run strips seeking key morning, early fringe and prime access vacancies.

Television Program Enterprises' (TPE) hoped to create some momentum for its half-hour strip version of *Star Search* by revealing the call letters of 11 of the top 15 market stations signed up for the half-hour spin-off. MCA TV, meanwhile, confirmed that, in addition to offering its *Kitty Kelley* talk show as an hour strip, it will provide a half-hour version of the series to stations that can guarantee quality time slots—morning, early fringe, late fringe or, possibly, prime access dayparts.

Coming out of the NATPE International conference in New Orleans in January, TPE stated that it had *Star Search...The Strip* sold in 52 markets (48% of the U.S.), but declined to disclose the stations' call letters, citing the need to maintain competitive market advantage. Now the company says it has cleared the weekday version in a total of 80 markets, representing 67% of the U.S. Pinelands Inc. superstation WWOR-TV New York leads the list of new station signings, which also includes WCAU-TV Philadelphia and KCPQ-TV Seattle. Those incumbent stations (who have carried the 10-year-old weekend hour version of *Star Search*) are led by CBS O&O KCBS-TV Los Angeles, Tribune Broadcasting superstation WGN-TV Chicago, Cox Enterprises Fox affiliate KTVU(TV) San Francisco, WCVB-TV Boston, KDFW(TV) Dallas, WKBD-TV Detroit, KTXH(TV) Houston and WSB(TV) Atlanta.

Alan Bennett, TPE's executive vice president of station sales, acknowledged that the late development and rollout of the cash-plus-barter strip played a part in delaying the disclosure of station signings. The abundance of solidly entrenched incumbent early fringe talk shows and access game shows and reality-based series, in addition to new fall 1992 competi-



*Kitty Kelley interviews Joe Jackson for her talk show pilot*

tion from each of those genres, has created what he calls "one of the most difficult marketplaces in the last 20 years."

Adding to the time period crunch is an equal abundance of incumbent shows with multiyear clearance commitments and station practice of signing multiple-tier time period deals, he says. Bennett emphasizes that TPE has not signed multitiered deals, and says WWOR-TV has signed a contract to "provide a highly visible showcase time period" for the program. (CBS Station Group President Johnathon Rodgers has said previously he intends for KCBS-TV to slot *Star Search* in prime access, paired with Carsey-Werner Distribution's largely access-bound *You Bet Your Life*.)

Bennett says that 40% of the stations are committing to prime access clearances, 40% in early fringe and the remaining 20% in late fringe.

If *Star Search* is beginning to make headway in time period-starved markets, Bennett points to a Frank Magid & Associates study that shows the decade-old series had a 90% recognition factor among all respondents; an established household and younger demographics ratings track record, and several endorsements—as a counter-programming tool—from key reps.

"We're pleased with what has happened so far, and feel that once the February book has been fully digested, another 20-30 vacancies will open up," Bennett said. "Most of those vacancies will likely fall in early fringe," he added.

Another key competitor for early fringe and morning vacancies is MCA TV's *Kitty Kelley*, which to date has disclosed only a half-dozen markets (its only announced top 10 market stations are KCBS-TV and WHDH-TV Boston). Although the series received strong word of mouth for the quality of the pilot when it was launched just over a month ago, MCA TV President Shelly Schwab has been keeping sales activities close to the vest.

The idea of allowing for an alterna-

tive half-hour version of the talk show, Schwab says, came from several station executives, some looking to possibly fill prime access or late-fringe time slots. To date, Schwab says that MCA TV has offers from stations in markets accounting for about 40% coverage, with additional stations disposed to provide a quality half-hour slot in morning or early fringe rather than an hour in late night or early morning.

"[*Kitty Kelley*] is being sold as an hour, but our salespeople are reacting to suggestions and offers from the station marketplace, particularly as conversations started increasing over possible half-hour vacancies," Schwab said. "We are prepared to back this show even if it has just 70% or 80%

coverage [in its first season]."

A lot of MCA's success in obtaining morning or early fringe time slots, according to several station rep sources, could depend on the post-February sweeps programming decisions made by stations carrying Warner Bros. Domestic Television Distribution's *The Jenny Jones Show*. Warner Bros., in recent trade ads, using NSS ratings research, says that *Jenny* has grown 53% from a debut 1.5 rating (September 1991) to a 2.3 rating (January 1992), and that it has the hour talk show strip renewed in 55 markets (48% of the U.S.). During the first 26 days of the February sweeps (week ending Feb. 21), *Jenny* showed a 4% improvement with a 2.4 rating (NSI) in 25 overnight markets. ■

## CBS TO BREAK EVEN ON OLYMPICS

*Ratings strength powers network to February sweeps victory*

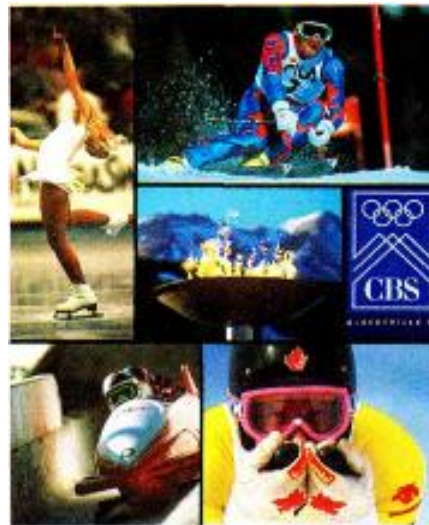
By Steve McClellan

**W**e're here to crow," said Howard Stringer, president, CBS Broadcast Group, at a post-Olympics press briefing in New York last week. And crow they did.

CBS's Olympic coverage will power the network to a dominating February sweeps victory. At the briefing Stringer declared that CBS would break even on the games, something of a moral victory, if not a great financial one. "We'll break even on the next games as well," Stringer said of the winter Olympics scheduled for Norway in 1994.

Earlier reports projected losses for the Albertville games as high as \$50 million, given the hefty rights fee (\$243 million) and poor advertising economy. As late as two weeks ago, network executives expected to lose some money on the games (although not \$50 million).

However, CBS far surpassed its ratings guarantee to advertisers (17 in prime time, with the network averaging an 18.7). According to Peter Lund, president, CBS marketing, the network is calculating breakeven based on its ability to sell the time it had reserved for makegoods in the event of a ratings underdelivery (between 10% and 15% of the amount of Olympic avails).



*Figure skaters and flying skiers helped CBS break even on the Olympics and gave it hope for 1994 in Norway*

However, some analysts were underwhelmed by the news. "It's wonderful that they broke even given the risks going in, but the story would be a lot more compelling if they made a sizable profit," said Peter Appert, a vice president with C.J. Lawrence, New York. "Breaking even is not why you're in business."

CBS's average 18.7 prime time Olympics rating was slightly better than that for ABC's coverage of the 1984 Sarajevo games (18.4)—the last one with a major time shift—and a bit under

ABC's coverage of the Calgary games four years ago.

The February sweeps don't end officially until Wednesday, March 4, but through last Tuesday (Feb. 26), CBS had an uncatchable lead, averaging an 18.2/28. NBC is averaging a 13.2/21 through the same period, and ABC is averaging a 12.0/19. Fox is averaging an 8.3/13.

For the same period a year ago, when the Persian Gulf War was raging, CBS led with a 13.8/22, followed by NBC's 13.0/21, ABC's 12.0/19 and Fox's 7.1/11.

During the coverage of the games, the level of homes using television jumped about 4% higher than the season average of 61.4%.

The games were beaten by only a handful of programs on the competition, including *The Simpsons*, *Cheers*, *Unsolved Mysteries*, *Roseanne*, *Coach* and the theatrical film "Kindergarten Cop."

According to a telephone survey by CBS Research, about 180 million viewers tuned in to some part of the Olympics, compared with 170 million viewers four years ago. The same survey determined that 75% of TV homes tuned in at some point, compared with 71.6% for the Calgary games.

"This was one of CBS's finest hours, certainly in recent memory," said Stringer. ■

# ACTOR GROUPS AND ALLIANCE REACH TENTATIVE PACT

SAG to take jurisdiction over Screen Extras Guild; stalled network talks are next hurdle

By Steve Coe

Hollywood managed to dodge one bullet last week when the American Federation of Television Actors & Radio Artists and the Screen Actors Guild came to a tentative agreement with the Alliance of Motion Picture and Television Producers for a new three-year film and network television prime time contract. The new agreement would replace the current pact, set to expire on June 30.

Assuming the agreement is ratified by the members of both unions, only a contract between the networks and SAG and AFTRA remains to be completed.

Representatives of all three organizations were close-mouthed about details of the agreement pending a vote, scheduled for today (Monday, March 2) by the East and West Coast boards of both SAG and AFTRA to ratify the new contract. Following the voting of

the boards, the entire union membership will vote via mail-in ballot.

"The early accord between the performers' unions and the 300 companies represented by the alliance will allow film and television production to continue without the slowdown or interruption that often accompanies full-scale bargaining," read a statement released by the parties after bargaining ended on Sunday afternoon, Feb. 23. The three parties managed to hammer out the new agreement after a bargaining session that began on Friday morning, Feb. 21, and continued for some 27 hours off and on until early Sunday afternoon.

One point settled in the new pact now has SAG taking jurisdiction over the Screen Extras Guild, which, prior to last week's agreement, had not been operating under a contract with the alliance.

While last week's agreement covers

all network prime time series, AFTRA still needs to work out a separate agreement with the alliance that will cover artists appearing in Fox series as well as serials. Those talks are expected to begin on March 9 in New York City.

Looming large, however, are the talks between SAG and AFTRA and the networks, which came to a halt on Feb. 12 after the networks walked away from the bargaining table. The networks complained that the unions refused to acknowledge the changes in the business and the problems faced by the networks in today's marketplace. One major sticking point that the networks are apparently holding fast on is their desire to see residuals cut for actors in rerun episodes. "We want to come back, and we're looking forward to it, but not until there's a change in the agenda," said one network source. ■

## SYNDICATION UPDATE

### NEW STATIONS FOR CNN TV

Since January 1992, with the addition of 19 new affiliates, CNN Television now has a total of 258 stations signed as subscribers to its broadcast news service. In January 1991, CNN had 223 stations. New clients enlisting CNN's service are KUSA-TV Denver, WISH-TV Indianapolis, KWCH-TV Wichita, WHAS-TV Louisville and KELO-TV Sioux Falls.

### PRE-OSCAR FETE

GGP reports it has cleared its *Academy Awards Preview* on 141 stations, representing 73% of the U.S. The hour-long Oscar fete will be fed to stations March 20, in advance of ABC's scheduled prime time telecast of the Academy Awards on March 30 at 9 p.m. ET. The special is available on a 6.5-minute local and 6.5-minute national barter basis.

Also, although it's almost a year from telecast, GGP has sold its *Super Bowl XXVII Special* in 71 markets, representing 56% national coverage. Recent clearances include KNBC-TV

Los Angeles, WBZ-TV Boston, WTVJ-TV Miami, KPRC-TV Houston, KING-TV Seattle and WXIA-TV. NBC holds the broadcast rights to the game, which will telecast from Pasadena, Calif., on Jan. 24, 1993. With a Jan. 22 satellite, stations will be allowed to broadcast up to three runs of the GGP-produced preview, which is being offered on a similar 6.5/6.5 barter split.

### 'WORLD' ON A STRING

Although Viacom Enterprises' *A Different World* has limited rollout this season (most stations will trigger it next season), the half-hour off-network sitcom has been turning in a strong showing in the nation's top market, New York. For the first three weeks of the February sweeps (NSI, Feb. 3-21), Tribune Broadcasting-owned WPIX-TV's 7-8 p.m. double-run of *A Different World* averaged a second-ranked 9.6 rating/16 share, beating out WWOR-TV's airings of Columbia Pictures Television's rookie *Married...with Children* (7.5/13, 19% lower share) and Viacom's own

*The Cosby Show* (6.6/11, 31% lower share). WABC-TV's airings of *King World's Wheel of Fortune* and *Jeopardy!* were again atop the 7-8 p.m. time period with 31 and 28 share averages, respectively.

### TOP OF THE MORNING

Buena Vista Television's syndicated half-hour talk show strip, *Live with Regis & Kathie Lee*, for the first time since its Sept. 1988 debut, beat the morning network talk shows, garnering a 4.5 rating (NTI, week ending Feb. 14). ABC's *Good Morning America* turned in a 4.4, NBC's *The Today Show* followed with a 4.3 and CBS *This Morning* averaged a 3.8.

### LIZ LIVE

King World Productions' *The Oprah Winfrey Show* will air the first interview actress Elizabeth Taylor has submitted to in front of a live audience in the United States. The show will be taped in Chicago and retransmitted day-and-date to Oprah's 200-plus client stations this Wednesday.

# Broadcasting's Ratings Week Feb 17-23

|                     | <b>ABC</b>                                    | <b>CBS</b>                           | <b>NBC</b>   | <b>FOX</b>  |
|---------------------|---|--------------------------------------|--|---|
| <b>MONDAY</b>       | <b>12.7/19</b>                                | <b>21.7/32</b>                       | <b>14.5/21</b>   | <b>5.9/9</b>  |
| 8:00                | 31. FBI: Untold St 12.9/19                    | 4. XVI Olympic Winter Games 21.7/32  | 22. Fresh Prince 14.5/22                                 | 64. Fox Night at the Movies—Weekend at Bernie's 5.9/9 |
| 8:30                |   |                                      | 25. Blossom 13.8/20                                      |   |
| 9:00                | 32. ABC Monday Night Movie—Pale Rider 12.7/19 |                                      | 21. NBC Monday Night Movie—Till Death Us Do Part 14.6/21 |   |
| 9:30                |   |                                      |  |   |
| 10:00               |   |                                      |  |   |
| 10:30               |   |                                      |  |   |
| <b>TUESDAY</b>      | <b>16.2/25</b>                                | <b>15.9/24</b>                       | <b>14.0/20</b>   | <b>NO PROGRAMING</b>                                  |
| 8:00                | 7. Full House 17.3/26                         | 12. XVI Olympic Winter Games 15.9/24 | 19. In the Heat of the Night 14.9/22                     |   |
| 8:30                | 6. Home Improvmt 18.6/27                      |                                      | 30. Law and Order 13.1/19                                |   |
| 9:00                | 5. Roseanne 20.6/29                           |                                      | Special Report—Primary (Not Rated)                       |   |
| 9:30                | 8. Coach 17.2/25                              |                                      |  |   |
| 10:00               | 38. Homefront 11.6/20                         |                                      |  |   |
| 10:30               |   |                                      |  |   |
| <b>WEDNESDAY</b>    | <b>9.9/15</b>                                 | <b>22.8/35</b>                       | <b>14.5/22</b>   | <b>NO PROGRAMING</b>                                  |
| 8:00                | 47. Dinosaurs 10.1/16                         | 3. XVI Olympic Winter Games 22.8/35  | 9. Unsolved Mysteries 16.6/25                            |   |
| 8:30                | 52. Doogie Howser 9.5/14                      |                                      | 45. 1st Person/Maria Shriver 10.3/16                     |   |
| 9:00                |   |                                      |  |   |
| 9:30                | 48. ABC Movie Special—Rambo III 10.0/15       |                                      |  |   |
| 10:00               |   |                                      |  |   |
| 10:30               |   |                                      |  |   |
| <b>THURSDAY</b>     | <b>12.0/19</b>                                | <b>15.4/24</b>                       | <b>14.3/22</b>   | <b>12.0/18</b>  |
| 8:00                |   | 15. XVI Olympic Winter Games 15.4/24 | 28. Cosby 13.2/20  | 19. Simpsons 14.9/23                                  |
| 8:30                | 32. Columbo 12.7/19                           |                                      | 23. A Diffrent World 14.0/21                             | 44. Drexell's Class 10.4/16                           |
| 9:00                |   |                                      | 16. Cheers 15.2/22                                       | 39. Beverly Hills 90210 11.4/17                       |
| 9:30                |   |                                      | 26. Wings 13.4/20  |   |
| 10:00               | 43. Primetime Live 10.6/18                    |                                      | 18. L.A. Law 15.0/25                                     |   |
| 10:30               |   |                                      |  |   |
| <b>FRIDAY</b>       | <b>12.4/20</b>                                | <b>25.0/40</b>                       | <b>9.2/15</b>  | <b>5.8/9</b>  |
| 8:00                | 34. Family Matters 12.6/21                    | 1. XVI Olympic Winter Games 25.0/40  | 60. Saturday Night Commercials 8.0/13                    | 63. America's Most Wanted 6.4/10                      |
| 8:30                | 40. Step By Step 11.3/18                      |                                      | 50. NBC Movie of the Week—Darkman 9.8/16                 | 68. Beverly Hills 90210 5.1/8                         |
| 9:00                | 48. Baby Talk 10.0/16                         |                                      |  |   |
| 9:30                | 53. Billy 9.1/14                              |                                      |  |   |
| 10:00               | 13. 20/20 15.6/25                             |                                      |  |   |
| 10:30               |   |                                      |  |   |
| <b>SATURDAY</b>     | <b>8.4/15</b>                                 | <b>17.0/30</b>                       | <b>10.7/19</b>   | <b>6.4/11</b>   |
| 8:00                | 61. Jaleel White Special 7.2/12               | 11. XVI Olympic Winter Games 16.1/28 | 28. Golden Girls 13.2/23                                 | 56. Cops 8.5/15                                       |
| 8:30                |   |                                      | 41. Walter and Emily 11.1/19                             | 54. Cops 2 8.8/15                                     |
| 9:00                | 56. Who's the Boss? 8.5/15                    |                                      | 35. Empty Nest 12.5/21                                   | 69. Fox Summer Games Special 4.2/9                    |
| 9:30                | 59. Growing Pains 8.1/14                      |                                      | 46. Nurses 10.2/18                                       |   |
| 10:00               | 51. The Commish 9.6/17                        |                                      | 55. Sisters 8.7/15                                       |   |
| 10:30               |   |                                      |  |   |
| <b>SUNDAY</b>       | <b>13.8/22</b>                                | <b>15.8/24</b>                       | <b>13.5/21</b>   | <b>9.0/14</b>   |
| 7:00                |   | 2. 60 Minutes 23.1/38                | 66. Hot Country Nights 5.6/9                             | 65. Hidden Video 1 5.7/10                             |
| 7:30                | 58. Life Goes On 8.2/14                       |                                      | 16. I Witness Video 15.2/23                              | 62. Hidden Video 2 6.6/11                             |
| 8:00                |   |                                      |  | 36. In Living Color 12.4/19                           |
| 8:30                |   |                                      |  | 42. Roc 10.7/16                                       |
| 9:00                | 13. ABC Sunday Night Movie—Rainman 15.6/24    | 26. XVI Olympic Winter Games 13.4/20 | 9. NBC Sunday Night Movie—What She Doesn't Know 16.6/25  | 23. Married w/Childn 14.0/20                          |
| 9:30                |   |                                      |  | 37. Herman's Head 11.8/17                             |
| 10:00               |   |                                      |  | 67. Sunday Comics Special 5.2/8                       |
| 10:30               |   |                                      |  |   |
| <b>WEEK'S AVGS</b>  | <b>12.3/19</b>                                | <b>18.9/30</b>                       | <b>12.9/20</b>   | <b>8.0/12</b>   |
| <b>SSN. TO DATE</b> | <b>12.1/20</b>                                | <b>14.1/23</b>                       | <b>12.6/20</b>   | <b>7.5/13</b>   |

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

## Cable

## SIX-STATE REGIONAL NEWS SERVICE DEBUTS

*Hearst, Continental expect New England Cable NewsChannel to break even in 3-4 years*

By Rich Brown

It could take as many as four years for the service to break even, but executives at The Hearst Corporation and Continental Cablevision are optimistic that their New England Cable NewsChannel will win audiences and advertising dollars in the Northeast when the service launches today (March 2).

The New England Cable NewsChannel partners are spending more than \$10 million to launch the service, which will provide around-the-clock news to an estimated one million viewers in six Northeastern states. Channel executives are predicting they will reach two million of the potential 2.5 million cable subscribers in the region within three years.

"This business, in addition to providing a great public service, is a real honest-to-goodness business that will fly," says General Manager Lawrence Meli, who brushed off concerns about launching the channel during an economic slump.

The New England Cable NewsChannel partners "decided to plunge forward knowing that there are some obstacles but ready to be poised for growth as the economy makes a turnaround," says Meli. He says the operation, with an annual operating cost of less than \$10 million, is expected to break even within three to four years.

The channel has lined up a dozen charter sponsors for its launch, including New England Toyota, Dunkin' Donuts and Marriott Hotels. Meli says the network hopes to expand that list to 30 within the first month on the air.

Ann Fideler, who buys ad time for New England Marriott Hotels, says pricing was set at an "incredibly cheap" \$40 per 10-second spot for the first month on the air. Her total pack-



*New England Cable NewsChannel meteorologist Tim Kelley and anchor Stephanie Hart*

age of 98 spots for the month includes five impressions a day for the first week and three impressions each day for the remaining three weeks. Product exclusivity was assured, she adds.

"In these tough economic times, we don't get to spend a lot of money on broadcasting," says Fideler. She says the ad dollars spent by Marriott

*"This business... is a real honest-to-goodness business that will fly."*

**General Manager Lawrence Meli**

on the news channel came from a contingency budget and were not taken from other media. "This was an opportunity."

The advertising split on the channel will be 40% national and 60% local, according to Meli, with the bulk of those local ads coming from the regional budgets of major agencies. There will be 11 minutes of network

inventory and 2.5 minutes of local affiliate ad time per hour. He says any locally produced ads on the channel would likely appear during those affiliate spots. Ad inventory is being sold without any ratings guarantees.

"To base this on any rating is a disservice to both the advertiser and us, because you just don't know where this thing is going to end up," says Meli. He said advertising dollars would likely come from competing media, primarily local television but also some radio and newspapers.

The New England Cable NewsChannel has 100 staffers, including 75 people in the news and engineering departments. There are four anchors, two sports anchors and nine reporters. News footage will be obtained through the NewsChannel's staff as well as through its seven affiliated stations: WCVB-TV Boston; WTNH-TV New Haven, Conn.; WGGB-TV Springfield, Mass.; WPRI-TV Providence, R.I.; WNNE-TV White River Junction, Vt.; WMUR-TV Manchester, N.H., and



WGME-TV Portland, Maine.

The cable channel will also have access to ABC newsfeed footage through WCVB-TV, which is also owned by Hearst. WCVB newscasts will air on the cable channel on a delayed basis weekdays from 7 to 8:30 a.m.; 1 to 1:30 p.m.; 8 to 9 p.m.; midnight to 12:30 a.m., and twice on weekends. All-News Channel, the syndicated overnight news service, will air 5 a.m. to 7 a.m. weekdays and at various times on weekends.

In addition to newscasts, the channel will include 3.5 hours per day of original programming. Much of that will be under the viewer call-in banner *Talk of New England*, which will feature a lineup of hosts including *Boston Globe* editorial cartoonist Dan Wasserman and *Boston Herald* columnist Margery Eagen.

Meli says the staff size would likely hold steady at 100 for at least a year, with the possible addition of a bureau of about a dozen staffers as the service expands into eastern Connecticut.

Hearst executives continue to show interest in expanding their regional news operations into other markets—Florida and Texas are said to be strong contenders—but Philip Balboni, special assistant to the president for special projects, says the company wants to first insure the success of the New England service before moving on to other markets.

Regional news services currently operating include Allbritton Communications' All-News Channel in Washington, D.C.; Freedom Broadcasting's Orange County Newschannel in California, and Cablevision Systems/NBC's pioneering News 12 Long Island.

Among proposed services, Time Warner plans to launch a New York City cable news service later this year (see accompanying story). Efforts to launch a regional news service in Chicago and a statewide news channel in California appeared to be making progress as the number of viable players in those markets has narrowed (BROADCASTING, Jan. 20).

"There's no book that has been written on how to do these things," says Meli, referring to regional news startups across the country. "So you sort of struggle along and hope that your errors are minimal in the early stages and try to develop product that is competitive to whatever else is out there." ■

## NYC NEWS CHANNEL HEADS TO THE STARTING GATE

**W**ith the launch of the New England NewsChannel (see accompanying story), all eyes are now focusing on other regional cable news networks around the country about to head to the starting gate. Among those, New York City's news channel is chomping at the bit.

As planned, the dozen or so reporters working for the news channel will go into the field each day with their own hi-8 camera equipment and laptop computers.

The reporters themselves will develop, shoot and possibly edit their stories while still in the field, and there will be a news bureau established at each of nine headends in the city, where reporters will feed their material to a largely automated central headquarters.

The setup is designed to give the channel more reporters on the city streets on any given day than the competing broadcast stations, says Paul Sagan, vice president, news and programming. The hi-8 equipment will cost about one-third the price of comparable beta equipment, he says, and the easy portability will allow reporters a more intimate look at the city. Local coverage is of critical importance to the channel, which will offer 85% local and 15% national news.

"The Gulf War showed everybody that hi-8 equipment was sturdy enough to do the job," says Sagan. "We're probably the only large news organization that will be experimenting on this scale."

There are currently fewer than a dozen editorial and production staffers at the operation, according to Sagan, but that number is expected to grow to 100 by mid-year. Time Warner is said to be investing about \$10 million on its news channel and is expected to have an operating budget of about \$10 million annually.

Phyllis Kessler, newly named general sales manager for the news channel, says she is still developing a sales strategy for the service and could not provide details on advertising plans.

Time Warner executives had originally been suggesting an early 1992 launch for the service. But it now looks like the service will launch in late summer or early fall, according to Sagan, who attributed the slowdown to the search for studio space. ■

## USA LOOKS AT ORIGINAL ANIMATED SERIES

**U**SA Network plans to further tap into the burgeoning children's market by producing its own first-run animated product, possibly as early as fall 1993.

USA this fall will introduce several cartoon characters in its kids wraparound programming, which the cable network hopes will evolve into an animated series in the 1993-94 season, according to Dave Kenin, executive vice president of programming.

"The idea of original animation for USA has been pending for a long time," says Kenin.

"We have never felt economically ready to do that."

At least one development that has prompted the move into production is the upcoming launch of Turner Broadcasting's Cartoon Network, which in the next two to three years will take over Hanna-Barbera product currently under contract to USA.

Near-term, limited channel capacity will probably keep Turner's 24-hour cartoon network from being much of a threat in the 1992-93 season, says John Silvestri, executive vice president of advertising sales, USA.

Silvestri says he anticipates 10%-15% growth in total dollars in the broadcasting and cable kids category for the upcoming season. New kid-TV acquisitions for USA this fall will include *The Real Ghostbusters* and *G.I. Joe*. ■

# Technology

## HP TO BUILD TV ANSWER CONSUMER UNITS

*Computer manufacturer enters over-the-air interactive television fray*

By Peter Lambert

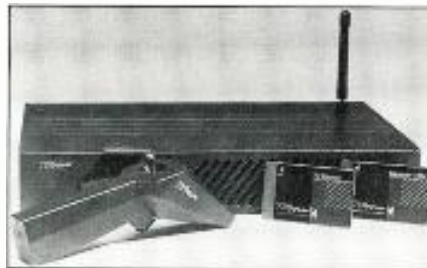
**H**ewlett-Packard, one of the world's largest makers of industrial and personal computers and peripherals, reached an agreement with TV Answer last week in which HP will manufacture and market at least 1.5 million interactive TV consumer transmitter-receivers in the first year that interactive video data service (IVDS) is implemented in the United States, perhaps beginning as soon as the first quarter of 1993.

The two-way, digital technology developed by TV Answer is designed to allow television viewers to participate in a variety of interactive game, survey, shopping, banking and other services delivered over the air.

TV Answer, based in Reston, Va., successfully lobbied the FCC to allocate 1 mhz of spectrum (218-219 mhz) to IVDS last month (BROADCASTING, Jan. 20). The commission plans to assign two 500-khz licenses per service area across the nation late this year through a lottery. TV Answer expects IVDS services will become available by "late winter or early spring" 1993, says Richard Miller, executive vice president, TV Answer.

Hewlett-Packard, headquartered in Palo Alto, Calif., plans at that time to begin bulk shipments to both computer and consumer electronics retailers, says Robert Frankenberg, vice president and general manager of personal information products. HP is considering eventually integrating its 95 LX—an 11-ounce, "palmtop" personal computer—into the TV Answer home system, a move that would allow far more complex transactions than will the "joy stick" currently in the design, he says.

Both companies declined to estimate the investment Hewlett-Packard



TV Answer's consumer transmitter-receiver

will make, although sources suggested early models will sell in the \$700 to \$800 range—creating about a \$1 billion first-year market—before chip integration lowers the price. Hewlett-Packard reported revenues of \$14.1 billion in fiscal year 1991.

Miller says 10,000 potential licens-

ees have expressed interest in IVDS. With FCC-imposed construction time limits and prohibitions against reselling a license before 50% of a system is built, "we look to see a large number of applicants, mostly local individuals, not the broad geographic filings you saw with the license mills" associated with cellular telephone.

With the IVDS spectrum allocation in place, as well as an agreement with Hughes Network Systems to interconnect IVDS cell sites nationally via satellite, TV Answer says it is near closing agreements with advertisers, banking institutions, catalogers and TV programmers—including the broadcast networks—to provide interactive services. ■

## ECHOSTAR ASSIGNED DBS SLOT; TEMPO NEXT?

**T**he FCC has assigned 11 high-power direct broadcast satellite frequencies at 119 degrees west longitude to Denver-based EchoStar Satellite Corp., which met "due diligence"—documenting its contract to build satellites.

Tele-Communications Inc.—controlled Tempo Satellite Corp. could be next up for assignment of DBS channels to deliver TV direct to 18-inch home antennas. Tempo submitted due diligence documents next after EchoStar, and before four other proponents, in 1989. But in 1988, the FCC granted construction permits to seven applicants while only "reserving" channels for Tempo, pending a ruling on TCI/Tempo character issues raised by Media Access Project. Several permittees have argued that, without a permit, Tempo had no place in the due diligence line.

If the commission finds Tempo a fit permittee, it must then decide on the first-come, first-served due diligence order—a critical issue for Tempo, Dominion Satellite Corp., DirectSat Corp., Direct Broadcast Satellite Corp. and Continental Communications. Representing 53 frequency requests, they are vying for 21 remaining frequencies at 119 degrees—one of only three orbital positions able to reach all the continental United States. Those not gaining channels at 119 would be forced to launch multiple birds into separate eastern and western slots to reach the whole nation.

Hughes Communications, United States Satellite Broadcasting and Advanced Communications Corp. were granted nearly all the channels at the other two full-conus slots, 101 and 110 degrees, last year. —PDL

# Washington

## FCC PUTS BROADCASTERS ON NOTICE FOR INDECENCY

*Two radio stations receive letters of inquiry for allegedly indecent broadcast last year; KFMH, for one, hopes FCC will forego fine*

By Harry A. Jessell

**A**t least one of the two most recent targets of the FCC's anti-indecency campaign is hoping to convince the agency it is undeserving of a stiff fine.

Steve Bridges, station manager and co-owner of KFMH(FM) Muscatine, Iowa, acknowledges the airing of two off-color jokes in August that prompted the FCC to initiate action against it, but says the FCC should find the station "without fault" once it considers the mitigating circumstances.

KFMH and WWZZ(FM) Karns, Tenn. (Knoxville), were recipients last week of letters of inquiry, in which the FCC cited 1991 broadcasts that may violate the broadcast indecency ban. The letters give the stations 30 days to provide "all relevant facts" about the broadcasts in question.

Michael Benns, president and general manager of WWZZ, was unavailable for comment.

Letters of inquiry are often the first step in the FCC is drawn-out indecency enforcement procedures. In most cases, the letters have led to notices of apparent liability for forfeitures (NAL's) and then notices of forfeitures. The base forfeiture or fine for indecency is \$12,500, but the FCC may dramatically increase or decrease the base depending on circumstances.

The FCC is going after KFMH for two jokes aired Aug. 30, 1991, on its morning program, which is co-hosted by Bridges. The jokes are contained in a transcript of the broadcasts attached to the letter of inquiry.

In one of the jokes, a man, celebrating his first "blow job," goes into a bar and orders 12 martinis. But he declines the bartender's offer of a

13th: "No thanks, if twelve won't take the taste out of my mouth, then nothing will."

The other is a question-and-answer type: "What do you do after you eat a bald pussy?... Refasten the diaper."

WWZZ is cited for what the FCC describes as a station promo broadcast on April 10, 1991, which pokes fun at the shrinking "testicles" of a rival station, and concludes, "It takes balls to rock hard; Z-93—we keep it harder, longer."

The FCC has no specific criteria of what is indecent and what is not. It expects broadcasters to figure that out for themselves by analyzing material the FCC has found indecent in past cases.

According to Bridges, the two jokes were told by callers participating in a six-week best-joke contest. The callers got through those screening the jokes by simply changing their jokes once they got on the air, he says.

Once the jokes aired, Bridges says, "we immediately apologized" to our

listeners and "tore apart" the callers, disqualifying them from winning the \$100 prize. In promoting the contest, he said, the station repeatedly told listeners "this has got to be clean."

Following the incidents, which occurred within a 20-minute span, Bridges says, the station decided to tape all the jokes before airing them. "We screwed up and we changed the process," he says.

Bridges says he and others at the station were upset by the jokes that made it to air. The morning program is "not a shock show by any means," he says. The baby joke, in particular, he says, was "sick and tasteless."

Bridges says he has concerns that go beyond the FCC. Bridges said he believes a rival station is behind the FCC complaint and a letter sent to KFMH's advertisers detailing the broadcast. As a result, he says, he is planning to file suit against the competitor, whom he declined to identify.

Although WWZZ had no comment on how it will respond to the FCC,

### HILL SEEKS FINAL CUT ON EDITED FILMS

**S**enators Howard Metzenbaum (D-Ohio) and Alan Simpson (R-Wyo.) last Monday (Feb. 24) introduced the Film Disclosure Act of 1992, a bill designed to require broadcasters, cable programmers and videocassette dealers to provide labels before presentation of film programs that have been altered or edited. Disclaimers would be required if film was colorized, shortened in the editing process, time compressed or panned-and-scanned before airing. A companion to the Senate bill was introduced in the House of Representatives by Robert Mrazek (D-N.Y.) last July.

Immediately after a press conference to announce the bill, Robert Peck, legislative counsel for the American Civil Liberties Union, attacked the bill as "an unjustifiable burden on speech.... The idea that the government could put labels on works of art can lead to other infringements on artistic expression that would seriously undermine First Amendment freedoms."

-RMS

Olivia Lawrence, general sales manager, says the station has not used the "It takes balls to rock hard" slogan in her six months at the station. Indeed, she says, the station switched from an AOR to a country format in January.

Since Alfred Sikes assumed the chairmanship, the FCC has initiated indecency action against more than radio stations, according to Roger Hol-

berg, an attorney in the Mass Media Bureau's complaints branch. Of those, he said, 15 have received NAL's, while several others have received letters of inquiry.

Most stations that receive NAL's eventually pay the fines. But not all do. Evergreen's WLUP(AM) Chicago declined to pay up, forcing the FCC to turn the matter over to the Justice De-

partment. To collect, Justice will have to sue the stations and prove the broadcast was indecent.

The FCC receives thousands of complaints each year from viewers and listeners, but considers only the relative handful each month that are substantiated by tapes or transcripts. Over the past six months, the FCC has received 53 such complaints. ■

## FIN-SYN MAY LEAD TO PRIME TIME CUT, AFFILIATES SAY

*Stations would not expect financial boost from extra time, survey shows*

By Joe Flint

**T**he majority of big-three network affiliates expect the networks to cut back their prime time programming load to 15 hours per week if the FCC's financial interest and syndication rulemaking becomes law, according to a survey of 130 affiliate general managers.

Network rules apply if prime time programming exceeds 15 hours per week, and there was much speculation last year that the big three would consider cutting back to avoid compliance with the fin-syn rules that prevent them, among other things, from producing only 40% of their prime time schedules. As it stands now, the U.S. Court of Appeals in Chicago will be the venue for appeals of the rules.

The survey, conducted last fall by the University of Miami's School of Communications, shows 45.4% of affiliates think the networks will cut back their prime time programming, while 33.1% disagree and 21.5% are neutral. While most of the 34 Fox affiliates also felt that the networks would cut back on programming, the margin was a lot closer, with 47.1% agreeing and 44.1% disagreeing. Of the 30 non-Fox independents, 46.7% said they did not think the networks would cut back, 23.3% thought they would and 30% were neutral.

The survey also shows that only 18.5% of affiliates surveyed think that, regardless of the fin-syn rules, the networks will ultimately scale back to 15 hours of prime time programming per week.

Affiliates do not anticipate any economic boom should the networks cut back on prime time programming. Of the 130 affiliates surveyed, only 28.5% think that they would benefit

financially if the networks cut back to 15 hours; 56.2% said there would be no benefit.

If the networks were to cut back to

If they are kept, the FCC's recent financial interest, and syndication rules will likely lead to the networks cutting back to 15 hours of prime time programming per week.

| Affiliation      | Agree        | Neutral      | Disagree     |
|------------------|--------------|--------------|--------------|
| ABC,CBS,NBC      | 45.4%        | 21.5%        | 33.1%        |
| 130 total        |              |              |              |
| Fox              | 47.1%        | 8.8%         | 44.1%        |
| 34 total         |              |              |              |
| Independents     | 23.3%        | 30.0%        | 46.7%        |
| 30 total         |              |              |              |
| <b>Total</b>     | <b>42.3%</b> | <b>20.6%</b> | <b>37.1%</b> |
| <b>194 total</b> |              |              |              |

Lifting local ownership to just one broadcast facility in a market is necessary for healthy economic competition in the broadcast industry.

| Affiliation      | Agree        | Neutral     | Disagree     |
|------------------|--------------|-------------|--------------|
| ABC,CBS,NBC      | 31.8%        | 7.8%        | 60.5%        |
| 129 total        |              |             |              |
| Fox              | 44.1%        | 5.9%        | 50.0%        |
| 34 total         |              |             |              |
| Independents     | 43.3%        | 6.7%        | 50.0%        |
| 30 total         |              |             |              |
| <b>Total</b>     | <b>35.8%</b> | <b>7.3%</b> | <b>57.0%</b> |
| <b>193 total</b> |              |             |              |

Source: University of Miami—School of Communications

15 hours, 41.7% said they would rely on syndicated to fill the void, while 35.7% would opt for 30-minute news and syndicated programming; the remaining 16.3% said they would fill with hour-long local news. Among the three network affiliate groups, only 30.8% of 39 NBC affiliates surveyed said they would rely solely on syndicated programming, compared with 46.9% of the 49 ABC affiliates and 43.9% of CBS affiliates.

An overwhelming majority of big-

three affiliates (91.4%) want Congress to adopt retransmission consent and repeal the compulsory license, while 76.5% of Fox affiliates and 60% of independents favor such action.

As for lifting restrictions on broadcast-cable crossownership in the same market, 54.3% of big-three affiliates, 54.5% of Fox affiliates and 44.8% of independents agree the ban should be removed.

The majority of all stations disagree with the idea that limiting local ownership to just one broadcast facility per market is necessary for healthy competition. Among the big-three affiliates, 60.3% disagree; 50% of Fox and non-Fox stations also disagree.

Most network and Fox affiliates agree that the telephone companies should not be allowed to deliver television signals; most independents favored telco entry into TV service.

Broadcasters surveyed ranked the five biggest threats to over-the-air television as cable, home satellite delivery, pay per view, remote control units on sets and superstations.

Despite competition, 75% of the 195 stations responding were optimistic that over-the-air broadcasting will survive the battle with newer delivery systems. However, only 17.5% think they will benefit from the competition.

The University of Miami sent surveys to 400 stations and received responses from 195 general managers. Of those, 49 were with ABC affiliates, 42 with CBS, 39 with NBC, 35 with Fox and 30 with independents. In terms of market size, 42 respondents were from markets 1-25, 32 from 26-50, 32 from 51-75, 23 from 76-100, 22 from 101-125, 19 from 126-150 and 25 from markets 151 and beyond. Of the respondents, 109 were VHF facilities and 86 were UHF. ■

# TOTENBERG JUST SAYS NO TO SENATE

NPR reporter refuses to provide information obtained in reporting of Anita Hill's charges against Clarence Thomas

By Joe Flint

National Public Radio legal affairs correspondent Nina Totenberg refused to surrender confidential information obtained while reporting on now Supreme Court Justice Clarence Thomas's confirmation hearings to a special independent counsel appointed by the Senate Rules and Administration Committee.

The next step for the special counsel is to decide whether to compel answers to any questions. To do that, the counsel must make an application to the rules committee. If the committee gives the go-ahead and the witnesses still refuse to answer questions, the ultimate determination of contempt and possible incarceration would have to be made by the full Senate. Should that scenario emerge, the case could then move on to federal district court. Although there is no deadline for a



Nina Totenberg refuses to reveal sources

decision, the target dates for the special independent counsel to report to the Senate majority and minority lead-

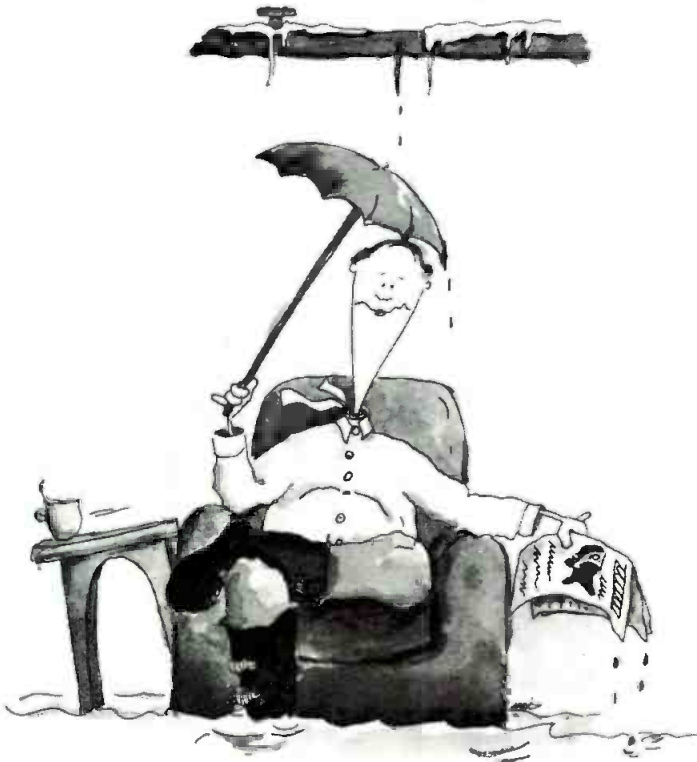
ers is April 30.

Senate special independent counsel Peter Fleming Jr. would not say whether he will press the committee to compel testimony from the reporters subpoenaed. In a *Washington Post* story, Rules and Administration committee member Daniel Patrick Moynihan (D-N.Y.) said: "Surely we're not daft enough to bring these journalists before us in chains when they've done nothing wrong."

In a prepared statement, Totenberg told Fleming that she will "not be a party to this effort, even if it costs me my liberty." While Totenberg said she finds herself "a bit embarrassed to be wrapping myself so totally in the grandeur of the First Amendment," she believes "this is exactly the kind of situation the Founding Fathers had in mind when they wrote the first amendment."

Totenberg, who was subpoenaed by

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# Radio

## IS COUNTRY HEADED FOR A BREAKUP?

*Soaring ratings spur talk of new competition, format fragmentation*

By Peter Viles

It almost sounds like a sad country ballad: After decades of sticking together through thick and thin, country radio may be on the verge of splitting up.

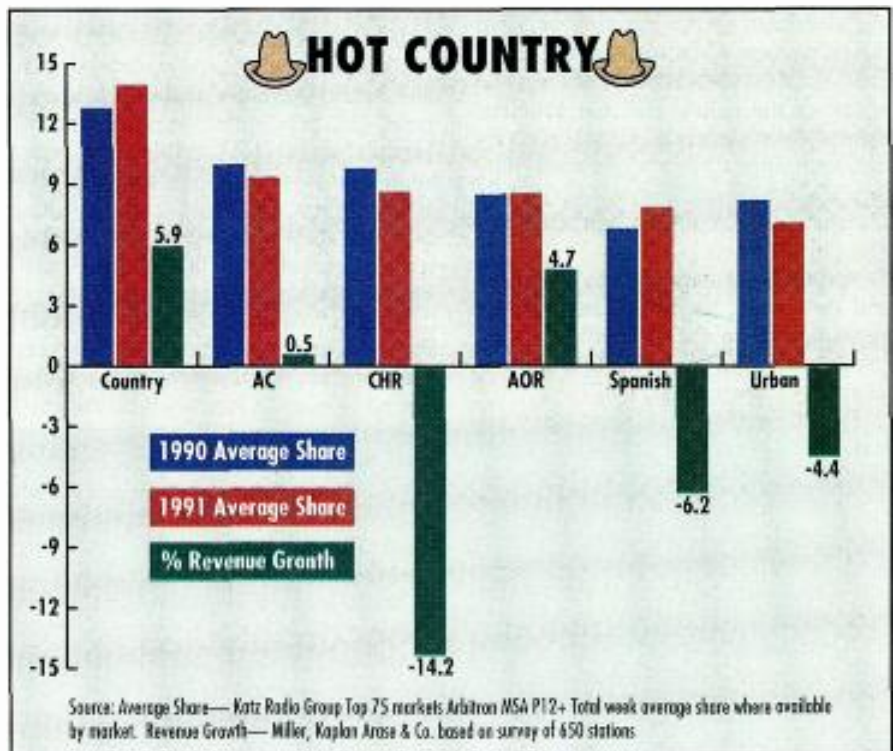
But you won't see many long faces this week in the record crowd at the 23rd annual Country Radio Seminar in Nashville (March 4-7), because if country does splinter into two or more formats, as some observers predict, the reason will be soaring ratings that have made new competition and narrowcasting almost inevitable.

"People are expecting it to fragment because it's got such a big share," says Gerry Boehme, Senior Vice President, director of research at Katz Radio Group. "Instead of competing for a 2 or 3 share in AC [adult contemporary], people are thinking about new country formats."

For example, in Dallas, where three of the top four stations are country, KRSR-FM has dropped AC and is making a bid for young listeners with "young country," a free-wheeling, personality-driven format that showcases new stars like Garth Brooks and Alan Jackson. In Houston, the newcomer is KKBQ-FM, which is wooing 35-plus listeners with "easy country."

"I think there are going to be two formats: one that is youth-driven, more current, and one that is upper demo-driven, with more oldies," says Nashville-based programming consultant Moon Mullins. "It's country's reflection of what AOR [album-oriented rock] went through when classic rock entered the picture. It's the evolution of classic country."

The architect of "young country," Alliance Broadcasting Senior Vice President Rick Torcasso, says the real revolution has little to do with the



music itself and everything to do with making an aggressive appeal to baby boomers by avoiding what he calls "whitewashed radio."

"We're extremely personality driven," he says. "And that's what's going to fragment country radio. It's not the music."

Boehme predicts fragmentation will ultimately make the format stronger by attracting new listeners, especially from soft rock or soft AC.

There's no question that country radio is red hot. A Katz analysis of the fall '91 Arbitron book showed country is not only the highest-rated format, but is the only format of the top four to post gains from spring to fall (see chart). A survey by Miller, Kaplan, Arase & Co. showed that country stations had the largest revenue gains in

1991 (5.9%) of any format.

That momentum may make this week's seminar one of the happiest gatherings imaginable in the current gloomy climate. Through Feb. 26, 1,165 people had registered, breaking the record of 1,007 set in 1990.

Several programming directors interviewed by BROADCASTING said the biggest challenge they face is twofold: striving to keep the format exciting and popular with younger listeners, and dealing with the new competition from stations that switch to country.

"In most markets there's only one or maybe two country stations. Now it's very possible there may be three or even four," says Larry Daniels, general program manager at KNIX-FM Phoenix and president of the Country Radio Broadcasters' board. ■



**CBS producer Todd Ant (left) and anchor Jim Hunter (right) interview speed skater Bonnie Blair, a 1992 double gold medalist.**



**CBS Radio's Ann Liguori interviews USA's Hilary Lindh, moments after the skier won the silver in the women's downhill.**

## CBS RADIO ICES OLYMPIC COVERAGE

**C**BS Radio Sports last week wrapped up its two-week broadcast coverage of the Olympic winter games from Albertville, France. As the exclusive U.S. radio rights-holder, CBS assigned some 20 sportscasters and analysts to broadcast live from 13 different venues throughout the 650-square-mile site. In all, the broadcast team provided over 300 special reports, plus live coverage of all U.S. hockey games.

Affiliates carried coverage primarily in morning and

afternoon drive periods. In-studio hosts were Jim Hunter and Ira Mellman, with additional analysis and commentary provided by Pat O'Brien, Tommy Tighe and John Morgan (bobsled/luge); Mark Champion (figure skating); Gary Cohen, Bill Clement and John Davidson (ice hockey); Brian Davis and Andy Mill (men's alpine); Mike Woodley and Jeff Hastings (ski jumping/nordic); Howard David and Eric Heiden (speed skating); and Ann Liguori and Christin Cooper (women's alpine).

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# Business

## TVB GETS READY TO PRESENT NEW FACE

*Ave Butensky is finalizing plans for annual conference during his first week on the job as TVB's new president, tells BROADCASTING thought has been given to holding regularly scheduled meeting in New York*

By Geoffrey Foisie

**F**or the first time, the Television Bureau of Advertising's annual conference will be open to non-members. Ave Butensky, who began his first week last Monday as president of the New York-based industry association, is still completing final details of the April 10-12 meeting in Las Vegas, including confirming the keynote speaker. The meeting comes at a time when many in the industry are wondering whether TV spot sales will return to prior levels.

The TVB meeting will also this year piggyback on the National Association of Broadcasters convention, which follows immediately after. Butensky called the merger of the two meetings "a natural blend...we have the same constituency." Butensky told BROADCASTING that some thought has been given to holding the meeting in New York instead, where much of the advertising community is based. He said it is on the TVB agenda to hold a regularly scheduled meeting in New York, "...if not in the convention forum then some other sales marketing meeting." In the fall, TVB held an economic forecasting panel there.

The two-day meeting is scheduled to begin Friday evening at the Las Vegas convention center with a reception. Saturday will begin with introductory remarks by Butensky and Ed Reilly, chairman of the TVB board of directors and president of McGraw-Hill Broadcasting.

A "mid-course" forecasting correction will include McCann-Erickson Senior Vice President Robert Coen and panelists from DRI/McGraw-Hill,



New TVB President Ave Butensky in BROADCASTING's New York office last week

STORES magazine and the National Automobile Dealers Association.

Several of the TVB sessions will make use of "Insight," a polling technology that can instantaneously record and present views of those attending the TVB sessions.

Roger Ailes, executive producer of the *Rush Limbaugh Show* and former presidential media consultant, will talk about political advertising at Saturday's lunch.

The afternoon session will feature what Butensky calls "short, to the point and result oriented" ideas. Exhibitors at the convention may also make some presentations.

Sunday includes a joint TVB/NAB golf tournament and a pro-am tennis tournament, the latter including former Davis Cup tennis team members

and congressmen. Sunday afternoon session topics include compensating sales staff and what station groups look for in hiring general managers and general sales managers.

Butensky said he expects to use the annual conference for detailing some of TVB's new efforts. "I think that we will be able to announce, by convention time, a program that can be offered to all stations that wish to subscribe to it on a basis yet to be determined."

TVB still has to bolster its membership roster, he acknowledged: "I think actions speak louder than words and if we do positive things and there is a turnaround, those that have looked to cut back their TVB participation due to economics might look at it in a different light." ■



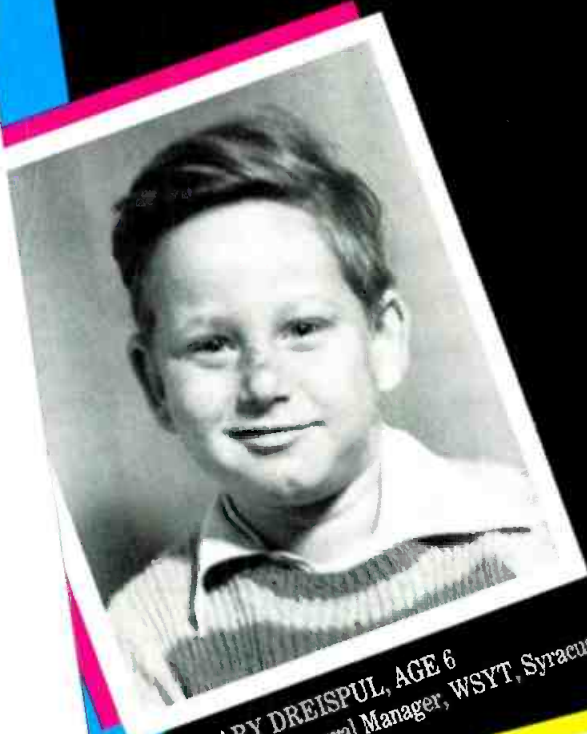


HARRY DELANEY, AGE 12  
President and General Manager, KSCH, Sacramento



MADELYN BONNOT, AGE 7  
VP and General Manager,  
WNOL, New Orleans

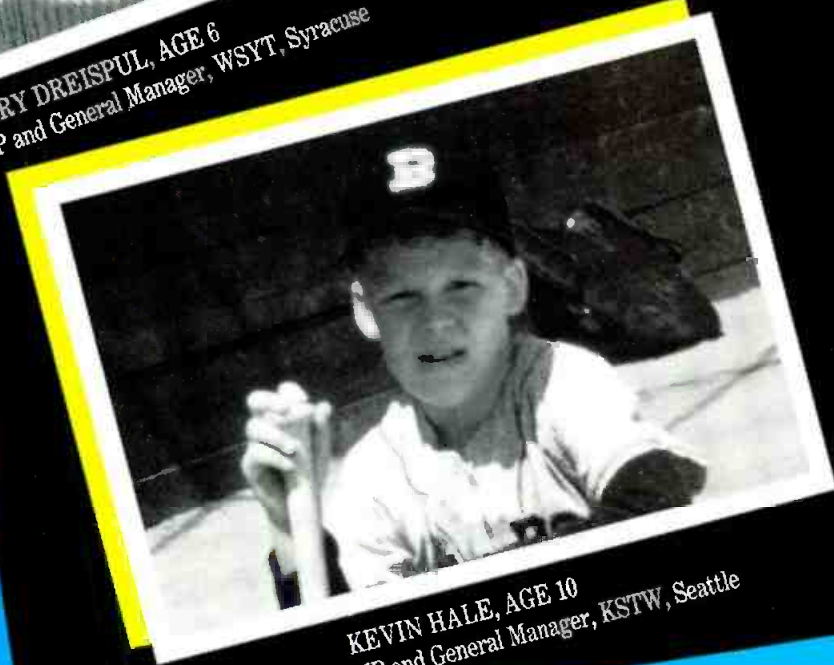
It's No  
Wonder  
They're  
Smiling.



GARY DREISPUL, AGE 6  
VP and General Manager, WSYT, Syracuse



DOUG JOHNSON, AGE 12  
General Manager, WXON-TV, Detroit



KEVIN HALE, AGE 10  
VP and General Manager, KSTW, Seattle

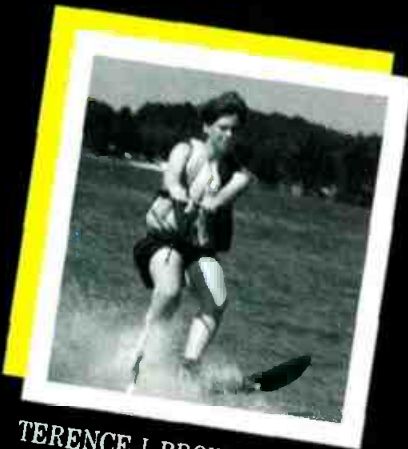
# They Have The



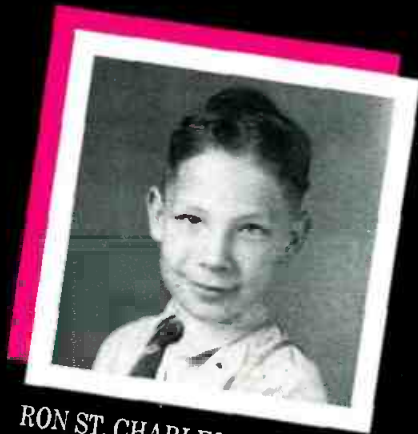
**GAIL BREKKE, AGE 10**  
General Manager, KITN, Minneapolis



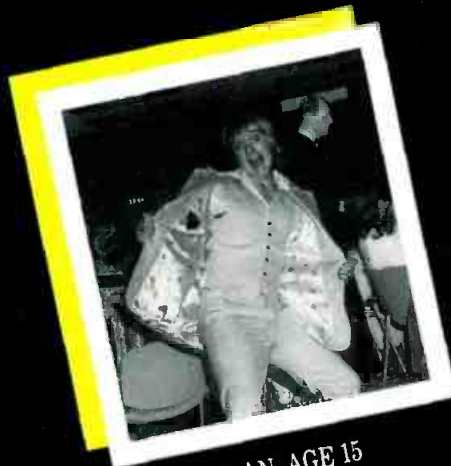
**THOMAS ZAPPALA, AGE 4**  
Program Director, KTXH, Houston



**TERENCE J. BROWN, AGE 13**  
General Manager, KTVD, Denver



**RON ST. CHARLES, AGE 9**  
Director of Programming and  
Operations, WUAB, Cleveland



**BRAD MORAN, AGE 15**  
VP and General Manager,  
KJTV, Lubbock

WPIX, New York  
KTTV, Los Angeles  
WFLD, Chicago  
WPHL, Philadelphia  
WFXT, Boston  
WTTG, Washington, D. C.  
KTXA, Dallas  
WXON, Detroit  
KTXH, Houston  
WSB, Atlanta  
WUAB, Cleveland  
KSTW, Seattle-Tacoma  
KITN, Minneapolis  
WPGH, Pittsburgh  
KPLR, St. Louis  
KSCH, Sacramento  
KNXV, Phoenix  
KTVD, Denver  
WBFF, Baltimore  
WKCF, Orlando  
XETV, San Diego  
WXIN, Indianapolis  
KPTV, Portland  
KSMO, Kansas City  
WCCB, Charlotte  
WKRN, Nashville  
WUTV, Buffalo  
WXMI, Grand Rapids  
WGNT, Norfolk  
WNOL, New Orleans  
KRRT, San Antonio  
KXIV, Salt Lake City  
WFLX, West Palm Beach  
WFMY, Greensboro  
WXXA, Albany

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KTTW, Sioux Falls  
KXJB, Fargo  
KADY, Santa Barbara  
KMST, Salinas-Monterey  
KLSR, Eugene  
KIMA, Yakima  
KRCR, Chico-Redding  
WWSB, Columbus-Tupelo  
WREX, Rockford  
KTRV, Boise  
KJTV, Lubbock  
KTUU, Anchorage  
KIDK, Idaho Falls  
KULR, Billings  
KFBB, Great Falls  
KAFF, Eureka  
WBKO, Bowling Green  
KTWO, Casper  
KKTU, Cheyenne  
KTVF, Fairbanks  
KVOS, Bellingham  
WNDS, Derry, NH



MARTY OSTROW, AGE 14  
VP and General Manager,  
WWCP, Johnstown-Altoona



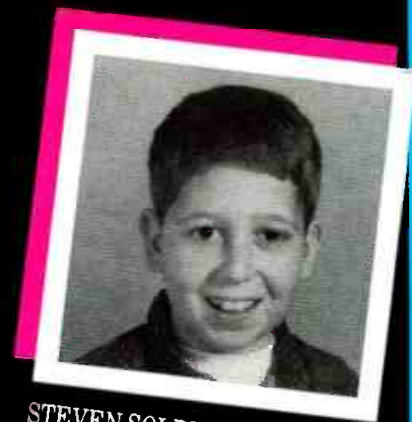
REX McARTHUR, AGE 15  
President and General Manager,  
KTRV, Ch. 12, Boise



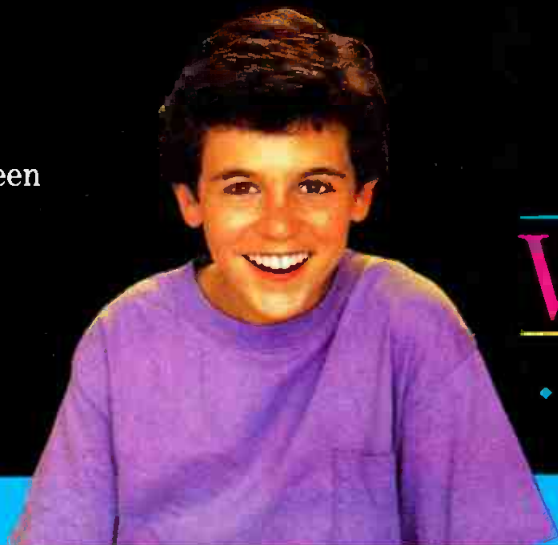
WILLARD J. STONE, AGE 13  
VP and General Manager,  
WUTV, Buffalo



JOSEPH A. YOUNG, AGE 11  
VP and General Manager,  
WXIN, Indianapolis



STEVEN SOLDINGER, AGE 7  
General Manager, WCCB, Charlotte



The  
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· YEARS ·

# GOOD, NOT GREAT, CHILDREN'S UPFRONT MARKET

*Increased animation offerings and drop-off in young viewers may offset increased dollars coming into kids market*

By Sharon D. Moshavi

**T**he kids upfront market will be up this year but probably not as high as everyone had thought. NBC's exit from the market and new FCC regulations reducing ad time will likely mean higher pricing, but increasing programming hours and continued Nielsen-charted drop-off in kids audience may mean a smaller boom than originally anticipated.

FCC guidelines mean a reduction in inventory of about 14%, according to Dan Cosgrove, senior vice president, media sales, Group W Productions. Some advertisers and programmers think that will offset the increase in programming hours, but there may in fact be more inventory (see chart).

Programmers, some on the verge of closing their first upfront deals, report that ad budgets, particularly those of toy manufacturers, are up. There is also an increased dollars coming into the kids market, from categories including microwave foods, fast food pizza and footwear, according to John Silvestri, executive vice president, ad sales, USA Network.

The big budgets may not necessarily mean big revenues for programmers. "Advertisers are telling us that budgets are up and we may be able to see some CPM [cost-per-thousand] increases, but getting a 10% CPM increase will be offset by the fact that kid VPVH's [viewers per viewing household] are so low. That means unit pricing is not going up," says Cosgrove. According to Mike Shaw, senior vice president, Buena Vista Television Advertising Sales, programmers will need as much as a 15% increase in CPM's to get last year's unit rate, based upon Nielsen's reported drop-off of kid viewers.

Cosgrove and others continue to question Nielsen's kids demographics as recorded by its peplemeter system. They dispute Nielsen's assertion that a good proportion of viewers of kids programings come from adult-only households, which don't help programmers bring in advertising revenue. A meeting held by ABC in January with Nielsen and other kids programmers regarding the fourth-quarter kids

demo fall-offs seems to have produced little change in Nielsen's measuring tactics. But according to Tim Duncan, executive director, Advertiser Syndicated Television Association, Nielsen diaries do, in fact, match the peplemeter numbers, suggesting the problem is not with the measuring system. Kids drawn outside by warm weather

ing was skewed in January 1991 due to the Persian Gulf War.

Attempts by programmers to price inventory high to make up for viewer drop-off may slow down the market. "The pricing of inventory will dictate there will not be a mad rush," says Rich Goldfarb, senior vice president, syndication sales, Turner Program Syndication. Inventory may not be as tight as some may think. Although NBC is dropping out of programming geared to ages 2-11, which represents the majority of the kids' advertising, Fox is coming in with an additional 8½ hours (including one hour on Saturday morning). The 2-11 market NBC is leaving behind in favor of the so-called tween market (ages 9-17) is an increasingly hot market that could compete with kids programming for ad dollars. "There's a whole new influx of dollars going to the teen audience. It's a very hot audience right now," says Cosgrove.

Additionally, cable, which took in about \$75 million in upfront dollars last year, compared with about \$200 million each for network and syndication, may be due for a bigger slice of the pie this year. The cable networks were said to have been working the recent Toy Fair to bring in business, and some succeeded. Nickelodeon, in particular, seems to have become the new darling of advertisers with its original animation block on Sunday mornings.

Added to the mix is Turner's Cartoon Channel, set to launch Oct. 1. Although subscriber growth is expected to take a while, some advertisers are already interested. "People are underestimating the impact [of the Cartoon Channel]," says Jack Irving, executive vice president, Saatchi & Saatchi. "We're going to take a very serious look at them and attempt to do something right from the beginning."

The 1993 season promises to add even more animated product to the swelling kids market. USA Network now says it plans to do original animation starting in 1993 (see page 27). And Disney, which is adding a morning strip starting this fall, plans to add weekend programming starting in 1993. ■

| Broadcast       | Fall 1991 | Fall 1992 |
|-----------------|-----------|-----------|
| Fox             | 10.5      | 19        |
| NBC             | 4.5       | 2         |
| ABC             | 5         | 5         |
| CBS             | 5         | 5         |
| Disney          | 10        | 12.5      |
|                 | 35        | 43.5      |
| <b>Cable</b>    |           |           |
| Turner:         |           |           |
| WTBS            | 17.5      | 17.5      |
| TNT             | 32        | 32        |
| Cartoon Network | —         | 168       |
| USA Network     | 26        | 26        |
| Nickelodeon     | 126       | 126       |
|                 | 201.5     | 369.5     |

\*syndication numbers not included since fall 1992 schedules are not yet known



may have been a factor in viewing problems in the fourth quarter, according to Duncan.

Most recently, January numbers have reflected a steadying of kids viewing in houses using television [HUT's], according to Jack Loftus, vice president, Nielsen. January 1992 numbers are being compared with those of two years ago because view-

# Changing Hands

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

**KISP(AM)-KMXX(FM) Phoenix** □ Sold by EZ Communications Inc. to Sundance Broadcasting Inc. for \$5 million cash. Seller is headed by Alan Box and owns three AM's and nine FM's. Buyer is headed by Michael Jorgenson and owns two AM's and two FM's. KISP is fulltimer with urban AC format on 1230 khz with 1 kw. KMXX has AC format on 101.5 mhz with 100 kw and antenna 1,740 feet above average terrain.

**WKXC-FM Aiken, S.C. (Augusta, Ga.)** □ Sold by CSRA Broadcasters to GHB Broadcasting for \$3.8 million. Seller is headed by Brad Beasley, son of group owner George Beasley. Buyer is headed by George H. Buck Jr., who recently purchased WTIX(AM) New Orleans and WYRS(AM) Rock Hill, S.C. ("For the Record," Jan. 20). He also owns eight AM's and one FM. WKXC-FM has country format on 99.5 mhz with 22.5 kw and antenna 728 feet above average terrain. *Broker: Bergner & Co.*

**WJTC(TV) Pensacola, Fla.** □ Sold by Channel 44 Ltd. to Mercury Broadcasting Co. Inc. for \$2.25 million. Seller is headed by general partners Robert J. Williamson, Henry D. Vara Jr. and Cara E. Cameron. Vara and Cameron have interests in KSKE-AM-FM Vail,

## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$280,000 □ 3

FM's □ \$4,709,044 □ 7

AM-FM's □ \$5,280,522 □ 2

TV's □ \$2,250,000 □ 1

Total □ \$12,519,566 □ 13

1992 to Date:

AM's □ \$7,181,101 □ 17

FM's □ \$29,581,355 □ 32

AM-FM's □ \$21,136,022 □ 12

TV's □ \$25,710,000 □ 7

Total □ \$83,608,478 □ 68

For 1991 total see Jan. 27, 1992 BROADCASTING.

Colo., and WAKS(FM) Cape Coral, Fla. Williamson is president of licensee of WPTN(AM)-WGSQ(AM) Cookeville, Tenn. Buyer is headed by Van H. Archer III and was recently granted approval of KMOV(AM)-KEYI-FM Austin-San Marcos, Tex., for \$3 million ("For the Record," Jan. 27) and KASN(TV) Pine Bluff, Ark. ("For the Record," Feb. 3). WJTC is independent on ch. 44 with 3,289 kw visual and 328.9 kw aural with antenna 1,493 feet above average terrain.

## BRISSETTE FORMS BBC; ACQUIRES EIGHT TV'S

**P**aul Brissette, former president of the television division of Adams Communications Corp., completed the purchase of the stock of eight of the company's subsidiary stations for \$257 million. The stations, WHOI(TV) Peoria, Ill.; WWLP(TV) Springfield, Mass.; WILX-TV Onondaga, Mich.; KOSA-TV Odessa and KAUZ-TV Wichita Falls, both Texas; WTRF-TV Wheeling, W. Va., and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin, are all network affiliates, and will be grouped under Brissette Broadcasting Corp., of which Brissette is 100% shareholder. He is currently president and CEO of Adams Communications' subsidiary stations WWAY(TV) Wilmington, N.C., and WHBQ-TV Memphis, both ABC affiliates. Brissette is also CEO of FSF-TV Inc., which owns NBC affiliate WRDC-TV Raleigh-Durham, N.C.

Brissette has been in broadcasting for 35 years and with Adams Communications for the past eight. He says he is taking advantage of an opportunity to form his own broadcast group, which is being financed by one lender, and that while nothing else is in the works, he does not rule out the possibility of more acquisitions this year.

-16

# CLOSED!

WAVA(FM), Washington, D.C. from Emmis Broadcasting Corporation to Salem Communications Corporation for \$20,000,000.

Elliot B. Evers initiated this transaction and represented Salem in the negotiations.

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# THE 1992 BARTER WORLD

## FLOURISHING BARTER POISED TO BRANCH OUT

By Steve McClellan

**B**arter syndicators are predicting an overall 8% increase in revenues for the 1992-93 season, although advertising agency executives say they'll be hard-pressed to get it.

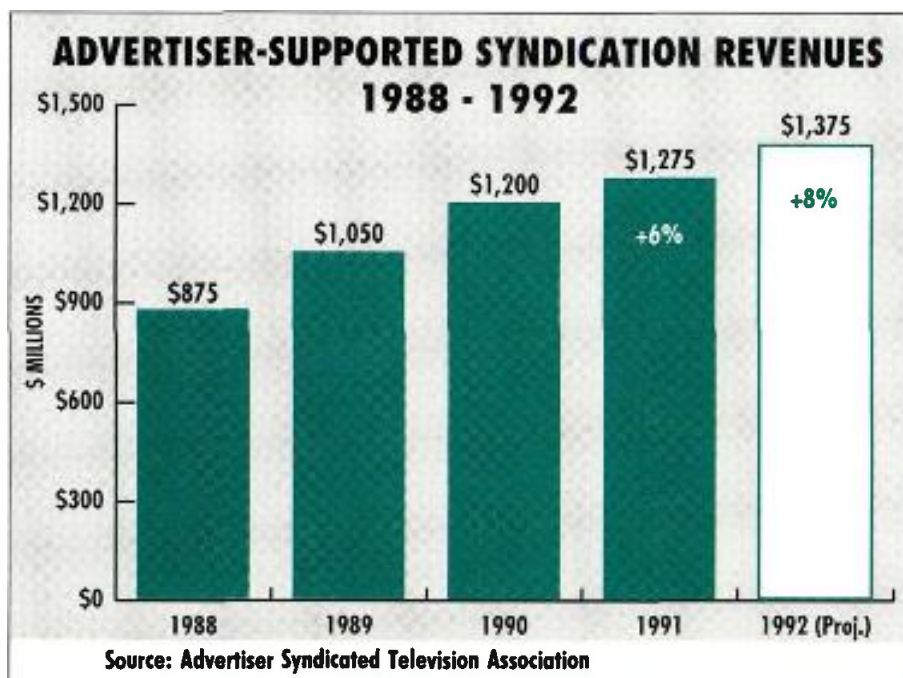
If the barter revenues increase next season, most agree a good chunk of the growth will come from expanded inventory in prime time, where Paramount and Warners Bros. (among others) are taking aim; daytime, where further network retrenchment is expected, and late night, where Whoopi Goldberg, Dennis Miller, David Viscott and others hope to make a mark.

In addition, it's anticipated that more off-network properties than not in the future will have some barter component. Next season's highest-profile off-network property is *Roseanne*, and according to agency reports, Buena Vista Television, which is selling the time, is being very aggressive in the pricing of the product, with a cost-per-thousand rate for women 18-49 in excess of \$20 and a per-unit rate of close to \$100,000.

Mike Shaw, vice president, advertiser sales, BVT, declined to discuss specific pricing for the show. "We think *Roseanne* will be the number one show in syndication this year," Shaw said. "We're commanding premium CPM's for adults and women 18-49." Shaw said the company is predicting the show will deliver at least a 9 household rating next season, based on 90% clearance (between 80% and 85% access clearance).

On the first-run side, most first-season programs are priced fairly conservatively, and relative to daypart track records. But this selling season, one new show is bucking the trend—*You Bet Your Life* with Bill Cosby.

According to Dan Cosgrove, senior vice president, media sales, Group W Productions, which is selling the barter time in *You Bet* for Carsey-Werner



Distribution, two-thirds of the show's inventory (ten 30-second spots a week) is already sold, with the upfront still several months away. According to Cosgrove, the show's inventory to date has sold for about \$95,000 per 30, with a \$20, women 18-49, CPM. Buyer sources confirmed the figures.

Among the advertisers taking the show are Procter & Gamble and Kraft General Foods. There is no minimum rating guarantee, but Cosgrove said advertisers "are protected up to a 13 rating" (ie., if it does an 11 or 12 rating, that is what the advertiser will pay for on a CPM basis; if it does a 14, the advertiser gets a bonus rating point). The barter upside, if the show hits a 13 rating: more than \$50 million.

Many new first-run shows command less than half what *You Bet* is getting for its barter spots. Cosgrove argues that advertisers have essentially bought the pitch that the Cosby-hosted vehicle will prove an effective counter

to the "old-skewing game shows and tabloid stuff" that currently dominate prime time access.

Generally speaking, barter executives contacted in recent weeks said they believe the barter market pretty much bottomed out this season, and that they expect a little improvement for next season. "The business is still in something of an economic malaise," said Rich Goldfarb, senior vice president, syndication ad sales, Turner Program Sales, which is selling *Wonder Years*, Hanna-Barbera product and other shows. "We won't see a radical upturn, but I expect improvement."

But *Roseanne* and *You Bet* aside, the fortunes of barter syndication are tied closely to the overall advertising economy. "The general outlook for barter is no different this season than last," said Julie Friedlander, senior vice president and director of national broadcast, Ogilvy & Mather. "The timing is in the control of the buyers. A lot of shows will be available in

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| Dallas      | WFAA | Sat 11am    | 6   | Dallas      | WFAA | Sat 11am    | 7   |
| Houston     | KHOU | Sat 12:30pm | 3   | Houston     | KHOU | Sat 12:30pm | 4   |
| Miami       | WPLG | Sat 12:30pm | 4   | Minneapolis | KSTP | Sun 12:30pm | 4   |

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scatter. Nothing is going to change for them until the broadcast economy changes. And nobody really knows when that will be, but I think we can be pretty certain it won't be in 1992."

According to the Advertiser Syndicated Television Association (ASTA), the barter sales trade organization, total barter advertising revenues are projected to total \$1.375 billion for the 1992-93 season, up from \$1.275 billion in the 1991-92 season.

According to Tim Duncan, executive director, ASTA, that prediction assumes a strong second-quarter scatter market, which admittedly is not a foregone conclusion. "Nobody's got a crystal ball," said Duncan. "But everyone is thinking there is a turnaround somewhere around here."

The ASTA executive acknowledged that the projection is "fairly optimistic." But he argued that given the barter business's growth over the past

six years, it is not an unreasonable estimate. "From 1985 to 1990 the barter business grew at a rate of 16% a year," said Duncan. "In 1991 it kind of hit a brick wall. But it was still up 6%." According to Duncan, a big question for the future of barter sales is "can we crack prime time?"

The networks aren't conceding the daypart, but they do have problems there. "You've got a third of stations losing money, two of the three networks losing money and all three networks losing money on a third of their prime time," Duncan said.

Advertisers and agencies are clearly open to buying syndicated prime time fare. "To us, a good syndication show is more like network TV, and to the consumer it's all TV," said Doug Seay, senior vice president, director of national broadcast, Hal Riney & Associates. "We'll buy as much *Star Trek* as we can get."

Seay said *Star Trek* outperforms half of network prime time shows, and when an advertiser buys syndication, "I don't have to pay for a money-losing news operation," he said. While most shows in syndication aren't of the *Trek* quality, the medium is making inroads. "Every time a station puts *Star Trek* in prime time, it eats away at the fiber holding the networks together," he said.

As to the 1992-93 barter upfront, the children's market is already starting to "heat up," said BVT's Shaw. He and others expect that daypart to break within the next several weeks. The adult market is still several months away.

What shape the upfront market will take remains unclear. A Procter & Gamble executive questioned the need for an upfront at all, suggesting instead that the company would buy media on a year-round basis. ■

## ASTA TAKING BARTER PITCH TO ADVERTISERS

*Association also working on '\$80-million problem' of measuring kids' TV viewing*

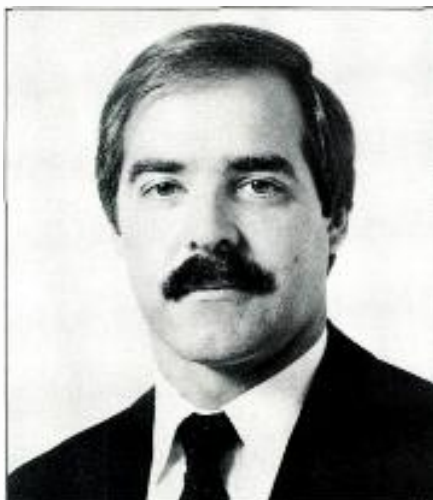
By Geoffrey Foisie

**T**he members of the Advertiser Syndicated Television Association (ASTA) bring in over half of all barter syndication revenue. Like its competing TV sales associations, the eight-year-old ASTA has a mix of concerns, including ratings, agency-advertiser planning and membership.

The New York-based group has already created a legacy in changing television research. Tim Duncan, executive director since 1987, says ASTA helped pressure Nielsen to create the Nielsen Syndication Service, which now produces a weekly report on syndication ratings. It has also been working to get that report included as part of the network ratings pocket-piece.

ASTA continues to work on the measurement of children's viewing, a deficiency Duncan says is an "\$80-million problem" for ASTA members. The organization was also one of the charter subscribers to the now-defunct U.S.-based peoplometer service started by AGB.

Initially Duncan worked to educate agencies about barter syndication. Now, he says, that process is largely



ASTA Executive Director Tim Duncan

complete, and he has, starting last year, begun targeting his barter pitch directly to advertisers. In 1991 Duncan said he made 90 such presentations to 35 of the top 50 advertisers.

Duncan works on a lean budget, which he estimates at no more than one-tenth that of the Cable Advertising Bureau. Barter syndicators, he says, are themselves at a disadvantage compared to the larger sales forces of the cable networks.

Still, the association's usefulness is

not universally accepted. Industry consolidation and economic problems have slimmed ASTA's membership roster some, and ASTA faces the same problem as other industry marketing associations, namely that some companies feel they can avoid the dues and still benefit from the association's missionary work. Duncan said he is trying to bolster the list of associate members, a category intended for producers and others not directly involved in the sale of advertising time.

Despite the absence of some large barter sales operations, such as Camelot and Premiere, the association still serves a valuable function, says Rick Levy, head of barter consultant Levy TV: "Like the U.N. it may not serve the functions you want it to, but it's a public forum to air how you feel. For that alone it's pretty valuable."

Among the disagreements that get aired are how to treat cable; some ASTA members, such as Warner Bros. or Turner, are part of parent companies with cable interests. Membership, says Duncan, has talked about "turning up the dial against cable" but thinks it still makes sense to go after the broadcast networks: "that is where the money is." ■



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# SPORTS BARTER: HOLDING ITS OWN

By Peter Lambert

**S**yndicated sports programming—ranging from live college and professional games to highlight packages and the sports-entertainment hybrid known as pro wrestling—is holding its own, accounting for an estimated \$100 million to \$120 million in national ad sales revenues in a shrinking over-the-air barter universe in 1991.

As Basil DeVito Jr., senior vice president for World Wrestling Federation, puts it, "I'm sure *Wheel of Fortune* would rather be selling at the 17 rating they had several years ago, and we'd rather be selling at 13. But we're both still top five. We haven't been immune to the growth of choices for consumers, but we've been able to fare well and hold our relative position in the market."

Raycom Sports and Entertainment, Charlotte, N.C., king of live syndicated sports, has based its barter strategy on selling national and regional advertisers spots across aggregated regional college sports packages—most notably basketball, including Big Ten, Big Eight, Metro, PAC-10, Southwest Conference and ACC conference packages.

Raycom Executive Vice President Ken Haines suggests his ability to sell to regional, as well as national, advertisers explains why Raycom sales have been less hard hit by the economic downturn than those in overall syndication. In fact, he says, "with the increased number of channels and pressure on stations to distinguish themselves, regional sports is all the more attractive."

But sports barter has suffered some attrition. Phoenix Communications Group has struggled—mainly because advertisers are finding good buys in prime time—but maintained clearances for *This Week in Baseball* and other MLB Productions and NHL Productions packages, says Peggy White, vice president of sales and syndication. Although stations still see the programs as live sports lead-in money-makers, she says, competition from infomercial producers "is the thing we see as most alarming." Nevertheless,

she sees an upturn in 1992, thanks to an exciting 1991 World Series.

Other sports syndicators, such as NBA Entertainment, NFL Films, GGP Sports in Corte Madera, Calif., and ProServ Inc. in Arlington, Va., continue to hold their specialist niches on local TV.

Total Video Inc. barter entertainment programming, such as Muller Media product. It counts about 450 na-

tional buyers of spots in history and highlights programs, such as *Greatest Sports Legends* and *PGA Gold Almanac*. Up and down since a tough fourth quarter in 1990, says Jon Feller, executive vice president, the company experienced a solid first-quarter 1992 and sees signs that CPM's could rise back to a healthy \$3-\$4 per 1,000 homes in the second quarter this year. ■

## WHO'S WHO IN THE BARTER GAME

**T**he universe of barter sales companies is diverse. The top 10 do well over half the business, but smaller companies may have programming equally attractive to certain advertisers. Unlike their network and cable counterparts, those selling barter time have to contend with uncertain station clearances. Thus, until the summer's selling season they may not be completely certain which shows will be available to advertisers. No one knows or agrees on how many barter sales companies there are, but the companies profiled here account for over 90% of all non-sports barter. They vary from one-person shops to large sales organizations, but in purpose they are more alike than different.

Come autumn, **Buena Vista** is bringing out *Roseanne* the sitcom on a cash-plus-barter basis. Also available for fall is *Matlock* on an all-barter basis, and Buena Vista brings out *Empty Nest*, another highly rated sitcom, in



Buena Vista's Mark Zoradi

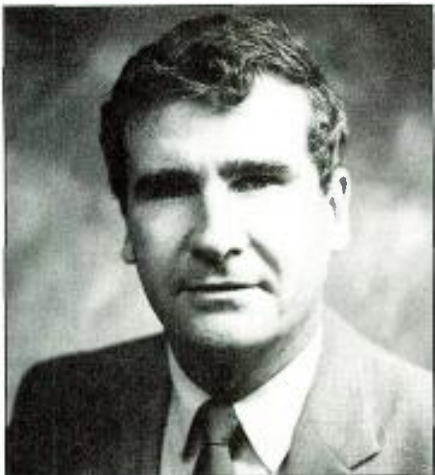
1993, on both all barter and cash plus barter, according to senior vice president/general manager, Mark Zoradi. Buena Vista also has plans to spin off its two-hour "Disney Afternoon." *Ducktales* is moving to a morning weekday strip, with 2½ minutes of barter first through third quarter, and two minutes in the fourth quarter. *Chip 'n' Dale*, *Talespin* and *Darkwing Duck* will remain as part of the "Disney Afternoon" and will be joined by *Goof Troop*. All four strips offer three minutes for first through third quarter, and two minutes for fourth quarter.

**Camelot** was started by King World Productions in 1984 to handle barter spots for its programming, which currently includes the three top-ranked barter shows: *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*. The division, headed by President Steve Hirsch, also handles barter sales for a number of other shows, including



King World's Steve Hirsch

Cluster's *Young James Bond*, Western International's *It's Showtime at the Apollo* and MGM movie packages. Michael Auerbach, senior vice president, says the buyers Camelot sells to include the "generals"—including General Motors and General Mills—and "...all of the other major advertisers." Camelot's business, he adds, has evolved, as it now has more regular dealings with those advertisers, while still transacting business in conjunction with their agencies: "We saw more of our clients at NATPE than we had ever seen before."



Group W's Dan Cosgrove

**Group W Productions Media Sales** started out in barter in 1976, selling time on the *Mike Douglas Show*. Today the division is one of the largest barter advertising companies, selling availabilities on 18 shows producing over \$125 million in gross revenue, according to Senior Vice President Dan Cosgrove. The media sales unit handles Group W product, including *Teenage*

*Mutant Ninja Turtles* and new shows *Vicki!* and *That's Amore*. It also handles barter sales for other distributors' shows, including Carsey-Werner's *You Bet Your Life*, Viacom's *Cosby*, Republic's *Beauty and the Beast*, Steven Cannell's *Street Justice* and several shows distributed by Samuel Goldwyn. Cosgrove says the major change in the business is that "...everything that goes out is either all barter or barter plus cash."

The syndication business is one of programming haves and have-nots. **Premiere Advertiser Sales**, the co-venture of Paramount Communications and MCA Inc., has always been among the former.

Established in October 1989 and headed by Marc Hirsch, president, Premiere boasts one of the stronger



Premiere's Marc Hirsch

programming lineups, including *Star Trek: The Next Generation* and *The Arsenio Hall Show*. Premiere also has high hopes for new all-barter releases of *Star Trek: Deep Space Nine* and *The Untouchables*. Premiere also sells ad time for *Hard Copy* (cash plus one minute); *Maury Povich* (cash plus two minutes) and *Kitty Kelley* (all barter).

Hirsch has always been outspoken when it comes to Premiere, and the recession has done little to dampen his spirit. While still waiting for an economic turnaround, Hirsch is predicting Premiere's best year ever and is estimating the company will take in \$300 million in ad sales this year. "It should keep us on top by far," Hirsch says.

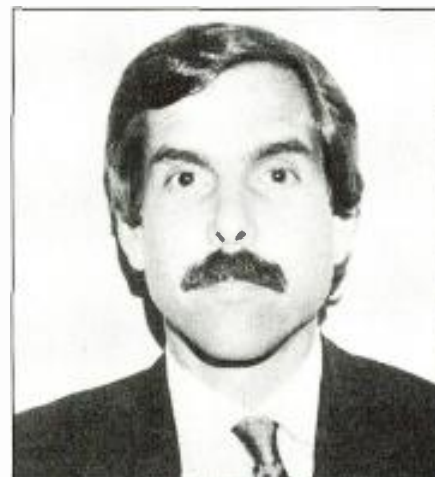
**Television Program Enterprises (TPE)**, founded by Al Masini, is the program



TPE's Al Masini

and production distribution division of TeleRep Inc., a Cox Enterprises Co. In addition to handling the barter syndication sales for the long-running programs it produces—*Lifestyles of the Rich and Famous*, *Star Search* and *Runaway of The Rich and Famous* and *Entertainment Tonight*, which TPE co-owns with Paramount, Cox Enterprises and Great American—TPE represents a variety of programs produced by other companies, including Genesis Entertainment's *Highway to Heaven* and *Grudge Match* and Zodiac Entertainment's *Mr. Bogus*.

**Tribune Entertainment Co.** is a full-service production, marketing and advertising sales arm of the Tribune Broadcasting Co. Heading up the media sales division is Senior Vice President Clark Morehouse, who is directly responsible for selling the national barter time for Tribune Entertainment's three talk show strips, *Geraldo*, *The Joan Rivers Show* and *The Dennis*



Tribune's Clark Morehouse

*Miller Show*, in addition to rookie reality-based news magazine *Now It Can Be Told*. Weekly offerings from Tribune include *Soul Train*, *Monsters* and *Tales from the Darkside* and various one-time-only telefilm presentations and specials for syndication. Tribune Entertainment has been retained by Columbia Pictures Television to sell the advertising time in the all-barter fall 1992 off-network sitcom *Designing Women*, as well as quarterly spot item for CPT's *Columbia Night at the Movies* and *Tri-Star Showcase III*.



WBDDT's Karl Kuechenmeister

Media sales for **Warner Bros. Domestic Television Distribution** are overseen by Karl Kuechenmeister, senior vice president, media sales. The division is focusing much of its attention on barter sales for programs that make up the Television Consortium. Cleared in 68 markets representing 74% of the country are the series *Kung Fu: The Legend Continues* and *Time Trax*, as well as the two-hour movie *Babylon 5* and the 10-hour miniseries *The Wild West*. In addition, Warner media sales is handling the off-network barter sales for *Family Matters*, which is currently sold in 71 markets representing 65% of the country. Other Warner product being sold through the division includes *People's Court*, *The Love Connection*, *The Jenny Jones Show* and the animated *Tiny Toons*, *Merrie Melodies* and *Alvin & the Chipmunks*.

Even though the merger between **All-American Television** and bankrupt LBS Communications will not be complete for several months, the two companies

are already "working very closely together," says Mike Weiden, president, national ad sales for both All-American and LBS's TV Horizons. On the All-American side, the top properties are two weekly properties, *Baywatch*, with 6½ minutes of national barter time, and the *Howard Stern Show*, with 5 minutes. Two new shows are planned, including *Hollywood Celebrity Mysteries*, a weekly half-hour with 3½ minutes, hosted by Bill Bixby and available in the fall. On tap for January 1993 is *Karaoke Showcase*, a weekly hour offering 6½ minutes of barter.

**Action Media Group** had one of the most successful first-run entries of last fall, with its new version of *WKRP in Cincinnati*. The half-hour weekly show offers 3½ minutes of national time. Other shows Action sells include *Earth Journal*, a weekly half-hour environmental show with three minutes, and the half-hour weekly *Country Music Countdown*, also with three minutes.

"We're typically sports-oriented," says Max Andrews, president, **Andrews Entertainment Inc.**, Irving, Tex., the third-largest TV syndicator of professional wrestling with its weekly one-hour Global Wrestling Federation shows. Andrews's other major program is *Club Gold*, a half-hour weekly golf show. The company has sold on a barter basis throughout its five-year history, and last year it sold about 70% of its inventory of 1,500 thirty-second units.

Heading up barter sales for **Twentieth Television** is Bob Cesa, vice president, advertising sales, Twentieth Television Advertiser Sales. Under his aegis, the division handles barter sales for *A Current Affair*, now in its fifth year; *A Current Affair Extra*, in its second season; *Studs*, now being launched nationally, *Pump It Up!*, in its third year, and *Not Just News*, in its first season. Off-network barter sales undertaken by the division are the current rollout of *Doogie Howser, M.D.*, which is slated for a fall 1993 launch. Other off-network product includes *Mr. Belvedere* and *L.A. Law*. The division will also soon be selling barter

time for the off-Fox debut of *The Simpsons*, set for fall 1994.

It has been just over two years since Brian Byrne formed **Byrne Enterprises**. Now his New York-based company handles a dozen shows representing roughly 3,000 ad units. Fortunately, Byrne says, his company has focused on two programming niches that have shown good growth recently—children's television and late night (before 12:30 a.m.). His primary offering in the latter daypart is *The Byron Allen Show*, now a Monday-Friday strip. Byrne sells barter for the kids strip *Inspector Gadget & Goo Goo* and the weekly *Amazin' Adventures*.

**Kassel Marketing** was formed in October 1990 by former Major League Baseball productions executive Terry Kassel. Her company now sells 3,000 units, bringing in gross revenue of \$30 million a year. Kassel says the sports inventory she handles, for *The Ironman Triathlon* and *This Week in Baseball*, has a synergy with the travel shows she sells for, *News Travel Network* and *Weekend Travel Update*. Her New York-based barter ad sales company also packages several unwired networks, including one featuring MLB games.

**MTV Networks** earlier this year had a shift in management when former top executive Russ Naiman left to form Taurus Media Sales and Michael Spalding, previously head salesperson for Nickelodeon, was brought in to head the barter division. MTV Networks barter product includes Columbia's *Married...with Children*; Claster animated product *Bucky O'Hare and Conan*; Viacom's animated *Seasonal Classics*; *MTV Video Music Awards*, and the teen-oriented *Second Generation*, produced by MTV and distributed by Tribune.

Headquartered in New York, **Select Media Communications** is a full-service national syndicator of vignette programming started in 1981 by Mitch Gutkowski, president. The company offers a variety of topical vignettes including music/movie trivia; recipes; travel quizzes; environmental and health-related topics; movie previews, and the recent addition *Portrait of a*

*Teacher*, profiling outstanding educators and sponsored by Campbell's Soup.

**Spectrum**, formed several years ago to handle the barter sales exclusively for Multimedia Entertainment-produced shows, has seen its product list double from just over a year ago. Headed by Joe Cifarelli, Spectrum sells national advertising for *Donahue* and *Sally Jessy Raphael*. The split for those shows between station and syndicator is six minutes each. New shows being sold by Spectrum are talk shows *Rush Limbaugh* (three minutes) and *Jerry Springer* and action show *Sweating Bullets* (six minutes). Spectrum, according to Cifarelli, is sold out for the second quarter but would "like to see some scatter for third quarter." By his estimates, Spectrum sold over 50% of all its inventory in the upfront market.

Established last July, **Star Cross Entertainment Ltd.**, based in New York, specializes in barter syndication and international sales and cable. Operating under the direction of three principals, JoAnn Giacalone, formerly with All-American Television, is president and directs the barter advertising sales effort. Programming available includes: *The Town Bully*, *The Woman Who Willed a Miracle*, *Kingdom Chums*, *Original Top Ten*, *Obsessed with a Married Woman* and *A Cry for Help: The Tracy Thurman Story*.

**Taurus Media Sales** is the new kid on the block, officially opening its doors this month in New York (BROADCASTING, Feb. 24). Founded by Russ Naiman, who recently departed from MTV Networks' barter advertising division after serving as senior vice president of media sales for the previous seven years, Taurus has landed national ad sales accounts from Grove Television Enterprises, Pandora International and Those Guys International. Grove Television Enterprises, a Chicago-based syndicator, brings over 2,000 thirty-second commercial units to Taurus with its weekly half-hours *Memories...Then and Now* (produced by NBC News Productions), *The Edison Twins*, *Weekend with Crook & Chase*, *Spotlight* (a spin-off of Black Entertainment Television-produced *L.A. Live*) and *The Wolfman Jack*

*Show*. Pandora is bringing its fall 1992 weekly, *Hollywood Babylon*, over to the Taurus fold.

Now in its sixth year, **Turner Broadcasting Sales** has a lineup that includes *The Wonder Years*; MGM Domestic Television Distribution's *In the Heat of the Night*; the *Color Classics* and *TNT Original Features* movie feature packages; *National Geographic*; *On Assignment*; *Jacques Cousteau Specials*; a Turner-Tribune co-venture, *America at Risk*; *Captain Planet and the Planetears*; *News for Kids*, and recently acquired Hanna-Barbera animated product.

**TV Horizons**, established 15 years ago as the barter sales arm of LBS Communications Inc., is trying not to let a Chapter 11 filing by its parent and a proposed merger between LBS and All-American Communications Inc. hamper business. Although the merger has not been cleared, Mike Weiden, president, national ad sales, is heading

barter sales for both LBS and TV Horizons.

LBS sells one minute per show for *Family Feud* and three minutes for the weekly half-hour show *Travel America*. LBS also sells 12 minutes per movie in its movie package and two minutes in its daily *Heathcliffe* cartoon.

Gary Montanus, senior vice president, marketing, is the executive responsible for the barter sales of **Worldvision Enterprises**. Currently on the air are *Tarzan*, which may or may not return next year, and the movie package *Worldvision I*. The barter split for *Tarzan* is 3 minutes national/3½ minutes local. The split for *Worldvision I* is 11/13. Slated for debut in the fall, and being sold by Montanus's division, is the animated *Camp Candy* with a 3-3½-minute split and *Almost Live*, an hour-long, weekly comedy series with a 6/7 split. Worldvision also distributes several projects for Litton Syndication.

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## THIS WEEK

- **March 2**—Deadline for entries to the second annual Customer is Key Award competition recognizing cable's best in customer service sponsored by *Cable Television Administration and Marketing Society*. Information: Andrea Jacobs, (703) 549-4200.
- **March 2**—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, programing 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 3**—"A Look at the Major Crises and Issues of the 90's in Advertising and the Children's Industry," conference sponsored by the *Children's Advertising Review Unit, Council of Better Business Bureaus, Inc.* Macmillan/McGraw Hill, New York. Information: Jay Black, (212) 308-4743.
- **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 7-May 16**—"The Business of Television," lecture series sponsored by the *National Academy of Television Arts and Sciences, New York chapter* and *New York University School of Continuing Education*. New York University, New York. Information: (212) 998-7140.

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

## ALSO IN MARCH

■ **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 10**—*Advertising Women of New York* annu-

## MAJOR MEETINGS

■ **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 pro-

gram 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.

■ **Jan. 26-30, 1993**—*NATPE International* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

■ **Jan. 28-30, 1993**—*Satellite Broadcasting and Communications Association* winter meeting. Reno, Nev. Information: (703) 549-6990.

■ **Feb. 5-6, 1993**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Downtown Chicago Marriott, Chicago. Information: (914) 761-1100.

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al New York Addy Awards show. Hudson Theatre. Hotel Mackowe, New York. Information: (212) 593-1950.

**March 11**—Ohio Cable Television Association annual meeting and cablecasting awards. Hyatt on Capitol Square, Columbus. Information: Janet Johnson, (614) 461-4014.

■ **March 11**—Newsmaker luncheon sponsored by *International Radio and Television Society*. Participants: Floyd Abrams, partner, Cahill Gordon and Reindel; Ron Alridge, publisher, Electronic Media; David Bartlett, president, Radio-Television News Directors Association; Maury Povich, host, Maury Povich Show, Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

■ **March 12**—*Association of National Advertisers, Inc.* environmental marketing communications forum. Waldorf-Astoria Hotel, New York. Information: (212) 661-5950.

■ **March 12**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Kunath, senior vice president and general manager, Group W Sports Marketing, 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**—"Sports and the Media," course sponsored by *UCLA Extension*. Franz Hall, UCLA, Los Angeles. Information: (310) 825-0641.

**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 16-17**—Financial Planning and Analysis seminar sponsored by *Women in Cable, Philadelphia chapter*. Holiday Inn Center City, Philadelphia. Information: Cathy Schmidt, (215) 668-2210.

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

■ **March 17**—"Sports and the Media," course sponsored by *UCLA Extension*. Los Angeles Times, Times Mirror Building, Los Angeles. Information: (310) 825-0641.

■ **March 17**—Deadline for entries for the 1992 *Public Radio* Program Awards recognizing outstanding programming in public radio. Information: (202) 879-9772 or 879-9774.

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

## ERRATA

It was reported Feb. 24 that Peggy Charren was "rooting" for Turner Broadcasting's planned 24-hour cartoon network. What she is actually "rooting" for is a "diverse animation channel featuring terrific films from around the world."

■ **March 18**—"What Do We Need to Know About RDS?" a seminar on radio data systems sponsored by *Society of Broadcast Engineers, chapter 15*. Times Auditorium, New York Times Building, New York. Information: David Bialik, (212) 594-1380.

■ **March 18**—"Resolved: Columbus Discovered America," Oxford-Northwestern debate sponsored by the *Annenberg Washington Program in Communications Policy Studies, Northwestern University* and the *House Task Force on the Christopher Columbus Quincentennial*. Washington. Information: Nicole Nolan, (202) 393-7100.

■ **March 18**—*Southern California Cable Association* dinner meeting. Long Beach Sheraton, Long Beach, Calif. Information: Harvey Englander, (714) 755-3555.

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

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

■ **March 24**—"Sports and the Media," course sponsored by *UCLA Extension*. KTLA, Los Angeles. Information: (310) 825-0641.

■ **March 24-27**—*Audio Engineering Society* 92nd annual convention. Vienna, Austria. Information: (212) 661-8528.

■ **March 25**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Steve Chamberlain, executive vice president, Turner Home Entertainment, Copacabana, New York. Information: (212) 768-7050.

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

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

■ **March 26**—Pay-Per-View Olympics luncheon

sponsored by *Women in Cable, Philadelphia chapter*. Holiday Inn, Philadelphia. Information: Cathy Schmidt, (215) 668-2210.

**March 26**—"The Business of Entertainment: The Big Picture," conference sponsored by *Wertheim Schroder and Company* and *Variety*. Among speakers: Rupert Murdoch, The News Corporation Limited; Alfred C. Sikes, FCC; Jeff Berg, International Creative Management; James A. Chiddix, American Television and Communications Corp.; Michael Fuchs, HBO; Philip Guarascio, General Motors Corp.; Stanley S. Hubbard, Hubbard Broadcasting, Inc.; Jeffrey Katzenberg, Walt Disney Studios; Jamie Keilner, Fox Broadcasting Company; Charles Koppleman, EMI Record Group of North America; Martin Nisenholtz, Ogilvy and Mather; Roy H. Pollack, Fordham Graduate School of Business; Thomas Pollack, MCA Features Group, MCA, Inc.; Howard Springer, CBS Broadcasting Group, and Grant Tinker, GTG Entertainment, Pierre Hotel, New York. Information: (212) 492-6082.

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

■ **March 27**—Deadline for entries for the Edward R. Murrow Award sponsored by *Corporation for Public Broadcasting*. Information: Lourdes Santiago, (202) 879-9774, or Karen Lindsay, (202) 879-9772.

**March 27-29**—"TV News: The Cutting Edge III," meeting sponsored by *Scientists' Institute for Public Information*. Sheraton Imperial Hotel and Convention Center, Research Triangle Park, N.C. Information: Tanya Darby, (800) 223-1730.

**March 28**—*National Academy of Television Arts and Sciences* sports Emmy Awards nomination announcements. Information: David Beld, (212) 586-8424.

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

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

■ **March 30-31**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Wichita, Kan. Information: Brenda Sammons, (703) 691-8875.

## APRIL

■ **April 1**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Sie, chairman and CEO, ENCORE, Copacabana, New York. Information: (212) 768-7050.

■ **April 2-3**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Portland, Ore. Information: Brenda Sammons, (703) 691-8875.

■ **April 2**—*Art Directors' Club of Philadelphia* program. Speaker: Howard Springer, president, CBS Broadcast Group, Warwick Hotel, New York. Information: (215) 569-3650.

■ **April 2-5**—*Education Writers Association* 1992 national seminar. Miami. Information: (202) 429-9680.

**April 3**—Deadline for entries for the 1992 Awards for the Advancement of Learning through Broadcasting sponsored by *National Education Association*. Programs aired between April 1, 1991, and March 31, 1992, are eligible. Information: (202) 822-7200.

**April 3-5**—*Associated Press Television-Radio Association of California-Nevada*, 45th annual con-



vention and awards. San Diego Princess Resort, San Diego. Information: Rachel Ambrose, (213) 626-1200.

**April 3-5**—*Society of Professional Journalists, region 2*, conference. Theme: "Reporting in 1992: Juggling Budgets, Politics and Public Perceptions." Old Colony Inn, Alexandria, Va. Information: Amy Young, (202) 737-3199.

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

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

• **April 5-8**—*Association of National Advertisers, Inc.* business-to-business marketing communications conference. Bonaventure Resort and Spa, Fort Lauderdale, Fla. Information: (212) 661-5950.

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

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

• **April 8**—*The Radio and Television News Directors Foundation* annual banquet honoring Allen H. Neuhaerth, chairman of the Freedom Forum and former chairman and CEO of Gannett, Inc. and James L. Snyder, former vice president of news for Post-Newsweek stations. Mayflower Hotel, Washington. Information: (202) 659-6510.

• **April 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lloyd Warner, senior vice president, sales and marketing, Group W Satellite Communications. Copacabana, New York. Information: (212) 768-7050.

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

**April 9**—The 1992 *Ohio State Awards* banquet and ceremony. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

**April 9-10**—"Cable Television Law 1992: Cable Faces Congress, the Courts and Competition," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

• **April 10**—"Communicating with Juries," forum sponsored by the *Annenberg Washington Program in Communications Policy Studies, Northwestern University*. Washington. Information: Nicole Nolan, (202) 393-7100.

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

**April 10-13**—*Broadcast Education Association* 37th annual convention. Las Vegas Convention Center, Las Vegas. Information: Louisa A. Nielsen, (202) 429-5354.

**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. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World conference, Rick Dobson, (202) 429-5335.

• **April 15**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John H. Hoagland, Jr., chairman and CEO, Monitor Television, Inc. Copacabana, New York. Information: (212) 768-7050.

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

• **April 21-22**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Dallas. Information: Brenda Sammons, (703) 691-8875.

• **April 21-22**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Minneapolis, Minn. Information: Brenda Sammons, (703) 691-8875.

# Open Mike

## DOWN ON LMA'S

EDITOR: For years, the FCC has used two principles to guide its decisions involving radio stations: (1) the benefits of diversity of ownership, and (2) the benefits of local ownership.

Now, having added to radio's serious financial problems through its efforts to push the first principle (by adding countless licenses to the FM band), the commission seems ready to correct that mistake—and, in doing so, to demolish both of its basic principles.

This the commission will do if it gives its blessing to LMA's [local marketing agreements]. Most LMA's will be created by those broadcasters who have the greatest financial resources. And that, of course, does not mean the local owners; they're pretty sure to be outbid by large groups whose headquarters and owners are in other cities.

So that's one irony imbedded in the action the commission seems ready to take. Here's a second: As published in *BROADCASTING*, the FCC believes that "radio today is a world of large haves and little have-nots.... Industry revenue and profits are overwhelmingly concentrated in the small number of large radio stations; while most small stations struggle to remain solvent."

Unhappy with that condition, the commission seems to be ready to legalize a system that is meant to reduce competition. How? By encouraging large stations to gobble up the smaller ones. Some solution!

If the commission does indeed follow this curious, contradictory course, I predict that within less than 10 years the principles of diversity and local ownership will be totally destroyed, and throughout the United States a few very powerful, wealthy groups will run a limited number of radio stations in each market. There will be little diversity;

there will be no local ownership.—  
*Robert S. Kieve, president, KLIV(AM)  
San Jose-KARA(FM) Santa Clara.*

## FREEZE FOE

EDITOR: The NAB is asking the FCC to freeze FM grants, arguing that competition is too fierce, causing many stations to become unprofitable. Excuse me, but why is it the business of a government agency to insure the profitability of privately owned businesses? It is a fact of life that the majority of new businesses fail within the first five years, and now radio broadcasters are discovering that they are not exempt from this fact. So, in the same spirit of avoiding competition that has gotten the big three automakers into their current mess, many of these broadcasters are now whining to the FCC for help in the form of limiting competition.

Guess what? Government protection from competition hasn't worked anywhere else, and it won't work in radio. All that will happen is that the radio industry will get fat and complacent, and will eventually be killed by some new, unforeseen competitor.

Instead of asking the government to limit competition, we need to ask the FCC to eliminate even more of its outdated regulations that raise the cost of doing business. For example, the FCC requires stations to be monitored—at great expense—at all times that they are on the air. Fifty years ago, this rule made sense. In the age of self-monitoring transmitters, pager systems, automation and satellite programming, this rule is totally unneeded and should be repealed. This would save the stations that obey this rule several thousand dollars a month, and would eliminate the fear of fines for the large number of stations that I suspect are ignoring it.

As for a freeze on new licenses? No. Let everyone come in and compete, and may the best stations survive.—*Thomas Desmond, Allen, Tex.*

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**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.

**General sales manager:** Fort Wayne's Classic Rock station is seeking a dynamic person who can balance selling with coaching. Prior management experience not required. Applicant must be able to organize, train and lead his/her sales staff. Desire and creativity a must. Send resume to: Joseph Conway, WBYR Radio, PO Box 11160, Fort Wayne, IN 46856. EOE.

**WIP sales manager:** We're looking for a leader, teacher, motivator and closer. If you have retail and organizational skills, and can continuously develop new business, America's best sports marketers want to meet you. Resumes with cover letter and salary requirements to: WIP All Sports Radio, 441 North 5th Street, Philadelphia, PA 19123, General Manager. Equal opportunity employer.

**Sales manager** needed for new FM in Charleston/Mattoon, IL. Great college market with first AOR service. We are building several stations in Illinois and already have the number one station in Champaign. If you have the ability to motivate, have foresight, can sell like mad and want to join this fast growing group, send your resume and cover letter ASAP to Rollings Communications, Inc., Mark Rollings, POB 882, Chesterfield, MO 63006. EOE.

**Group owner seeks** sales-oriented general manager for Pittsburgh religious station. EOE. Please respond to: Universal Broadcasting Corporation, 40 Roselle Street, Mineola, NY 11501. EOE.

**GM/SM No. Calif.** 50kw adult FM. 3 FM group. Need leader to train/lead sales by example. Oversee entire staff. Requirements: Self-motivated, ambitious, good with details, great people skills, common sense, enjoy community involvement. Resume with compensation requirements in confidence to Box E-1. EOE/FM.

**General manager—New England:** Dynamic top-rated WZID-FM/WFEA-AM in Manchester, New Hampshire. Great staff, great physical plant in a great community needs a motivator/leader. If you are competitive, a winner, disciplined, organized and truly love radio, we need to hear from you immediately. Please respond in confidence to Ed Christian, President, Saga Communications, 73 Kercheval, Grosse Pointe Farms, MI 48236. EOE.

**General manager:** Small market Montana. Must take full charge. 3 years experience as GM or GSM required. Resume to Box E-2. EOE.

### HELP WANTED SALES

**Sales manager needed** for heritage rocker in big 10 college town with emphasis on teaching a young sales staff. Must be a team player. Salespersons also encouraged to apply. Send resume and management style to WPGU-FM, 204 E. Peabody Drive, Champaign, IL 61820. No phone calls please. EOE.

**National radio network needs** sales reps to place weekly medical programming on barter basis to radio stations. Can earn \$50,000+ commissions yearly placing radio show and selling sponsors. Support from award-winning national TV show. Mail resume to Sky; EDI Radio Network, PO Box 4562, Carlsbad, CA 92018 or fax# 1-619-431-9199. EOE.

**Radio A/E needed** for AC/FM on fringe of DC market. Must have minimum one year experience w/references. Successful candidate will be a closer, not a gopher. Secure position for go-getter with energy and common sense. First year earnings of 30-50K possible, plus fringes. Send resume to Sommar Communications, Box 2470, LaPlata, MD 20646. Minorities encouraged to apply. EOE.

**Florida FM:** Central; One year old and rated #1 across the board. Now it's time to hit the streets—now! Very strong \$ market: Requires experienced sales person. You should make \$50,000.00+ first year; It's here! Oldies format—near Orlando, Tampa & both coasts—selling SM position a strong possibility. We're hot! Fax resume in confidence to owner, 904-622-4449. Write, or overnight express "GO 95 FM", 3343 E. Silver Springs Blvd., Ocala, FL 32670. Thank you. EOE.

**Sand, sun, surf:** Virgin Islands account executive/GSM, 3 FMs 100 kw each. "No beach bums please." Solid provable sales background. Minorities and women are encouraged. Send updated resume, basic salary needs, override desires and bonus. Mail to Chairman, PO Box 333, Miami, FL 33280. EOE.

### HELP WANTED ANNOUNCERS

**Classical announcer-producer:** 105,000-watt all-Classical WNED-FM seeks experienced broadcaster. Must demonstrate an engaging on-air style, professional-level production skills, a facility with languages and a wide-ranging knowledge of classical music and the concert world. Stimulating arts environment in seventh-largest North American market (Buffalo-Toronto). Competitive salary, excellent benefits, including 100% company-paid medical, dental and life insurance. Air-check, production sampler and resume (with references specified) to: Peter Goldsmith; WNED-FM; 23 North Street; Buffalo, NY 14202. EOE.

### HELP WANTED NEWS

**Reporter and weekend anchor.** Prefer experience, but will consider entry level. Send tape, resume and cover letter to: Dennis Fisher, News Director, KQTV, PO Box 6247, St. Joseph, MO 64506. EOE.

**News-talk has May opening** for experienced reporter-anchor. Send T-R and writing samples to News Director, WFMD, PO Box 151, Frederick, MD 21701. EOE.

**Reporter/correspondent:** National Public Radio seeks experienced journalist for a Miami-based position. Responsibilities include developing story and interview subjects, and preparing and presenting reports and program segments. Requires BA or equivalent experience, and 4 years radio broadcasting/journalism experience. Must have demonstrated reporting experience on dominant political and social issues in Miami, as well as the southern United States in general. Salary commensurate with experience. Send resume and cover letter to: NPR Personnel - #186, 2025 M Street, NW, Washington, DC 20036. EOE.

### SITUATIONS WANTED MANAGEMENT

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

**Group leader:** Presidency of group or GM post of superior market and radio station. Medium markets only. 30 years of experience in very successful radio management and group leadership positions. Call 508-540-8216.

**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.

**An impact player:** You want a successful manager who leads by example, sells, trains. You want someone who's valued by his present employer. More is needed today: more creativity, imagination, dynamic leadership, consistently staying in budget and making sales goals. You need me and I need a new challenge. Prefer top 100 market anywhere. Tell me about your current situation. Reply Box B-53.

**Sales manager:** Ready and able to turn your "spot-peddlers" into "problem-solvers". Small to medium markets in southeast preferred. Won't be available long. Call Frank Malambri now! 205-792-0583.

**Music licensing problems?** Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner, 914-634-6630.

**General manager/sales manager.** Former station owner. 20 years small market experience. Seeking new challenge. Box 2188, Laughlin, NV 89029.

**Sales manager available.** Currently employed and successful. Strengths include strong sales, leadership, collections, administration and organization. Solid business practices. Steve 407-292-9026.

**Sales manager:** Self-motivated, professional, aggressive individual with leadership and strong direct sales experience. Seeks position in small or medium market. Reply to Box E-3.

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

**Overachiever!** 20 year professional with strategic marketing approach for increasing your stations profitability is examining opportunities for first GM position. Experienced in innovative development of new and existing business, revenue generating promotional and marketing concepts, creative motivation, dynamic leadership, people management, detailed and bottom line driven. 412-394-4024.

### SITUATIONS WANTED TECHNICAL

**Prepare for DAB now.** 7 year engineer believes in quality audio. SBE certified. RF, studio construction, maintenance. Want Midwest. Let's talk. Reply to Box E-4.

### SITUATIONS WANTED NEWS

**Boring, bland talk show host—Not!!!** Controversial, incisive host seeks move to larger station. Politics, sports, the media—I know it all. Neil 301-424-4984.

## MISCELLANEOUS

**Join the Voice Bank.** Register your unique, deep or comedy voice with America's voice marketing system. Charter members receive position on sample audition, a quality cassette production about to be distributed to well-placed station and agency audio assignment buyers nationwide. For charter membership send \$25 plus cassette audition (no reels, please) Impax-Inc, Box 1161, Hunt Valley, MD 21030.

## TELEVISION

### HELP WANTED MANAGEMENT

**LSM: Group broadcaster,** FOX affiliate with staff of 8 needs experienced LSM. Must have minimum of 3 years in that position. Looking for a leader, trainer, creative manager with a track record that will stand up. Not afraid to get out and make calls with staff. Sell us in resume and cover letter. Respond by mail or fax only to David D'Eugenio, GSM, WFLX-TV, 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404. Fax: 407-863-1238. EOE/MF.

**#1 WABC-TV New York** needs top art director: Tough, rewarding opportunity for hands-on leader with vision, fortitude and know-how. Ability to direct excellent staff for news and programing graphics. Previous TV art management experience a must. Experience on electronic paint and storage systems required. Send resume and tape to Brigitte McCray, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls please. We are an equal opportunity employer.

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

**National sales manager:** WVNY, ABC affiliate in Burlington, VT seeks hands-on, detail-oriented person with station experience preferred. Send resume to Charles Cusimano, GSM, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY is an equal opportunity employer.

**Southeast affiliate TV station** seeks aggressive general sales manager. Strong local and national experience required. Send resume and sales philosophy to: Box E-6. EOE.

**Business manager:** WRDW-TV, group-owned CBS affiliate in Augusta, GA is looking for experienced business manager. Individual should be familiar with the accounting process of a television station. Candidate must be capable of preparing monthly financial statements and have a solid background in the budget process. Leadership skills a must as person will be responsible for supervising others. Degree in accounting or business required. Computer literacy important. Send letter and resume to William G. Evans, VP, GM, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**National Sports Network** needs national radio sales representatives. LA, NY, Chicago. High commission. Great opportunity. Call 212 410-5329. EOE.

### HELP WANTED SALES

**TV/radio sales position:** Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (38 years). TV/sales experience required. Full-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

**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.

**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 KBMV-TV, PO Box 7277, Bismark, ND 58507. EOE.

**Mobile broadcast,** corporate and multimedia facility looking for qualified maintenance engineer. Experience with Sony, Grass Valley, Chyron and Abekas broadcast products a plus. Will consider recent graduates or military training. Located in upstate NY we offer a competitive salary and benefits with an outdoor Adirondack lifestyle. Resume and salary requirements to: AMPS, PO Box 729, Lake Placid, NY, 12946. Attention Alex Milton. No phone calls please. EOE.

**Production truck EIC/maintenance engineer** wanted for state-of-the-art KU satellite truck. Knowledge and experience with Sony equipment and Grass Valley switcher a must. #1 station in 83rd market. Salary requirements and resumes to Dan White, Production Mgr. KY3, Inc., 999 W Sunshine, Springfield MO 65807. EOE.

**Engineering technical manager:** Seeking a highly motivated "hands-on" self-starter to direct technical aspects of the engineering department. This person will report to the director of broadcast operations and must have a strong technical background in studio, transmitter, digital, and computers. Management experience necessary as this position involves direct supervision of staff. Exp req: 3-5 years as a chief engineer in a med-large mkt. Ability to manage budgets and projects; ASEE or BSEE preferred w/SBE cert. & FCC Gen Class license. Exp with building maint. and security a plus. No calls. Send resume to: David M. Lamothe, Dir. of Broadcast Operations, WSB-TV, 1601 W. Peachtree St., NE, Atlanta, GA 30309. EOE.

### HELP WANTED NEWS

**Anchor:** To complement our female at 6/10. Extensive anchoring/reporting experience required. Excellent midwestern living. Send resume and non-returnable tape to: Ken Walker, News Director, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. EOE.

**Special projects events producer:** Will be responsible for planning, coordinating and producing special news events, long form news programs and sweeps projects. Will fill in for absent line producers. Applicants must be good writer and producer. Must have at least two years experience as newscast producer at a commercial television station. Must be creative and have understanding of advanced production techniques. Send tape and resume to Greg Easterly, 3701 South Peoria, Tulsa, OK 74105. No phone calls. EOE.

**Reporter: For CBS affiliate.** Need one year experience in commercial TV newsroom, strong writing skills, good news judgement. Looking for a serious prospective Alaska resident. Send non-returnable tape and resume c/o T. Hiebert, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. 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.

**Newscast producer:** For 6pm and 11pm newscasts. Excellent writing skills, previous producing experience, college degree in broadcast journalism, good organizational skills, video tape editing, well developed news judgement emphasizing local news, reporting/anchoring experience a plus but not necessary. Send tapes, resumes and writing samples to: Steve Smith, News Director WWTV, PO Box 627 Cadillac, MI 49601. (No phone calls). EOE.

**News director:** Growing California independent news department seeking a hands-on, creative, aggressive news director with impressive track record, credentials and outstanding people skills. Please send resume and references. EOE M/F. Reply to Box E-9.

**Photojournalist/editor:** KTUU-TV Anchorage, Alaska. Emmy-award winning news operation looking for experienced photojournalist/editor with strong NPPA philosophy. Take home equipment. Extensive travel in and out of Alaska. Send non-returnable tape and resume to Russ Weston, Chief Photographer, 630 West 4th Ave. Anchorage, AK 99501. Phone calls OK. 907-257-0237. EOE.

**Weekend meteorologist:** ABC station seeking individual to prepare and present weekend weather. Also prepare news graphics and some environmental reporting during the week. You would become a member of a three person weather staff equipped with Doppler Radar, DiFax, Triton/Art. Non-returnable 3/4 inch tape to: Craig Alexander, News Director, NewsChannel 36, Box 5590, Lexington, KY 40555. EOE.

**Producer:** Large market Southeastern affiliate is looking for a newscast producer for one of its major broadcasts. Successful applicant will have the ability to lead big staff and build a broadcast that is comprehensive, bright and easy to understand. Major news commitment includes doing most news in the market using Beta, NewStar, SNG, Washington bureau and more. You should have three or more years experience as a line producer doing programs which are highly produced and use live technology effectively. Computer knowledge and a desk background are pluses. Send resume, references, salary requirements and your news program production philosophy to Box E-10. EOE.

**Are you ready** for the challenge of one of the top newsrooms in the sunbelt. Birmingham's number one station is looking for a top notch producer who has fresh ideas, good writing skills and high energy. Send tapes and resumes to: Stan Knott, WBRC-TV, PO Box 6, Birmingham, AL 35201. EEOC.

**News chief photographer:** Major market television station is looking for an experienced photographer/editor to fill chief photographer position. Experience operating live microwave/satellite/multiple camera remotes and previous experience in a supervisory capacity a plus. Candidate must possess good people skills and work well under pressure. EOE. Send resume to Box E-7.

**Producer/writer:** Major market East Coast station seeks experienced news producer/writer. Ideal candidate is an excellent writer and self-starter who has produced daily newscasts and worked on special projects. Familiarity with NewStar computer systems a plus. Send tape and resume to: David Friend, Assistant News Director, WABC-TV, 7 Lincoln Square, NY, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**Assignment editor:** Station in top 100, Eastern Midwest, seeks creative organized go getter. Two years experience required. Resumes to Box E-8. EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Videographers—freelance:** National Travel Show seeks experienced professionals. Assignments throughout US. Must have own equipment or access to Beta, SP or 3/4". Send resume tape to Teaching Learning Network, 2600 N. Military Trail - Suite 440, Boca Raton, FL 33431. Call Blanca 407-998-0667. EOE.

**Production people with pizzazz!** Commercials, music/corporate video, documentaries, infomercials, syndicated projects. Looking for several producers/directors, program hosts, videographers/editors, segment producers, and feature reporters. Relocation required. No freelancers, please. Only applications with resume/demo tape/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

## SITUATIONS WANTED MANAGEMENT

**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.

**Outside director of board!** Television/radio professional past 45 years. Outstanding record as troubleshooter/turnaround specialist/empire-builder. Nationally prominent. Chairman/CEO highly successful conglomerate. Box E-11.

## SITUATIONS WANTED NEWS

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

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

**Best kept secret in television:** Cross between Johnny Carson and Tom Cruise. Currently hosting own talk show for cable TV in New York. Serious producers looking for successful television show format for any market. Can make any show successful. Call Tony Panther, 212-889-9134.

**Dynamic radio news/sportscaster** seeks first TV job. 5 years experience. Major market look, style, delivery. Will relocate anywhere. 1-703-777-8909.

**Seeking first on-air TV position** (full or part-time) anchor, street reporter, weather, sports, overnight news-breaks, etc. (prefer NE or Middle Atlantic area). Flexible regarding pay. 25 years radio news-casting experience and net radio-TV news audio operator-NYC. Write to Box B-51.

**Need a good weatherman?** Experienced Baltimore market traffic reporter of six years (and DJ), looking for television weather position, any market. Worked with National Weather Service. I've got excellent ad lib abilities, and a strong knowledge of weather and geography. Will consider anything east of Mississippi River. Call Richard, 301-744-7362, before 11:00 or 301-687-5407 after 12:00.

**Award-winning feature reporter** who can also anchor and do hard news. Master's degree and six years experience. I do people features, not fashion and recipes. Reply to Box E-12.

**Meteorologist:** AMS seal. Seven years experience weekends and fill-in at 40s market size seeks weekday or weeknight position in medium or large market. Kavouris and W.S.I. graphics. Call Gary 502-582-7212.

**Reporter/anchor:** White male with three years experience. Strong story telling and live reporting skills. Will consider all replies. Alan 415-564-1970.

**Winter Olympics, ESPN, LA:** All my news/sports production experience, and more, available to you. Producing, writing, editing and shooting, along with a 100% unique idea complete the package. Erik, 714-968-8903.

**Experienced, attractive, black female:** One-man band seeks to grow into an upper level market newsroom. Call 919-488-0825.

## 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.

**Look—Broadcast Jobline Directory** lets you find a job independently without working through an agency. Hard to find telephone numbers enable 24 hour access to automated joblines at individual stations so you can call when rates are best and get "in house" information. Order today! Reach the biggest and best broadcast operations in the country. Most current information available. Directory \$7. Station listing \$15. Wright-Way, PO 521081, Salt Lake City, UT 84152-1081.

**Be on TV** many needed for commercials. Now hiring all ages. For casting info. Call 615-779-7111 Ext. T-681.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Assistant professor** committed to teaching broadcast news, also some general news and mass communication, in a thriving accredited program. Five years news experience. Masters required, Ph.D. preferred. Salary competitive. Women and minorities encouraged to apply. Vita, three reference letters to Harry Marsh, 105 Kedzie Hall, Kansas State University, Manhattan, KS 66506. EOE.

**Southern University, Baton Rouge, LA:** The department of mass communications is accepting applications for two (2) positions in broadcast journalism at the assistant/associate professor level, depending on experience: (1) person to teach Radio and TV News Production courses, including practicum for on-air programs. At least 3 to 5 years significant professional experience and masters'; (2) person to teach Radio and TV News Writing and Reporting. At least 3 to 5 significant professional experience. Masters required. Ph.D. preferred. Starting date August 16, 1992. Application deadline, March 15, 1992. Send letter of application, vita and names, addresses and phone numbers of three (3) references to: Professor Ted White, Chairman, Department of Mass Communications, Southern University, PO Box 9769, Baton Rouge, LA 70821. An equal opportunity employer.

**The department of speech communication and theatre** at Muskingum College has an opening for a one-year sabbatical replacement, at instructor or assistant level, to teach Audio/Video Production, Media Survey, and Basic Speech courses. Master's degree in Broadcasting (or related field) and professional experience required. Teaching experience preferred. Application review begins mid-March. Send letter, vitae and 3 references to Jeffrey Harman, Chair, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762. EOE.

**Ohio Wesleyan University.** Liberal arts college seeks assistant professor of journalism to teach print and broadcast courses in three member journalism department. One year appointment may be converted to tenure track position. At least five years professional journalism experience required. Teaching experience preferred with ability to teach Intro to Mass Media and Senior Seminar, as well as skill courses. Masters degree required. Women and minorities are especially encouraged to apply. Application deadline March 27. Send letter, resume, and three letter of recommendation to Journalism Search Committee, Box (B), Department of Journalism, Ohio Wesleyan University, Delaware, OH 43015. Affirmative action/equal opportunity employer.

## HELP WANTED MANAGEMENT

**Head, department of communications,** information and technology for Kansas Cooperative Extension Service, Kansas Agricultural Experiment Station, and College of Agriculture at Kansas State University, Manhattan, Kansas. The head will create a new department from two existing communications units and one computer systems unit, and will be responsible for planning, budgeting, staffing, operating and evaluating the department. The department provides communication and information services for the Extension Service and Experiment Station and manages an Agricultural Journalism program. A Ph.D. degree or Masters degree with equivalent experience, administrative experience, and experience in communication and information technology is required. Send application letter, resume, and three reference letters by March 31, 1992 to: Dr. Marc A. Johnson, Search Committee Chair, Department of Agricultural Economics, 342 Waters Hall, Kansas State University, Manhattan, KS 66506-4011. EOE.

## HELP WANTED SALES

**CASCOS Syndication** now has over 50 new distributors marketing its huge visual effects libraries, and Ernest "KnowWhutImean 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.

## EMPLOYMENT SERVICES

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

**Jobhunters:** Want your tape to stand out? Let an Emmy award-winning correspondent help you get the most out of your tapes and resumes. Cash in on valuable feedback from a 22-year veteran of TV and radio news whose experience includes general assignment, PBS documentaries, and CNN. \$50.00 is all it costs for a thorough critique and personal reply. Send check or money order along with resume and VHS tape to Marc Levenson, 478-A Newport Way, Jamesburg, New Jersey 08831.

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year job search. Free information. Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

## EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teletypewriter 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

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

**Cash for VHS videotape.** Looking for large quantities. Will pay shipping. Call Carpel Video, 301-694-3500.

**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.

**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.

**Warning! Read this before** you make your next equipment purchase. Maximize your buying power and savings with used TV production equipment. Need to sell? We'll list your equipment at no charge and provide national exposure through our monthly catalogs. Media Concepts, Inc. 918-252-3600, ext. 5.

**For sale:** Kavouras weather radar dial up system... excellent condition. Six level color intensity code with special zoom control. Worth \$14,000—asking \$5,000. Contact Bill Spencer or Steve Smith at WWTV. 616-775-3478.

**50 kw AM transmitters - (Two)** Continental 317C transmitters in good condition! Will be checked on your frequency before shipment? \$65,000.00 each... some spare parts are available! Call 806-372-5130 for specific information! (Transmitters available April 1992).

## RADIO

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## TELEVISION

### HELP WANTED SALES

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The National Basketball Association seeks an experienced international program sales executive to manage the marketing of the world's most widely distributed sports league programming. Salary based on experience. Excellent benefits. Send resume in confidence to VP/International Television. No calls please. EOE.



## HELP WANTED PROGRAMING PROMOTION & OTHERS

## CREATIVE SERVICES DIRECTOR

Top-market opportunity for aggressive promotion and marketing dept. head with 3-5 years experience. Must have demonstrable creative and management skills, including media-buying and budgeting capabilities. News and sports promotion background helpful. EEO.

Send tape and resume to:

Jim Ellis

Tribune Broadcasting Co.  
435 N. Michigan Ave. #1900  
Chicago, IL 60611

No Phone Calls Please

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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  
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Lee Spieckerman

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



The Texas News Channel

EOE

## PROGRAMING SERVICES

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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. Weekend services now available. Affiliate sales/relations positions now open!

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## SALES

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## ALLIED FIELDS

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### HELP WANTED MANAGEMENT

Major southeast radio, TV, cable owner seeking chief financial officer. Ideal candidate will have CPA license and/or a minimum of four years' experience in corporate accounting. Must be proficient in 1) preparing monthly, quarterly and annual statements; 2) preparing, evaluating and monitoring budgets; 3) establishing accounting systems to meet current and future company needs; and 4) managing, training, and motivating staff in various company locations. Travel required. Send resume and salary required to Box E-13. EOE employer.

### HELP WANTED SALES

#### EUROPEAN MANUFACTURER OF R.F. BROADCASTING EQUIPMENT:

FM transmitters, TV VHF & UHF transmitters and transposer microwave links range from 2-15ghZ transmitting antennas and broadcasting audio modular mixers is looking for an experienced manufacturer sales representative.

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February 12, 1992 issue

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**WBES-FM 94.5 & WKKW-FM 106.5**  
Charleston & Clarksburg, WV  
WEDNESDAY, MARCH 11, 1992  
AT 10:00 A.M./3:00 P.M.

Locations of Auctions: WBES Studio, Hillcrest Office  
Park, One Players Club Drive, Charleston, WV at 10:00  
a.m. and at WKKW Studio, 130 South Second Street,  
Clarksburg, WV at 3:00 p.m.

Includes: Real property, certain F.C.C. broadcasting  
license rights, transmitter and studio equipment, furni-  
ture, trade fixtures, accounts receivable, logs, records,  
for both stations, each as an entirety.  
Inspection: March 11, 1992 from 8:00 a.m. to 9:00 a.m.  
at the WBES Studio and from 2:00 p.m. to 3:00 p.m. at  
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taining to this section should be sent to BROADCASTING,  
Classified Department, 1705 DeSales St., N.W., Washington,  
DC 20036. (202) 659-2340, ask for Mitzi Miller

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 sub-  
mitted in writing. NO TELEPHONE ORDERS, CHANGES, AN-  
D/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 cate-  
gory 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 Wan-  
ted, \$1.20 per word, \$22 weekly minimum. Situations Wanted  
60¢ per word, \$11 weekly minimum. All other classifications  
\$1.30 per word, \$24 weekly minimum.

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.

Rates: Classified display (minimum 1 inch, upward in half inch  
increments). Per issue Help Wanted \$90 per inch. Situations  
Wanted \$50 per inch. All other classifications: \$120 per inch.  
For Sale Stations, Wanted To Buy Stations, Public Notice &  
Business Opportunities advertising require display space.  
Agency commission only on display space. Frequency rates  
available.

Blind Box Service: (In addition to basic advertising costs)  
Situations wanted: \$5 per ad per issue. All other classifica-  
tions: \$10 per ad per issue. The charge for the blind box  
service applies to advertisers running listings and display ads.  
Each advertisement must have a separate box number.  
BROADCASTING will not forward tapes, transcripts, portfolios,  
writing samples, or other oversized materials. Such materials  
are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be ad-  
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1705 DeSales St., NW, Washington, DC 20036.

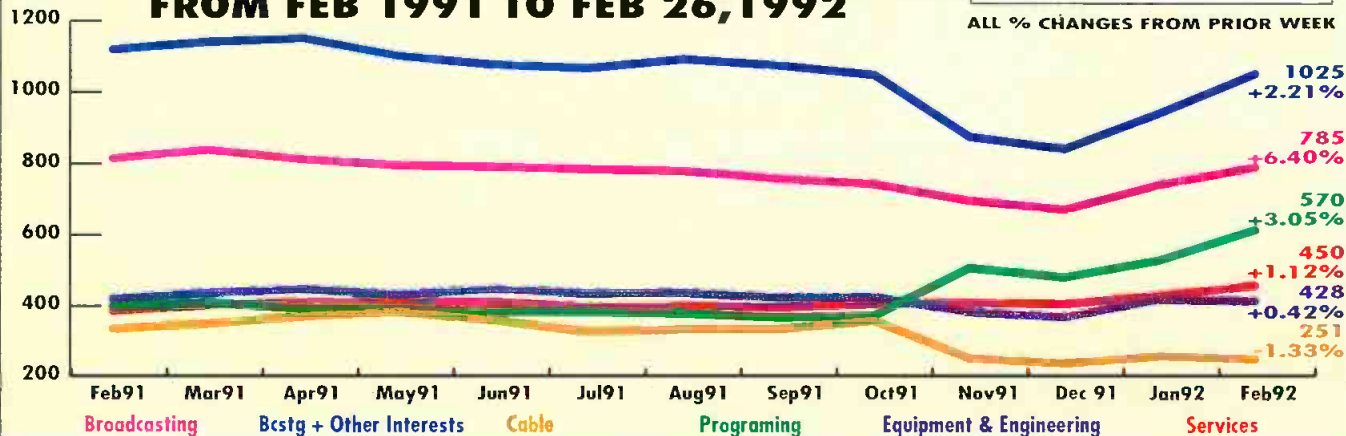
The publisher is not responsible for errors in printing due  
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Advertising Department within 7 days of publication date.  
No credits or make goods will be made on errors which do  
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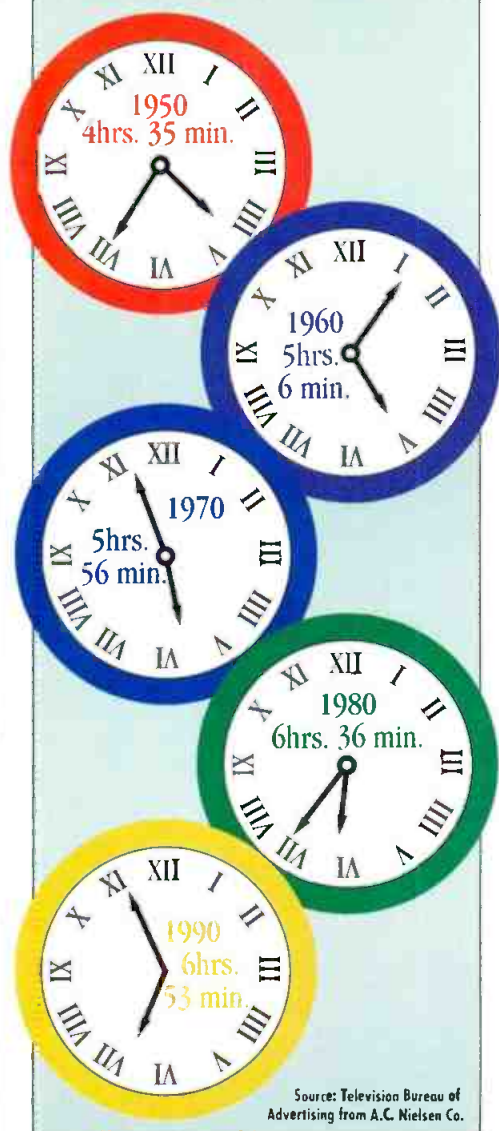
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# Broadcasting's By The Numbers

## STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 26, 1992



## TIME SPENT VIEWING TV PER TV HOME—PER DAY



## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| Service            | ON AIR        | CP's <sup>1</sup> | TOTAL*        |
|--------------------|---------------|-------------------|---------------|
| Commercial AM      | 4,984         | 230               | 5,214         |
| Commercial FM      | 4,588         | 1,017             | 5,605         |
| Educational FM     | 1,514         | 316               | 1,830         |
| <b>Total Radio</b> | <b>11,086</b> | <b>1,563</b>      | <b>12,649</b> |
| Commercial VHF TV  | 557           | 15                | 572           |
| Commercial UHF TV  | 579           | 171               | 750           |
| Educational VHF TV | 123           | 5                 | 128           |
| Educational UHF TV | 235           | 9                 | 244           |
| <b>Total TV</b>    | <b>1,494</b>  | <b>200</b>        | <b>1,694</b>  |
| VHF LPTV           | 422           | 150               | 572           |
| UHF LPTV           | 759           | 856               | 1,615         |
| <b>Total LPTV</b>  | <b>1,181</b>  | <b>1,006</b>      | <b>2,187</b>  |
| FM translators     | 1,887         | 349               | 2,236         |
| VHF translators    | 2,531         | 76                | 2,607         |
| UHF translators    | 2,323         | 384               | 2,707         |

### CABLE

|                             |            |
|-----------------------------|------------|
| Total subscribers           | 55,786,390 |
| Homes passed                | 92,040,450 |
| Total systems               | 11,254     |
| Household penetration†      | 60.6%      |
| Pay cable penetration/basic | 79%        |

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



# For the Record

As compiled by BROADCASTING from Feb. 17 through Feb. 21 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WDAU(TV) Ozark, AL** (BAPCT920211KK; ch. 34; 500 kw; ant. 1,000 ft.)—Seeks assignment of CP of licensee Judah Broadcasting Systems Inc.; application requests recapitalization of station in order to operate as corporation, and to afford station to convert debt to equity. Licensee is headed by Samuel D. Judah Sr. Judah, who currently controls 100% of licensee, will own 25% of corporate stock; remaining stock is distributed among six local physicians, who will pay \$.10 per share plus cancellation of his outstanding debt claim against station. Filed Feb. 11.

■ **WJTC(TV) Pensacola, FL** (BALCT920213KE; ch. 44; 3,289 kw-V, 328.9 kw-A; ant. 1,493 ft.)—Seeks assignment of license from Channel 44 Ltd. to Mercury Broadcasting Co. Inc. for \$2.25 million. Seller is headed by general partners Robert J. Williamson, Henry D. Vara Jr. and Cara E. Cameron. Vara and Cameron have interests in KSKE-AM-FM Vail, CO, and WAKS(FM) Cape Coral, FL. Williamson is president of licensee of WPTN(AM)-WGSQ(AM) Cookeville, TN. Buyer is headed by Van H. Archer III and was recently granted approval of KMOW(AM)-KEYI-FM Austin-San Marcos, TX, for \$3 million ("For the Record," Jan. 27), and KASN(TV) Pine Bluff, AR ("For the Record," Feb. 3). Filed Feb. 13.

■ **WAVO(AM) Decatur, GA** (BAL920213EC; 1420 khz; 1 kw-D)—Seeks assignment of license from Bible Broadcasting Network Inc. to Curriculum Development Foundation Inc. for \$150,000. Seller, non-profit, non-stock corporation, is headed by Lowell Davey, and recently purchased WSOC(AM) Charlotte, NC ("Changing Hands," Jan. 27). It is also licensee of KPAC(FM) San Antonio, TX; WYFW(FM) Wichita, KS; WYFK(FM) Columbus, WYFA(FM) Waynesboro, WYFS(FM) Savannah and WYFZ(FM) Evans, all Georgia; WYFE-FM Tarpon Springs, WYFB(FM) Gainesville and WYFO(FM) Lakeland, all Florida; WHPE(FM) High Point and WYFL(FM) Henderson, both North Carolina; WYFN(AM) Nashville, WHGG(FM) Knoxville and WYFC(FM) Clinton, all Tennessee; WYFG(FM) Gaffney, WYFH(FM) North Charleston and WYFV(FM) Cayce, all South Carolina; WYFY-FM Fisher, WV; WYFD-FM Decatur, AL, and WYFI(FM) Norfolk, WYFJ(FM) Ashland and WYFT(FM) Luray, all Virginia. Buyer is headed by Paul L. Walker, and is licensee of noncommercial educational WVEV(FM) Cumming, GA. Bill Watkins, director emeritus, controls licensee of WFDR(AM)-WVJF-FM Manchester, GA. Filed Feb. 13.

■ **WYAZ(FM) Lumpkin, GA** (BTCH920204HJ; 99.3 mhz; 50 kw; ant. 150 m.)—Seeks transfer of control of licensee Radio Lumpkin for \$41,044.26, \$31,044 in assumption of liabilities. Seller is Mary A. Butts, and has no other broadcast interests. Buyer is Robert W. Bishop Sr., limited partner in permittee of WVPI(FM) Macon, GA, which has filed application to assign its license to Radio Macon Inc., in which Bishop owns 10% of voting stock. Charles D. Harrell, who owns 12.5% of licensee, also owns 5% of voting stock of Radio Macon Inc. Filed Feb. 4.

■ **WSTT(AM) Thomasville, GA** (BAL920207EG; 730 khz; 5 kw-D, 27 w-N)—Seeks assignment of

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; sur.—aerial; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

license from Southern Broadcasting Co. Inc. to Malren Broadcasting Inc. for \$30,000. Seller is headed by Paul Stone, and is also licensee of WSNI(FM) Thomasville, GA, and WPAP(FM) Panama City, FL. Stone has interests in WTSH(AM) Rome, WZOT(AM)-WTSH-FM Rockmart and WGMG(FM) Crawford, all Georgia. Buyer is headed by Leonard R. Warren, Raymond N. Malcolm, 50% stockholder of assignee, is also 50% stockholder of licensee of WTAL(AM) Tallahassee, FL. Filed Feb. 7.

■ **WKRO(AM) Cairo, IL** (BAL920210EA; 1490 khz; 1 kw-U)—Seeks assignment of license from WKRO Inc. to William T. Crain; asset purchase agreement will be filed as amendment in near future. Seller is headed by Dan A. Mohler, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 10.

■ **WIOK(FM) Falmouth, KY** (BALH920211GG; 95.3 mhz; 610 w; ant. 695 ft.)—Seeks assignment of license from Amber Broadcasting Corp. to Ragle Broadcasting Inc. for \$100,000 plus assumption of liabilities. Seller is headed by Burr Travis and has no other broadcast interests. Buyer is headed by Gerald A. Ragle, and has no other broadcast interests. Filed Feb. 11.

■ **WIXC(FM) Essexville, MI** (BAPH920210GK; 97.3 mhz; 3 kw; ant. 100 m.)—Seeks assignment of CP from MW Bay Inc. to WIXC Ltd, limited partnership between MW Bay Inc. and Family Radio Inc. for purpose of constructing and operating station. Family Radio Inc. and MW Bay Inc. will be contributing \$275,000 and \$395,000, respectively, as initial capital contributions. MW Bay Inc. is headed by Geary Morrill. Family Radio is headed by Richard T. Record. Certain principals of MW Bay are also principals in Family Radio. Philip Fisher, principal of both companies, has interests in licensee of WOSH(AM)-WGMV(FM) Oshkosh, WI. Filed Feb. 10.

■ **WAAH(FM) Houghton, MI** (BAPH920204HK; 102.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from WAAH Acquisition Partnership to Houghton Radio Group of NC Inc., creditor in possession, for no cash consideration; asset transfer pursuant to default judgment issued by Michigan District Court for County of Houghton. Seller is headed by general partners Ralph M. Savage and Eugene White, and has no other broadcast interests. Buyer is headed by George R. Parrish II, and has no other broadcast interests. Filed Feb. 4.

■ **KXPO-AM-FM Grafton, ND** (AM: BTC920207EE; 1340 khz; 1 kw-U; FM: BTCH920207EF; 100.9 mhz; 3 kw; ant. 125 ft.)—Seeks transfer of control between partners of licensee KGPC Co. for \$280,522 (\$263,522 in assumption of debt). Sellers

are Marlin T. Obie, Robert M. Obie and Randy J. Obie, selling (collectively) their 50% of station. Robert M. Obie owns KRWB(AM) Roseau, MN. Buyers are Delhart D. and Judith F. Nygard, husband and wife. Delhart Nygard is 50% voting shareholder in KZZJ(AM) Rugby, ND. Filed Feb. 7.

■ **WMPA(FM) Mansfield, PA** (BAPH920211GH; 92.3 mhz; 417 w; ant. 866 ft.)—Seeks assignment of CP from Jennifer Lamb to Penn Central Broadcasting Inc. for \$3,000. Seller has no other broadcast interests. Buyer is headed by Harold G. Fulmer III, who is 100% shareholder of licensees of WMIM(AM)-WSPI-FM Mt. Carmel-Shamokin, WMHU(FM) Renovo, WKHL-AM-FM Hughesville-Salladasburg, WXKU(AM)-WQXA(FM) York, WXKW(AM) Allentown, WMGH(AM) Tamaqua, and WLSH(AM) Lansford, all Pennsylvania, and LPTV W09BL Williamsport, PA. Filed Feb. 11.

■ **WRXR(FM) Aiken, SC** (BALH920205HR; 96.3 mhz; 50 kw; ant. 699 ft.)—Seeks assignment of license from Guardian Corporation to J & L Broadcasting Inc. for \$1.5 million, \$900,000 in assumption of liabilities ("Changing Hands," Feb. 17). 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 has interests in WHYN-AM-FM Springfield, MA; WFBM(AM)-WKFM(FM) Syracuse-Fulton, NY; WSRZ-FM Sarasota, FL; WWBB(FM) Providence, RI; WWKY(AM)-WVEZ-FM Louisville, KY; KKNQ(FM) Oklahoma City, and WNVZ(FM) Norfolk, VA. Filed Feb. 5.

■ **KVSR(FM) Rapid City, SD** (BALH920204HX; 97.9 mhz; 100 kw; ant. 390 ft.)—Seeks assignment of license from Donald A. Swanson to Fischer Broadcasting Partners; asset purchase agreement will be filed as amendment in near future. Buyer is owned by partners Robert K. and Rita D. Fischer, husband and wife, and has no other broadcast interests. Filed Feb. 4.

■ **WYPE(FM) Smyrna, TN** (BAPH920205HS; 94.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Smyrna Broadcasting Corp. to Tuned In Broadcasting Inc. for \$75,000. Seller is headed by Jack Bursack, and is also licensee of WSVT(AM) Smyrna, TN; permittee of KKLK(FM) San Angelo and licensee of KFXJ(FM) Abilene, both Texas. Buyer is headed by Alden Horton III, and is also general manager of WRLT-FM Nashville, TN. Filed Feb. 5.

■ **KSTB(AM) Breckenridge, TX** (BAL920207EA; 1430 khz; 1 kw-D)—Seeks assignment of license from Breckenridge Broadcasting Co. to Buckaroo Broadcasting Inc. for \$100,000. Seller is headed by Owen Woodward, and has no other broadcast interests. Buyer is headed by William W. Jamar, and has interests in licensees of KBWD(AM)-KOXE(FM) Brownwood, KSNY-AM-FM Snyder, KOKE(FM) Giddings and KCRM(FM) Cameron, all Texas. Filed Feb. 7.

■ **KWOL(FM) Dishman, WA** (BAPH920204HI; 106.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Great Scott Broadcasting to Vera Broadcasting for \$20,000. Seller is headed by Faye Scott, and recently sold KXDE(FM) Merced, CA ("For the Record," Nov. 18, 1991). It is also licensee of WPAZ(AM) Pottstown, WCHR(AM) Yardley and WKST-AM-FM New Castle, all Pennsylvania; WTTM(AM) Trenton, NJ; WMBO(AM)-WPCX(FM) Auburn, NY, and WSSR(AM)-WZBH(FM) Georgetown, DE. Buyer is headed by John D. Toms, and is licensee of FM translator K28DZ Spokane, WA. Filed Feb. 4.

### Actions

■ **KCFA(AM) Eagle River, AK** (BAL911219EA; 1020 khz; 10 kw-U)—Granted assignment of license from Arctic Broadcasting Association to Pre-

vailing Word Broadcasting Inc. for \$100,000. Seller is headed by Paul E. Larsen, and is licensee of KICY-AM-FM Nome and KYKD(FM) Bethel, both Alaska. Buyer is headed by Bernard Smalls, and has no other broadcast interests. Action Feb. 10.

■ **KBIQ(FM) Fountain, CO** (BALH911203HL; 96.1 mhz; 14 kw; ant. 603 ft.)—Granted assignment of license from Hubbard Broadcasting Inc. to The Word in Music Inc.; as consideration, assignee will enter employment agreement to provide assistance and advice in construction and operation of station. Seller is headed by Carolyn D. Hubbard, and has no other broadcast interests. Buyer is headed by David Burdine, et al, and is also licensee of KSLT(FM) Spearfish, SD. It holds CP's for KTSL(FM) Spokane, WA, and KLTE(FM) Kirksville, MO. Action Feb. 5.

■ **WQBN(AM) Temple Terrace (Tampa-St. Petersburg), FL** (BTC911231EI; 1300 khz; 5 kw-D, 1 kw-N)—Granted transfer of control from WTYM Radio Inc. to Hispanic Broadcasting Systems Inc. for \$685,305, assumption of debt. Sellers are Frank S. DeTillio, Jacob M. Buchman and estate of George W. Harvey Jr., and has no other broadcast interests. Buyer is headed by Ignacio A. Baez, and has no other broadcast interests. Action Feb. 11.

■ **WULF(AM)-WKXH-FM Alma, GA** (AM: BAL911226HT; 1400 khz; 1 kw-U; FM: BAPLH911226HU; 95.9 mhz; 1.9 kw; ant. 397 ft.)—Granted assignment of license from Queen City Broadcasting System Inc. to The Hays Group Inc. for \$427,552 ("Changing Hands," Jan. 6). Seller is headed by John Wiggins, who recently purchased KDXR(FM) Borger (Amarillo), TX ("Changing Hands," Dec. 23). Wiggins has interests in WWFN(FM) Florence, SC, WKZF(FM) Bayboro, NC, and WNKX(FM) Centerville, TN. Buyer is headed by Paige Peary, and also owns WPSO(AM) New Port Richey, FL. Action Feb. 11.

■ **KRXK-AM-FM Rexburg, ID** (AM: BAL911226ED; 1230 khz; 1 kw-U; FM: BAPLH911226EE; 98.1 mhz; 3 kw; ant. 356 ft.)—Granted assignment of license from Illico Inc. to Communicast Consultants Inc. for \$115,000. Seller is headed by Don Ellis, and has no other broadcast interests. Buyer is headed by Dean Judd. Principals in Buyer also hold minority interests in The Great Stock Co., licensee of KFMV(AM)-KZOL(FM) Provo, UT. Action Feb. 10.

■ **WPXN(FM) Paxton, IL** (BTCH911121HP; 104.9 mhz; 3 kw; ant. 298 ft.)—Granted transfer of control within licensee Paxton Broadcasting Corp. for \$30,000. Sellers are David Blumer and Catherine Blumer, transferring all of their 50.5% ownership interest (jointly held). Buyers are Daniel C. and Sandra L. Daugherty, husband and wife, and Joel C. and Lori A. Cluver, husband and wife. Daniel Daugherty is sales manager of WPXN; he and Sandra Daugherty jointly own 24.75% of stock of Paxton Broadcasting. Joel Cluver is program director of WPXN; he and Lori Cluver jointly own 24.75% of stock of Paxton Broadcasting Corp. Action Feb. 12.

■ **KGLA(AM) Gretna, LA** (BAL911218EA; 1540 khz; 500 w-D)—Granted assignment of license from West Jefferson Broadcasting Inc. to CBC Inc. for \$300,000 ("Changing Hands," Jan. 6). Seller is headed by Ralph M. Hartwell II, and has no other broadcast interests. Buyer is headed by Ernesto Schweikert III, and has no other broadcast interests. Action Feb. 11.

■ **WBOS(FM) Brookline (Boston), MA** (BALH911118GW; 92.9 mhz; ant. 1,100 ft.)—Granted assignment of license from Ackertley Communications of Massachusetts Inc. to GCI Boston Inc. for estimated \$9 million ("Changing Hands," Nov. 25). Seller is headed by Barry Ackertley, and owns KGET(TV) Bakersfield and KCBA(TV) Salinas, both California; KKT(TV) Colorado Springs; WAXY(FM) Fort Lauderdale, FL; WIXT(TV) Syracuse, NY; KFXJ(AM) Oregon City and KGON(FM) Portland, both Oregon, and KVOS-TV Bellingham and KJR(AM)-KLT(X)(FM) Seattle, both Washington. Action Feb. 5.

■ **\*WNFA(FM) Port Huron, MI** (BTCED911007HL; 88.3 mhz; 1.3 kw; ant. 227 ft.)—Granted transfer of

control within licensee Ross Bible Church. Application serves to reflect board member replacements; no consideration is involved. Licensee is headed by Eugene Kent, and has no other broadcast interests. Action Feb. 10.

■ **WZQA(AM) Flowood (Jackson), MS** (BAP911106EM; 1240 khz)—Granted assignment of CP from CSB Communications Inc. to PDB Corp. for assumption of debt of \$4,000. Seller is headed by Steven Bunyard, and is also licensee of WKXI(FM) Jackson, MS. Buyer is owned equally by Donald B. Brady and William W. Fulgham. Brady owns WUMI(FM) State College, MS. Fulgham owns KBRA(FM) Freer, TX. Action Feb. 10.

■ **KZOZ(FM) Macon, MO** (BAPH911218GJ; 99.9 mhz; 3 kw; ant. 170 ft.)—Dismissed app. of assignment of CP from KLTM Radio Inc. to Kanza Inc. for \$25,000. Seller is headed by Leland E. Ebert, and is licensee of KLTI(AM) Macon, MO. Buyer is headed by Michael L. Carter, and is licensee of KAO-L(AM)-KMZU(FM) Carrollton and KTRX(FM) Tarkio, both Missouri. Action Feb. 7.

■ **WTZQ(AM) Hendersonville, NC** (BAL911231ED; 1600 khz; 5 kw-D, 500 w-N)—Granted assignment of license from Conner Communications Inc., debtor-in-possession, to United Broadcasting Enterprises Inc. for \$65,000. Seller is headed by Ralph C. Conner, and has no other broadcast interests. Buyer is headed by W. T. Denman III, and is licensee of WISE(AM) Asheville, NC. Action Feb. 12.

■ **WETC(AM) Wendell-Zebulon, NC** (BAL911206EF; 540 khz; 5 kw-D, 500 w-N)—Granted assignment of license from Triangle East Broadcasting Inc. to East Wake Broadcasting Corp. for assumption of debt. Seller is headed by Harry Lee Welch Jr., and has interests in WTIK(AM) Durham, NC. Buyer is headed by Lewis V. Parrish, and has no other broadcast interests. Action Feb. 7.

■ **WLCO(FM) Clyde, OH** (BALH911211GZ; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Family Broadcasting & Communications Corp. to S & S Communications Group Inc. for \$280,000 ("Changing Hands," Jan. 6). Seller is headed by Erasmo Cruz Jr., and has no other broadcast interests. Buyer is headed by Kent D. Smith and David L. Searfoss, and has no other broadcast interests. Action Feb. 7.

■ **WTVE(TV) Reading (Philadelphia), PA** (BTCCT911113KF; ch. 51; 1445 kw-V; 290 kw-A; ant. 774 ft.)—Granted transfer of control from Reading Broadcasting Inc. as debtor-in-possession to Reading Broadcasting Inc., in order to allow Reading to remain in control and in possession of its business throughout reorganization. Reading Broadcasting is headed by Michael Parker, who recently purchased WHRC(TV) Norwell, MA ("Changing Hands," Aug. 12, 1991). Action Feb. 10.

■ **WPHD(FM) Tioga, PA** (BAPH910604HG; 93.3 mhz; 1.65 kw; ant. 430 ft.)—Granted assignment of CP from Susan E. Hartley, executrix of estate of Anita L. Clark, to Kevin M. Fitzgerald for no cash consideration; station is inheritance. Assignor has no other broadcast interests. Assignee owns 13.6% stock of K G Broadcasting Inc., licensee of WKGB-FM Susquehanna, PA. Action Jan. 31.

■ **KKLLK(FM) San Angelo and KFXJ(FM) Abilene, both Texas** (KKLK: BAPH910829HW; 101.9 mhz; 100 kw; ant. 299 ft.; KFXJ: BAPH910829GH; 92.5 mhz; 50 kw; ant. 492 ft.)—Dismissed app. of assignment of CP's from American Indian Broadcast Group Inc. to Rally Hill Productions Inc. for \$335,000. Seller is headed by Lynwood H. Eaton, who has interests in WCOR(AM) Lebanon, TN. Buyer is headed by Pamela M. Smith, and has no other broadcast interests. Action Feb. 6.

■ **KSSQ(AM) Conroe, TX** (BAL911226EL; 1140 khz; 5 kw-D)—Granted assignment of license from Sweeny Broadcasting Co. Inc. to Martin Broadcasting Inc. for \$175,000. Seller is headed by Cecilia G. Benavides, executrix of estate of Baldemar S. Benavides, which is also licensee of KTLK(AM) Lubbock, TX. Buyer is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton, TX. Martin is

81% owner of licensee of KWWJ(AM) Baytown, TX, and 100% owner of licensee of KFIT(AM) Lockhart (Austin), TX. Action Feb. 10.

■ **WXMD(FM) White Sulphur Springs, WV** (BAPH910918GN; 93.3 mhz; 283 w; ant. 1,072 ft.)—Granted assignment of CP from World Media Inc. to Covenant Communications Inc. for \$19,800. Seller is headed by Victor Bosiger, and has no other broadcast interests. Buyer is headed by Freddie T. Steel (100%), and has no other broadcast interests. Action Feb. 7.

## NEW STATIONS

### Applications

■ **Danville, AR** (BPH920210MC)—Susan L. Adair seeks 105.5 mhz; 1.9 kw; ant. 177 m. Address: 6726 South Peoria, Apt. 425, Tulsa, OK 74136. Applicant has no other broadcast interests. Filed Feb. 10.

■ **\*Pittsfield, IL** (BPED920213MA)—Sangamon State University seeks 89.3 mhz; 42 kw; ant. 150 m. Address: South Shepherd Rd., Springfield, IL 62794. Applicant is headed D. Brewster Parker, and is licensee of noncommercial educational WSSU(FM) Springfield, IL. Filed Feb. 13.

■ **\*Belton, SC** (BPED920113ML)—Toccoa Falls College seeks 88.5 mhz; 50 kw; ant. 91 m. Address: Hwy. 17 N, Toccoa Falls, GA 30598. Applicant is headed by Robert S. Biermann, and is licensee of WRAF(FM) Toccoa Falls. WCOP(AM) Warner Robins and WFOM(AM) Marietta, all Georgia. Toccoa Falls College was also granted CP for new noncommercial FM at Belvedere, SC. Filed Jan. 13.

■ **\*Goodman, WI** (BPED920212MA)—School District of Goodman-Armstrong Creek seeks 91.3 mhz; 422 kw-V; ant. 36 m. Address: P.O. Box 160, Goodman, WI 54125. Applicant is headed by David Majewski, and has no other broadcast interests. Filed Feb. 12.

### Actions

■ **Baker, CA** (BPH900607MA)—Granted app. of Baker Broadcasting Co. for 101.5 mhz; 4.6 kw; ant. 393 m. Address: 2322 S. Second Ave., Arcadia, CA 91006. Applicant is headed by general partners Joel T. Saxberg (51%) and Joseph E. Talbot (49%), and has no other broadcast interests. Action Feb. 4.

■ **Vero Beach, FL** (BPH880523MV)—Granted app. of Vero Beach Communications Inc. for 99.7 mhz; 50 kw; ant. 91 ft. Address: 3951 47th St., Vero Beach, FL 32967. Applicant is headed by Christine Sanders, and has no other broadcast interests. Action Feb. 5.

■ **Wallace, ID** (BPH890713MI)—Granted app. of Sam Widge Advtg Ltd. for 100.7 mhz; 52 kw; ant. 791 ft. Address: 321 Montana Ave., Mullan, ID 83846. Applicant has no other broadcast interests. Action Feb. 10.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Scottsdale, AZ** KOPA(AM) 1440 khz—Feb. 12 application of Cook Inlet Radio Partners for CP to correct coordinates: 33 28 43 - 111 56 24.

■ **Honolulu** KLHT(AM) 1040 khz—Feb. 4 application of Calvary Chapel of Honolulu Inc. for CP to change TL to 4.1 km (2.55 miles) SE of Milliani Town, HI, and make changes in antenna system.

■ **Frederick, MD** WQS(AM) 820 khz—Feb. 6 application of Musical Heights Inc. for mod. of CP (BP900216AB) to make changes in antenna system.

■ **Columbus, OH** WOSU(AM) 820 khz—Feb. 11 application of Ohio State University for mod. of CP

(BP810410AC) to augment nighttime standard radiation pattern.

■ **Eugene, OR** KDDBS(AM) 860 khz—Sept. 25, 1991 application of Bjornstad Broadcasting amended to change TL to Goodpasture Island Rd., tax lot 200, Eugene; make changes in antenna system and reduce night power to .215 kw.

#### FM's

■ **Wickenburg, AZ** KRDS-FM 105.3 mhz—Feb. 3 application of Interstate Broadcasting Systems of AZ Inc. for CP to change ERP: 25 kw (H&V); ant.: 412 m.; change to class C1 (per MM docket #90-468).

■ **Mountain Home, AR** KPFFM(FM) 105.5 mhz—Feb. 6 application of Mountain Home Radio Station Inc. for CP to change ERP: 33.4 kw H&V, ant.: 180 m.; TL: 4 km NE of Three Brothers Church, on State Route 5 in Three Brothers, Baxter County, AR, and change class: C2 (per docket #90-598).

■ **Avalon, CA** KOUQ(FM) 92.7 mhz—Jan. 31 application of Catalina Radio Ltd. for mod. of CP (BPH-860529MC - new station) to change ERP: 3 kw H&V; ant. 49 m.; TL: CATV tower near Oro 2, .4 mi. ESE of Avalon.

■ **Fort Bragg, CA** KSAY(FM) 97.7 mhz—Feb. 5 application of Axell Broadcasting for mod. of license (BLH-881121KA) to change frequency to 98.5 mhz (per docket #88-192) and increase ERP to 3.3 kw (per docket #88-375).

■ **Martinez, CA** KOIT-FM 96.5 mhz—Jan. 31 application of Bonneville Holding Co. C/O KOIT(FM), for CP to change antenna system: ERP and service contour (major change).

■ **Merced, CA** KAMB(FM) 101.5 mhz—Feb. 3 application of Central Valley Broadcasting Co. Inc. for CP to change ERP: 16.83 kw (H&V); ant.: 258 m.; TL: atop Schultz Mt., 32.5 km northeast of Central Merced, CA at 62 ft. true.

■ **San Luis Obispo, CA** KWQH(FM) 97.1 mhz—Feb. 3 application of Clamshell Communications Corp. for mod. of CP (BPH-870922MN - new station) to change ERP 4 kw H&V; ant. 263 m.; TL: seven miles west of San Luis Obispo, CA, on Perfuno Canyon Road.

■ **Goulds, FL** WRTO(FM) 98.3 mhz—Jan. 30 application of Licensee Corp. #2 for mod. of CP (BPH-901102IE) to change ant.: 429 m.

■ **Milan, GA** WMCG(FM) 104.9 mhz—Feb. 6 application of Tel-Dodge Broadcasting Co. for CP to change ERP: 38.5 kw H&V, ant.: 167 m.; TL: rural Dodge County, GA; 1.6 km SE of GA 87 at point 12 km south of Eastman, and change class: C2 (per docket #89-418).

■ **Hilo, HI** KAOE(FM) 92.7 mhz—Jan. 29 application of Visionary Related Entertainment Inc. for mod. of CP (841228MH as mod.) to change ERP: 16 kw (H&V); ant.: -48 m.; TL: 2.9 km due south of General Lyman Field at antenna site of KAHU(AM) Hilo; change class to C3.

■ **Newton, IA** KLVN(FM) 95.9 mhz—Jan. 30 application of KCOB(AM)-KLVN(FM) Inc. for mod. of CP to change ERP: 5.1 kw (H&V).

■ **Natchitoches, LA** KDBH-FM 97.7 mhz—Jan. 31 application of Cane River Communications Inc. for CP to change ERP: 11 kw H&V, ant.: 94 m., and change freq.: 97.3 mhz.; and class: C3 (per docket #91-109).

■ **Hampton, NH** WZEA(FM) 102.1 mhz—Dec. 19 application of Jane E. Newman for mod. of CP (BPH-880505OY) to change TL: approx. 22 km NE of intersection of Locust St. and State Rte. 107, Seabrook, NH.

■ **Ripley, OH** WXKD(FM) 99.5 mhz—Feb. 6 application of James P. Gray for mod. of CP (BPH-880114MW) to change ERP: 14.5 kw H&V; TL: on west side of Dutch Ridge Rd., .5 km south of AA Highway; 4.5 km south of Augusta, KY, in Bracken County, and change class: C3 (per docket #90-543).

■ **Taft, OK** KHJM(FM) 100.3 mhz—Jan. 30 application of Taft Broadcasting Inc. for CP to change ERP: 3 kw (H&V); ant.: 143 m.; TL: at Springhill,

5.99 km on bearing 329.8 deg. from Taft, OK.

■ **North East, PA** WRKT(FM) 100.9 mhz—Feb. 4 application of Rinaldo Communications Inc. for CP to change ERP: 4.69 kw (H&V); ant.: 231 m.; TL: west side of Malick Rd., .36 km NW of intersection with Colton Rd., NE, Erie County, PA; change to class B1 (per MM docket #90-595) install directional antenna.

■ **Cookeville, TN** WTTU(FM) 88.5 mhz—Feb. 3 application of Tennessee Technological Univ. for CP to change ERP: 2 kw (H only), ant.: 50 m.; TL: atop plant operations warehouse, corner of North Whitte Ave. and University Drive, Putnam County, Cookeville.

■ **South Boston, VA** WYPA(FM) 95.3 mhz—Jan. 31 application of Virginia Broadcasting Inc. for mod. of CP (BPH-900510MD) to change ERP: 6 kw H&V; ant.: 75 m., and change TL: State Rt. 875 on western edge of South Boston, VA.

■ **Rainelle, WV** WRRL-FM 95.3 mhz—Dec. 6, 1991 application of R-B Company Inc. for license to change channel to 237A (per docket #90-387) and to increase ERP.

#### TV's

■ **Huron, SD** KTTM(TV) ch. 12—Feb. 5 application of Independent Communications Inc. for CP to change ERP: 316 kw; ant.: 259 m.; TL: 19 km southwest of Huron. antenna: Alan Dick Co. Inc. VTA-12H(BT) 44-11-39 - 98-19-05.

■ **Sioux Falls, SD** KTTW(TV) ch. 17—Feb. 5 application of Independent Communications Inc. for mod. of CP (BPCT-891116KI) to change ERP (vis): 196.7 kw; ant.: 151 m.; TL: RR #3, Yankton Rd., South Dakota; antenna: SWRTM-12DA(DA)(BT) 43-29-20 - 96-45-40.

■ **Ashland, VA** WZXC(TV) ch. 65—Dec. 20 application of Christel Broadcasting Inc. for CP to change ERP (vis): 398 kw; ant. 254 m.; TL: off route 652, 2.3 km from route 615; antenna: SWRSWR-SMP12MC65(DA)(BT) 37-44-32 - 77-15-18.

#### Actions

##### AM's

■ **Phoenix, AZ** KOOL(AM) 960 khz—Feb. 13 application of Adams Radio of Phoenix Inc. granted for CP to change TL: SW quarter of NE quarter of section 13; 4 N; R 3 E. Proposed site is .65 km south of Pinnacle Peak Rd.; 62 km west of Phoenix: 33 41 34 - 112 00 09; make changes in antenna system.

■ **Wickenburg, AZ** KTIM(AM) 1250 khz—Feb. 7 application of Circle S Broadcasting Co. Inc. granted for CP to reduce power to 350 watts; make changes in antenna system and change TL: 3.46 km SW of Wickenburg city limits on Vulture Mine Road, and 45 km W of road, Wickenburg. 33 55 32 - 112 47 38.

■ **Kailua, HI** KLEI(AM) 1130 khz—Dec. 10, 1991 application of Carl and Dorothy L. Scheule terminated and call letters deleted.

■ **Inez, KY** WFTJ(AM) Dec. 11, 1991 application of Charles Zimmer and Joel Zimmer terminated and call letters deleted.

■ **Presque Isle, ME** WKZX(AM) 950 khz—Dec. 16, 1991 application of Colonial Broadcasting Company terminated and call letters deleted.

■ **Winston-Salem NC** WBFJ(AM) 1550 khz—Feb. 12 application of Word of Life Broadcasting Inc. granted for CP to correct coordinates to: 36 06 33 - 80 14 44.

■ **Pampa, TX** KPND(AM) 1340 khz—Dec. 23, 1991 application of Top O'Texas Radio terminated and call letters deleted.

■ **Ashland, WI** WATW(AM) 1400 khz—Feb. 10 application of Bay Broadcasting granted for mod. of CP (BP890626AA) to make changes in antenna system (reduce tower height).

##### FM's

■ **Buckeye, AZ** KMJK(FM) 106.9 mhz—Feb. 4 application of Moble Broadcasting Inc. granted for mod. of CP (BPH-880728MZ) to change ERP: 6 kw

(H&V); ant.: 93 m.; TL: atop small hill on Arizona national guard training grounds, Maricopa County, AZ; 8.8 km NNW of Buckeye, Maricopa County, AZ; on bearing of 352.28 degrees true.

■ **Camarillo, CA** KELF(FM) 95.9 mhz—Feb. 11 application of Golden Bear Broadcasting Inc. granted for CP to change ant.: 248 m.; class B1; TL: 1.5 km north of city of Ventura, CA.

■ **Morgan Hill, CA** KSQQ(FM) 96.1 mhz—Feb. 12 application of Coyote Communications Inc. granted for CP to change ERP: 1 kw (H&V).

■ **Oakdale, CA** KDJK(FM) 95.1 mhz—Feb. 13 application of Goldrush Broadcasting Inc. granted for CP to change ERP: 16 kw H&V; ant.: 267 m.; TL: Rushing Mountain, rural area 5.6 miles east of Knights Ferry, and 1.5 miles south of Hwy. 108-120, Tuolumne County, CA, DA antenna.

■ **Pacific Grove, CA** KAZU(FM) 90.3 mhz—Feb. 11 application of Monterey Bay Public Broadcasting Foundation Inc. granted for CP to change antenna site coordinates: 36 33 09 - 121 47 17.

■ **Taft, CA** KMYX-FM 103.9 mhz—Feb. 10 application of Bakersfield Radio Partners Ltd. denied for mod. of CP to relocate main studio outside of community of license to 333 Palmer Drive, Bakersfield, CA. (erratum corrects prefix and description).

■ **Vacaville, CA** KUIC(FM) 95.3 mhz—Feb. 10 application of Quick Broadcasting Inc. granted for CP to change ERP: .594 kw H&V; ant.: 594 m.; TL: Mt. Vaca, 11.3 km NW of Vacaville, CA.; class B1.

■ **Goulds, FL** WRTO(FM) 98.3 mhz—Feb. 11 application of Licensee Corp. #2 granted for mod. of CP (BPH-901102IE) to change ant.: 429 m.

■ **Roanoke, IN** WQTX(FM) 94.1 mhz—Feb. 11 application of Judith A. Selby granted for mod. of CP (BPH-880107MG) to change ERP: 2.2 kw H&V; ant.: 117 m.; TL: west side of Rt 69, approx. 1000 ft. from intersection of Rt 69 and Lower Huntington Rd.

■ **Grand Rapids, MI** WXJL(FM) 98.7 mhz—Feb. 6 application of Haith Broadcasting Corp. granted for mod. of CP (BPH-860507PT) to change frequency: 98.7 mhz; ERP: 2.75 kw (H&V), ant.: 150 m.; TL: Cordes Avenue, .35 km north of 4 Mile Rd., .8 km west of Cornstock Park, Kent CO., MI.

■ **Macon, MO** KZOX(FM) 99.9 mhz—Feb. 14 application of KLTM Radio Inc., CP for new FM, ERP: 3 kw (H&V); ant.: 52 m.; TL: 2 miles south of Macon on Highway 63: 39 42 34 - 92 27 50; CP is forfeited and cancelled, call letters deleted.

■ **Keene, NH** WKNE-FM 103.7 mhz—Feb. 12 application of LB New Hampshire Inc. granted for CP to change ERP: 12.2 kw H&V, ant.: 302 m.; TL: Derry Hill, NNW of Keene. Informal objection is hereby dismissed as moot.

■ **Stillwater, NY** WSSV(FM) 101.3 mhz—Feb. 6 application of The Voice of Saratoga Inc. granted for CP to change ERP: 3.66 kw (H&V); ant.: 126 m.; TL: approx. 1 km east of Ketchums Corners, IN. Stillwater Town, Saratoga County, NY.

■ **Athens, OH** WXTQ(FM) 105.5 mhz—Feb. 6 application of WATH Inc. dismissed for CP to change freq: 105.7 mhz; (per MM docket #86-29) ERP: 19.9 kw H&V; ant.: 100 m.; class: B1 (per MM docket #86-29); pet. to deny dismissed as moot 2-6-92.

■ **Milton-Freewater OR** KLUB(FM) 97.9 mhz—Feb. 12 application of Nanette Markunas granted for mod. of CP (BPH-860918MT as mod.) to change ERP: 5.1 kw (H&V); ant.: 215 m.; TL: Microwave Hill, Duroc, OR; .3 mi. west of Duroc grain elevator; change to class C3 (per MM docket #89-203).

■ **Ravenel, SC** WMGL(FM) 101.7 mhz—Feb. 12 application of Milcom Inc. granted for mod. of CP (BPH-900112ID) to change ERP: 6.5 kw (H&V); ant.: 129 m.; change from class C2 to class C3.

■ **Pierre, SD** KLXS-FM 95.3 mhz—Feb. 11 application of Sorenson Broadcasting granted for CP to change ERP: 50 kw (H&V). TL: Cedar Hill Rd., 2.9 km NW of Fort Pierre, Stanley County, SD, change to channel 237C2 (per docket #89-181).

■ **Canyon, TX** KAKS-FM 107.9 mhz—Feb. 6 application of Heritage Communications Corp. granted for mod. of CP (BPH-830419A) as mod.) to change ant.: 418 m. and TL: 6.3 km NE (53 degrees true) of Bushland, Potter County, TX.

■ **Corpus Christi, TX** KBSO(FM) 94.7 mhz—Feb. 4 application of Reina Broadcasting Inc. granted for mod. of CP (BPH-880310NV) to change ant.: 87 m. and TL: .25 mi. southeast of Rand Morgan Rd. on southbound access road of Hgwy 37, Corpus Christi.

■ **Livingston, TX** KETX-FM 92.1 mhz—Feb. 14 application of Polk County Broadcasting Co. returned 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.

■ **Wenatchee, WA** KSSY(FM) 104.9 mhz—Feb. 6 application of Big Apple Broadcasting Inc. granted for CP to change ERP: 6.1 kw (H&V); ant.: 403.2 m., (erratum to correct prefix and description).

■ **Ravenswood, WV** WRZZ(FM) 106.1 mhz—Feb. 7 application of Mediacom Inc. granted for mod. of license to increase ERP: 1.84 kw (per MM docket #88-375).

posed substituting channel 295C3 for channel 296A at Dumas and modifying license of KXFE(FM) accordingly; proposed substituting channel 287A for channel 295A at Marianna. Comments due April 6, replies April 21. (MM docket 92-22, by NPRM [DA 92-151] adopted February 4 by Assistant Chief, Allocations Branch.)

■ **Shingle Springs and Quincy, both California** Proposed substituting channel 270B for channel 270B1 at Shingle Springs, and modifying license of KLIQ(FM) accordingly; and substituting channel 271A for channel 271C2 at Quincy, and modifying license of KQNC(FM) accordingly. Comments are due April 3, replies April 20. (MM docket 92-20 by NPRM [DA 92-139] adopted February 3 by Assistant Chief, Allocations Branch.)

■ **Poipu, HI** Proposed allotting channel 240A to Poipu as its first broadcast service. Comments are due March 30, replies April 14. (MM docket 92-15 by NPRM [DA 92-105] adopted January 27 by Assistant Chief, Allocations Branch, Mass Media Bureau.)

■ **Atlantic, Audubon, Fairfield, Hudson and Newton, all Iowa** Effective March 30, allotted channel 243C1 to Audubon and channel 241A to Hudson. Filing window: March 31-April 30. (MM docket 89-379, by R&O [DA 92-153] adopted February 5 by assistant Chief, Allocations Branch.);

■ **Cave City and Radcliff, both Kentucky, and Santa Claus, IN** Proposed substituting channel 278C3 for channel 278A at Radcliff and modifying CP of W&B Broadcasting Inc. accordingly. Comments due April 6, replies April 21. (MM docket 92-21, by NPRM [DA 92-146] adopted February 4 by Assistant Chief, Allocations Branch.)

■ **Hazard, Hyden and London, all Kentucky** Proposed substituting channel 222C3 for channel 223A at London and modification of CP for WYGE(FM)

accordingly; substituting channel 284A for channel 222A at Hyden and channel 223A for channel 284A at Hazard; ordered channel WJMD(FM), channel 284A, Hazard, to show cause why its license should not be modified to specify operation on channel 223A; ordered WZQQ(FM), channel 222A, Hyden, to show cause why its license should not be modified to specify operation on channel 284A. Comments due April 6, replies April 21. (MM docket 92-23, by NPRM [DA 92-154] adopted February 5 by Assistant Chief, Allocations Branch.)

■ **Fort Kent, ME** Effective March 30, allotted channel 293C3 and reserved it for noncommercial use. Filing window: March 31-April 30. (MM docket 91-268, by R&O [DA 92-145] adopted February 4 by Assistant Chief, Allocations Branch.)

■ **Memphis, MO** Proposed substituting channel 263C3 for channel 263A, and modifying license of KMEM(FM) accordingly. Comments are due April 3, replies April 20. (MM docket 92-19 by NPRM [DA 92-127] adopted January 31 by Assistant Chief, Allocations Branch.)

■ **Virginia City, NV, and South Lake Tahoe, Sutter Creek, and Quincy, all California** Effective March 27, substituted channel 275C for channel 275C2 at South Lake Tahoe, CA, and conditionally modified license of KZFF accordingly; and substituted channel 240A for channel 276A at Quincy, CA, and conditionally modified construction permit of KNLF accordingly. (MM docket 89-402 by R&O [DA 92-104] adopted January 27 by Chief, Allocations Branch.)

■ **Cottage Grove and Brownsville, both Oregon** Effective March 30, allotted channel 263A to Cottage Grove; allotted channel 272C1 to Brownsville and modified CP of KGAL-FM accordingly. Filing window: March 31-April 30. (MM docket 90-494, by R&O [DA 92-152] adopted February 4 by Assistant Chief, Allocations Branch.)

## ALLOCATIONS

■ **Holbrook, AZ** Effective March 27, substituted channel 221C1 for channel 221A, and conditionally modified construction permit of KZUA(FM) accordingly. (MM docket 91-128 by R&O [FCC 92-140] adopted February 3 by Assistant Chief, Allocations Branch, Mass Media Bureau.)

■ **Dumas and Marianna, both Arkansas** Pro-

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■ **Franklin, TX** Effective March 30, substituted channel 270C3 for channel 270A; modified CP of KPXQ(FM) accordingly. Filing window: March 31-April 30. (MM docket 91-275, by R&O [DA 92-158] adopted February 5 by Assistant Chief, Allocations Branch.)

## ACTIONS

■ **Avalon, CA** Reinstated Es Posible Minority Media Telecommunications Inc., as comparative winner in Avalon, CA, UHF proceeding; will require explicit resignation pledge from local broadcasters seeking integration credit. (MM Docket 86-173, by MO&O [FCC 92-46] adopted February 3 by the Commission.)

■ **Sebastopol, CA** Denied Apple Communications review of staff decision returning as not sufficient to tender its application for new FM on channel 229A. (By MO&O [FCC 92-54] adopted February 10 by the Commission.)

■ **Arcadia, FL** Denied Gulf Dunes Broadcasting Inc., current licensee of WOKD(AM)-WXKT(FM) Arcadia, FL, reconsideration of imposed license renewal conditions; in separate action ordered Dakos Broadcasting, former licensee of stations, to pay \$18,000 forfeiture for EEO violations. (Report MM-576, Mass Media Action, by the Commission January 31 by MO&O [FCC 92-45].)

■ **Zebulon, GA** Dismissed request by Design Media Inc. for review of decision by Administrative Law Judge granting in proceeding for new FM on channel 223A at Zebulon, GA. (MM docket 91-184 by MO&O [FCC 92R-15] adopted February 3 by Review Board.)

■ **Noblesville, IN** Accepted amendment to application of Broadcast Communications Inc., in proceeding involving four competing applications for new FM on channel 230A. (MM docket #90-94, by Order [FCC 92R-11] adopted January 22 by Review Board.)

■ **Lawrenceburg, KY** Granted application of Finley Willis, Jr. for new FM on channel 271A; denied competing applications of MTW Communications and Anderson Broadcasting Company Ltd. (MM docket 90-271 by Initial Decision [FCC 92D-5] issued January 27 by ALJ Walter C. Miller.)

■ **Lexington and Paris, both Kentucky** Renewed licenses of WLXG(AM) and WCOZ(FM) Lexington, KY. (By MO&O [FCC 91-430] adopted December 30 by Commission.)

■ **Midway, KY** Granted application for review filed by Herbert Regenstreif, applicant for new FM, after finding that Midway Communications Ltd. competing applicant had not met its burden of showing that it had filed with Commission timely appeal of Administrative Law Judge's earlier order dismissing its application. (MM docket #89-544, Report DC-2054, action by Commission February 10 by MO&O [FCC 92-53].)

■ **Shreveport, LA** Upheld Review Board decision dismissing application of Innovative Women's Media Association for new FM on channel 275C2. (MM docket #88-524, Report DC-2048, action by Commission February 6 by Order [FCC 92-51].)

■ **Keene and Durham, both New Hampshire, and Boston** Denied reasonable access complaints by Michael Steven Levinson against noncommercial education stations WENH-TV Durham, WEKW-TV Keene and WGBH-TV, Boston. (By Letter adopted February 12 by Chief, Fairness Political Programming Branch, Mass Media Bureau.)

■ **Avalon, NJ** Granted license renewal application of Group Six Communications Inc. for WWOC-FM Avalon, NJ, subject to reporting conditions and notified licensee of apparent liability for forfeiture for \$20,000 for EEO violations. (By MO&O and NAL [FCC 92-64] adopted February 13 by Commission.)

■ **Lenoir, NC** Denied R. Donnie Goodale reconsideration of dismissal of his application for new FM. (Report MM-570, Mass Media Action, by Commis-

sion February 6 by MO&O [FCC 92-49].)

■ **Shawnee, OK** Dismissed petition by Cyrus V. Edwards for court review and reversal of ruling in proceeding involving two competing applications for new FM on channel 236C Shawnee. (MM docket 90-168, by MO&O [FCC 92R-12] adopted January 22 by Review Board.)

■ **Monticello, ME** Upheld Initial Decision denying application of Weiner Broadcasting Co. for new International Broadcast Station. (MM docket #90-243, by Decision [FCC 92R-8] adopted January 17 by Review Board.)

■ **Ocean Pines, MD** Denied Ocean Pines Broadcasting Associates' review of decision by Mass Media Bureau to dismiss its application for new FM on channel 246A. Application was dismissed by Bureau for failure to include data for three of required eight radials in computing its antenna height above average terrain. (By Commission January 23 by MO&O [FCC 92-34], Report MM-567, Mass Media Action.)

■ **Midway, KY** Dismissed application of Midway Communications for new FM. (MM Docket 89-544, by MO&O [FCC 92-53] adopted February 10 by Commission.)

■ **Syracuse, NY** Dismissed with prejudice applications of Marc A. Albert and Taylor Communications of Syracuse Inc. for new FM on channel 290A. (MM docket #89-311 by Order [FCC 92R-7] adopted January 17 by Review Board.)

■ **Lebanon, OH** Granted application of McMurray Communications for new FM station on channel 247A; denied two competing applications. (MM Docket 90-344, by ID [FCC 92D-12] issued February 12 by ALJ Joseph Chachkin.)

## CALL LETTERS

### Applications

#### Existing FM's

KHWK(FM) KPAH Western Adventure Radio Network; Tonopah, NV  
 WSCA(FM) WTUB TC-C. Arlyce Posey (VBX Commun. Inc.); Georgetown, SC  
 WXCH(FM) WRIP Dearborn County Broadcasters Inc.; Versailles, IN

#### Grants

#### New AM

KVSF(AM) Enchantment Media Inc.; Santa Fe, NM

#### New FM's

KPNO(FM) The Praise Network Inc.; Norfolk, NE  
 KWYA(FM) Rey-Cel Broadcasting Ltd.  
 WNPC-FM WNPC Inc.; Newport, TN  
 WQXC(FM) Notre Dame College; Manchester, NH  
 WXEA(FM) Roundtree-Carver Enterprises; Broxton, GA  
 WXEB(FM) Vector Broadcasting Inc.; Chateaugay, NY  
 WXEC(FM) Berry Radio Company; Nekoosa, WI  
 WXED(FM) Northstar Broadcasting Corp.; Morristown, NY  
 WXEF(FM) Millbrook Superior Broadcasting Ltd.; Millbrook, AL  
 WXTM(FM) Larry Fishman; Monticello, NY

#### New TV's

KTRG(TV) Republic Broadcasting Company; Del Rio, TX  
 KWYB(TV) CTN Butte Inc.; Butte, MT

#### New International

WRMI(Int'l) Radio Miami International; Miami

### Existing AM's

KLUP(AM) KISS Adams Radio of San Antonio Inc.; Terrell Hills, TX  
 KMCL(AM) KZID Idaho Heartland Broadcasting Inc.; McCall, ID  
 KZUS(AM) KTDO AGPAL Broadcasting Inc.; Toledo, OR  
 WBZT(AM) WPBG Atlantic Broadcasting Corp.; West Palm Beach, FL  
 WDJX(AM) WXLN Stoner Broadcasting System Inc.; Louisville, KY  
 WHBY(AM) WYNE Woodward Communications Inc.; Kimberly, WI  
 WSDM(AM) WBZL Equity One Media Partners; Brazil, IN

### Existing FM's

KGLD(FM) KROZ Rose Communications Inc.; Tyler, TX  
 KINE-FM KHFX RLS Radio Inc.; Honolulu  
 KMBV(FM) KNAV McCullen Broadcasting Company; Navasota, TX  
 KMCL-FM KMCL Idaho Heartland Broadcasting Inc.; McCall, ID  
 KRCI(FM) KOUG Catalina Radio Ltd.; Avalon, CA  
 KRXX(FM) KLXK Entertainment Communications Inc.; Minneapolis  
 KSET(FM) KAMA-FM Dunn Broadcasting Company; El Paso, TX  
 KTSW(FM) KQEJ Southwest Broadcasting of New Braunfels Inc.; New Braunfels, TX  
 KZQQ-FM KRPN Kargo Broadcasting Inc.; Roy, UT  
 KZUS-FM KZUS AGPAL Broadcasting Inc.; Toledo, OR  
 KZZP(FM) KNVR Paradise Broadcasting Inc.; Paradise, CA  
 WCMM(FM) WTIQ-FM WSHN Inc.; Gulliver, MI  
 WDJX-FM WDJX Stoner Broadcasting System Inc.; Louisville, KY  
 WJWV(FM) WYHD Georgia Public Telecommun. Commission; Fort Gaines, GA  
 WKDW-FM WSGM Clark Broadcasting Company; Staunton, VA  
 WKLK-FM KOUV WKLK Inc.; Cloquet, MN  
 WTRB-FM WYHF T/R Lauderdale Broadcasting Company; Ripley, TN  
 WVRI(FM) WSTF WSTF FM Inc.; Cocoa Beach, FL  
 WYEZ(FM) WMJC WMRI Inc.; Bremen, IN  
 WYZM(FM) WIMN Dale A. Ganske; Waunakee, WI

### Existing TV's

KEBN(TV) KUTF Communications Programming Agency Inc.; Salem, OR  
 WEOU(TV) WWRD Channel 30 Telecasters Ltd.; Wilson, NC

### Clarifications

KZAP(AM) KLUC Nationwide Communications Inc.; Las Vegas, NV  
 WLMD(FM) WSRQ Larry M. Derry; Bushnell, IL

### Rescissions

KZPP(TV) Delta Broadcasting of Louisiana, Ltd.; New Orleans  
 WWIU(FM) Vision Communications Inc.; Roanoke, VA

### Withdrawals

WCRJ(AM) WFKB Milligan College; Colonial Heights, TN

## DANIEL RAY MASON

If Dan Mason's broadcast career were optioned for a Hollywood movie, the prospective title could well be *I Was a Teenage Radio Hound*. "Just like any American teenager who grew up in the 1960's, the music drew me to the radio," Mason explains. "I was always winning contests on radio stations, including a (rained-out) trip to see the Beatles perform at Coney Island. I won so often that one disk jockey announced on the air that no one from my street could win anymore."

Mason's high school days of reading newspaper clippings and ads between records he spun on his phonograph led him to major in broadcasting at Eastern Kentucky University, where the college's eclectic radio station afforded him ample opportunity to hone his on-air voice and programing ear. While pursuing his degree he found jobs at various radio stations, including a weekend gig at a beautiful-music facility 150 miles away. "I would have worked any place, any time, as long as I could get there within a day's drive," he recalls.

Following graduation, Mason's quest for "air space" landed him his first programing job, at WZGC(FM) Atlanta. The station was owned by First Media (now Cook Inlet), and Mason credits the innovative, product-oriented management practiced at First Media for giving him—and other group program directors—the encouragement to aspire to station management positions. "They operated on the Gordon McClendon principle of management," he explains. "McClendon believed in putting a lot of programing people in managerial positions, operating on the theory that if you have good ratings then revenue will follow." While Mason is quick to point out that Cook Inlet's GM's come from both programing and sales, he does admit that "we go out and seek out great programers who want to become managers."

Mason considers himself a "bottom-up" manager who depends on the input of everyone within the company



for innovation. He believes that mistakes generally are made when the wrong people come up with the wrong ideas, which most often occurs when management doesn't understand the

complex, constant changes that evolve in a market. "Radio stations seem to have a specific life cycle, and it's inevitable, with all the changes that take place in a market, that things ultimately are going to break down," he explains. "The real strength of a management team is how quickly it can bring a station back when it does break down." Mason cites the example of Cook Inlet's KFMK(FM) Houston, which, suffering from market fatigue, changed format last April and by December was turning a profit. "Some companies ride a negative cash flow for months, even years," he says.

Mason has long subscribed to product-first operation. We put a lot of money into our people, because we believe they're our strongest asset... "We believe that everyone at the radio

station can play on the team, and we probably spend more time visiting with the staff than we do talking with the GM's."

Cook Inlet Radio is but one of many holdings of Cook Inlet Regional Incorporated, one of 13 regional corporations established by Congress under the 1971 Alaska Native Claims Act and privately held by some 6500 Aleut, Eskimo and Athabaskan shareholders. The company currently operates stations in seven major radio markets, most of them highly profitable. And while Mason lauds his company's reputation for turning a profit—realizing an average 40% profit margin over the last 10 years—he believes Cook Inlet's success stems largely from decentralized operations. Aside from fundamental accounting functions, each station operates on its own, from the color of its wall hangings to the broad spectrum of people it hires.

Despite a relatively healthy bottom

line in a period of economic sluggishness—and industry financial woes—Mason is anticipating further growth of the company "when the economy changes." Cook's past practice of purchasing turnaround properties has worked well over the years but, despite a string of successes, broadcast-stung banks currently are avoiding such risk-loaded opportunities, Mason

laments. "When the current financial climate changes, I see our company again doing what we have always done, buying non-cash flowing properties and trying to create an upside—and taking advantage of that upside."

The greatest "upside" of all, Mason concludes, is "knowing everyone in a company by their name. If a large company can achieve a small-company mentality, that is a beautiful thing." ■

**President, Cook Inlet Radio, Greenbelt, Md.; b. April 26, 1951, Louisville, Ky.; B.A. broadcasting, Eastern Kentucky University, Richmond, Ky., 1973; program director, wzec(fm) Atlanta, 1974; program director wzec-am-fm, 1977; national program director, First Media, 1977; vice president/general manager KSA(AM)-KTFM(FM) San Antonio, 1979; general manager, KFMK(FM) Houston, 1980; executive vice president, First Media, 1984; current position since 1988; m. Patricia Robinson, August 10, 1974; children: Daniel, 15; Jonathon, 7.**

# Fates Fortunes

## MEDIA

**James R. Sefert**, president, Cosmos Broadcasting Corp., Greenville, S.C., named chairman. **James M. Keelor**, VP, operations, Cosmos Broadcasting, named president.

**C. Thomas Faulders III**, senior VP, business marketing, MCI Corp., joins COMSAT Corp., Washington, as VP and chief financial officer, succeeding **Robert J. Perry**, who remains as VP and senior adviser.

**Scott C. Marden**, partner, media and communications group, Wertheim Schroder & Co., joins Bear, Stearns & Co. Inc. investment banking firm, New York, as senior managing director.

**George Noel**, director of operations, United Artists Cable Corp., named general manager of East San Fernando Valley, Calif., system.

**Chesley Maddox**, principal, Chesley Maddox Associates, joins Metroplex Communications radio group owner, Cleveland, as chief financial officer.

**Jim Pidcock**, VP and general manager, WFEA(AM)-WZID(FM) Manchester, N.H., joins KKOZ-AM-FM Albuquerque in same capacity.

**Bernie Armstrong**, sales manager, KHON-TV Honolulu, joins KORL(AM) there as VP and general manager.

## SALES AND MARKETING

**Robert S. Wallen**, VP, finance and administration, ABC Television Network Sales, New York, named senior VP, finance and administration.

Appointments at Backer Spielvogel Bates Inc., New York: **Evelyn Bartin**, planning director, BSB Research Department, and **Steve Roppolo**, supervisor of production services, named senior VP's; Elected VP's: **Gerry Beyer**, Western division field supervisor, San Francisco; **Dan Craid**, Southern division field

supervisor, Atlanta; **Heiner Maasjost**, account supervisor; **Dan Merrick**, account supervisor; **Brad Miller**, account supervisor, Paris; **Jim Santarelli**, supervisor of art studio services, and **Michael Tardif**, computer design director.

**David Beckman**, regional manager, Television Bureau of Advertising, New York, joins Turner Sports sales there as sales manager, 1994 Goodwill Games.

**Gregg Steward**, formerly with Foote Cone & Belding, Los Angeles, joins D'Arcy Masius Benton & Bowles, St. Louis, as associate creative director. **Corinne Mitchell**, formerly with McCool & Co., Minneapolis, joins DMB&B, St. Louis, as copywriter.

**Ed Cohen**, from Birch Scarborough, joins WPXI(TV) Pittsburgh as research director.

**Joe Tracy**, from WVIT(TV) New Britain, Conn. (Hartford), joins WDIV(TV) Detroit as account executive.

**Marty Miller**, former VP and general sales manager, WFLD(TV) Chicago, joins Pezold Broadcasting, Augusta, Ga., as national sales manager.

**Phil Swenke**, local sales manager, KODS(FM) Carmelien Bay, Calif., joins Sam Shad Productions, Reno, as regional and national sales manager.

**Robert A. Epstein**, VP, general manager, WBRE-TV Wilkes Barre-Scranton, Pa., joins WBFF(TV) Baltimore as general sales manager.

**Chris Spano**, from Arbitron, Chicago, joins Harrington Righter & Parsons Inc. there as account executive, gold team.

**Jeffrey Klee**, from WMCC(TV) Marion, Ind., joins WXIN(TV) Indianapolis as account executive.

**Paul Herz**, formerly with WMSN-TV Madison, Wis., joins KOKI-TV Tulsa, Okla., as national sales manager.

**Winnie Brugman**, VP and general manager, WLIF-FM Baltimore, joins The Davis Media Group Inc. there as VP, client development.

## PROGRAMING

**Allen Sabinson**, former executive VP, motion pictures for TV and miniseries, ABC Entertainment, joins Turner Network Television, Los Angeles, as senior VP, original programming. **Steven Anastasi**, director of animation services, Worldvision Enterprises Inc., joins Turner Entertainment Company, Culver City, Calif., as manager of animation services.

**Peter Jankowski**, director of current programs, Universal Television, Universal City, Calif., named VP, current programs.

**Ian Valentine**, from International Creative Management Inc., joins ABC Productions, Los Angeles, as VP, motion pictures for television and miniseries.

**Debra Langford**, director of current programming, Warner Bros. Television, Burbank, Calif., named VP, current programming.

**Richard Frankie**, VP, business affairs, Columbia Pictures Television, Burbank, Calif., named senior VP, business affairs.

**Kurt Bensmiller**, senior analyst, Warner Bros. Domestic Television Distribution, Burbank, Calif., named manager, first-run research.

**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.

**Cary Biener**, senior expeditor, Viacom Enterprises, New York, named manager, domestic sales service.

**Keno V. Thomas**, VP, international, ESPN Inc., joins Hughes Communications' DirectTv home satellite entertainment system, Los Angeles, as director of programming acquisition.

**Lucille Larkin**, from Larkin and Company Inc., joins Mind Extension University: The Education Network, Englewood, Colo., as director of sales, Southeast region.



**Denise O'Connor**, formerly with The Disney Channel and Katz Communications, joins The Monitor Channel, Greenwich, Conn., as director, Eastern region affiliate sales.

**Tony Howard**, operations manager, Trak Auto's California distribution, joins dick clark productions inc., Burbank, Calif., as director of management information systems.

**Tracy Story**, music director, KSAN-FM San Francisco, joins CMT: Country Music Television, Nashville, as programing manager.



Allan

**Steve Allan**, program director, WGRR(FM) Hamilton, Ohio (Cleveland), joins WODS(FM) Boston in same capacity.

**Gerald Bixenspan**, research consultant,

Hearst Entertainment, New York, named research director.

**Greg Harris**, director of development, Picturemaker Productions, Los Angeles, named VP, development.

**Melanie Backer**, from New Line Cinema, joins Picturemaker Productions, as director of development.

**Gary Legters**, operations manager, WGRZ-TV Buffalo, N.Y., joins WSYX(TV) Columbus, Ohio, as production manager.

**Peter McKelvy**, executive producer, Discovery's Programing USA group, named director of program production.

**Jill Savage**, from KTQX(FM) Dallas-Fort Worth, joins WCXR(FM) Woodbridge, Va. (Washington), as air personality.

## NEWS AND PUBLIC AFFAIRS

**Rick Chambers**, weekend anchor and reporter, WSVN(TV) Miami, joins KNBC-TV Los Angeles as weekend anchor.

**Bart Feder**, assistant news director, WHDH-TV Boston, named news director.

**Connie Collins**, reporter, WNBC-TV Los Angeles, resigned, and will periodically return to do special reports.

**Stephen Doerr**, assistant news director, WRAL-TV Raleigh, N.C., joins WCAU-TV Philadelphia as executive news producer.

**Karl Brown**, from KTTV(TV) Los Angeles, joins WXIA-TV Atlanta as 5:30 p.m. co-anchor and nightside reporter.

**Lisa Bedian**, chief of staff, lieutenant governor of Missouri, joins KSDK(TV) St. Louis as director of community relations.

**Dayna Deutsch**, from KARE(TV) Minneapolis, joins KSTP-TV St. Paul as director of community affairs.

**Brian Young**, formerly with KCRG-TV Cedar Rapids, Iowa, joins WTOG(TV) St. Petersburg, Fla., as photographer.

**Julie Coker**, from KTAL-TV Texarkana, Tex. (Shreveport, La.), joins KATV(TV) Little Rock, Ark., as reporter.

**Barbara Konrad**, meteorologist, WTVJ(TV) Miami, Fla., joins WTMJ-TV Milwaukee in same capacity. **Eric Taylor**, from WSB(AM) Atlanta, joins WTMJ(AM) Milwaukee as news director.

**Mona Lee**, from WLUK-TV Green Bay, Wis., joins KING-TV Seattle as general assignment reporter. **Steve Roah**, from KNSD(TV) San Diego, Calif., joins KING-TV as sports producer.

**Carl Schulz**, director, national sales, All News Channel, New York, named VP, national sales.

**Barry N. Catlett**, formerly with KCAL(TV) Norwalk, Calif. (Los Angeles), joins WLWT(TV) Cincinnati as producer.

**Bob Pfeiffer**, assistant news director, WGRZ-TV Buffalo, N.Y., named news director.

**Heather Filkins**, from WEEK-TV Peoria, Ill., joins co-owned KBJR-TV Superior, Wis. (Duluth, Minn.), as general assignment reporter.

**Marty Matthews**, weekend anchor and producer, KAKE-TV Wichita, Kan., joins KTKA-TV Topeka, Kan., as news director, succeeding **Steve Snyder**, news director, KOLR(TV) Springfield, Mo.

**Ted Canova**, executive producer, WPRI-TV Providence, R.I., joins WTKR-TV Norfolk, Va., as news manager.

**John Miller**, news director, WFAA-TV Dallas, named executive news director, succeeding **Marty Haag**, named VP, news, for parent A.H. Belo Corp.

**Ricki Green**, VP, news and public affairs, WETA-TV Washington, resigned from Ever Green Communications Co. and remains freelance executive producer.

**Alan Sealls**, meteorologist, WTMJ-AM-TV Milwaukee, joins WGN-TV Chicago as weekend meteorologist.

## TECHNOLOGY



Bond

**Joe Bond**, partner, Post Perfect, joins Editel/New York, as colorist.

**David Stafford**, sales representative, Ampex Australia, Melbourne, named video

product manager, Ampex Recording Media Corp., Opelika, Ala.

**Patrick Clancey**, from The Post Group, joins Digital Magic, Santa Monica, Calif., as visual effects compositor. **Adam Howard**, animator and compositor, on-air promotions department, ABC-TV, joins Digital Magic, Santa Monica, Calif., as visual effects animator.

**David C. Ostmos**, director of engineering, Fairview-AFX Inc., joins KABB(TV) San Antonio, Tex., as director of engineering.

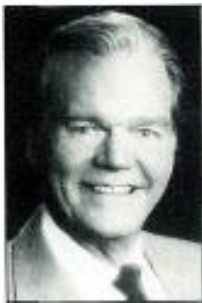
## PROMOTION AND PR

**Dan Price**, executive VP and executive producer, Bert & Barz Company, resigned to form Oink Ink Radio creative services company, New York and Philadelphia.

**Shelly Johnson**, director of media services, Advertising Communications Inc., joins Keller-Crescent, Evansville, Ind., as group media director.

**Frederick T. Woskoff**, director of creative services, WGAL-TV Lancaster-Harrisburg, Pa., joins Pennsylvania Cable Network, Meadville, Pa., as programing and promotion manager.

## ALLIED FIELDS



Harvey

**Paul Harvey**, radio personality, Capital Cities/ABC, Chicago, named recipient of Paul White Award from Radio-Television News Directors Association. Harvey is

heard on 1,350 radio stations in U.S. and an additional 400 abroad.

**Larry E. Rissler**, special counsel, anti-piracy task force, Satellite Broadcasting and Communications Association, joins Motion Picture Association of America, Washington, as deputy director and special counsel, worldwide anti-piracy operation.

**Mike Smith**, chief meteorologist, KSNW(TV) Wichita, Kan., and president, Weather Data Inc., named 1992 recipient of "Outstanding Contribution to the Advance of Applied Meteorology" award from American Meteorological Society.

**Doug Wilkes**, cameraman, WTTG(TV) Washington, received Cameraman of the Year award for second consecutive year from White House News Photographers Association.

## DEATHS

**Selig (Ziggy) Tanner**, 66, who retired in 1989 as senior supervising engineer, Madison Square Garden Network, New York, died of heart attack Feb. 23 in Hackensack (N.J.) Hospital. He was member of SMPTE, SBE and New York chapter of NATAS. His 41-year career in broadcast engineering included stints at

WTNH-TV New Haven, Conn., NBC and CBS. He spent majority of his career with Madison Square Garden and its earlier incarnations, beginning as Sports Network Inc. Survivors include his wife, Anne; four children; seven grandchildren and one great-grandchild. One child, Jerry Tanner, is satellite technician with IDB Communications, New York.

**Jay Sharbutt**, 51, Associated Press's senior TV writer and a veteran correspondent who covered the Vietnam War and Persian Gulf conflict, was found dead of a heart attack Feb. 26 in his Brooklyn apartment. Sharbutt's body was discovered by AP colleague who went to his home after he failed to report to work Wednesday morning. Son of Del Sharbutt, announcer for such radio shows as *Amos 'n' Andy* and *Your Hit Parade*, he suffered heart attack last year while in Saudi Arabia covering Gulf War. Sharbutt had campaigned for Persian Gulf assignment, although serving as TV writer at time. Dating back to 1966, Sharbutt had served off and on with AP in variety of capacities. After covering Vietnam War, he transferred to AP's Los Angeles bureau; worked as newsman for KNBC-TV Los Angeles, and returned to New York for his first stint as TV writer in 1972-78. He served as AP drama critic and later as TV reporter for the *Los Angeles Times*. In 1989, he returned to AP. Sharbutt is survived by his father, brother, sister and daughter.



Hilford

**Lawrence B. Hilford**, 57, former Viacom International executive and videocassette sales pioneer, died of lymphoma in New York, Feb. 21. After graduation from Harvard

School of Business in late 1950's, Hilford's business life had been intertwined with Screen Gems, CBS and their various components through early 1970's. From 1973 to 1977, he was executive VP and director of Viacom International Inc. In early 1980's he had stints at Columbia Pictures Industries and CBS/Fox Video. Most recently, Hilford was chairman and CEO of Orion Home Entertainment, which he founded in 1987. Hilford told BROADCASTING in 1973: "There will be changes over the years, but whichever direction TV takes, I want a role in shaping it. Pay cable is here. There's an opportunity to supply specialized programming here. But beyond that, the potentialities of the visual communications medium are still to be explored." He is survived by his wife, Lynn Sherr, ABC News correspondent, and three sons.

**Don Chamberlin**, 65, pioneer of sex talk on California radio, died of cancer Feb. 26 in San Francisco. Chamberlin was known to Northern Californians as host of KNEW(AM) San Francisco's risqué sex talk show, *California Girls*, which ran for almost a decade in late 1960's and 1970's. Extent of his broadcasting career was in Hawaii and California at stations including KIKI(AM), KGU(AM), both Honolulu, KNBR(AM) and KGO(AM), both San Francisco. Survivors include four daughters.

**John Lupton**, 69, air personality, 30-year veteran of WFTL(AM) Fort Lauderdale, Fla., died of cancer Jan. 21 there. He began his radio career at WLAN(AM) Lancaster, Pa., in late 1940's, and later worked at WGAR-FM Cleveland. Survivors include his wife, Kassy; son, John Jr., and grandson.

**Jack E. Underwood**, 65, announcer, WOWO(AM) Fort Wayne, Ind., died there after six-year battle with Alzheimer's disease. Underwood was 20-year veteran at WOWO, with previous stint at WIBM(AM) Jackson, Miss. He is survived by his wife, Patricia; four children; six grandchildren, and one great-grandchild.

**Daniel Lutgen**, 45, former VP and general manager, KTZZ-TV Seattle, died Feb. 10 there. Lutgen resigned from station in 1989 for health reasons. He had stint at KCPQ(TV) Tacoma, Wash., before joining KTZZ-TV in 1987. He is survived by four brothers.

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# Monday Memo

## “Broadcasters considering an LMA need to consider a range of issues.”

In 1986, the FCC eliminated its prohibitions against joint sales practices. That action, coupled with today's poor economic climate, has precipitated a dramatic increase in the use of channel leasing, joint sales, time brokerage and similar agreements between competing stations. While these so-called local market agreements (LMA's) are increasing, the commission's anticipation of the “development of a body of considerable legal advice in this area entailing minimal expense” has not been fully realized. To date, broadcasters and their counsel have focused on the unauthorized transfer of control aspects of these agreements. Antitrust issues involving LMA's have received much less public attention.

An LMA between competing stations almost always restricts some competition. In antitrust parlance, that makes the LMA a “restraint.” The reasonableness of the particular LMA will turn on whether the efficiencies created by the agreement (for example, cost savings and expanded advertising output) outweigh any anticompetitive impact. Broadcasters considering an LMA therefore not only need to avoid those practices, such as price-fixing, that are always anticompetitive (illegal *per se*) under the antitrust laws, but also need to consider a range of issues relating to market structure and the impact of the agreement on competition.

■ *Does the LMA result in price-fixing?* Competitors cannot agree on (“fix”) prices, and the prohibition includes not only fixing the ultimate price but also any element of price, such as discounts, down-payment requirements, credit terms and the like. LMA's range from situations where one station buys a block of time on another station, to agreements where one station acts as the sales agent for the other, selling time and paying over a percentage of revenue. In the first example, the buying station “owns” (recognizing the limitation on that concept in broadcasting) the block of time, and when it sets the price for that time there is no agreement between competitors on the price to be offered third parties.

The second example is more difficult. If the LMA cannot realistically be characterized as a joint venture or akin to a partnership (because, for example, there is only minimal integration of the two stations and/or no new “product” created), the stations should independently set their own budgets, rate cards, acceptable range of discounts, credit and other terms, as well as retain the ultimate right to approve or disapprove any sales contract.

■ *Does the LMA result in forced combinations?* The antitrust laws prohibit “trying arrangements,” practices

that force a buyer who wishes to purchase a particular product (for example, time on station A) to also buy an unwanted separate product (time on station B). Any LMA should permit the stations to be purchased individually, and any combination rate discount should not be so attractive as to economically “force” the purchase of two stations as opposed to a single-station buy.

■ *What is the market?* The definition of the relevant market greatly affects antitrust analysis. For example, if the relevant antitrust market is defined as “radio advertising,” an LMA will be subject to greater scrutiny (because the potential restraint on market competition is greater) than if the relevant market is the larger “broadcast advertising” or still larger “measured circulation advertising.” Once a market is defined, the Justice Department measures market power by means of a mathematical index, and under this measure most broadcasting markets are “unconcentrated,” even if defined narrowly as “radio advertising.”

■ *What program formats are involved?* The issue of format is closely related to the market definition issue. The “restraint” on competition will obviously be less for purposes of assessing its reasonableness if the LMA is between a CHR and an all-news station than if it is between the only AOR stations in the market.

■ *Remember that the FCC does not enforce the antitrust laws.* The commission has often observed, with respect to LMA's it has formally approved, that “the Justice Department may determine that the enforcement of antitrust laws is necessary to remedy an anticompetitive arrangement that may occur.” Just as some broadcasters planning LMA's have obtained advance FCC approval, broadcasters may also wish to obtain the advance views of the antitrust division of the Department of Justice.

Under the antitrust division's business review procedure, broadcasters about to enter an LMA may ask the division to state its intentions with regard to the proposed business plan. To date, no broadcaster has received a business review letter on an LMA (requests are confidential until acted upon).

Given the interest in local market agreements, that situation may soon change, providing some insight into how the antitrust division views these increasingly popular arrangements. That guidance may lead to the FCC's anticipated “body of considerable legal advice”; that is at least a somewhat more likely prospect than the FCC's hope that developing a body of law on LMA's would “entail minimal expense.” ■



A commentary by Alan C. Campbell (left) and Timothy J. O'Rourke, attorneys, Dow, Lohnes & Albertson, Washington

## Broadcasting

# In Brief

**Renaissance Communications is said to be in negotiations with the Boston Celtics to acquire 88% of WFXT(TV) Boston for \$30 million.** Neither party would confirm the reports. Goldman-Sachs is reportedly brokering the sale. The Celtics purchased WFXT from Fox Broadcasting for \$20 million in 1989 at the same time it bought WEEI(AM) Boston, which is also on the block. Renaissance owns two independents and two Fox affiliates.

**Nielsen Media Research said it will begin providing metered TV ratings to Baltimore and Kansas City in November.** Nielsen clients in Baltimore are WBAL-TV, WJZ-TV and WMAR-TV. Nielsen said its clients in Kansas City "include" KCTV(TV), KMBC-TV and KSHB-TV. The research company previously said it would begin metered ratings in San Diego, also in November.

Pioneer Midwest radio group **Fetzer Broadcasting Service has sold the last of its broadcast properties**—WKZO(AM) Kalamazoo, Mich., and WJFM(FM) Grand Rapids, Mich.—**to Radio Associates for approximately \$4.6 million.** Fetzer President Carl Lee, who has worked for Fetzer full time since 1940, and who purchased the stations from the late Fetzer Broadcasting founder John E. Fetzer in 1985, told BROADCASTING that he has decided to retire from broadcasting. "After 52 years with the Fetzer association, I thought it would be smart to retire while my eyes are still wide open."

In the Bart vs. Bill competition, **The Simpsons (16.5/25) bested an original episode of NBC's The Cosby Show (15.1/23)** in the overnights last Thursday (Feb. 28) for the second week in a row. Airing of a second *Simpsons* episode back-to-back

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 16. Numbers represent aggregate rating average/stations/% coverage)

|                                  |             |
|----------------------------------|-------------|
| 1. Wheel Of Fortune .....        | 15.4/224/99 |
| 2. Jeopardy! .....               | 13.6/216/98 |
| 3. Star Trek .....               | 12.1/244/96 |
| 4. Oprah Winfrey Show .....      | 11.9/224/97 |
| 5. Entertainment Tonight .....   | 8.8/187/96  |
| 6. Current Affair .....          | 8.7/174/94  |
| 7. Married...With Children ..... | 8.2/174/95  |
| 8. Imagination I .....           | 7.9/187/96  |
| 9. Cosby Show .....              | 7.8/207/98  |
| 10. Inside Edition .....         | 7.3/129/88  |
| 11. Donahue .....                | 7.1/227/99  |
| 12. WKRP in Cincinnati .....     | 6.8/234/98  |
| 13. Sally Jessy Raphael .....    | 6.4/209/97  |
| 14. Hard Copy .....              | 5.9/173/92  |
| 15. Geraldo .....                | 5.4/170/95  |

with the first also resulted in Fox's first ever 8:30-9 win for the night.

**CBS stock was up again last week**, to 170% Friday afternoon, roughly 20% higher than two weeks ago. The reason appeared to be recommendations from several securities analysts, coupled with the strong showing of the network's Olympics programming.

A year after reporting a \$16 million loss and \$127 million restructuring write-down in 1990, **Comsat Corp. reported 1991 earnings of \$45 million** and a rise in operating income to \$127 million from a \$13 million loss in 1990. The \$45 million in earnings (\$2.35 per primary share) came after a one-time after-tax charge of \$27 million (\$1.40 per primary share) related to new accounting rules for post-retirement health benefits. "Comsat Corp. has returned to profitability," said Comsat President Bruce Crockett, adding that international price deregulation by the FCC would further improve Comsat profits.

**Capital Cities/ABC and several**

### HSN AND QVC TALKING MERGER

**I**n what could lead to the last major consolidation of the home shopping TV network business, Home Shopping Network and QVC Network last week announced they were holding talks regarding a "possible business combination."

A merger would make sense because the companies complement each other, said Peter Siris, an analyst with UBS Securities. QVC is a better merchant, he said, while HSN has access to better technology.

"But the real interesting issue is must carry," said Siris. The talks might be tied in part to the pending legislation, which, Siris noted, would greatly increase the value of HSN's 11 UHF stations.

At least one concern for the companies as talks proceed is whether a combined operation would pose any antitrust violations, said Mark Riely, a securities analyst with McDonald Grippo & Riely.

Home Shopping Network has recently been in an expansion mode. In the past year, HSN additions have included a 24-hour infomercial network, Home Shopping Network Entertainment, and a wholly owned payer-view subsidiary, Home Shopping Network Entertainment Events Inc.

Home Shopping Network reaches approximately two-thirds of all U.S. TV households through various broadcast and cable outlets, according to figures supplied by the company. QVC, which is 80% owned by Tele-Communications Inc. and other cable operators, reaches an estimated 42 million cable subscribers.

Executives at both companies declined to comment on the talks. —

## PTAR REQUEST DRAWS SUPPORT, CRITICISM

Comments for and against Chronicle Publishing-owned KRON-TV San Francisco's request for a temporary waiver of the prime time access rules arrived at the FCC last week. The station wants to air NBC's prime time lineup from 7 to 10 p.m. and *The Tonight Show* at 10:35 p.m. (BROADCASTING, Jan. 20). Opposing the request were INTV, MPAA, Fox affiliates KTVU(TV) San Francisco and Davis-Goldfarb Co., licensee of KCPM(TV) Chico, Calif. Filing in support of KRON-TV were CBS and NBC.

In their comments, INTV and MPAA stressed that a waiver was not necessary for research purposes because of the commission's earlier waiver grant to KCRA-TV Sacramento, Calif. Both also argued that a waiver would hurt independent stations and non-network program suppliers.

In its argument, KCPM says it has "suffered serious economic harm" as a result of the waiver granted to KCRA-TV. According to KCPM, its audience has declined during the switch, and it is being forced to cut its ad rates 30%-35%, and if the trend continues it could represent a loss equal to almost 17% of KCPM's 1991 operating income.

CBS and NBC argued that the experiment is necessary to determine whether there is a preference for a 7-10 p.m. prime time on the West Coast. -JF

**others have been hit with a \$5 million lawsuit** by a woman who alleges that the made-for-TV movie *Bed of Lies* portrayed her deceased brother as a wife-beater after the family of the man was promised "there would be no villains" in the show. The lawsuit names the network, Warner Bros. Inc., The Wolper Organization and producer Bernard Sofronski. The movie aired on Jan. 20.

Nicholas Meyer's and Steven-Charles Jaffe's **Pari Passu Productions signed a development and production agreement with Paramount Pictures Television** for series and made-for-TV movies.

**General Dynamics was forced to delay the scheduled Feb. 27 launch of Galaxy V**, Hughes Communications' next-generation satellite to be anchored by HBO and Turner Broadcasting System, due to a battery failure in the Atlas-Centaur rocket's flight termination unit. At press time, systems were go for a Feb. 28, 6:09 p.m. ET launch from Cape Canaveral, Fla. **Arianespace successfully launched Superbird B1** for Space Communications Corp. of Japan and Arabsat 1C for the Arab League on Feb. 26.

Last week **Great American Telecommunications Services** became the exclusive seller of international occasional video satellite capacity for Columbia Communications Corp. and **changed its name to Global Ac-**

**cess Telecommunications Services (GATS)**. A subsidiary of Great American Communications (owner of 6 AM, 12 FM and 6 TV stations), GATS also provides turnkey domestic satellite and fiber transmission services. Columbia gained final FCC approval in January to operate separate satellite systems over the Atlantic and Pacific oceans.

**Journal Graphics and CNN reached an agreement last week for CNN programs to be transcribed** around the clock and distributed in a variety of forms, perhaps including the international on line computer network operated by DataTimes. Journal Graphics and DataTimes also agreed last week to make transcripts of *The CBS Evening News*,

ABC's *Good Morning America* and PBS's *Bill Moyers Specials*, *Adam Smith's Money World*, *Frontline*, *Nova*, *American Experience* and *Health Quarterly* available for electronic search and retrieval through DataTimes, whose end-users include ABC, CNN, CBS, NBC and most top-50 market affiliate stations, said DataTimes President Allen Paschal. Journal Graphics will transcribe about 10 hours of CNN a day, turning around satellite delivered transcripts within an hour.

**Opposition to the NAB's proposed freeze on new FM station allotments is starting to trickle in at the FCC.** Last week, two applicants for new FM stations filed objections to the proposal, saying the NAB request is "unjustified and unnecessary, particularly as applied to pending applications."

**Media broker Gary Stevens has joined Mercury Digital Radio as CEO.** Mercury is developing a digital-audio broadcasting system to be delivered within the FM band. Stevens will continue his media brokerage activities.

**The Supreme Court last week refused to hear an appeal by Viacom** of a suit it filed accusing financier Carl Icahn of extortion and racketeering when he bought Viacom's stock and then sold it back to the company as part of a settlement. An appeals court had earlier ruled that Viacom was not injured when it repurchased Icahn's stock at an above-market price.

## CASTRUCCI RETIRING FROM GREAT AMERICAN

**G**eorge E. Castrucci, the 54-year-old president-COO of Great American Communications Inc., Cincinnati, announced last week he is retiring. He remains a board member and will consult on communications and entertainment matters.

Castrucci became president-COO of Great American Communications in May 1990. At the same time he was elevated to president and then chairman of Great American Broadcasting. "I have had a successful and satisfying career with Great American and its predecessor, Taft Broadcasting. I have been here for 28 years and will be 55 in a few months. This feels like the right time to move on," said Castrucci.

Castrucci would not comment on when he is leaving or what his plans are. No successor has been named. John P. Zanotti, president of the broadcasting subsidiary, is the next highest-ranking executive.

Great American Communications owns 6 TV's, 10 FM's and 5 AM's. -JS



# Editorials

## GOING SOLO

**V**ivid parallels come to mind. Edward abdicating. LBJ deciding not to run. So—relatively speaking—did Barry Diller's decision to step down from the eminence of Fox electrify the television universe. With good reason. He has become one of a handful of professionals whose actions impact the television industry at large. Were he leaving the business for good, there would be reason to mourn.

Happily, that's not the case. His decision to give up Fox was for something in his own eyes infinitely greater: his own shop. A hired hand all his life, he "yearned to have my own company in whatever shape or size I am comfortable or capable of creating or acquiring."

Whatever he does, Diller will likely end up competing with himself, in the form of what he once created for others—and for us. Either way, the industry wins: from what he has meant to television or what he will.

## CLARIFICATION

**T**he Radio-Television News Directors Association has asked the FCC to extend its equal time exemption to news programs—interviews, documentaries and spot news coverage—produced outside of a station or station owner, an exemption it has already granted to independently produced newscasts. It is a reasonable request, amounting to little more than a clarification of the rule, bringing it in line with the changing reality of TV news, and achieving in one step what the FCC has been moving toward incrementally. As RTNDA's David Bartlett points out, "independently produced programs are becoming a more important part of the news menu." Such coverage is no less news coverage because it is produced by a third party, and thus no less deserving of exemption. We encourage the FCC to grant RTNDA's request.

## DEJA VU

**T**he American Advertising Federation has put out an alert that an ad tax is in the works in the Florida legislature, a state that has already tried, then abandoned, such an effort. The House Committee on Finance and Taxation passed a version of the governor's budget that includes a tax on public relations, and there is currently legislation scheduled to come before it that would extend the sales tax to services, including advertising.

Tough economic times appear to have damaged the institutional memory of the Florida legislature. Here's a

reminder: The last time the state grabbed for a tax on services as a handy prop in its budget balancing act (in 1987), major national advertisers—Procter & Gamble, General Foods and Nabisco among them—pulled out of the state, associations canceled their conventions, lawsuits were filed and the tax was eventually repealed on the strength of massive public opposition.

Currently AAF and others are working behind the scenes to thwart the bill, and the expectation is that, although it may pass committee, it will not make it into law. The advertising lobby is a strong and effective one, but few thought the last ad tax in Florida would pass either. Although AAF has counseled against a call to arms at the moment, broadcasters are forewarned.

## HE KEEPS RIGHT ON GOING AND GOING AND GOING...

**W**ebster's defines "animate" as: "to give vigor and vitality to; impart zest and color...to move to action, to stir up." If so, then Ted Turner and his new 24-hour cartoon cable channel are made for each other. Against a business that often provides a gray matter of accountants servicing Wall Street landlords, Ted Turner sparkles. The launch of the new channel came sooner than expected, which, given that it was a Turner project, should have been expected. Where others tread cautiously, he swashbuckles. Give him a failing UHF and he'll give you the world; give him Fred Flintstone and...who knows?

We don't know whether an all-cartoon cable channel will be Turner's next conquest—even Turner people concede it is not the easiest time to launch a cable service—but nobody has yet made a living betting against him. He remains the first citizen of the second generation of broadcasting.



Drawn for BROADCASTING by Jack Schmidt

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Special Report/  
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| <u>Issue Date</u> | <u>Ad Deadline</u> |
|-------------------|--------------------|
| March 23          | March 13           |
| April 6           | March 27           |
| April 13          | April 3            |
| April 20          | April 10           |
| April 27          | April 17           |

# NAB. PRE, POST AND IN- BETWEEN!

It starts with our March 23, Pre-NAB issue, featuring the industry's most comprehensive report on technology — "Road to Equipment Preview." This coverage continues in our April 6 issue.

Then, it's our special NAB April 13 issue—the whole story, the major players, the problems and prospects, the trends, the new technology and more—with full distribution at the Las Vegas convention site.

The April 20 issue is the first opportunity for readers to get an overview of all that occurred during NAB week.

We then wrap it up with the industry's most authoritative "NAB Equipment Review" in our April 27 issue.

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## Broadcasting

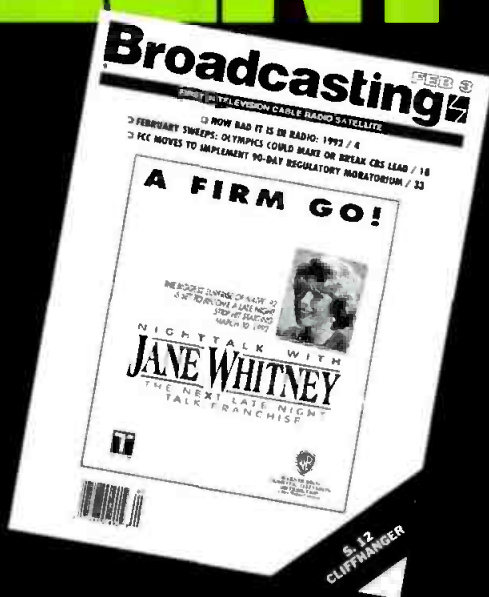
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- One minute per show available to stations for live cut-ins from local karaoke bars.

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- Station incentives include home entertainment systems and trips for two to Orlando.
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Help one of your viewers to be selected the Best Karaoke Performer of the Year!

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