

Broadcasting

61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 1992 \$2.95

- TV OWNERSHIP RULES IN PLAY / 4
- MAY SWEEPS: SIX VETERAN SERIES MAKE CURTAIN CALL / 22
- TV STATIONS REPORT SLIGHT IMPROVEMENT IN FIRST QUARTER / 34

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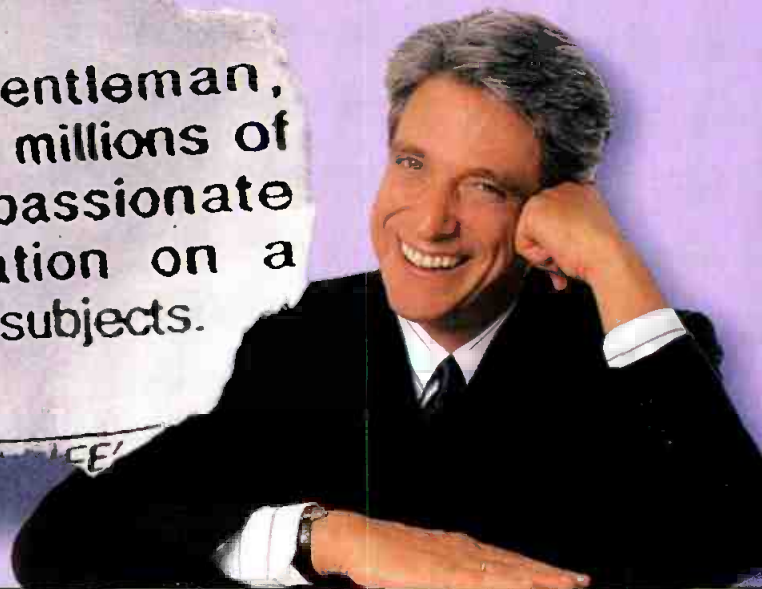
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THE APRIL EDITION
RADIO EXTRA
Vol. 122 No. 18

Personal Me.

SOPHISTICATED gentleman,
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variety of interesting subjects.

'LOVE OF M...EE'
The mai...



MARKET	STATION	% GROWTH VS. NOV. 1991		MARKET	STATION	% GROWTH VS. NOV. 1991	
		WOMEN 18-49	WOMEN 25-54			WOMEN 18-49	WOMEN 25-54
New York	WNBC/N	+45%	+15%	*Buffalo	WIVB/C	+75%	+33%
Philadelphia	WCAU/C	+18%	+40%	*Grand Rapids	WOTV/N	+25%	+71%
Boston	WBZ/N	+90%	+40%	*New Orleans	WDSU/N	+38%	+33%
*Washington	WRC/N	+57%	+38%	*Salt Lake City	KUTV/N	+71%	+86%
*Dallas	KDFW/C	+33%	+40%	Providence	WJAR/N	+23%	+8%
*Detroit	WDIV/N	+69%	+63%	Harrisburg	WHTM/A	+10%	+3%
*Houston	KPRC/N	+133%	+75%	*Wilkes-Barre	WNEP/A	+63%	+79%
*Atlanta	WSB/A	+11%	+7%	*Albuquerque	KOAT/A	+29%	+10%
*Cleveland	WKYC/N	+13%	+25%	Birmingham	WVTM/N	+78%	+71%
*Seattle	KING/N	+73%	+64%	*Dayton	WDTN/A	+100%	+36%
Tampa	WTSP/A	+73%	+60%	Charleston, WV	WSAZ/N	+83%	+48%
Miami	WPLG/A	+13%	+14%	Little Rock	KTHV/C	+25%	+22%
Pittsburgh	WTAE/A	+15%	+3%	Fresno	KJEO/C	+67%	+25%
*St. Louis	KTVI/A	+40%	+33%	*Tulsa	KOTV/C	+39%	+17%
*Sacramento	KCRA/N	+67%	+47%	Mobile	WKRG/C	+62%	+50%
Phoenix	KTSP/C	+20%	+18%	Knoxville	WATE/A	+44%	+50%
*Denver	KUSA/A	+6%	+5%	*Roanoke	WDBJ/C	+178%	+140%
*Hartford	WFSB/C	+30%	+18%	Green Bay	WBAY/C	+56%	+14%
Portland	KOIN/C	+67%	+33%	Austin	KTBC/C	+3%	+32%
*Milwaukee	WISN/A	+92%	+44%	Shreveport	KTBS/A	+100%	+27%
*Cincinnati	WKRC/A	+86%	+30%	Rochester	WROC/C	+9%	+63%
*Charlotte	WBTV/C	+81%	+63%	*Paducah	WSIL/A	+80%	+133%
Raleigh	WRAL/C	+23%	+7%	*Champaign	WICS/N	+25%	+13%
*Nashville	WKRN/A	+33%	+40%	Spokane	KREM/C	+92%	+118%
Columbus, OH	WSYX/A	+4%	+13%	Las Vegas	KTNV/A	+100%	+43%
Greenville, SC	WYFF/N	+26%	+26%	*Tucson	KVOA/N	+42%	+64%

Source: NSI (*ARB) February 1992 vs. November 1991. DMA Shares.

The response has been overwhelming.

MARKET	STATION	% GROWTH VS. NOV. 1991	
		WOMEN 18-49	WOMEN 25-54
Attanooga	WDEF/C	+22%	+43%
Bar Rapids	KWWL/N	+55%	+45%
Blith Bend	WNDU/N	+92%	+15%
Chattanooga	WAAY/A	+58%	+43%
Cincinnati	WFMJ/N	+52%	+60%
Cleveland	WEHT/C	+63%	+81%
Conroe	WBRZ/A	+100%	+75%
Columbus	KWTX/C	+40%	+31%
Dallas	KVIA/A	+67%	+100%
Dayton	WPTA/A	+19%	+34%
Greenville, SC	WCSC/C	+65%	+68%
Hartford	WAKA/C	+200%	+125%
Houston	KCOY/C	+267%	+300%
Indianapolis	KMST/C	+350%	+250%
Jacksonville	WEEK/N	+46%	+25%
Knoxville	KRGV/A	+40%	+42%
Lafayette	KMTR/N	+200%	+200%
Lafayette, LA	KLFY/C	+52%	+58%
Las Vegas	KIMA/C	+44%	+30%
Las Vegas	KAMR/N	+22%	+13%
Las Vegas	KRIS/N	+17%	+29%
Los Angeles	KGET/N	+86%	+20%
Memphis, MS	WTVA/N	+24%	+67%
Minneapolis	WXOW/A	+300%	+280%
Montgomery	KBMT/A	+100%	+100%
Portland	KTVB/N	+186%	+64%

MARKET	STATION	% GROWTH VS. NOV. 1991	
		WOMEN 18-49	WOMEN 25-54
Topeka	KSNT/N	+100%	+117%
Terre Haute	WTWC/N	+43%	+44%
*Medford	KTVL/C	+117%	+78%
Columbia, MO	KMLZ/A	+100%	+100%
*Bluefield	WOAY/A	+143%	+78%
Odessa	KMID/A	+19%	+21%
Bangor	WVH/A	+20%	+50%
*Abilene	KREC/N	+6%	+17%
*Utica	WUTR/A	+225%	+180%
Panama City	WJEG/N	+33%	+62%
Rapid City	KGLD/C	+220%	+100%
Greenwood, MS	WXVT/C	+104%	+43%
Meridian	WTZH/C	+17%	+25%
Eureka	KVIQ/C	+167%	+107%
San Angelo	KACB/N	+90%	+54%
Twin Falls	KAS/N	+50%	+160%

The February book proves it—Maury's personal touch delivers.

America's women are responding to THE MAURY POVICH SHOW, boosting ratings in markets across the country by as much as 350% over last November!

Proving women (and stations) know a good man isn't hard to find—as long as you know where to look.

THE
MAURY POVICH
SHOW



Top of the Week

TV DEREG

TURNING THE RULES UPSIDE DOWN

FCC options for new TV rules

National: "Most deregulatory" option would raise ownership caps from current 12-station/25% coverage to 20-24/35%

Local: Options include permitting VHF-UHF combinations in markets with full complement of affiliates and unspecified number of independents and permitting common ownership of stations with overlapping Grade B contours.

TV-Radio Crossownership: In addition to outright repeal of ban against local TV-radio combos, options include permitting AM-TV or AM-FM-TV combinations.

possibilities now. River City Broadcasting, which owns KDSM-TV Des Moines, is trying to strike a local marketing agreement with rival WOI-TV there with an eye toward eventually acquiring the station.

A change in the local rules may mean more than just consolidation of ownership. It may mean more stations, particularly in small markets with only four stations today.

"It would put new stations on the air that today would not be economically viable," says ABRY's Yudkoff. "Incremental

costs would be lower, and backroom costs could be shared. There is a whole group of middle markets that today can't support another station but could if the economic bar is lowered."

The three broadcast networks—all of which are over the 20% level in homes reached—have focused their attention less on the ownership rules and more on retransmission consent, network-cable crossownership, financial interest and syndication and the prime time access rules.

"Under the broad topic of TV ownership rules, we obviously, insofar as we are major players in the station business, would like any opportunity to consider adding additional stations, but we would not be benefitted by a lift in the number of stations—our limit is the 25% cap," says Ron Doerfler, senior vice president, Capital Cities/ABC.

While major affiliate groups are not against relaxing the ownership rules, they don't share the enthusiasm that independent groups have for relaxing duopoly. With regard to owning two



By Joe Flint

If the FCC makes good on its promise to significantly relax the television ownership rules—particularly the duopoly rules—look for the mid-sized group owners of Fox and independent stations to be the first to take advantage.

Those operators appear to be more interested in what the FCC is considering [see box] than are their affiliate-group counterparts, especially when it comes to permitting ownership of two UHF stations or a UHF-VHF combination in a single market.

There seems to be less interest all around in the FCC's plans to raise the national ownership cap from the current 12-station limit to as many as 24 stations, especially if the increase does not correspond to an increase in the cap of 25% coverage of all TV homes. A lack of interest in upping the national ownership caps could be a blessing in disguise. When the commission raised the national and local ownership caps last month, a strong protest followed on Capitol Hill, and the proposal for a 60-station nation-

wide cap stirred the strongest reaction.

Owning two stations in one market, though, may be an idea whose time has come. If cable systems, the old argument goes, can control 50 channels in one market, why can't broadcasters control two?

"The trend toward viewer fragmentation and reduced audiences means that broadcasters have to be able to cover their overhead with more than one revenue stream," says Royce Yudkoff, managing partner of ABRY Communications, which owns five independent and Fox TV stations. "Amending the duopoly rule [to permit common ownership of two stations in a market] is the single most effective way to do this."

Dan Sullivan, president of Clear Channel Television, which owns seven Fox affiliates, would also—as Fox becomes more and more of a network—like to own a crosstown independent. "This would allow us to own an affiliate and program a second station as a true independent."

Some are so eager for duopoly relaxation that they are looking at the

Continues on page 15.

NEW TV RULES / 4

Upping the limit on same-market ownership appeals to mid-sized TV group owners, but affiliate groups are still focusing on PTAR, retransmission consent.



May sweeps includes farewell episodes of favorites, like 'Cosby' (p. 22)

DIRECTV HITS SALES TRAIL / 14

A \$250-million agreement with the National Rural Telecommunications Cooperative in place, Hughes's DirecTV is now assembling a 20-channel package of programming for a DBS lineup.

SWEPT AWAY / 22

Rather than the usual slate of blockbuster specials, the networks are rolling out farewell episodes of some top series to boost sweeps

viewing. Among the departing: *Cosby*, *Golden Girls*, *Growing Pains* and *Who's the Boss?*

MODEST REVENUE GAINS / 34

Cost controls helped boost first-quarter profit margins for TV station group owners, but they reported only modest revenue increases, and in some cases declines, over the Gulf War-ravaged first quarter '91.

NEW RADIO AWARDS / 37

A new awards program, sponsored by the Radio Creative Fund and offering \$200,000 in cash prizes, will honor writers of the most creative radio advertisements of 1991.

CABLE'S BEST FACE / 39

The NCTA will use its annual convention to spread the word on cable's good works, hoping to catch the attention of potential reregulators in D.C.

ABORTION AD FUROR/41

An Indiana congressional candidate's TV ads showing aborted fetuses have raised the ire of stations and viewers, but the stations have no choice but to air them.

NAB EQUIPMENT PARADE / 46

Broadcasters at NAB '92 saw and heard the promises of the new digital age, accompanied by assurances that NTSC equipment was still a good long-term buy.

NEWS DEPARTMENTS

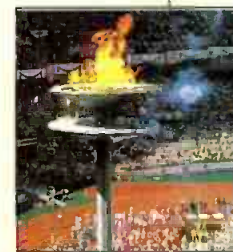
Business	34
Cable	39
Radio	37
Technology	46
Television	22
Top of the Week	4
Washington	41

FEATURE SECTIONS

Advertising/Marketing 36	
Bicoastal	20
By the Numbers	61
Changing Hands	35
Closed Circuit	18
Datebook	51
Editorials	74
Fates & Fortunes	68
Fifth Estater	67
For the Record	62
In Brief	72
Monday Memo	71
Open Mike	53
Ratings Week	32



DirecTV starts search for programming (p. 14)



CABLEVISION TAKES PPV OLYMPICS

Chairman's son James Dolan now heading up Triplecast

By Sharon D. Moshavi

NBC-Cablevision Systems's pay-per-view Olympics Triplecast has gone through another management change. James Dolan, Cablevision vice president and son of chairman and CEO, Charles Dolan, is now heading up the three-channel summer event starting July 25.

All aspects of the event are being handled by Dolan. "It is now completely my purview....I'm running the project," he says. The only exceptions are the creative side of marketing and public relations, which NBC corporate took over from its Triplecast staff several months ago (see BROADCASTING, Feb. 17). But Dolan says "media placement, the emphasis and the message," of the marketing program are his to create.

The move indicates a shift in control from NBC, which had been managing the project, to Cablevision, which had been more of a silent partner. Cablevision's loss exposure is \$50 million, while NBC has no cap on how much it can lose. If there is an upside, however, both share equally in the revenues. The calculations will be based on total Olympics revenues—both broadcast and PPV.

NBC also shied away from the PPV event at an Olympics press conference two weeks ago. At the event, NBC Sports President Dick Ebersol and executive producer Terry O'Neill refused to answer any questions regarding the PPV event, saying the press conference was to be focused on the broadcast event. Another press conference, which was fed to network affiliates, was held later that day and the Triplecast was again off limits. The task force of a dozen peo-

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It's one thing to make it to the top.



Source: NTL Ratings, Pocketpieces Season-to-date as of 3/1/92.
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It's another to stay there.

E.T. VS. COMPETITION	(18-49) WOMEN	(18-49) MEN
ENTERTAINMENT TONIGHT	5.7 #1	4.3 #1
JEOPARDY	5.4	3.8
WHEEL OF FORTUNE	5.4	3.8
A CURRENT AFFAIR	4.8	3.7
INSIDE EDITION	3.4	2.7

For over a decade, we've seen them come and go. But one thing remains the same. Sweep after sweep, ENTERTAINMENT TONIGHT is still #1 in access with the key demo's advertisers like best. We've joined local news as an essential part of the TV landscape and earned our position at the top of the heap. So while the world around us may change, we plan on staying here—for at least another ten years.

ple NBC had set up, headed by Marty Lafferty, remains intact, although its role seems to have been tempered. It now reports to Dolan, who has also brought in a host of staffers from both Cablevision and its Rainbow Programming Holdings division, particularly from the affiliate sales and marketing departments.

Dolan is using his culled staff to

work closely with cable operators on all aspects of the Triplecast. "The operators will make or break this event," he says.

The Triplecast has nearly reached its goal of having cable operators make the event available to 40 million homes, according to Lafferty, who says Cablevision is adding "a tremendous amount of resources" to the pro-

ject.

Sources say that Josh Sapan, president of Rainbow's American Movie Classics and Bravo cable networks, had been offered the position prior to Dolan, but turned it down.

Dolan's primary areas of responsibility for Cablevision have been advertising, publishing, and radio operations. ■

FOX CHASES ARSENIO SLOTS

Programmer is faced with convincing affiliates who currently carry 'Arsenio' to clear new Chevy Chase offering in choice late fringe time slots



By Mike Freeman

Fox Broadcasting Co.'s plan for a Chevy Chase late-night talk show for fall 1993 has set the stage for a potential showdown with Paramount Domestic Television, whose veteran franchise, *The Arsenio Hall Show*, is currently airing on approximately 76 Fox affiliates at 11 or 11:30 p.m. Eastern/Pacific time.

Some potentially divisive battle lines may also be drawn between Fox affiliates content with *Arsenio's* younger demographics and a network eager to succeed in late fringe with Chase (BROADCASTING, April 13, 20).

Fox officials and affiliate executives have said the stations intend to run Chase in "pattern"—without tape delays or pre-emptions—beginning in September 1993, but sources within Paramount say the studio will be playing hardball with the estimated 60-70 Fox affiliates contracted to *Arsenio* through Dec. 31, 1993. Joe Young, vice president and general manager of Fox affiliate WXIN(TV) Indianapolis, estimates that at least 30 to 35 of those Fox stations are subject to

Paramount's 'Arsenio Hall Show' (above) will be challenged for premium late-fringe slots by Fox's ready-for-late-night player Chevy Chase. Some 76 Fox affiliates currently carry Arsenio.



"specific" time period obligations.

Fox Broadcasting Co. President Jamie Kellner strongly suggested that Fox affiliate stations will nonetheless "premiere [Chase] in pattern, despite Paramount's assertions to the contrary."

"The only thing that I think became evident out of conversations with the 40 or so affiliates we talked to is that this will be a pattern network," Kellner said. "It is not a question of leniency [Fox allowing delayed broadcasts of Chase at midnight or 1 a.m.]; affiliates don't have an implicit obligation to carry any of our shows in network time periods, but carrying it in pattern is ultimately to the benefit of the stations and the network as a whole."

General managers Robert Leider (WSVN-TV Miami), Roger Ottenbach

(KCPQ-TV Tacoma, Wash.) and Young—all of whom carry *Arsenio* in premium late fringe slots—have all expressed support for the Chase talk show. But at the same time, all recognized the dilemma.

"This is going to force a lot of Fox affiliates to sit down and evaluate what they'll do with *Arsenio*," Young said. "Anytime you have a syndicator like Paramount feel that it is not getting a fair shake, they'll go across the street in a heartbeat. I'd do the same thing. But, if push comes to shove, we'll end up going back to the dance with the people [Fox] who took us there to begin with."

Young is apparently not alone in that sentiment. One New York station rep predicted that 90% of Fox affiliates will run Chase in pattern and added that Paramount has a "real problem" using leverage because of eroding household ratings for *Arsenio*.

(During the February sweeps, *Arsenio* averaged a 3.2 rating in Nielsen's Cassandra report, a 14% decline from its February 1991 report.)

"A couple of years ago, Paramount had all sorts of leverage with *Arsenio* in getting *The Party Machine with Nia Peeples* cleared [it was canceled at the end of last season], but those days are over," suggested the rep.

According to industry observers, Paramount's sales force may be limited in its choice of where to clear *Arsenio* on alternative network affiliates or independent stations, especially since many of the markets be-

low the top 50 may have only one other independent.

Currently, 43 ABC affiliates carry *Arsenio*, but it may be difficult for Paramount to secure other affiliates given that *The Whoopi Goldberg Show*, *Rush Limbaugh* and other late-night syndicated vehicles are poised for 1992-93 entry. Tribune Entertainment's *The Dennis Miller Show*, if it can manage to improve on its sub-2 rating average coming out of the current May sweeps, could keep a significant number of ABC affiliates in its station lineup.

In addition to new syndicated programming from competitors, Paramount may face an uphill battle in luring additional CBS affiliates (which currently account for 35 *Arsenio* clearances), since the network's *Crime Time After Prime Time* programming has improved its late-night ratings.

NBC affiliates are considered extremely unlikely defectors, even with the changeover when veteran guest host Jay Leno takes the *The Tonight Show* chair next month, on May 25. *Latenight with David Letterman* continues to be NBC's solid *Tonight Show* lead-out companion, although his contract has only a year left to go.

Paramount syndication President Steve Goldman declined to comment on the current situation. Studio insiders suggested that Goldman has "plenty of time" to evaluate the potential fallout in the market that could come if any of the syndicated talk shows crash next fall or if Leno should fail to maintain the *The Tonight Show* following built by Johnny Carson. ■

FCC PUSHES ANEW FOR USER FEE

Aggregate levy on broadcasters would remain unchanged; cable payment would increase by 5 cents per subscriber

By Harry A. Jessell

Broadcasters and cable operators would pay \$24.4 million a year to cover the cost of FCC regulation if the agency's revised user-fee schedule released last week is adopted by Congress.

Telephone companies and other common-carrier and private radio operators would contribute another \$47.5 million, bringing the total fees to \$71.9 million, or about 53% of the FCC's proposed \$153.3 million budget for fiscal 1993.

The FCC began pushing for the user fees last year. The plan made some progress in the House but withered in the Senate, where it was opposed by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.).

The original plan would have raised \$65 million in current fiscal 1992 or \$69.6 million in upcoming fiscal 1993, with funds going directly to the FCC. Under the new plan, the money would flow into the general treasury.

The common carrier contribution remains the same under the new plan, but private radio's contribution decreases (from \$25.3 million to \$23.1 million) and broadcasting-cable's levy increases (from \$19.9 million to \$24.4 million).

Cable is hardest hit under the new plan. Its annual share jumps from \$9.7 million to \$12.5 million. That re-

flects an increase in the annual per-subscriber charge of 5 cents, from 17.5 cents to 22.5 cents.

Broadcasting's aggregate share remains about the same due mostly to a \$25 a year (to \$125) increase for the some 50,000 broadcast auxiliary licenses. The burden for stations is about the same (\$4.3 million), but it shifted around so a larger portion falls to major market stations.

TV stations would pay between \$500 and \$4,000 a year, depending on type (UHF or VHF) and market. Under the original scheme, all TV stations would be liable for \$2,000.

Clear-channel AM stations (Class A) and high-power FM stations (Class C, C1, C2 and B) are down for \$550 a year. All other radio stations would owe just \$125.

Prospects for user fees on Capitol Hill are not great. The proposal is now part of President Bush's economic growth package, which has run aground amid election-year bipartisan politicking.

The National Association of Broadcasters worked hard to derail the user fees last year and promises to work equally hard this year. "The fees are no more than a tax on spectrum users," says NAB spokesman Doug Wills, noting spectrum users are already paying about \$40 million in filings fees. "We see the users fees as entirely arbitrary," he said. ■

CLAIM TO FAME

CBS's *60 Minutes* celebrated several ratings coups last week at a party at Tavern on the Green in Manhattan. The news show is the number-one prime-time broadcast for the 1991-92 season, the most watched news program with 31 million viewers, the only broadcast to have finished in the top 10 in Nielsen ratings for 15 consecutive seasons, and the only program to be rated number one in three different decades. The team: Ed Bradley, correspondent; Don Hewitt, executive producer; Howard Stringer, president, CBS/Broadcast Group; Lesley Stahl, Mike Wallace and Steve Kroft, correspondents, and Eric Ober, president, CBS News. Commentator Andy Rooney was in Germany for the 50th anniversary of the military newspaper *Stars and Stripes*, and correspondent Morley Safer was on assignment in Europe.



P-N, KING WORLD DEVELOPING DAYTIME TALK SHOW

Program will be produced at WFSB-TV Hartford, with rollout possible later this year

By Steve McClellan

Post-Newsweek and King World Productions are jointly developing a new daytime talk show to be produced at Post-Newsweek station WFSB-TV Hartford this summer for a possible rollout on other Post-Newsweek stations and in syndication later this year.

The show will be hosted by Gayle King (no relation), who last year hosted a daytime magazine on NBC called *Cover to Cover*. That show lasted three months and dropped from an initial 2.1 rating and 8 share to less than a 1 rating before being cancelled.

King returned to WFSB-TV after *Cover to Cover* was cancelled. Before joining NBC last summer to do the show, she worked at WFSB-TV as a news anchor and host of a time-period-winning news interview show that was part of the station's evening news block.

King is a good friend of talk show host Oprah Winfrey, whose show is distributed by King World. In fact, Winfrey has referred to King a number of times on her own program as "my best friend." There have been stories in the press that Winfrey has given money to King, \$1 million or more, as a result of that friendship.

It is not clear what influence, if any, Winfrey brought to bear on King

World to become involved in the project. But the origins of the show appear to stem from Post-Newsweek's desire to develop its own daytime talk show. Sources within the company are very high on King's ability as a television personality and interviewer. "She's a strong personality," said a company source. "Very funny and charming, and very good at getting stuff out of celebrities in an interview situation."

The format is still being developed. The project is being overseen by Jim Dauphinee, director of programming for the Post-Newsweek station group. He served in program development posts at Multimedia Entertainment and King World before joining Post-Newsweek.

Last week, King World's chief operating officer, Stephen Palley, confirmed the company was working on a new first-run daytime project with a station group, but declined to provide any specifics, saying it was too early.

But Post-Newsweek sources confirmed that King World was the distributor partner on the project. It's not the

first time the two companies have worked on program projects. Several years ago KWP started the R & D Network, in which the syndicator and

several station groups, including Post-Newsweek, jointly funded and tested shows on their stations.

The R & D Network tested several shows, including a late night effort starring the Hudson Brothers and a talk show hosted by Tim and Daphne Reid. None of the R & D projects was rolled out nationally, and the network subsequently disbanded.

Last week, Palley indicated that the syndication strategy

for the project the company was developing would be modeled on the slow rollout approach Viacom took with *Montel Williams*, which started on a handful of stations last summer. *Montel* will be cleared in 80% of the country by fall.

The so-called slow rollout strategy is rapidly gaining favor in the syndication business because it gives a project time to develop a decent ratings track record in select markets at a time when clearance opportunities are in short supply, particularly in early fringe and access.

The Gayle King show is expected to premiere on WFSB-TV in August, a station official said. While the format is not nailed down, the official insisted the show would stay away from the bizarre topics some of the established talk shows indulge in, particularly during sweep periods. "You won't see her doing shows like 'My mother-in-law is a lesbian tramp,'" said a source with knowledge of the project. ■



Gayle King will host a new daytime talk show on WFSB-TV Hartford, Conn., that may be syndicated later this year.

PRESIDENTIAL HALL OF FAMER

Oscar & Associates



Former President Ronald Reagan, who was named a charter member of the BROADCASTING Magazine Hall of Fame last December, received the award in Las Vegas during the NAB convention. Reagan was cited not only for his lifelong identification with the broadcasting industry but for his championing of the radio-TV cause in relation to First Amendment rights. Presenting the award: BROADCASTING Editor Don West (c) and Publisher David Persson.

AFTER FEBRUARY, STATIONS HAVE ONE THING TO SAY ABOUT THE

A-MAN...



#1 LATE-NIGHT TALK SHOW IN BOTH WOMEN 18-34 AND 18-49

MARKET	STATION	WOMEN		MARKET	STATION	WOMEN	
		18-34	18-49			18-34	18-49
NEW YORK	WWOR	#1	#1	SHREVEPORT	KSLA	#1	#1
LOS ANGELES	KCOP	#1	#1	HONOLULU	KHNL	#1	#1
PHILADELPHIA	WTFX	#1	#1	OMAHA	KPTM	#1	#1
WASHINGTON, DC	WUSA	#1	#1	SPOKANE	KAYU	#1	#1
DALLAS	KTXA	#1	#1	LAS VEGAS	KVVU	#1	#1
DETROIT	WJBK	#1	#1	COLUMBIA, SC	WACH	#1	#1
HOUSTON	KTXH	#1	#1	HUNTSVILLE-DECATUR	WAAY	#1	#1
ATLANTA	WAGA	#1	#1	JACKSON, MS	WJTV	#1	#1
CLEVELAND	WJW	#1	#1	MADISON	WMSN	#1	#1
TAMPA	WTOG	#1	#1	BATON ROUGE	WBRZ	#1	#1
MINNEAPOLIS	KMSP	#1	#1	WACO	KWKT	#1	#1
MIAMI	WSVN	#1	#1	COLORADO SPRINGS	KXRM	#1	#1
PITTSBURGH	WPGH	#1	#1	FT. WAYNE	WPTA	#1	#1
ST. LOUIS	KTVI	#1	#1	SAVANNAH	WTOC	#1	#1
PHOENIX	KPHO	#1	#1	CHARLESTON, SC	WTAT	#1	#1
BALTIMORE	WBAL	#1	#1	MONTGOMERY	WCOV	#1	#1
HARTFORD	WFSB	#1	#1	MONTEREY	KCBA	#1	#1
ORLANDO	WOFL	#1	#1	PEORIA	WYZZ	#1	#1
SAN DIEGO	XETV	#1	#1	AUGUSTA	WJBF	#1	#1
INDIANAPOLIS	WXIN	#1	#1	HARLINGEN	KRGV	#1	#1
PORTLAND	KPTV	#1	#1	TALLAHASSEE	WTLH	#1	#1
MILWAUKEE	WCGV	#1	#1	EUGENE	KLSR	#1	#1
CINCINNATI	WCPO	#1	#1	LAFAYETTE, LA	KADN	#1	#1
KANSAS CITY	KSHB	#1	#1	FT. SMITH	KHBS	#1	#1
CHARLOTTE	WJZY	#1	#1	MACON	WMAZ	#1	#1
RALEIGH-DURHAM	WFLA	#1	#1	COLUMBUS, GA	WXTX	#1	#1
NASHVILLE	WZTV	#1	#1	TYLER	KFXK	#1	#1
COLUMBUS, OH	WBNS	#1	#1	MONROE-EL DORADO	KNOE	#1	#1
GREENVILLE-SPARTANBURGH	WHNS	#1	#1	BAKERSFIELD	KUZZ	#1	#1
GRAND RAPIDS	WXMI	#1	#1	FLORENCE	WBTW	#1	#1
NORFOLK	WTVZ	#1	#1	BEAUMONT	KFDM	#1	#1
NEW ORLEANS	WNOL	#1	#1	WICHITA FALLS	KJTL	#1	#1
SAN ANTONIO	KRRT	#1	#1	WILMINGTON	WWAY	#1	#1
MEMPHIS	WPTY	#1	#1	LUBBOCK	KJTV	#1	#1
WILKES-BARRE	WOLF	#1	#1	ODESSA	KPEJ	#1	#1
GREENSBORO	WNRW	#1	#1	ALBANY, GA	WFXL	#1	#1
LOUISVILLE	WDRB	#1	#1	ANCHORAGE	KTBY	#1	#1
ALBUQUERQUE	KGSW	#1	#1	BELOXI	WLOX	#1	#1
BIRMINGHAM	WTTO	#1	#1	DOTHAN	WDAU	#1	#1
DAYTON	WRGT	#1	#1	GAINESVILLE	WCJB	#1	#1
RICHMOND-PETERSBURG	WRLH	#1	#1	GREENWOOD	WABG	#1	#1
JACKSONVILLE	WAWS	#1	#1	WATERTOWN	WWTI	#1	#1
CHARLESTON-HUNTINGTON	WVAH	#1	#1	JONESBORO	KAIT	#1	#1
LITTLE ROCK	KTHV	#1	#1	MERIDIAN	WTOK	#1	#1
FRESNO	KMPH	#1	#1	JACKSON, TN	WBBJ	#1	#1
TULSA	KOKI	#1	#1	SAN ANGELO	KIDY	#1	#1
MOBILE	WPMI	#1	#1	ANNISTON	WJSU	#1	#1
TOLEDO	WNWO	#1	#1	OTTUMWA	KTVO	#1	#1
AUSTIN	KBVO	#1	#1				

Source: NSI/SNAP, February 1992.



It didn't take divine intervention. All it took were the hottest bands, the brightest stars and the hippest host on television to make THE ARSENIO HALL SHOW #1 with young women demo's. So if you're looking for heavenly numbers, we've got just one thing to say: If you don't have the A-Man, you don't have a prayer.



HUGHES TO OFFER CABLE PROGRAMERS FREE DBS RIDE

NRTC's \$250-million rural distribution fees would pay for 20 channels on DirecTV

By Peter Lambert

Hughes Communications's direct broadcast satellite (DBS) operation, DirecTV, signed a \$250-million contract with the National Rural Telecommunications Cooperative (NRTC) last week and immediately hit the road for negotiations to assemble a 20-channel package of existing, top cable and broadcast services for DBS delivery by early 1994. At least some programers are willing to listen.

Within approximately nine months, Hughes is to acquire the programing, and NRTC is to pay up to \$250 million in distribution fees. NRTC obtains exclusive rights in its rural territories (representing more than 12 million homes nationwide) to retail DirecTV programing and will sell or lease the \$700 consumer equipment, an RCA digital receiver and 18-inch antenna.

Programers would apparently pay nothing to ride on the satellite; NRTC's distribution fee would pay for the transponders, uplinking and digital encryption and compression, and for Hughes's efforts to acquire the programing, said NRTC Chief Executive



Hughes hopes HBO and other top cable networks will go DirecTV toward 12 million rural homes, and beyond.

Officer Bob Phillips.

Phillips and Hughes Senior Vice President Eddy Hartenstein expressed confidence that, with a rural retail infrastructure in place, cable programers will see DirecTV as a way to gain new subscribers. Phillips said he expects "the most popular" networks (20 of 35 services specified by NRTC) to join DirecTV because "it should make business sense to them."

At the same time, both said they continue to support legislation pending in both houses of Congress that would mandate access to cable programing for cable competitors, including DBS.

Hughes is to launch two birds between late 1993 and mid-1994 carrying 150 or more video services on 32 transponders. In addition to the 20-channel package on five transponders (4-to-1 digitally compressed), Hughes expects to offer original broad- and narrowcast services and pay per view.

Professional football, basketball, baseball and other league games outside of network rights schedules could

play a large role in other DirecTV programing. "I think the leagues are all looking at alternative sources of revenue," said Hartenstein. "Let's just say all the leagues are aware of what we have to offer."

Asked whether DirecTV would initially offer cable programers addressable delivery to uncabled areas only, Hartenstein said: "It's hard to say what we'll do in each deal. For NRTC, we have to deliver the 20 services to their territories. We don't expect all cable programers will say, 'Sure, go right ahead into urban areas.' On the other hand, under certain conditions, they might," he said. "We would hope cable programers would see this as a good business opportunity to get into more homes than they currently can reach."

Said HBO Satellite Services President Larry Carlson: "Eventually, if a technology is attractive enough, it will prevail." Scheduled to meet with DirecTV in the next several weeks, Carlson noted that HBO has a history of selling to wireless cable and C-band satellite distributors in and out of cabled areas. He said his concerns would center on the security of the signal and DirecTV's ability to pay, and on whether DirecTV, or other DBS providers, would truly extend HBO viewership.

Although several programers, including Turner Broadcasting System, said it was premature to comment last week, USA Network said, "This is an interesting programing technology that we have interest in and will investigate further at the appropriate time."

Although NRTC says it unfairly pays programers 400-500% more than do cable operators for C-band distribution rights, Phillips expects equitable DirecTV licensing fees because "we're doing everything a cable operator does, offering turnkey distribution," rather than "piggybacking" on C-band feeds to cable. "We would control the system."

And price should boost sales, he said, estimating that about 1.5 million of the 12 million NRTC electric or telephone homes have paid around \$2,500 for C-band satellite equipment—more than three times DirecTV's suggested retail price. ■

ARLEDGE ON THE MEND



ABC News President **Roone Arledge** was said to be "recovering nicely" from prostate cancer surgery, which he underwent last Wednesday (April 22) at Johns Hopkins Hospital in Baltimore. The cancer was discovered in a checkup in February. In a brief statement issued after the surgery, the hospital said all the cancer had been removed and that Arledge would need no further treatment (such as chemotherapy). Arledge is scheduled to return to his home in New York sometime this week, where he will work while recuperating for about four weeks.

TV DEREG

Continued from page 4.

stations in a market, Peter Desnoes, managing general partner, Burnham Broadcasting, said relaxing duopoly is "a solution in search of a problem." More pressing for affiliate group owners, he said, is allowing them to buy the same programs for the 6:30 time slot that their rival independent operators can buy.

Adds Ken Elkins, president and chief executive officer, Pulitzer Broadcasting, which owns seven affiliates: "I don't think changing the duopoly rule or the national caps would make a lot of difference to us."

Phil Jones, president of Meredith Broadcasting Group, which owns both independents and affiliates, says while owning several stations in a market is not attractive, he would not mind having the option to think about it. "It's hard for me to say the economics would be any better," he says, "but it is a stupid rule."

One affiliate group owner not ruling out taking advantage of relaxed duopoly is Hearst Broadcasting. "Obviously, we would have to take a hard look at the possibilities of owning a UHF in a market where we own a VHF," says John Conomikes, vice president, general manager, Hearst Broadcasting. As for the lack of interest among other affiliate groups, Conomikes wonders why some affiliates are producing newscasts for independent stations but would not want to own a second voice in the market.

Should the duopoly rules be relaxed, new issues and problems will likely emerge. One is how the programming community would react to the idea of one broadcaster or buyer of programming owning two stations in a market, especially since Fox and independent stations are the largest buyers of syndicated programming and, at least right now, seem to be most interested in owning two stations in a market. Would programmers be at a marked disadvantage when it came to negotiations?

Yudkoff agrees that relaxing the duopoly rule could upset syndicators, but, he points out, "the prices they extract are based not only on the number of bidders but potential profit, and the more profitable the broadcast industry is, the more likely they'll make money." ■

DESALES STREET



This column didn't turn out the way it was planned. Initially, the intention was to tweak the National Association of Broadcasters for putting a number of its 1992 Las Vegas convention events up for outside sponsorship. For example, the television opening reception by Media Professional Insurance Inc., Royal Insurance and Safeco, the Monday all-industry luncheon by Anheuser-Busch, the international reception by Harris Allied, Marti, ITC, Belar and Comrex, the...well, you get the picture. Twenty-five sponsors in all. It was a scene still common at conventions much smaller than the NAB's (over 50,000 delegates, revenues

over \$7 million) and those are usually justified on grounds that the associations can't afford to carry themselves independently.

My concern was amplified by the Anheuser-Busch lunch—otherwise notable as the forum at which a protester shattered former President Reagan's crystal statue and the convention's decorum—when a company spokesman talked for a seeming eon about the bond between beer and broadcasters—to a captive ballroom full of tables adorned with buckets of Budweiser—while Eddie Fritts and the President cooled their heels. So, I thought, this is what they get for their \$35,000.

But before rushing into print I cornered John Abel, the NAB's executive vice president for operations and the man who runs the convention, to make sure of my facts and to invite his spin on the issue. To say the least, it surprised me.

Yes, John admitted readily, the NAB is like all those other conventions in doing all it can to scrape up revenues from any quarter. Was it in fiscal trouble? Well, it sure could use the money. No new stations are being built. Fewer stations are joining. Dues revenues are flat. Indeed, non-dues revenues now account for 55% of NAB's \$17 million budget. And, worse still, NAB's lobbying costs "are soaking up money faster than I can make it," John said. The effort to get a favorable Senate vote on S.12 cost more than \$1 million, and the ongoing campaign in the House (for a cable bill) will cost still more. And, the NAB asserts with some pride, taking advantage of sponsorships keeps its per-delegate convention cost well below that of competing conferences.

So I'm putting away the dirk. At the moment, cash flow is more helpful than carping at 1771 N Street.

Tom West

RACE IS ON Race to fill the minority seat on the NAB's TV Board is heating up between Dick Lobo, president and general manager of NBC-owned WTVJ(TV) Miami, and John Oxendine, head of Blackstar Communications (three TV's) and president of BROADCASTAP, a nonprofit financial capital company set up to help minority broadcasters. After getting a late start, Oxendine has been running hard in the last two weeks, but faces a tough battle against Lobo, who was nominated by TV Board Chairman Ron Townsend. □ Running unopposed for the post of TV board vice chairman is Harry Pappas. If elected, he would become the first independent station group owner from the TV ranks to sit on the executive committee. While Lowry Mays, whose Clear Channel Communications owns seven Fox affiliates, sat on the committee, he achieved that position from the radio board.

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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

PASSED OVER

FCC Commissioner Andrew Barrett is miffed at having been overlooked in the search for a new president for the Corporation for Public Broadcasting. Spencer Stuart, the New York-based search firm hired by CPB, reportedly approached FCC Commissioners Alfred Sikes, Sherrie Marshall and Ervin Duggan, but not Barrett or James Quello. "They wanted somebody they would be comfortable with," Barrett told BROADCASTING. "I don't think they would be comfortable with anybody of color. I understand it, but I don't like it." At 78, Quello might have claimed age discrimination, but didn't. "I'm obviously overqualified," he said.

By the way, the job eventually went to Richard Carlson, former VOA director now U.S. Ambassador to the Republic of the Seychelles. He plans to join CPB in mid-July.

NO SHOWS

There was a day when NCTA attracted dozens of congressmen to its annual convention. Not so this year. A quick survey of members of the House Energy and Commerce Committee turned up only a handful who had accepted invitation to cable show in Dallas next week (May 3-6). The handful does not include the committee leadership, but does include Democrats James Scheuer (N.Y.), John Bryant (Tex.) and Cardiss Collins (Ill.) and Republicans Joe Barton (Tex.) and Dan Schaefer (Colo.).

UNDER THE GUN

The FCC was scrambling last week to complete a report in response to President Bush's call last January for ways to put regulatory initiatives on ice and promote "economic growth." The FCC believes it has done its bit, deregulating radio and

CPT FORMS 'DESIGNING WOMEN' COUNCIL

In an attempt to duplicate the success of its *Married...with Children* Advisory Council, Columbia Pictures Television has followed suit with *Designing Women*, whose council met for the first time recently in Los Angeles. CPT flew in 21 client station executives and two New York station rep programming executives (Jack Fentress of Petry and Jay Isabella of TeleRep) to formally hash out marketing and promotion strategies for this fall's off-network launch of *Designing Women*, which has been sold in over 190 markets (representing 95% of the U.S.). Coming out of the meeting, CPT President Barry Thurston said one of the main thrusts of the discussion was the need to develop promotional strategies emphasizing the show's "strong appeal to male demographics," not just the female demos that *Designing Women* has been most associated with in its CBS network run. Neither Thurston nor Bob Cook, CPT's senior vice president of marketing, would provide details of agreed-upon advertising strategies, with Cook only saying that the series' tease and launch campaigns will be unveiled at the board's next scheduled meeting at the Broadcast Promotion and Marketing Executives convention this June in Seattle.

pushing aggressively ahead with TV deregulation, among other things. The White House set tomorrow (April 28) as the deadline for the reports.

NO MORE PREFERENCE

Say goodbye to female preferences in broadcast licensing—at least for time being. FCC has quietly decided not to seek Supreme Court review of appeals court decision striking down preferences as unconstitutional.

NEW YORK

DEAL DONE

LBS, All American Communications Inc. (AACI), The Bank of New York (LBS secured creditor), and a group of unsecured creditors have reached an agreement on a bankruptcy reorganization plan that calls for the assets of LBS to be acquired



Turner Broadcasting Systems this week will unveil logo (shown above) for its Cartoon Network cable service slated to launch this fall.

by All American.

The unsecured creditors have agreed to split close to \$2 million in cash, and more than 31,000 warrants to purchase AACI common stock. Initially, the unsecured creditors were to receive nothing. The parties expect the plan to be approved by the courts and completed by early summer.

SEE JANE RUN

Independent producer Garth Ancier, who has a development deal with Fox, says Twentieth Television (Fox's syndication division) is interested in a slow rollout in syndication next season of *Jane*, an early fringe talk show currently testing on Fox O&O flagship WNYW(TV) New York. The station has slotted the strip, hosted by Jane Pratt (29-year-old editor of teen-oriented *Sassy Magazine*), at 5-6 p.m. to counterprogram newscasts on network affiliates and sitcoms on independents. In its first two weeks, *Jane* averaged a fifth-ranked 5 rating/10 share (NSI, March 19-April 1), but more significantly in the pivotal female demographics, the show averaged a top-ranked 5 rating with women 18-34 and second-ranked 4 with women 18-49.

**To All Of You
Who Think
Shows Like
"Full House"
Are Only For
Kids And Teens...**



BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Saying no to paid programing

John Rohrbeck, president of the NBC owned stations division, has put out the word to his television general managers to just say no to paid programing. In doing so, the stations will walk away from a considerable sum, perhaps \$5 million or more, in an economic environment where every penny counts.

But Rohr's main concern is the disruption such programs have on program and on-air promotion flow. "We build cliffs that the audience falls right off of," said Rohr. "Then you have to start all over again." While it's easy money, Rohr said, paid programs are "like a narcotic—it's easy to have just one more. Pretty soon you can't stop, as much as you may hate it, and you end up driving your audience away."

Now it can be promoted

Industry sources say Tribune Entertainment is preparing a May sweeps promo and programing blitz for *Now It Can Be Told*, with Jim Lutton, Tribune's vice president of programing, confirming rumors that **John Parsons** has been hired for the unusual, interim position of "sweeps story consultant." Parsons came over from Paramount Domestic Television's competing news magazine strip, *Hard Copy*, three weeks ago. Executive producer **Marty Berman**, who replaced Al Primo last January, has turned to

Parsons to help the show develop "more timely, topical subject matter" (says Lutton) for the May sweeps effort, which could be critical in securing further station renewals for next season. Sources say that *NICBT* has been renewed in 40% of the U.S. to date.

Second time's the charm

With the regular season ended and the May sweeps more than two weeks off, more than half of the network series for the week of April 13-19 were repeats (49 of 93). Surprisingly, six shows had higher repeat numbers than their original airings. According to **NW Ayer**, *Home Improvement* and *Seinfeld*, ranked second and eleventh for the week, were three share points higher than their originals. *In Living Color* and *Cops 2* showed a two-share-point improvement, while *Roseanne* and *The Commish* jumped one share point.

Public interest?

According to a source with close ties to Genesis Entertainment, company chairman and CEO **Gary Gannaway** has expressed the desire to take the New York-based syndication company public by January 1993—the 10th anniversary of the private company's founding. A Genesis spokesman would only say "there is nothing happening" but added that "we've had discussions about taking the company public, but

that's because people outside the company have approached us."

Sahl salute

As if Monitor Channel Chairman **Jack Hoagland** wasn't having enough trouble trying to pin down a buyer for the ailing cable network, Monitor personality **Mort Sahl** is now likening Hoagland to **Jim Garrison**, the controversial former New Orleans district attorney whose conspiracy theory on the assassination of **John F. Kennedy** provided the basis for the hit movie "JFK." "He reminds me a lot of Garrison," says Sahl, who spent five years as press secretary to the former DA. Sahl, speaking at a New York Television Academy luncheon, praised Hoagland and other Monitor Channel executives because "they didn't seem to think that ideas would throw the audience."

Old home week

Organizers of the NCTA convention, which opens a four-day run in Dallas on Sunday (May 3), were disappointed that FCC Commissioner **James Quello** begged off a Tuesday panel session featuring two other commissioners (**Sherrie Marshall** and **Ervin Duggan**) and CNN talk show host **Larry King**. But Quello had good reason. On Monday, he's expected in Detroit for the 70th anniversary of **WJR**, the dominant AM he served for 26 years—ultimately as vice president and general manager—prior to joining the FCC in 1974.

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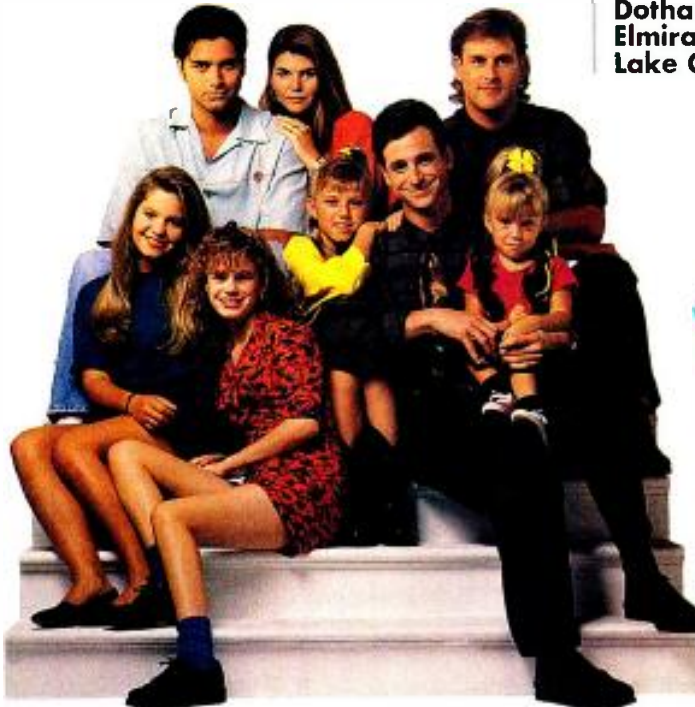
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Think Again...

FULL HOUSE GROWS IN ADULT DEMOS OVER ITS LEAD-IN

MARKET	TIME	ADULTS 18-49 Vs. LEAD-IN	ADULTS 25-54 Vs. LEAD-IN	MARKET	TIME	ADULTS 18-49 Vs. LEAD-IN	ADULTS 25-54 Vs. LEAD-IN
New York	6:00PM	+19%	+33%	Mobile	5:00PM	+140%	+90%
Los Angeles	7:30PM	+75%	+44%	Toledo	6:00PM	+36%	+14%
Philadelphia	7:00PM	+33%	+40%	Green Bay	5:30PM	+186%	+167%
San Francisco	5:00PM	+250%	+350%	Portland,ME	4:00PM	+125%	+40%
San Francisco	6:00PM	+9%	+7%	Paducah	5:00PM	+260%	+120%
Washington D.C.	5:30PM	+47%	+53%	Omaha	5:00PM	+48%	+11%
Detroit	5:00PM	+400%	+300%	Las Vegas	6:30PM	+44%	+43%
Detroit	6:00PM	+88%	+71%	Tucson	6:00PM	+60%	+40%
Houston	6:30PM	+17%	N/C	Chattanooga	6:00PM	+83%	+60%
Atlanta	6:30PM	N/C	+25%	Davenport	5:00PM	+240%	+200%
Miami	6:00PM	+20%	+17%	Columbia,SC	6:00PM	+214%	+163%
Pittsburgh	6:00PM	+100%	+86%	Jackson, MS	5:00PM	+183%	+60%
St. Louis	5:30PM	+53%	+55%	Johnstown	6:00PM	+20%	+18%
Sacramento	5:00PM	+13%	N/C	Evansville	4:30PM	+24%	+23%
Phoenix	6:00PM	+18%	+10%	Colorado Springs	5:30PM	+40%	+45%
Orlando	6:00PM	+100%	+67%	Monterey	7:30PM	+60%	+25%
San Diego	5:30PM	+120%	+80%	Peoria	5:00PM	+300%	+250%
Indianapolis	6:00PM	+59%	+53%	Augusta	5:00PM	+175%	+144%
Portland, OR	6:00PM	+240%	+225%	Eugene	6:00PM	+186%	+143%
Milwaukee	6:00PM	+26%	+19%	Lafayette	5:30PM	+31%	+45%
Cincinnati	6:00PM	+117%	+60%	Ft. Smith	6:30PM	+60%	+50%
Kansas City	5:00PM	+420%	+280%	Columbus,GA	5:00PM	+150%	+200%
Charlotte	5:30PM	+111%	+117%	Amarillo	5:00PM	+50%	+35%
Charlotte	6:30PM	+57%	+45%	Corpus Christi	4:00PM	+7%	+15%
Raleigh-Durham	5:30PM	+25%	+40%	Rockford	4:00PM	+100%	+17%
New Orleans	6:30PM	+8%	+10%	Topeka	4:00PM	+350%	+127%
San Antonio	5:00PM	+164%	+144%	Erie	6:30PM	+325%	+333%
Louisville	6:00PM	+56%	+43%	Erie	7:30PM	+60%	+40%
Albany, NY	5:00PM	+107%	+59%	Wichita Falls	5:00PM	+400%	+275%
Flint	5:00PM	+217%	+167%	Sioux City	4:30PM	+56%	+40%
Fresno	5:00PM	+94%	+75%	Joplin	4:00PM	+138%	+13%
Tulsa	5:30PM	+50%	+45%	Bangor	4:00PM	+171%	+122%
Wichita	5:30PM	+150%	+150%	Clarksburg	7:30PM	+26%	+24%
				Dothan	4:30PM	+9%	+6%
				Elmira	7:00PM	+54%	+25%
				Lake Charles	6:30PM	+18%	+24%



Full House

The #1
New Off-Network
Strip Of '91-'92!

Television

SERIES FAREWELLS PEPPER MAY SWEEPS

'Cosby,' 'Golden Girls,' 'Night Court,' 'Who's the Boss?,' 'Growing Pains' and 'MacGyver' are all ending their current network runs

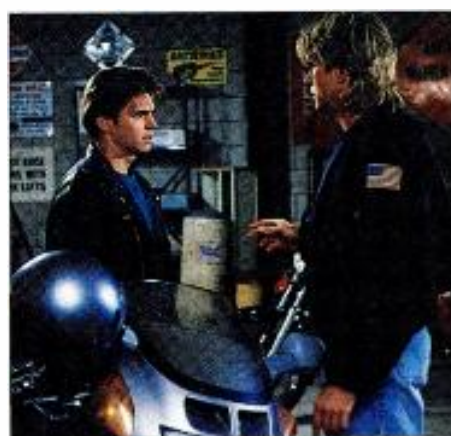
By Steve Coe

The May sweeps will be noteworthy not for the miniseries and made-fors featuring the usual cast of network television actors and actresses but for the number of long-running series that will air final episodes. Among the shows that will end their runs during May are *The Cosby Show*, *Golden Girls*, *Night Court*, *Who's the Boss?*, *Growing Pains* and *MacGyver*.

The final sweeps period of the broadcast year began last Thursday, April 23, and concludes on May 20, according to Nielsen monitoring. The Arbitron measured sweeps began on April 22 and end on May 19.

ABC's plans were to kick off its main sweeps programming last Saturday night with three hour-long series-ending episodes of *Who's the Boss?*, *Growing Pains* and *MacGyver*, following that up on Sunday with part one of the two-part, four-hour miniseries *Stay the Night*, starring Barbara Hershey and Jane Alexander. Part two airs tonight, Monday, April 27. ABC will also air several theatricals during May with "Little Monsters" on Saturday, May 2, "Back to the Future II" on Sunday, May 3, "Caddyshack II" on Saturday, May 9, and "Look Who's Talking" on Sunday, May 17.

Among the specials set to air are a one-hour special *This Is My Life* with Whitney Houston on Wednesday, May 6. *The Best of Barbara Walters* on Tuesday, May 12, features selected clips of interviews with John Wayne, Lucille Ball, Johnny Carson, Tom and Roseanne Arnold and Jay Leno. On Wednesday, May 13, the network presents the *American Bandstand 40th Anniversary* from 9-11 p.m. ABC wraps up its sweeps with *Oprah: Behind the Scenes*, an hour-long celebrity interview show that airs on Tuesday, May 19, and *The 6th Annual Comedy Awards*, which airs the next night at 9-11 p.m.



Final episodes of NBC's 'Cosby' (top left) and ABC's 'MacGyver' (bottom right) are calculated to provide some sweeps punch. A wedding on Fox's '90210' (bottom left) and a baby on CBS's 'Murphy Brown' are also in the May arsenal.

CBS's sweeps programming is anchored by *Intruders*, a four-hour miniseries starring Richard Crenna and Mare Winningham, which begins Sunday, May 17, and concludes with part two on Tuesday, May 19.

CBS began its sweeps programming with Burt Reynolds' *Conversations With*, an hour interview show, and *Elvis: The Great Performances*, a two-hour special, both of which were to air on Friday, April 24. Other specials scheduled to air include *Titanic: Treasure of the Deep*, an hour-long special hosted by Walter Cronkite.

The made-for lineup includes projects starring Sharon Gless, *Honor Thy Mother*, April 26; Harry Hamlin and Teri Garr, *Deliver Them from*

And Again...

FULL HOUSE GROWS IN ADULT DEMOS OVER PREVIOUS PROGRAMMING

MARKET	TIME	ADULTS 18-49 Vs. FEB '91	ADULTS 25-54 Vs. FEB '91	MARKET	TIME	ADULTS 18-49 Vs. FEB '91	ADULTS 25-54 Vs. FEB '91
New York	6:00PM	+56%	+100%	Wichita	5:30PM	+67%	+36%
Los Angeles	7:30PM	+56%	+44%	Mobile	5:00PM	+118%	+90%
Philadelphia	7:00PM	+33%	N/C	Toledo	6:00PM	+58%	+129%
San Francisco	5:00PM	+367%	+200%	Green Bay	5:30PM	+25%	+45%
San Francisco	6:00PM	+140%	+80%	Portland, MN	4:00PM	+125%	+91%
Washington D.C.	5:30PM	+65%	+64%	Paducah	5:00PM	+50%	+10%
Detroit	6:00PM	+50%	+33%	Omaha	5:00PM	+107%	+91%
Houston	6:30PM	+16%	+20%	Chattanooga	6:00PM	+83%	+60%
Atlanta	6:30PM	+250%	+150%	Davenport	5:00PM	+79%	+80%
Pittsburgh	6:00PM	+20%	+18%	Davenport	6:30PM	+550%	+360%
St. Louis	5:30PM	+64%	+89%	Columbia, SC	6:00PM	+83%	+110%
Phoenix	6:00PM	+117%	+120%	Huntsville	3:30PM	+142%	+224%
Orlando	6:00PM	+100%	+150%	Johnstown	6:00PM	+85%	+82%
San Diego	5:30PM	+175%	+200%	Colorado Springs	5:30PM	N/C	+7%
Indianapolis	6:00PM	+50%	+53%	Monterey	7:30PM	+60%	N/C
Portland, OR	6:00PM	+113%	+86%	Peoria	5:00PM	+75%	+31%
Milwaukee	6:00PM	+38%	+92%	Peoria	6:30PM	+25%	+20%
Cincinnati	6:00PM	+86%	+33%	Augusta	5:00PM	N/C	+16%
Kansas City	5:00PM	+18%	+19%	Eugene	6:00PM	+150%	+183%
Charlotte	5:30PM	+138%	+86%	Ft. Smith	5:30PM	+175%	+100%
Charlotte	6:30PM	+83%	+60%	Ft. Smith	6:30PM	+100%	+50%
Raleigh-Durham	5:30PM	+43%	+40%	Traverse City	5:30PM	+16%	+17%
New Orleans	6:30PM	+180%	+175%	Amarillo	5:00PM	+200%	+12%
San Antonio	5:00PM	+61%	+57%	La Crosse	6:30PM	+50%	+6%
Oklahoma City	6:30PM	+150%	+200%	Erie	6:30PM	+467%	+333%
Louisville	6:00PM	+8%	+11%	Wichita Falls	5:00PM	+94%	+43%
Albany, NY	5:00PM	+107%	+59%	Sioux City	4:30PM	+127%	+75%
Fresno	5:00PM	+72%	+50%	Minot	4:30PM	+53%	+19%
Tulsa	5:30PM	+40%	+60%	Clarksburg	7:30PM	+41%	+21%



FULL HOUSE

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Source: NSI Feb '92

Evil: The Taking of Alta View, Tuesday, April 28; Veronica Hamel and Nancy McKeon. *Baby Snatcher*, Sunday, May 3, and Donna Mills and Lee Grant. *In My Daughter's Name*, Sunday, May 10.

NBC's schedule restructuring for the fall results in three one-hour series-ending episodes for *The Cosby Show* on Thursday, April 30; *Golden Girls* on Saturday, May 9, and *Night Court* on Wednesday, May 13. May will also see the final airing of original episodes on NBC of *Matlock* and *In the Heat of the Night*, both of which move to competing networks in the fall.

Among the movies scheduled to air, NBC has two miniseries in *Trial: The Price of Passion*, which airs on Sunday and Monday, May 3 and 4, and *Cruel Doubt*, scheduled on Sunday, May 17, and Tuesday, May 19. In addition, on Sunday, April 12, the network will air a Hallmark Hall of Fame, *Miss Rose White*, which stars Maureen Stapleton and Maximilian Schell.

Fox's original programming for the sweeps includes a three-part season finale of *Married...with Children*, the debut of a third Michael Jackson video from his current album, the first special from the Fox News Service, titled *The Last Godfather: The John Gotti Story*, and the airing of a live pilot of *The Jon Lovitz Show*.

Fox's sweeps programming began last Thursday night with rock 'n' roll night featuring special guests on each of their series and the debut of Michael Jackson's new video, which was to air prior to *Beverly Hills 90210*. On Sunday, May 3, Fox airs the first part of a three-part season-ending storyline from *Married...with Children*. The second and third parts air on May 10 and 17.

In the first of three reality-based specials, the life of convicted mobster John Gotti is examined in the hour-long special that airs on Saturday, May 9. Subsequent specials include *Trial and Error*, Friday, May 15, which looks at the cases of people wrongly convicted, and *The World's Biggest Lies*, highlighting famous hoaxes, on Saturday, May 16.

Fox wraps up its sweeps programming with the broadcast of *The Jon Lovitz Show*, the pilot for a half-hour sketch comedy show. The pilot airs on Sunday, May 17, from 9:30-10. ■

TRIBUNE STILL OPTIMISTIC ABOUT SLUMPING 'NOW IT CAN BE TOLD'

By Mike Freeman

Despite recent word that WNBC-TV New York will not be renewing news magazine strip *Now It Can Be Told* for next season, Tribune Entertainment officials remain optimistic about the Geraldo Rivera-hosted half-hour.

The loss of its prime access slot in the nation's top market had competing syndicators jokingly labeling the show "Now It Can Be Folded," but Tribune Entertainment Co. President Don Hacker, in an interview with BROADCASTING, pointed out that the rookie investigative strip will continue to air on WNBC until the end of August and that talks are ongoing with stations in the market.

"*Inside Edition* has kept growing

despite the fact that it didn't have a New York clearance for its first two years," Hacker says of the King World series (7.7/17 national numbers from the February sweeps) prior to its clearance on WCBS-TV this season. "Like any other news magazine, we've had to prove ourselves in early fringe and late fringe slots because prime access is entrenched with solidly performing incumbent strips."

Los Angeles, the No. 2 ADI market, has presented another thorny problem, with Tribune O&O KTLA-TV downgrading the show from 7 p.m. to 9 a.m. (PT). Hacker acknowledged that talks are under way for a new L.A. clearance, with local station sources suggesting that Disney-owned independent KCAL-TV has expressed interest in pairing *NICBT* with *Inside*



A PORTRAIT OF JENNY

Warner Bros. Domestic Television Distribution officially proclaimed *The Jenny Jones Show* a firm go for its second season in 1992-93 (as reported in "Bi-Coastal," March, 30) at a press conference in Los Angeles (BROADCASTING, April 20). Key in the decision to go ahead with year two on the first-run hour, according to Dick Robertson, president of domestic sales for WBDTD, was the re-signing of Pinelands Inc.'s WWOR-TV New York and NBC O&O's KNBC-TV Los Angeles and WMAQ-TV Chicago. The other deciding factor, Robertson says, has been the show's climb from a 1.6 debut rating (NSS) to a most recent 2.2 national rating over the past eight months. Robertson estimated that the first-run hour has been renewed in over 60% of the U.S. so far. Shown at the press conference (above) are: Top row, l-r—Jim Paratore, President, Telepictures; David Salzman, executive producer. Seated, l-r—Reed Manville, president and general manager, KNBC-TV; Jenny Jones; Dick Robertson.

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Edition, which the station picks up from KABC-TV for prime access next season. The possibility of obtaining a news-oriented syndicated access block may be the kind of lead-in KCAL officials are looking for the station's three-hour prime time news block.

Michael Eigner, president and general manager of Tribune-owned WPIX(TV), which aired double-runs of *NICBT* last fall (at 1 p.m. and 7 p.m.) before surrendering the show to WNBC-TV, said Tribune Entertainment has yet to approach the station, but he said he is "definitely interested" in picking up the show. He also said it is within the realm of possibility that 7 p.m. could again be slotted with *NICBT*. "I was happy with the show [*NICBT*], so we certainly would be open to hearing their pitch."

That all depends, according to industry sources, on whether *Now It Can Be Told* improves its performance during the current May sweeps period. Following the February sweeps, the program averaged a 3.2 rating/10 share (NSI) and was down from both its lead-in programming and previous February 1991 time period performances. (In New York, *NICBT* averaged a bottom-ranked 5/8 for WNBC, while KTLA suffered with a similarly bottom-ranked 5/7 at 7 p.m.)

Jim Lutton, vice president of programming for Tribune Entertainment, says the series has grown from a 2.7 rating (NSS) for its debut to a 4.2 rating for the week ending April 5, a 57% increase. Lutton stressed that much of that national growth is due to the show being taped day and date, rather than the previous practice of shooting episodes several days in advance.

Marty Berman, who took over the executive producer post last January from Al Primo, has hired a "sweeps" programming consultant and five new field producers (see "Bi-Coastal").

Several station and rep sources estimate that Tribune has invested \$250,000 to \$300,000 per week (or approaching \$12 million for the first season), but add that Rivera's perceived "tabloid" journalism reputation has held down *NICBT*'s ad revenues to \$3 million, in addition to roughly \$3 million in license fees. That would lead to an estimated \$5 million-\$6 million first-year loss on the series. Hacker would not comment on finances, but said Tribune has "certain production efficiencies," compared to other similarly budgeted syndicated news magazines. ■

'90210' PREPS FOR ROLLOUT

Worldvision guarantees 100 episodes for stripping

By Mike Freeman

Worldvision Enterprises, through trade ads that started appearing last week, has officially entered the highly rated *Beverly Hills 90210* series into off-Fox syndication. Worldvision Enterprises President and CEO John Ryan acknowledges that the New York-based syndicator will be talking to "everyone," including broadcasters and cable channels, to get the highest possible license fees and/or barter advertising revenues.

The popularity of *90210* with teenagers has independent station executives hoping the Fox show's sought-after younger demographics will follow in syndication. But several independent general managers canvassed by BROADCASTING said those same teen audiences tend to be the most fickle when it comes to teen idols—such as *90210* stars Luke Perry, Jason Priestly and Shannon Daugherty.

Ryan told BROADCASTING the company is guaranteeing 100 episodes for stripping now that Fox Broadcasting Co. has given the Spelling Entertainment-produced series a two-year series order (30 episodes each season), making fall 1994 the likeliest trigger date for the series. He says that Worldvision will be canvassing over 100 stations within the next two weeks, but said that it will also include pitches to several cable channels.

"We have a lot of unsolicited interest in this series," Ryan says. "We are committed to achieving the best per-episode price, be it syndication or cable. Obviously, we feel we can achieve our highest revenues in syndication, particularly if we're able to get early fringe, prime access and late night clearances on a strong lineup of stations."

Because *Beverly Hills 90210* is an off-Fox series, it, like Columbia Pictures Television's *Married...with Children*, is exempt from the Prime Time Access Rule, which bars off-network series from airing on top-50 network affiliates in 6-8 p.m. time slots. However, given the preponderance of first-run strips performing strongly on network affiliates, even KTLA(TV Los Angeles' general manager Steve Bell says independent stations may be reluctant to slot a teen-skewing drama in 6-8 p.m. time periods.

Roger Ottenbach, general manager of KCPQ-TV Seattle, believes *90210* will have stronger appeal to stations if it is marketed for 4-6 p.m. As a Fox affiliate, Ottenbach says his station and other Fox affiliates may find *90210* a "strong transition vehicle" from their daily 3-5 p.m. Fox Children's Network cartoon programming. Ottenbach says of the *90210*'s Thursday 9 p.m. network airings on Fox: "We've found that more parents are watching in this market and in others, so it's getting some strong demos across the board."

SAATCHI SURVEY PREDICTS NETWORKS' FALL STRATEGIES

By Steve Coe

In Saatchi & Saatchi's annual survey of network program development and prognostications for the fall, the advertising agency takes note that the just-completed 1991-92 season was the first "in 15 years [in which] three-network shares did not decline from the previous year and...the first time since the mid-80's [that] average three-network ratings

were actually up." Looking ahead to the 1992-93 season, which the report says the networks "seem to be approaching in a more upbeat mood," Saatchi makes some predictions about what moves each of the networks—including Fox—may make to improve their standing in the ratings.

Despite ABC's fall to third place this season, "the network can take

Continues on page 53.

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Bill O'Reilly
Anchor



Broadcasting's Ratings Week Apr 13-19

	ABC	CBS	NBC	FOX	
MONDAY	8.0/13	13.4/22	10.2/17	4.6/8	
8:00		24. Evening Shade 11.8/20	16. Fresh Prince 13.2/23	91. Fox Night at the Movies—Say Anything 4.6/8	
8:30		26. Brooklyn Bridge 11.3/19	22. Blossom 12.1/20		
9:00	66. ABC Monday Night Movie—Broadcast News 8.0/13	4. Murphy Brown 15.3/24	59. NBC Monday Night Movie—Parker Kane 9.0/15		
9:30		8. Designg Wmn 14.2/23			
10:00		10. Northern Exposure 13.9/24			
10:30					
TUESDAY	15.0/25	11.4/19	10.6/18	NO PROGRAMING	
8:00	7. Full House 14.6/26	20. Rescue: 911 12.4/21	63. Mann & Machine 8.5/15		
8:30	2. Home Improvmt 18.3/30		36. Law and Order 10.7/17		
9:00	1. Roseanne 20.2/32				
9:30	5. Room for Two 15.0/24				
10:00	30. Civil Wars 11.0/19		18. Dateline NBC 12.7/22		
10:30					
WEDNESDAY	10.1/17	8.3/15	12.2/21	NO PROGRAMING	
8:00	48. Wonder Years 9.7/18	67. Royal Family 7.7/14	5. Unsolved Mysteries 15.0/26		
8:30	50. Doogie Howser 9.6/16	65. Davis Rules 8.4/14	11. Seinfeld 13.7/23		
9:00	55. Room for Two 9.2/15	80. What About Me? I'm Only 3 6.4/11			
9:30	48. 5ibs 9.7/16	38. 48 Hours 10.5/19			27. Dear John 11.2/19
10:00	29. Homefront 11.1/20		58. Quantum Leap 9.1/16		
10:30					
THURSDAY	10.5/19	9.6/17	12.0/21	8.8/15	
8:00		51. Top Cops 9.5/18	45. Cosby 9.9/19	44. Simpsons 10.1/19	
8:30	61. Columbo 8.9/16		45. Street Stories 9.9/17	41. A Diffnt World 10.3/19	70. Drexell's Class 7.3/13
9:00				16. Cheers 13.2/22	61. Beverly Hills 90210 8.9/15
9:30		53. Human Factor* 9.3/16	25. Wings 11.7/19		
10:00	12. Primetime Live 13.6/24			13. L.A. Law 13.4/23	
10:30					
FRIDAY	11.9/23	7.0/14	9.0/17	6.1/12	
8:00	33. Family Matters 10.8/22	88. Tequila and Bonetti 5.5/11	45. Matlock 9.9/20	79. America's Most Wanted 6.5/13	
8:30	30. Step By Step 11.0/22	67. CBS Friday Movie—Murder Times Seven 7.7/15	63. Fifth Corner* 8.5/16	77. Sightings* 6.7/13	
9:00	33. Dinosaurs 10.8/20			79. Hidden Video 2 4.6/9	
9:30	37. Baby Talk 10.6/20				
10:00	9. 20/20 14.0/27				
10:30					
SATURDAY	7.7/15	6.3/13	10.2/20	8.0/16	
8:00	74. Who's the Boss? 6.8/14	83. Daffy's Easter 6.1/13	43. Golden Girls 10.2/21	69. Cops 7.5/16	
8:30	78. Billy 6.6/13	87. Claymation Easter 5.7/11	38. Powers That Be 10.5/21	55. Cops 2 9.2/18	
9:00	72. Perfect Strang. 7.2/14	81. Tequila and Bonetti 6.2/12	27. Empty Nest 11.2/22	59. Code 3 9.0/17	
9:30		74. Trials of Rosie O'Neill 6.8/14	41. Nurses 10.3/20	83. Hidden Video 6.1/12	
10:00	53. The Commish 9.3/19		52. Sisters 9.4/19		
10:30					
SUNDAY	9.8/18	13.7/25	7.8/14	8.1/15	
7:00	86. Life Goes On 5.8/13	3. 60 Minutes 15.4/34	83. Against All Odds 6.1/14	93. True Colors 4.5/10	
7:30		18. Murder, She Wrote 12.7/23	81. Against All Odds* 6.2/13	90. Parker Lewis 5.0/11	
8:00	20. Am Fun Hme Vid 12.4/23		15. CBS Sunday Movie—Kraft's: The Secret 13.3/23	74. Mann & Machine 6.8/12	73. Roc 6.9/13
8:30		55. NBC Sunday Night Movie—Revolver 9.2/16		23. In Living Color 12.0/21	
9:00	33. ABC Sunday Night Movie—Pink Cadillac 10.8/18				13. Married w/Childn 13.4/22
9:30				38. Heman's Head 10.5/17	
10:00				70. Std by Your Man 7.3/13	
10:30				89. Get a Life 5.4/10	
WEEK'S AVGS	10.4/19	10.1/18	10.2/18	7.3/13	
SSN. TO DATE	12.1/20	13.7/22	12.2/20	8.0/13	

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Client	Transaction
Bertelsmann AG	\$146 million senior debt offering
Cablevision Systems Corporation	Fairness opinion
CBS Inc.	Sale of Paley Estate minority interest
Cencom Cable Associates, Inc.	Sale of substantial majority interest to Crown Media, Inc.
Cencom Cable Entertainment Inc.	Debt repurchase
Cencom of Alabama, L.P.	Private placement of equity
Comcast Corporation	\$125 million senior subordinated debt offering
Crowley Cellular Limited Partnership	Divestiture of Illinois cellular properties to Southwestern Bell Corp.
The Dun and Bradstreet Corporation	Divestiture of Donnelley Marketing, Inc. and Carol Wright Sales, Inc.
Eurostellae BV/English Sports, Inc.	Acquisition of television interests of WH Smith Group PLC
Grupo Televisa, S.A. de C.V.	\$863 million initial public offering
John Street Partnership	Cellular assets acquired by Vanguard Cellular
Knight-Ridder, Inc.	\$152 million common stock offering
Knight-Ridder, Inc.	\$160 million senior debt offering
Macmillan, Inc.	Divestiture of Macmillan Computer Publishing division to Simon & Schuster, Inc.
MCA INC.	Medium term note program
Midwest Communications, Inc.	Sale of substantially all of its assets to CBS Inc.
Mtel	\$25 million common stock offering
Mtel/Singapore Telecom	Private purchase of equity in AMSC
PolyGram Finance, B.V.	Private placement of mandatorily exchangeable subordinated notes
The Reader's Digest Association, Inc.	\$665 million common stock offering
Reed International P.L.C.	\$125 million senior debt offering
Rogers Cantel Mobile Communications Inc.	\$250 million initial public offering
R.R. Donnelley & Sons Company	\$150 million senior debt offering
Seattle Times Co.	Private placement of senior debt
THORN EMI plc	Acquisition of 50% interest in SBK Records not already owned by THORN EMI plc
THORN EMI plc	Divestiture of THORN EMI Software Division to management and CIN Ventures
THORN EMI plc	Private placement of senior debt
Time Warner Inc.	\$2.8 billion common stock rights issue
The Times Mirror Company	Medium term note program
The Times Mirror Company	\$100 million senior debt offering
Viacom International Inc.	\$291 million common stock offering
Viacom International Inc.	\$200 million senior subordinated debt offering
The Walt Disney Company	Medium term note program
Wolters Kluwer nv	\$103 million convertible debt offering

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Business

TV STATION BUSINESS SHOWS MODEST FIRST-QUARTER IMPROVEMENT

Despite Gulf War comparisons, revenue growth mostly weak

By Geoffrey Foisie

First-quarter financial results for TV station owners are evidence that a recovery in the broadcast economy still has a way to go. Even with favorable comparisons against the first quarter of 1991 when the Gulf War affected revenue and, in some cases, costs, group owners last week for the most part reported only modest revenue increases, and, in some cases, declines. Still, most profit margins gained, due to cost controls.

NBC fit in with the trend, saying that operating profit "rebounded somewhat on slightly lower revenues."

The largest of the broadcasting groups, Capital Cities/ABC, said revenue fell 16% in the first quarter. The ABC TV network reported a first-quarter loss on a "substantial" decline in revenue. Operating earnings for the owned TV stations declined for the second year in a row, this time "significantly," on a moderate decrease in revenue. Broadcasting segment numbers, including Video Enterprises, reported income of \$86.2 million, down 40%, on net revenue of \$842.8 million.

Groups with a preponderance of CBS affiliates, such as Meredith Broadcasting, showed strong revenue growth, because of the Super Bowl and the winter Olympics. Times Mirror Broadcasting said revenue, more than half of which is derived from CBS affiliates, jumped 19.6% to \$23.2 million. Operating income increased sevenfold, to \$5 million.

Belo broadcasting profit jumped 73% to \$8.8 million, on a 15.5% revenue increase, to \$43.5 million. Belo has three CBS affiliates and two stations which benefitted from political advertising in Texas.

But almost all TV station groups reported single-digit revenue increases or declines. Granite Broadcasting's operating cash flow gained 23%, to \$2.5 million, on a 7% increase in net revenue, to \$8 million. The company said non-political national advertising gained 14%, while station operating expenses declined slightly. Gannett's broadcasting operating income gained 34%, to \$5.6 million, on a 3% revenue increase, to \$78.8 million. Television revenue gained 6% while radio revenue declined.

McGraw-Hill said its TV stations had a 7% gain in operating income, to \$5.4 million, on a 4% gain in revenue, to \$23.3 million. Pulitzer said broadcasting operating cash flow gained 24%—compared to a 34% decline in the first quarter of last year—to \$5.3 million, on a 2% gain in revenue, to \$24.6 million.

TV station revenue at the Washing-

ton Post Co. also increased only 2% for the quarter—compared to an 11% decline in last year's period. And Media General said its broadcast television stations have "...yet to realize any significant strengthening in advertising revenue, which typically accompany an improved economy." Westinghouse Broadcasting reported roughly flat revenue, while operating expense reductions helped the group's profit margin.

Multimedia said broadcasting cash flow fell by more than 10% for the third year in a row, to \$7.7 million, on a slight decline in revenue, to \$31.3 million. The company blamed a "sluggish retail advertising environment."

Independent-oriented TV groups also did not fare as well. Revenue at Tribune Television declined 1% while Gaylord's broadcasting division posted a 3% decline in revenue, to \$27.9 million. ■



MADONNA, WARNER FORM MAVERICK

Madonna and Time Warner have formed Maverick, a multimedia entertainment company consisting of TV, film, merchandising and book publishing divisions, as well as a record label and music publishing company.

On the less glamorous side, Time Warner reported a first-quarter net income of \$3 million, versus a net loss of \$50 million for the same period last year. Operating income was \$561 million on revenue of \$3 billion, compared to \$530 million on revenue of \$2.8 billion for first-quarter 1991. —SDM

Changing Hands

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

KLZ(AM) Denver □ Sold by Summit Communications Corp. to Donald Crawford for \$1.5 million. **Seller** is principally owned by trustees of the Gordon Gray family and owns WAOK (AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WFYR-FM Chicago; KJMV(FM) Dallas; KHVN(AM) Fort Worth; WONE(AM)-WTUE(FM) Dayton, Ohio; KAZY(FM) Denver and WRKS-FM New York. **Buyer** is the principal of Crawford Broadcasting Co. and owns WDJZ(FM) Birmingham, Ala.; KBRT(AM) Avelon, Calif.; WYCA (FM) Hammond, Ind.; Wmuz(FM) Detroit; WDCX(FM) Buffalo, N.Y., and KPBC(AM) Garland, Tex. KLZ is full-timer on 560 khz with 5 kw. *Broker: H.B. La Rue, Media Brokers*

WSJP(AM)-WBLN-FM Murray, Ky. □ Sold by Starlite Communications Inc. to WML Communications Inc. for \$1.225 million cash. **Seller** is headed by Michael G. Karem and has no other broadcast interests. **Buyer** is headed by Sam Parker and has no other broadcast interests. WSJP has C&W format on 1130 khz with 2.5 kw day and 250 w night. WBLN-FM has AC format on 103.7 mhz with 100 kw and antenna 661 feet above average terrain.

KATM(FM) Colorado Springs □ Sold by Surrey Front Range LP to Falcon Media Inc. for \$950,000. **Seller** is

headed by J. Kent Nichols and has no other interests. **Buyer** is headed by Edward Atsinger and the Roland Hinz and Lila Hinz Living Trust. Atsinger is a principal in Salem Communications, which controls: WMCA(AM) New York; KGER(AM) Los Angeles; WYLL(FM) Chicago; WAVA(FM) Washington; WEZE(AM) Boston; KGNW(AM) Seattle; WKPA(AM)-WORD(FM) Pittsburgh; KPQD-AM-FM Portland; KLFE(AM) Riverside-San Bernardino; KPRZ(AM) San Diego; KDAR(FM) Oxnard and KAVC(FM) Rosamond, all Calif., and WRFD(AM) Columbus, Ohio. Atsinger is also a principal in KKLA(AM) Los Angeles, KFAX(AM) San Francisco, KKXX(FM) Bakersfield and KEZL(FM) Fowler, all California. KATM(FM) is on 100.7 mhz with 13.5 kw and antenna 2,218 feet above average terrain. *Brokers: Media Venture Partners and Kalil & Co.*

WVGA(TV) Valdosta, Ga. □ Sold by Morris Network Inc. to Tallahassee Channel 27 Inc. for \$850,000. Terms: \$700,000 cash at closing and \$150,000 five-year noncompete covenant. **Seller** is headed by Charles H. Morris, and has interests in WMGT(TV) Macon, Ga; WDHN(TV) Dothan, Ala., and KARK-TV Little Rock, Ark. **Buyer** is headed by Elio Betty Jr., and is licensee of WTXL-TV Tallahassee, Fla. WVGA is ABC affiliate on ch. 44 with 1,285.3 kw visual, 257 kw aural and antenna 920 feet above average terrain.

WBTF(FM) Lexington, Mich. □ CP sold by Vector Broadcasting Inc. to Hanson Communications Inc. for \$350,000. Terms: \$300,000 cash at closing and \$50,000 consulting agreement. **Seller** is headed by Timothy Martz, and is also permittee of WXE(B)FM) Chateaugay, N.Y., and WKNW-FM Canaan, Vt. Martz has 90% interest in permittees of WBFX(FM) Grand Marais, Minn., KYWG(FM) Sarles, N.D., and in licensees of WKNW(AM)-WYSS(FM) Sault Ste. Marie, Mich., and WFST(AM)-WBPW(FM) Caribou-Presque Isle, Maine. He has 80% interest in licensees of WFNL(FM) Sturgeon Bay, Wis., WZNL(FM) Nor-

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$304,500 □ 5

FM's □ \$1,002,500 □ 4

AM-FM's □ \$1,750,000 □ 2

TV's □ \$860,000 □ 2

Total □ \$3,917,000 □ 13

1992 to Date:

AM's □ \$15,104,586 □ 53

FM's □ \$49,775,746 □ 71

AM-FM's □ \$62,449,925 □ 42

TV's □ \$251,190,620 □ 18

Total □ \$378,520,877 □ 184

For 1991 total see Jan. 27, 1992 BROADCASTING.

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way, Mich., and in permittees of WENL(FM) Gladstone and WXNL(FM) Baraga, both Michigan. Martz also has applications pending for construction of FM translators in New York state. **Buyer** is headed by Lee C. Hanson, and is licensee of WPHM(AM) Port Huron, Mich. WBT1 has CHR format on 96.9 mhz with 3 kw and antenna 328 feet above average terrain.

WKKI(FM) Celina, Ohio □ Sold by Kempff Communications Co. to The Sunshine Corp. for \$325,000 cash.

Seller is headed by William R. Rice, receiver, who was also appointed receiver for KWZD(FM) Hamlin, Tex., recently sold ("Changing Hands," Feb. 3). **Buyer** is headed by Ralph A. Guarnieri Jr., who is sales manager of station. WKKI has AC format on 94.3 mhz with 2.2 kw and antenna 448 feet above average terrain.

WKOA-FM Murrells Inlet, S.C. □ CP sold by Inlet Radio Systems Inc. to Kings Road Radio Inc. for \$322,000. Terms: \$20,000 earnest money depos-

it, \$155,000 cash at closing and \$147,000 five-year promissory note at 6%. **Seller** is headed by Robert E. Johnson, and has no other broadcast interests. **Buyer** is headed by Scott R. O'Neil and has no other broadcast interests. WKOA-FM has diversified format on 94.5 mhz with 3.47 kw and antenna 426.4 ft. above average terrain.

For other proposed and approved sales see "For the Record," page 62.

Advertising Marketing

REPS UNITE ON ELECTRONIC DELIVERY SYSTEM

Major rep firms are devising specifications for electronic system that would reduce paperwork between reps and ad agencies

By Sharon D. Moshavi

Station reps, long divided on the issue of electronic communications systems, have come together to create one industrywide system. This represents a major shift by some reps who had objected not just to the kind of system to use, but whether to have one at all.

The major rep firms, including ABC and CBS's O&O sales units, have been meeting for the past two months to develop a list of specifications for an electronic system that would reduce paperwork and, therefore, expense in communications between reps and advertising agencies.

According to Tom Olson, president, Katz Continental Television, the group is close to coming up with a wish list for a system, and is likely to put out a proposal within the next few months to be bid on by vendors interested in designing it. There is still no unanimity within the group or reps as to what the system should look like, nor is there certainty that everyone will participate in the completed plan. MMT Sales President Jack Oken, who brought the committee together, stresses that talks are still in preliminary stages. A meeting was scheduled for last Friday (April 24) to try to complete a proposal that could be re-

viewed by prospective vendors.

One main goal the group has is ownership of the electronic system, according to Donald Robinson, president, Seltel Inc. The reps ideally would like to own the entire system and have a vendor serve merely as a contractor, to insure the independence of the network. At most, the reps would agree to relinquish half ownership of any system that was developed, says Robinson.

The reps have come together, it seems, because of concern as to what would happen if they do not. "We saw we could end up having the rep community divided," says Olson. That was the way it seemed last year at this time, when four of the reps (Katz, Blair Television, MMT Sales and the defunct NBC Spot Television Sales unit) teamed up with Donovan Data Systems Inc. to jointly develop the Advertising Document Delivery System (ADDS). The rest of the reps did not jump on the bandwagon, as the others had hoped. The ADDS test continues (Donovan is funding it) but Donovan is aware of the reps' meetings, and will have to be a bidder along with other vendors, says Olson.

The reps who have resisted banding together until now have not all done so for the same reasons. Only one, TeleRep Inc., has actively opposed the

move to electronic communications, fearing it will lose perceived edge in selling, according to sources. Despite this historical stance, TeleRep has been present at the meetings, although one rep called their presence "almost obstructive." TeleRep executives did not return phone calls.

Seltel also resisted joining the Donovan group, but was in favor of the concept of an electronic industrywide system even prior to its acquisition by Katz, says Robinson. Rather, Seltel was displeased with the choice of Donovan. "We felt they were tied too closely to the agency community," he says.

The reps are essentially expecting to create a system to handle such aspects as makegoods, invoicing and inventory tracking. A major concern for reps such as Seltel, TeleRep and Petry Television in creating an electronic communications network has been that such a system would diminish the reps' role. Most of the concern is directed at electronic avail requests, which is part of the DDS system. That function, however, does not seem to be among ad agencies' requests. "I don't think that would be appropriate either," says Jean Pool, senior vice president, director of local broadcast. J. Walter Thompson. ■

Broadcasting

Radio

MERCURY IS NEW MARK OF CREATIVITY

Radio industry to award \$200,000 in cash prizes for advertising excellence

By Peter Viles

In an aggressive attempt to grab Madison Avenue's attention, the radio industry has created a new awards program—complete with \$200,000 in cash prizes—to reward the writers of the most creative advertisements on radio.

The top prize for the creator of the best radio commercial that aired in 1991: \$100,000 in cash, plus a specially designed glass trophy from Tiffany & Co.

The prizes, to be known as the Mercury Awards, will be presented June 4 during a black-tie event at the New York Hilton emceed by Dick Clark. The awards are sponsored by the Radio Creative Fund, which was founded by Group W Radio and has grown into an industry-wide partnership administered by the Radio Advertising Bureau.

The Magazine Publishers of America have sponsored a similar awards program since 1981, each year presenting the Kelly Award, along with \$100,000, to the creators of what is judged to be the best magazine advertising campaign.

But with nearly \$200,000 in cash prizes donated by various firms that belong to the Creative Fund, radio industry leaders say the Mercury Awards will be the biggest monetary award ever offered to the advertising industry. In other words, "Everybody ponied up a lot of money," said Nick Verbitsky, chairman and chief executive officer of the Unistar Radio Networks and event chairman for the Mercury Awards.

The competition began five months ago and attracted 600 applications, which have since been narrowed down to a list of 169 semifinalists representing the work of 58 advertising agen-



cies, production companies and freelancers.

The semifinalists range from a spot called "Party," produced for Steinfeld's Pickles by the Oregon-based firm of Marx Knoll Denight & Dodge, to three "Ads Against AIDS" produced by the California-based firm of Stupid Radio.

Radio industry leaders, eager to attract senior advertising executives at a time when national spot radio revenue is slipping, are offering free tickets to the event to senior management and creative directors of major advertising firms. In addition, the industry commissioned a series of humorous radio spots to promote the event, and stations in major markets were to begin running the ads this week.

"We want advertising's top people to join us," said Verbitsky. "This creates an awareness of radio—it just

moves it up another notch," he said.

In addition to the \$100,000 Mercury Gold Award, the Creative Fund will award four \$20,000 Mercury Silver Awards and 15 Mercury Bronze Awards of \$1,000 each. Judging will be conducted by a panel of advertising executives, and there will be only one, all-encompassing category. The list of finalists will be announced May 4 at the RAB's board of directors meeting.

The awards take their name from Orson Welles' celebrated "Mercury Theater," which produced landmark radio programming including "The War of the Worlds."

In addition to the cash awards, the Creative Fund will present a \$10,000 fellowship to a student who participated in Ad Lab, a series of hands-on advertising seminars the fund organized at Fordham University this year. ■

WINTER ARBITRON RATINGS

TOP SIX MARKETS

Station	Format	Fall	Winter	Station	Format	Fall	Winter	Station	Format	Fall	Winter
1. New York				3. Chicago				5. Philadelphia			
WRKS (FM)	Urban	5.2	5.5	WGN (AM)	MOR/Talk	8.5	8.8	KYW (AM)	News	7.6	8.4
WLTW (FM)	Soft AC	5.8	5.4	WGCI (FM)	Urban	6.8	6.8	WUSL (FM)	Urban	6.8	7.1
WBLS (FM)	Urban	4.4	4.9	WBBM (FM)	CHR	5.1	5.0	WMMR (FM)	AOR	7.2	6.2
WMXV (FM)	Soft AC	4.2	4.3	WUSN (FM)	Country	3.8	4.7	WEAZ (FM)	AC	5.1	6.0
WCBS (FM)	Oldies	4.9	4.2	WBBM (AM)	News	5.1	4.0	WYSP (FM)	Classic Rock	6.2	5.9
WXRK (FM)	Classic Rock	3.9	4.1	WWBZ (FM)	AOR	3.8	4.0	WPEN (AM)	Nostalgia	4.3	5.5
WOR (AM)	Talk	3.3	4.0	WVAZ (FM)	Urban	4.2	3.9	WEGX (FM)	CHR	4.9	4.9
WQHT (FM)	CHR	4.8	3.9	WXRT (FM)	AOR	3.3	3.8	WWDB (FM)	Talk	4.7	4.8
WINS (AM)	News	4.1	3.8	WLIT (FM)	AC	3.4	3.7	WXTU (FM)	Country	4.9	4.3
WNEW (FM)	AOR	3.8	3.7	WJJD (AM)	Standards	3.2	3.4	WYXR (FM)	AC	3.8	4.2
2. Los Angeles				4. San Francisco				6. Detroit			
KPWR (FM)	CHR	4.3	6.0	KGO (AM)	News/Talk	8.4	8.4	WJR (AM)	News/Talk/AC	9.3	8.3
KIIS (AM-FM)	CHR	4.9	5.0	KCBS (AM)	News	5.5	4.9	WJLB (FM)	Urban	6.6	6.3
KOST (FM)	Soft AC	6.0	4.8	KMEL (FM)	CHR	5.3	4.6	WWJ (AM)	News	6.3	6.2
KWKW (AM)	Spanish	3.8	4.2	KFRC (AM)	Nostalgia	4.3	4.5	WWWW (FM)	Country	5.3	5.0
KBIG (FM)	AC	3.2	4.2	KOIT (FM)	Soft AC	3.0	3.9	WXYT (AM)	News/Talk	4.3	4.8
KKBT (FM)	Urban	3.8	3.8	KSAN (FM)	Country	2.9	3.7	WLTI (FM)	Soft AC	3.8	4.7
KLOS (FM)	AOR	4.4	3.5	KNBR (AM)	Talk	3.3	3.4	WHYT (FM)	CHR	4.4	4.6
KRTH (FM)	Oldies	4.0	3.5	KIOI (FM)	AC	2.7	3.3	WLLZ (FM)	AOR	4.3	4.5
KABC (AM)	Talk	4.2	3.4	KSOL (FM)	Urban	2.9	2.8	WJOI (FM)	Easy	3.9	4.4
KLVE (FM)	Spanish	4.0	3.3	KABL (FM)	AC	2.7	2.8	WKQI (FM)	CHR	4.7	4.4

Source: Arbitron. Persons 12 plus, total week, Winter 1992.

MORE TOP-LEVEL CHANGES ANNOUNCED AT UNISTAR

Programming chief Salamon to head West Coast office; Teeson to form own company

By Peter Viles

In what appears to be the last trickle of executive changes stemming from its formation by merger in 1989, the Unistar Radio Networks put longtime programming chief Ed Salamon in charge of the network's new West Coast office and said goodbye to another Colorado-based executive.

The changes come one month after Unistar's Colorado-based co-chairman and chief executive officer C. T. "Terry" Robinson resigned, leaving management of the networks to the other co-chairman and CEO, Nick Verbitsky.

On April 15, Verbitsky announced he had chosen Salamon to run Unistar's new West Coast offices in Valencia, Calif. Salamon, who joined Verbitsky and Dick Clark in founding United Stations in 1981, will retain his title and duties as president of programming and will take on management of the Valencia office, with responsibility for Unistar's satellite formats.



Unistar's CEO Nick Verbitsky

A native of Pittsburgh, Salamon first made his mark in radio at KDKA, where he pioneered the technique of call-out music research in the early 1970's. He later became program director at WHN(AM), then New York's dominant country station, and also served as national program director for

Storer Radio before joining in the founding of United Stations.

"Ed and I have been colleagues, partners and friends for 17 years now," Verbitsky said. "I have no doubt that Ed's effective leadership will translate perfectly into the satellite format arena."

On Monday (April 20), Unistar's senior vice president for affiliate relations, Jim Teeson, resigned to start his own media services company. Teeson, a veteran of the Transtar Radio Networks, joins several other former Transtar executives who have departed Unistar, including Robinson, Gary Fries (now president of the Radio Advertising Bureau) and operations director Tom Page.

"I've had an enjoyable and productive five years with Transtar and Unistar," Teeson said. "I have the utmost respect for Nick Verbitsky, Ed Salamon, Bill Hogan and many of my colleagues. There's a tremendous pool of talent and some of this country's best broadcasters at Unistar." ■

Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO □ MARCH '92

Living without Arbitron: Can EZ do it?

Group owner comes up with a novel method for pricing inventory: supply and demand

By Peter Viles

When EZ Communications made good on its threat to drop Arbitron's radio ratings service, the Fairfax, Va.-based company put itself at the forefront of efforts in radio to break out of the cost-per-point system of pricing ad time.

But even EZ's brash president, Alan Box, doesn't know if his stations can succeed in selling time without the support of Arbitron numbers.

"I'd like to say we have all the answers, but we don't," Box says. "We're plodding off into new territory."

"I'd like to be able to say we're going to stick with it and do without. But I don't know. I do know we'll

stick with it for 90 days."

Box says his decision to let EZ's Arbitron contract lapse was born of frustration rather than innovation. He says he's bothered by the high cost of the service (\$1.1 million per year for EZ's 14 stations) and by Arbitron's unwillingness to respond to his complaints about improper crediting of diaries in several markets.

"We have gotten hurt—we believe severely—in at least three markets by improper accreditation of the diaries," Box says. "They've failed to fix the problem."

Arbitron spokesman Thom Mocarisky declined to comment on Arbitron's dealings with EZ, except to say that the company hopes to win EZ back as a client.

Box, meanwhile, is preparing his sales staffs for the world of ratings-free selling, and is also encouraging the formation of another national ratings system. But on the second count, he isn't particularly hopeful.

"I don't think anyone really wants another service that badly," he says. "That's partially because no one can really warm up to the idea of having to pay two research services."

One veteran radio researcher agrees, saying the only way Arbitron will face new national competition is if it encourages it through shoddy service and high rates. "It's probably a matter of how Arbitron handles it," the researcher says. "If they're smart

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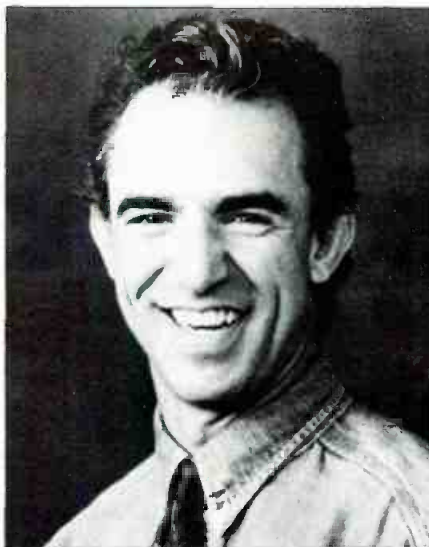
The two lives of Little Lord Bigmouth

L.A. disc jockey Jay Thomas, a.k.a Jerry Gold et al., leads a double life on radio and TV, but has no plans to give up the microphone

By Mike Freeman

Jay Thomas has accomplished what no other disc jockey in Los Angeles has been able to. Although morning drive hosts like Mark Thompson and Brian Phelps of KLOS-FM and Rick Dees of KIIS-FM have higher radio ratings, none of them survived the ratings ax when it came to headlining network TV series. But KPWR-FM's Thomas, currently the sixth-ranked morning DJ in Los Angeles as well as a trained actor, has as firm a foundation on the boards as on the dial.

In fact, Thomas has thrived on playing the supporting role in TV, winning an Emmy Award in the category for his portrayal of hyper-obnoxious TV journalist Jerry Gold on CBS's *Mur-*



DJ Jay Thomas: CBS has committed to 13 episodes of the new 'Love Is Hell'

phy Brown. Other recurring roles on NBC's *Cheers* and now-defunct series *Almost Grown* and *Mork and Mindy* earned Thomas experience and respect as a steady comedic player. Now, Thomas says he's ready to make the leap to leading man with next fall's CBS series, *Love Is Hell*.

It was his romantic-combative role on *Murphy Brown*, Thomas says, that prompted series producers Diane English and Joel Shukovsky to approach him about playing controversial newspaper columnist Jack Simon. The character becomes involved with bar owner Wallis "Wally" Porter (played by *L.A. Law*'s Susan Dey) in the series.

"The character is surprisingly a lot

Continues on next page.

ARBITRON

Continued from previous page.

and don't gouge the stations, this won't be much of a trend. But if they're not, you may see a competing service again—somebody who's got a lot of money and questionable sanity."

Arbitron will get a chance to answer its critics during a special forum at the Radio Advertising Bureau's board of director's meeting May 2-4 at Amelia Island, Fla.

"We hope it's a forum in which the industry can understand what we're doing and why we're doing it," says Mocarisky. He says Arbitron's decision to take part in the forum was not influenced by EZ's complaints or by any other recent criticisms of the company. "It's not that those issues won't be raised," he says. "They will be. But that's not why we'll be there."

EZ, meanwhile, will get a chance to try its hand at ratings-free sales. Its Arbitron contract lapsed March 31, but allows EZ stations to continue using Arbitron data for another 90 days.

Box says the company has already begun using an Arbitron-free sales pitch at WEZB(FM) New Orleans.

"About 45 days ago, we decided to quit selling with numbers," Box says. "We're selling based on supply and demand. The results were pretty amazing—an immediate increase in business in what's been a rather tough market."

To price its inventory in New Orleans, EZ has been using what consul-



"I'd like to say we have all the answers, but we don't.... We're plodding off into new territory."

EZ Communications President Alan Box

tant Godfrey W. Herweg calls "the airline method."

"It's very simple," says Herweg, whose firm, Seaway Communications International, specializes in selling without numbers. "You sit down and you do the same thing that an airline would do: 'I have X amount of seats, and to show a legitimate profit I need X amount of income.' Once you determine what you need and you can show the value of what you're selling, that's

how you determine the price. What you don't do is say: 'Well, gee, station ABC down the road is charging \$1,000, so therefore I'll charge \$900.'"

Gary Fries, who as RAB president has been encouraging stations to move away from cost-per-point pricing, says stations that attempt to sell without the aid of ratings numbers must be prepared to offer other proof of their station's value. "It's difficult," he says. "It forces the station to have a better, more highly trained sales staff."

Box says EZ will use other research services where available, and has approached several universities in hopes of finding new sources of research. He has also brought in Michael Jorgenson, president of WOKY(AM) Milwaukee and an expert in selling without Arbitron numbers, to conduct training seminars for his staff.

At the same time, Box is also waging an aggressive public relations campaign to win support from local advertising agencies and, perhaps, to pressure Arbitron into providing

better service at lower prices. In a letter to advertisers, Box asks them to "bear with us as we deal with this insensitive giant."

Box maintains that he is getting support from many advertisers, but a certain level of support is to be expected. After all, many local advertising agencies and companies prefer to make buys based on their own knowledge of a market rather than Arbitron's ratings. ■

JAY THOMAS

Continued from previous page.

like Murphy Brown, except I'm more like an ascerbic Jimmy Breslin type of character who likes to bang his chest but also has a sensitive side," Thomas says of his role on the show, which has been given a 13-episode commitment from CBS. "We're going to have some political humor, of course.

There will be a time when I come into the bar and ask Neal Bush [President Bush's son] for a bank loan. Things like that."

The climb up the TV ladder has been a slow, deliberate process, and Thomas's ascendancy in radio preceded it the same way. Born in New Orleans in 1950 to an oil-man father and a professional tap-dancer mother, Thomas began his career as a standup

comic in the French Quarter at the age of 16. Two years later, answering an urge to reach a bigger audience, he took a DJ post at WBSR-AM Pensacola, Fla., where he became known as "Little Lord Loudmouth of the South."

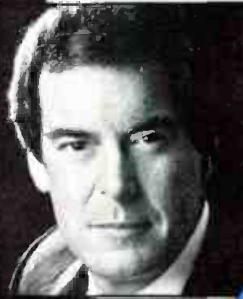
In 1969, barely 19 years old, Thomas moved on to WKGN(AM) Knoxville, Tenn., taking on the moniker of "Jay,

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VISION

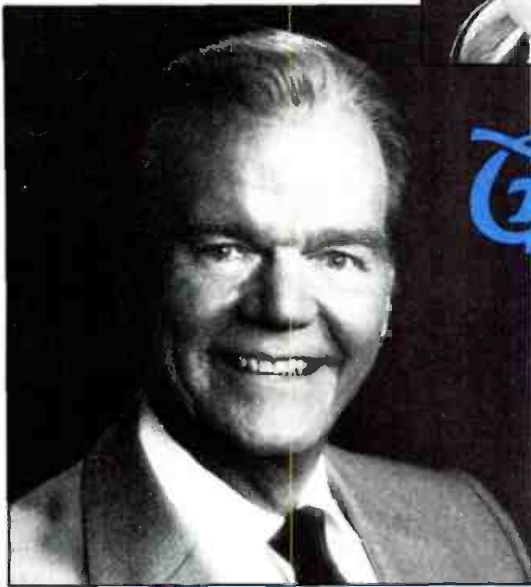


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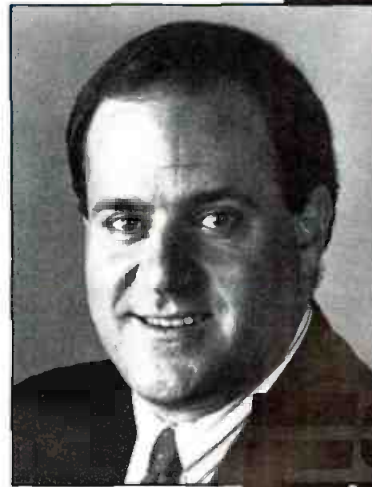
RADIO 



The 92
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 **ABC RADIO NETWORKS**

We Make a Difference

JAY THOMAS

Continued from previous page.

The Baby Thomas." He continued his Southern swing, working DJ stints in Jacksonville, Fla., and Charlotte, N.C. His big break career-wise in radio (and in the theater) came in 1976, when he joined WLXO-FM New York, where he was consistently one of the top-rated morning drive hosts for six years.

The move to New York also prompted Thomas to move into off-Broadway productions. He joined the Playwright's Horizons Group to develop his live theater skills, and, while he was performing as a standup comic in 1979, TV producer Gary Marshall caught his act and immediately cast him as Remo Davinci in *Mork and Mindy*. At the end of his two-year supporting run, Thomas spent the next five years honing his acting skills in

experimental theater productions.

Like many other actors, Thomas felt a move to Los Angeles was a necessity for obtaining meatier TV and film parts. In 1986, he heard that KPWR was looking for a morning drive host, and he seized the opportunity.

"I think radio is more difficult [than television] because the focus is constantly on yourself," Thomas said. "To also constantly have to come up with new material off the top of your head can be a major grind. It's just you and the audience, so you better be able to make a connection to keep them for all or part of that four hours. Although I do have to admit that I had to hire a staff writer about a year ago to relieve some that burden. [Comedians Johnny] Carson and [Jay] Leno have had comedy writers for years on their television shows, but radio disc jockeys never had it before a few years ago, or at least they didn't like to

acknowledge it."

When asked to evaluate the morning competition in the Southern California radio market, where he's a contributing factor to KPWR first-place ranking among all FM's in the winter Arbitron book, Thomas feels that KLOS's *Mark & Brian Show* has become "a worn-out act.... How many times are they going have wives call their husbands to tell them they're having extra-marital affairs as a gag?" Thomas credits the introduction of *The Howard Stern Show* on KLSX-FM for cutting into the *Mark & Brian Show*'s top-rated share of the market.

"Mark and Brian have become the *Hello Larry's* [a failed sitcom] of the 1990's," Thomas said. "Howard, on the other hand, is truly funny. In a lot of ways, Howard and myself have similar on-air personalities, though mine has a tendency to be a little less raunchy." ■

FCC calls LMA's 'generally beneficial'

Commission report says agreements are good for radio as well as its listeners

By Peter Viles

As radio industry observers predict rapid growth in the number of local marketing agreements, the FCC has quietly but firmly endorsed such agreements, saying it finds them "generally beneficial" to the radio industry and its listeners.

The FCC had made clear in its March 12 overhaul of radio ownership rules that it plans to regulate the previously unchecked LMA's. But the commission's April 10 report detailing the new rules contained an important follow-up message: the commission

has no intention of discouraging LMA's.

In its report, the commission said of LMA's, or time brokerage agreements: "Such arrangements are generally beneficial to the industry and listening audience because they enable stations to pool resources and reduce operating expenses without necessarily threatening competition or diversity."

Industry observers say the FCC's statement should ease fears of broadcasters who worried that entering into an LMA could put their license in jeopardy at renewal time.

During a panel discussion at the National Association of Broadcasters convention in Las Vegas, Charles Kelley, chief of the enforcement division of the FCC's Mass Media Bureau, said stations "should be fairly confident that participation in an LMA will not put them at a disadvantage at renewal time." But Kelley cautioned broadcasters to "adhere religiously" to FCC rules on LMA's, pointing out that stations involved in joint local ventures may find themselves the targets of challenges from competitors at renewal time.

The FCC's new rules define a time brokerage agreement as any arrangement in which one station brokers 15% or more of another station's air time. The rules limit simulcasting in such situations to 25% of programming, and further require that broadcasters notify the FCC within 30 days of entering into an LMA.

For the purposes of ownership limits, the FCC treats an LMA as if it were an acquisition. That is, station can enter into LMA's only if the new FCC rules would allow them to buy the station they are brokering. For example, a station group that owns two stations in a large market can buy up to four stations or enter LMA's with up to four stations, but not both. ■

NEW YORK REVENUES FLAT IN MARCH

Radio revenues in the New York market remained nearly flat in March and are running 0.6% behind 1991's weak pace, the New York Market Radio Broadcasters Association reported last week.

The revenue figures, compiled by the accounting firm Miller Kaplan Arase & Co., showed that national revenue continued to lag in March, dropping 12.7% from March 1991. Through the first three months of the year, national revenues were down 9.0% in the number-one market.

Local revenue, meanwhile, showed a bit of spark: up 2.0% from March 1991 to March 1992, and up 0.9% for the first three months of this year.

When local and national are combined, March revenues ran 0.1% behind 1991 levels. For the first three months of the year, revenues are off 0.6%, for total revenue of \$63.19 million, down from \$63.58 million in 1991.

-PV

Best SELLERS

*Introducing Group W Radio's 1992
PRESIDENT'S CLUB AWARD winners...
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professionals working in radio today.*



(Seated, left to right) Robin Tillman, **WINS** New York; Barbara Holland-Stein, **KILT-AM-FM** Houston; Dorothy Bowman, **KYW** Philadelphia; Owen Abbott, **KFWB** Los Angeles; Charles Orr, **KDKA** Pittsburgh; Marcy Cyburt, **WLLZ** Detroit; Steven Cohen, **WCXR-WCPT** Washington; (Standing, left to right) John Waugaman, *Regional Vice President, Group W* New York; Scott Vowinkle, **KOXT** San Antonio; Debbie Greenebaum, **WMAQ** Chicago; Ron Vacchina, **KTWV** Los Angeles; Debra Harris-O'Hearn, **WBZ** Boston; Suzy Swartz, **WMMR** Philadelphia; Ivan Mair, **WNEW-FM** New York; Susan Riviuccio, **KFBK & KGBY** Sacramento, and Jim Thompson, *President, Group W Radio*.

REMEMBERING KINISON

MJI Broadcasting's *The Comedy Hour* will devote a segment of its program today (April 27) to the late comedian Sam Kinison, who died April 10 in an automobile accident. Len Belzer, producer and host of the program, says Kinison was perceived by his peers as a "comic genius" who both shocked and entertained his audiences. *The Comedy Hour* airs on nearly 200 stations.

NEWS FROM ABOVE

Boston's Metro Traffic Control is now providing a complete news service in addition to its traffic reports. Metro Traffic entered the news business this spring when it signed to supply news coverage to WCDJ(FM) Boston, which programs smooth jazz. David Saperstein, president of Metro Traffic Control, added that his staff has been providing on-the-scene coverage of major breaking news stories for three years.

COMING SOUTH

Is Rush Limbaugh quaking in his loafers? Well, not yet. But one of Canada's most successful conservative talk show hosts is bringing his act to the states next month. Charles Adler, host of *Hot Talk* on Toronto's 50 kw CFRB(AM), makes his U.S. debut May 4 on Sun Radio Network. Adler, who has been a radio newscaster and a rock DJ, says he's anti-abortion, pro-capital punishment, pro-family issues, and adds: "My favorite people are truck drivers and waitresses."

RAMBLIN' ROSE

Baseball's all-time hit leader is back in the game he loves—sort of. Banned from baseball amid controversy over his gambling, Pete Rose has taken to the airwaves with a syndicated sports talk show. The show, which airs at 6-8 p.m. ET on weeknights, is not limited to baseball—the first guest on the first show (March 9) was Indiana University basketball coach Bob Knight. The show now airs on 21 stations, including WABC(AM) in New York. The Florida-based show is syndicated locally by Pat Robertson's Florida's Radio Networks, and nationally by Kriemelmens Communications. Gross



says callers have developed a quick shorthand for telling Rose they support him: "Thumbs up, Pete."

'BANDSTAND' TURNS 40

Believe it or not, *American Bandstand* is 40 years old, and Dick Clark is still the world's oldest teenager. Unistar Radio Networks will present a 40th anniversary special airing May 8-10. As host, Clark will interview many of the artists whose careers got a boost from the teenage dance show. The special is available on a swap-exchange basis to stations in the top 170 Arbitron-rated markets.



Dick Clark (in 1960 photo) hosts 'American Bandstand' 40th Anniversary special

20 YEARS OF OLDIES

If you believe it's been 40 years of *Bandstand*, you'll probably believe it's been 20 years since WCBS(FM) became New York's oldies station. To celebrate its 20th anniversary on May 8, WCBS is throwing a concert at Radio City Music Hall featuring Gary U.S. Bonds, The Dixie Cups, The Classics, Ronnie Spector and many others.

CHICAGO'S MEXICAN CONNECTION

Chicago's WKQX(FM) has good news for Chicagoans who can't wait for the flooding to stop, the winds to die down and summer to begin. All through April, the Emmis Broadcasting station has been giving away a trip to Cancun every weekday. The station plans to award 20 trips by month's end.

A COUNTRY KIND OF GUY

Does President Bush keep an Arbitron diary? Probably not. But in case anyone wants to know what he'd put in it, the President said this recently at a charity gala: "I don't know about you all, but I listen to 98.7 on the dial and I can't wait to hear the Gatlins." The Gatlins, of course, are country stars Larry Gatlin and the Gatlin Brothers, and 98.7 is WMZQ(FM), Washington's top country station.

SAVING THE EARTH

Earth Day proved to be a well-promoted event in the radio world. Baltimore's WERQ(FM) staged a "Save the Earth Festival" in the city's Fells Point Square on April 25 to celebrate Earth Day with a day of live entertainment. Boston's WBZ(AM) launched a "Kid Company Save the Earth" contest, inviting listeners under the age of 18 to express their solutions to environmental problems.

POLKA PARTY

Newton, N.J.'s WNNJ(FM) may win the award for strangest musical April Fool's stunt. The contemporary hit station, known as Power 103.7, switched formats for three hours and became... Polka 103.7: "All Polka favorites, all the time, from the Pennsylvania Polka to the Beer Barrel Polka."



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Each month, this special section of expanded radio coverage—both news and features—and radio-oriented advertising, will be bound into all radio subscriber issues.

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Broadcasting

Cable

CABLE ACCENTUATES THE POSITIVE IN DALLAS

Convention will underscore industry's public service and technological potential

By Harry A. Jessell

The way the National Cable Television Association figures it, it can relieve at least some of the reregulatory pressure the cable industry is under in Washington if it can persuade enough congressmen and their constituents that cable does a lot of good.

NCTA launched a multifaceted public relations initiative a year ago to make its case. And as part of it, the association will be using its annual convention, which gets underway in Dallas next week (May 3-6), to underscore cable's good works and technological promise and to encourage the industry to spread the word.

"Frankly," says Joe Collins, chairman and president, Time Warner Cable, and chairman of NCTA's 41st annual convention, "if everyone comes out of the convention saying, 'Hey, let's get out there and tell ca-

ble's story,' that will certainly help immeasurably [in Washington].

"It's frustrating for a lot of us to look at where the cable industry has come from and look at what we offer today, what we do in the community,

DALLAS
C A B L E ' 9 2 THE NATIONAL SHOW

how many tens of thousands of people we employ and realize how little credit the industry gets," says Collins, who is expected to succeed Cox Cable's Jim Robbins as NCTA chairman at a post-convention board meeting. Some lawmakers still don't know that the cable industry underwrites C-SPAN, he says.

NCTA is expecting about 14,000

for the convention—about the same as it drew last year in Atlanta, NCTA officials said yesterday. But the number of exhibitors and exhibit space will be off slightly—259 exhibitors and 186,000 square feet as compared with 280 and 191,000 square feet, they said.

Cable operators will have an opportunity to educate members of Congress on the first day of the convention (Sunday, May 3) at a series of "public policy roundtables." NCTA declined to say what members would attend or even how many. "We never give out that information," said one NCTA official.

Three of the five FCC commissioners will also be on hand. Chairman Alfred Sikes will speak at a Tuesday-breakfast, and Commissioners Sherrie Marshall and Ervin Duggan will sit for an interview with CNN talk show host Larry King at a session later that day.

The opening general session, moderated by Tele-Communications Inc. President John Malone, will address the convergence of communications media. Speakers include Robert Ranalli, president, consumer services, AT&T; Craig McCaw, chairman and CEO, McCaw Cellular Communications; Lucie Fjeldstad, vice president-general manager, multimedia applications, IBM, and Colin Watson, president and CEO, Rogers Cablesystems.

The closing session is devoted to the future of cable programming as seen through the eyes of five pioneers: Charles Dolan, chairman and CEO, Cablevision Systems, Bob Johnson, Black Entertainment Television; Kay Koplovitz, USA Network and the Sci-Fi Channel; Robert Pittman, Time Warner Enterprises, and Ted Turner, Turner Broadcasting System.

The convention has slated 30 other

SEEING REDS IN CINCINNATI

Sportschannel Cincinnati, which has been trying to present Reds baseball games on the city's Warner Cable system for about two and a half years, last week finally closed a deal to present 33 games. The exclusive games are being offered on a second channel, SportsChannel Extra, available immediately to about 85% of the 180,000 area subscribers.

Subscribers can purchase the SportsChannel Extra service at \$39.95 for the entire Reds season, or \$4.95 per individual game. The service will also carry other high-profile sports programming, including the NHL Stanley Cup championship. The arrangement echoes similar premium packages that have been arranged for the California Angels, the Minnesota Twins and other professional sports teams.

Sportschannel Cincinnati executives were encouraged last week when a Tuesday night game with a late 10:30 p.m. start received orders from at least 2,000 subscribers, according to General Manager David Kline. The games kicked off on Monday with a free preview game.

"During the past several years, the absence of SportsChannel from the Warner lineup has generated more response from viewers than any other issue at SportsChannel," said Kline.

-RB

panels. On the technical front, cable's increasing use of fiber optics, HDTV and video compression are recurrent themes. The programming sessions touch on multiplexing and PPV. Other sessions address local advertising, signal security and grassroots lobbying and curbing signal outages.

Collins and other convention planners hope to make a point of cable's public-spiritedness on the last day of the four-day event (Wednesday, May

6). Some two dozen cable programmers from American Movie Classics to the Weather Channel will participate in a "programming fair," at which they will, in the words of NCTA, "showcase [their] commitment to and investment in issue-oriented and community programming."

Turner Broadcasting System, for instance, which operates superstation WTBS(TV) Atlanta and TNT, will feature several of its nature programs,

including *Cousteau*, *Audubon*, *National Geographic Explorer* and *Captain Planet*.

At the show, they said, NCTA will present Vanguard Awards—its highest—to seven industry executives: Ted Turner; Tim Robertson, The Family Channel; Tony Cox, Showtime; Phil Hogue, Daniels & Associates; Nick Hamilton-Piercy, Rogers Cablesystems; John Liskey, United Cable Television, and Gordon Herring, TeleCable. ■

STUDY FINDS ROOM FOR MARKETING IMPROVEMENT

Emphasis on cross-channel programming promotion, subscriber retention recommended

By Rich Brown

Cable operators need to improve their marketing efforts to include better cross-channel promotions and a stronger emphasis on subscriber retention, according to a report being distributed by Myers Marketing & Research.

At least two forces are likely to drive cable operators to increase their marketing efforts in the years ahead, reports the study, *Cable: Operating in a Regulated Environment*. Those forces are increasingly aggressive re-regulation in Washington and growing competition from home video, regional Bell operating companies, various alternative pay TV distribution methods and others.

One area that is vastly underutilized by cable operators is cross-channel promotion of specific programming, according to the study, which surveyed more than 900 system executives. Systems too often opt to promote cable as the best distributor of programming, says the study, rather than emphasize specific programming.

"What moves people to subscribe is programming, not the technology that brings that programming into the home," says the study. "Creating compelling demand for specific viewing opportunities and increasing viewership of cable programming ultimately is the most dynamic force in driving both subscription and retention."

The study further says that subscriber retention should be a priority for systems, along with program ratings, tiering and inventory value.

CROSS CHANNEL/TUNE-IN USAGE

Cross-channel/tune in promotional activities favored by cable operators

Promotion of Pay Network Tune-In

Promotion of Pay-Per-View

Promotion of Basic Network Tune-In

Promotion of Basic Image

Promotional Services*

Promotion of Pay Image

Network Supported Co-op Promo.

0 10% 20% 30% 40% 50%

* Such as NuStar/Prevue Channel

Source: Myers Marketing & Research

Those priorities make up "the marketing forest through the cash-flow trees," says the study. Too many systems today concentrate their priorities on such "cash-flow trees" as subscriber acquisition, pay units, pay-per-view buy rates and home-shopping revenue.

According to the study, the cable industry currently invests an average of just 4% of its revenues (excluding network revenues) on marketing. Senior marketing executives surveyed by Myers said that marketing today remains a corporate short-term tactic that has yet to be recognized as a critical policy shift necessary to long-

term industry health.

"Lack of competitive drive has caused this comparatively low investment in marketing," says the study. "If cable operators do not strategically redirect their efforts, competitors trained and experienced in marketing-driven industries will have a distinct business advantage."

The Myers study was based on data collected from 924 respondents in fall 1991. More than half of those surveyed were local system general managers or regional MSO management, while the remainder were national MSO management and local system marketing or ad managers. ■

Washington

FUROR OVER ANTI-ABORTION POLITICAL ADS

Stations, viewers object to spots showing aborted fetuses; stations can't refuse to air them, since candidate is running for federal office

By Joe Flint

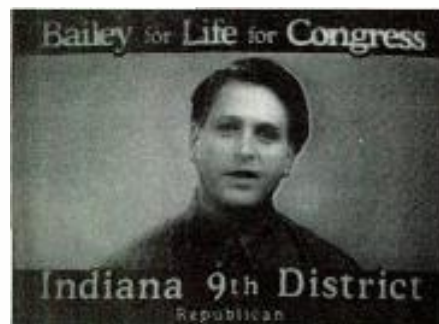
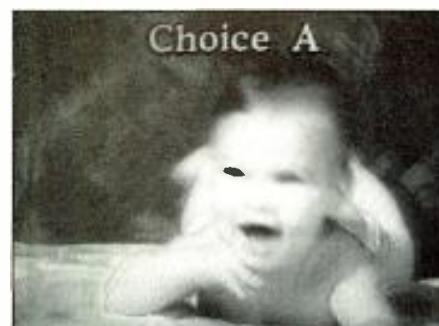
A congressional candidate's controversial political advertisements showing aborted fetuses has resulted in a flood of phone calls to stations airing the spots, as well as calls to the FCC.

Michael Bailey, running for the Republican nomination in Indiana's 9th congressional district, submitted two spots to stations in Indianapolis and Louisville, Ky., two weeks ago for airing late last week. The graphic spots show aborted fetuses and, in the candidate's own words, should not be seen by children and are not pleasant to look at.

Once the stations viewed the spots, most contacted their Washington lawyers and the FCC to find out what their options were, only to be told they have no choice but to air the ads. Under federal law broadcasters cannot censor or deny access to the airwaves to any candidate running for federal office.

Stations, according to FCC political programming chief Milt Gross, could put a disclaimer on the ads, but if they did they would have to put a disclaimer on all political ads. Gross estimated the commission had received more than 50 calls complaining about the ads late last week. Until the commission receives a written complaint, however, it cannot play any part in the controversy. "It is the statute that absolutely prohibits censorship, not an FCC rule," explained Gross.

It remains to be seen whether the commission will receive any written complaints about the spots from broadcasters. Paul Karpowicz, president and general manager of WISH-TV Indianapolis, said: "We have no recourse but to run his spot. There is



One of Michael Bailey's controversial commercials—which led to a barrage of calls to TV stations and the FCC and became national news—starts with a warning of its content, then proceeds to show a healthy baby followed by an aborted fetus. Republican Bailey is running for Congress in Indiana's 9th district.

nothing to pursue; the law is clear." Karpowicz added that if "these spots had been brought to us by anyone other than a federal candidate, we would have chosen not to run them—not because of the message, but because of the graphic nature of the spots." Down the road, he said, this is an issue somebody should look at. "We don't want to be in a position where we are censoring politicians' spots, but by the same token we have a certain responsibility to the viewers as to what we deliver into their homes."

Stations in the two markets have also been editorializing against the spots. Rabun Matthews, general manager of WLKY-TV Louisville, Ky., said

in an editorial that "government regulation can be an awful burden.... We're not here, now, to judge Mr. Mailey's suitability for office. We do question why he feels that showing these pictures is in the best interest of anyone. We find them awful and wish the laws of the land and dictates of the Federal Communications Commission did not force us to run such ads."

Initial reaction to the spots, stations said, has been positive. However, some station managers have suggested that Bailey supporters are leading that effort. However, one woman complained in a federal court, but a judge refused to stop the ads. General managers suspect that once the ad is seen

by more people the complaints will outweigh the support.

Since the ads started to air, and even before the ads aired, some doctors said some of the aborted fetuses shown were actually stillborn babies. Even if that was the case and the spots were deceptive, stations would still have to air the ads.

Said the FCC's Gross: "The content is irrelevant unless it possibly involves a violation of federal criminal

statutes. True and false should not be a concern of the station—they are not liable."

Bailey told BROADCASTING his campaign's strategy was to take the ads to stations at the last minute "knowing they would try to stop us." No stations he said, since checking with the rules, have threatened to not air his spots.

As for the charges that some of the fetuses shown are stillborn babies,

Bailey said that was a ploy on Planned Parenthood's part. "They are aborted babies. Go to a clinic and take pictures and compare your dead babies with mine; they look exactly the same."

If Bailey wins the May 5 Republican primary, he will square off in the fall against 14-term incumbent Democrat Lee Hamilton. Bailey said he is planning to spend \$15,000 on 150 spots and plans to also air ads in the Cincinnati market. ■

GROUP OWNERS SUPPORT PUSH FOR FM FREEZE

Majority of comments at FCC agree with NAB's proposal for suspension of new station applications; engineers, others take issue with plan

By Joe Flint

Small-market radio operators made up the bulk of comments filed at the FCC last week in support of a National Association of Broadcasters request for a temporary suspension of new commercial FM station allotments and applications.

Still, with FCC Chairman Alfred

Sikes already voicing skepticism about the NAB's plan, the proposal faces an uphill climb.

Arguing for the NAB's proposal, group owner Regional Group Inc., which owns stations in Grand Rapids, Mich., Sharon, Pa.-Youngstown, Ohio, and Binghamton, N.Y., said the FCC's allowing a vast number of stations to enter an "already saturated"

radio market "has and will continue to devastate many career broadcasters." The FCC's drive for more stations, Regional Group said, "must end now with a greater reliance placed on improving services from existing stations."

C.C. Carver, general manager of WATS(AM)-WAVR(FM) South Waverly, Pa., pointed to his situation as an example of why the FCC should support the NAB's request. Carver's stations, he said, are the only two "geographically situated in a market that receives more than two dozen signals," and now face competition from two applicants seeking a license in South Waverly. Said Carver: "As an NAB Crystal Award nominee three years ago, we are a proven community servant. But our reward will be [unless the FM allocation process is frozen soon] to have one more station competing for local ad dollars in a depressed marketplace."

John Ohickering, president and general manager of WKLA-AM-FM Ludington, Mich., said in the past 10 years at least three new FM stations have been added in his area and two more FM construction permits have been granted. Said Ohickering: "Allowing additional stations carves our community's already meager 'radio revenue pie' into still smaller slices, making it all but impossible for any station here to survive, let alone offer quality community service."

Other broadcasters filing in support of the freeze included KVEN Broadcasting Corp. and Jacobsen Broadcasting.

Filing in opposition to the NAB's

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900 Numbers Have Come Of Age...

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per minute. And they do call! Your investment is next to nothing, because you're using only unsold time. Your share is 50%. If ever you had a trouble-free source of ongoing revenue, this is it.

Note: The nation's most respected newspaper recently ran a lead article on the skyrocketing and respectable world of 900 numbers. Copy upon request. For complete details, call or fax: Phillip Kemp, Chairman

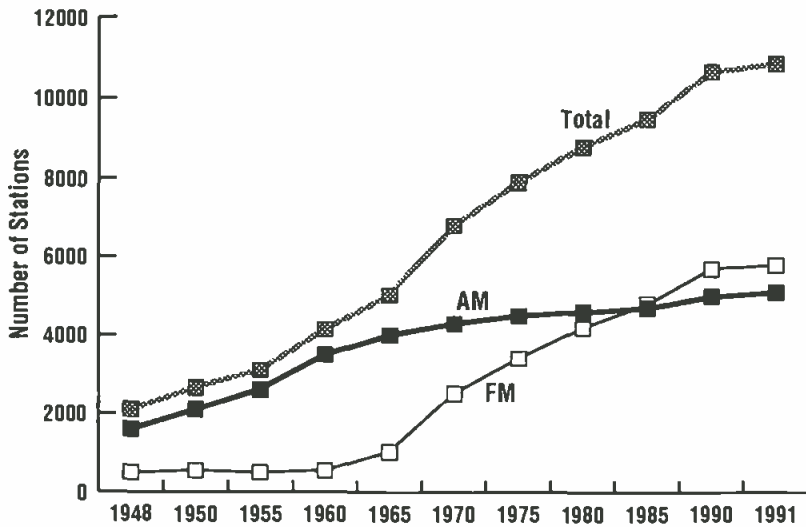
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ON AIR RADIO STATIONS (1948-1991)



Source: FCC

petition was Troy Broadcasting Corp., which currently has an application for a new station in Brundidge, Ala.

John Furr, an FM owner, also filed against the NAB, saying the proposal to "freeze the processing and alloca-

tions will create a greater cost individually than the benefits of the freeze collectively."

Engineering consultants also filed against the NAB's petition. Said Oscar Cuellar: "I am not implying any-

thing, but it appears that every time the FCC introduces a new norm for the benefit of the broadcasting industry, the NAB, like a bad penny that always turns up, is the first entity to counteract or challenge it."

Sharing Sikes's skepticism about the NAB's requests is FCC Mass Media Bureau Chief Roy Stewart, who said at a panel session at the NAB Convention two weeks ago that after modifying the radio rules to permit consolidation among existing broadcasters "we can't turn off the spigot...and tell new entrants and minorities they can't get into broadcasting."

Not all the commenters restricted themselves to the NAB's proposals. In its filing, Thomas Klein, vice president and chief operating officer of Regional Group Inc., said the commission's proposed relaxation of the radio ownership rules was "insensitive" to the needs of the industry. Said Klein: "This is just another example of the FCC driven to serve people with big money and forget about the majority of great broadcasting operations in medium and small markets." ■

Most people find themselves tied to the clock

"NOT ENOUGH TIME"

A series of public service spots to promote better health.

FREE 60 SECOND AND 30 SECOND SPOTS FOR TELEVISION AND RADIO.

Structural health problems, if not cared for, will likely get worse with time.

In a complex world, most people are victims of the clock, trying to squeeze more into each day than they can handle. The most important thing they fail to make time for is their health. Letting too much time elapse between vital health exams and not responding to symptoms or injuries could prove serious.

This is one of the most interesting public service campaigns you can use. Every man, woman and child in your audience will be able to identify with the problem. Hopefully, it will motivate them to take positive action to protect themselves.

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Arlington, Virginia 22209

87/92-1

Please send me copies of "NOT ENOUGH TIME" public service spots for:

- Television (One 60 sec. & one 30 sec. on 3/4" videocassette)
 Radio (Four 60 sec. & four 30 sec. taped spots)

I understand the spots will be sent without cost or obligation.

Public Service Director _____

Station _____

Street Address _____

City _____ State _____ Zip _____

Please Send Me Additional Health Campaigns That Are Available

LEGAL BRIEFS

Ex-Time Warner lobbyists/lawyers Brian Conboy and Mike Hammer have signed on as partners with New York-based Willkie, Farr & Gallagher, where they will team up on cable and telco matters with Philip Verveer, former FCC Common Carrier Bureau Chief, who already counts TW and the National Cable Television Association among his clients. Conboy and Hammer plan to join the firm May 1.

HELP, NOT HINDER

The FCC will strive not to impede the development of new telecommunications services, FCC Chairman Alfred Sikes said last week at a *Business Week*-sponsored symposium on world telecommunications. "In communications, practical opportunity translates into having access to basic resources like the radio spectrum or the public telecommunications network," Sikes said. "So it is critical—if we hope to achieve great technological strides—for us to

expand access to those basic communications resources. And we intend to keep doing just that."

PHILLY BUY OK'D

The FCC has waived its overlap rules to allow Tribune Broadcasting to acquire WPHL-TV Philadelphia from Taft Broadcasting. Because of a Grade B overlap of WPHL-TV with Tribune-owned WPIX(TV) New York, a waiver was requested.

READY TO GO

FCC Chairman Alfred Sikes is apparently serious about moving swiftly on TV deregulation, despite continuing controversy over the commission's recent radio dereg actions. Sikes and his staff have put out the word at the agency that he wants to launch a rulemaking proposing relaxation of TV ownership restrictions at the next open meeting, May 14, sources say. Sikes hopes to avoid a head-on clash with TV dereg critics on Capitol Hill and elsewhere by seeking

comments on options, rather than specific proposals, they add. Also on for May 14: reconsideration of new political broadcasting rules and proposed rules governing hoaxes.

NEW YORK TRANSFER

The FCC upheld a Mass Media Bureau decision granting the application of GAF Corp. to transfer the license of WNCN(FM) from GAF's stockholders to GAF II, a privately held stock company. In granting the application, the Mass Media Bureau denied a Listener's Guild Inc. petition to deny the transfer. The petition alleged the applicants had earlier misrepresented their format in a renewal proceeding and had engaged in age discrimination. Also, while the applications were pending, a federal grand jury handed down a criminal indictment concerning stock fraud against GAF Corp. and James Sherwin, an officer and director. GAF and Sherwin were later convicted of stock fraud, but the convictions were reversed and the U.S. Attorney did not seek a new trial and dismissed the indictment.

GREEN LIGHT FOR TURNER

The FCC has renewed Turner Broadcasting Systems' license for superstation WTBS(TV) Atlanta, dismissing allegations that TBS's CNN gave "aid and comfort to the enemy" during the Gulf War last year.

Joseph McCusker of New York charged last December that TBS's CNN had violated the Logan Act's aid-and-comfort prohibition by permitting Iraq to conduct affairs of state over its telephone lines, providing Iraq with access to its satellite feed and permitting Iraq to see where its missiles were landing.

But, in an April 15 letter to McCusker, the FCC said he should take his charges to the Justice Department, which prosecutes Logan Act violations. In assessing a company's qualifications to be a broadcast licensee, the letter says, the FCC considers only adjudicated misconduct relating to misrepresentations before the government, mass media-related violations of antitrust or anticompetitive laws and felony criminal convictions.

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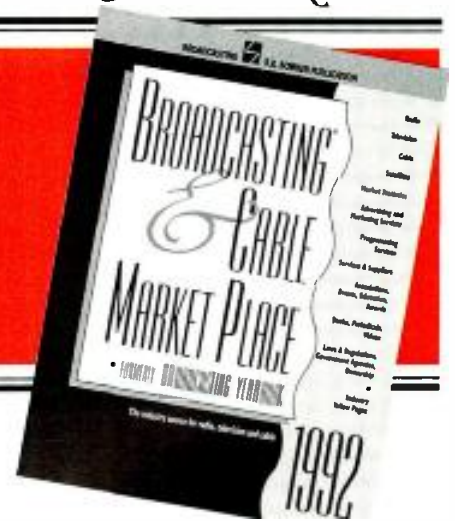
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FCT

Technology

NAB '92: GEARED FOR CHANGING TIMES

Technology exposition features variety of new gear designed to usher in the digital age

By Peter Lambert

Digitization, automation, system integration and maximized features characterized this year's National Association of Broadcasters Conference and Exhibition at the Las Vegas Convention Center, April 12-16. Manufacturers in every category of production and transmission technology were also prepared to assure broadcasters that NTSC television equipment purchased now would not become obsolete with the industry's coming transition to high-definition television.

Panasonic Broadcast and Television Systems quietly rolled out multiformat widescreen NTSC options for broadcasters during NAB '92. As Sony strategy called for significantly paring down the numbers of products in its NAB '92 exhibit, Panasonic probably would have won the contest for most equipment displayed, certainly if one of the exhibit hall's largest booths were combined with new product demonstrations at the Riviera Hotel.

At the latter site three blocks from the Las Vegas Convention Center, Panasonic provided invitation-only demonstrations of both analog and digital widescreen NTSC videotape recorders and other TV production equipment. There, the company debuted the widescreen (16:9 aspect ratio) capabilities of its enhanced MII line of analog, half-inch products (although the demonstration displayed a line-doubled 525-line source, the system is designed to upconvert NTSC source video without line-doubling).

Panasonic also unveiled a prototype of a half-inch, component digital format in development for delivery by mid-1993. The demonstration included side-by-side 4:3 and 16:9 displays of the same video from the prototype



Panasonic's Enhanced MII VTR includes a widescreen output

VTR. That machine will also offer an 18 mhz scanning rate option—likely to be a controversial departure from the 13.5 mhz standard. Steve Bornstein, president of Panasonic Broadcast, said input from U.S. broadcasters has led to the development of widescreen options in all its formats.

Bringing Matsushita Industrial and Electric Corp. President T. Murase in from Osaka, Japan, to celebrate a \$5 million D-3 sale to NBC (a total of 3,000 D-3's will have been delivered worldwide by this summer), Panasonic displayed a new composite serial digital routing switcher, edit controller, composite-component converter and D-3 field VTR, as well as seven new MII VTR models.

"We're listening to broadcasters' expressions of interest in widescreen NTSC as a supplement to HDTV," but Sony has made "no decision yet" to provide such an option, said Charles Steinberg, president of **Sony's Business and Professional Group**. Nor does the company have any plans to offer any but a PAL version of its half-

inch, digital component format, or "digital Betacam," now in development.

Celebrating the 10th anniversary of Betacam's U.S. introduction, Sony's exhibit included one-third less equipment than last year, allowing its new multiformat automated Flexicart system and portable HDC-500 HDTV camera to stand out in a smaller crowd.

Like Odetics Broadcast's TCS90 Cart Machine—which also debuted at NAB and is field changeable among tape formats, from SVHS up to D-1—the Flexicart is designed for the numerous broadcasters and production houses operating in a variety of analog and digital formats.

On the heels of the Albertville Olympics, Sony also announced significant sales of DVR-20 series VTR's to both ABC and PBS DVR-28 (which also bought 16 of Panasonic's D-3) and adoption of Hi8 camcorders and an editor by Time Warner's New York 1 News.

Avid Technology introduced Media

Composer Model 2100 at the series' lowest price ever, \$62,900. It provides full-screen editing, titling and graphics import and positioning, wipes and variable-motion effects, audio scrubbing with pitch change and JPEG video enabling direct mastering from disc.

Avid introduced a similar array of enhancements in the Series 200 and Model 2000 Media Composers and new digital, broadcast quality video (AirPlay) and audio (Audio PixStation) nonlinear editing systems.

And Avid teamed with more than a dozen manufacturers to demonstrate its Open Media Framework (OMF). Along with vendors including Alias Research, Chyron, Grass Valley, JVC, New England Digital, Rank Cintel and others, Avid said it will publish OMF Interchange media integration standards for voluntary industry adoption.

Fox names seven affiliates to go HDTV first. Fox Television Stations Inc.'s agreement to acquire **Harris Allied** Broadcast Division advanced TV equipment will see solid-state Harris TVT 20 kilowatt Sceptre Series UHF transmitters installed first at Fox affiliates in New York (WNYW[TV]), Los Angeles (KTTV[TV]) and Washington (WTTG[TV]), and "later" in Chicago (WFLD[TV]), Houston (KRIV-TV), Dallas (KDAF[TV]) and Salt Lake City (KSTU[TV]).

Debuted at NAB '92, the Sceptre Series incorporates fullband (470-860 MHz) modules and combiners that can

HDTV-NTSC CHANNEL PAIRINGS TABLE TO COME

Contrary to concerns among broadcasters, the FCC is not leaving it up to stations to negotiate NTSC-HDTV channel pairings on their own. Although, on April 9, the commission allotted HD spectrum in blocks—without specifying pairings—the FCC's Office of Engineering and Technology (OET) is working closely with broadcasters (through MSTV) to design a channel pairing table based on coverage, interference and other "neutral" technical parameters.

Indeed, the FCC expects to issue a draft table for industry comment this summer, probably at a June meeting. MSTV believes almost all the table design can be completed before a specific HDTV system is selected as the North American standard next year.

Based on current assumptions, all stations could be accommodated with coverage equal to, or better than, their current NTSC coverage, said MSTV Vice President Victor Tawil. However, he said, "it's very, very tight in major markets; whether there is any squeezing out or compromise [among stations] depends ultimately on system performance." Bruce Franca of OET said industry study and input are welcome. —PL

be arranged in parallel fashion to achieve power levels from 3 through 30 kilowatts.

Comark Communications (a Thomson CSF company based in Colmar, Pa.) and Television Technology Corp. (of Louisville, Colo.) also exhibited UHF transmitters equipped with IOT vacuum tubes—a technology they say offers lower acquisition and operating costs than klystron-tube transmitters in both the NTSC and HDTV realms.

Exhibits drawing the largest crowds included **Quantel** (showing its new Henry concurrent editor, Hal compositor and PictureBox stillstore effects system), **Grass Valley** (featuring the Sceptre edit controller), **BTS Broadcast Television** (with a second-generation D-1 VTR), **Avid**, **Odetics**, **Tektronix**

and **PESA Chyron Group**, the last of which, according to consultant and former senior vice president for Capital Cities/ABC Julius Barnathan, is now on a solid financial footing.

Tektronix exhibited new automation "firmware" for its VM 700A video measurement set, an option designed to ease monitoring of colorimetry, CCD defects, fixed pattern noise and frequency response in multiple CCD or tube camera setups.

Just when New York-based SC Research International projected that desktop video will penetrate 86% of professional video facilities in the U.S. by 1995, a group of 11 computer editing and graphics providers held a joint exhibition to demonstrate an emerging V-LAN Universal Control



Sony's Flexicart addresses the multiformat environment

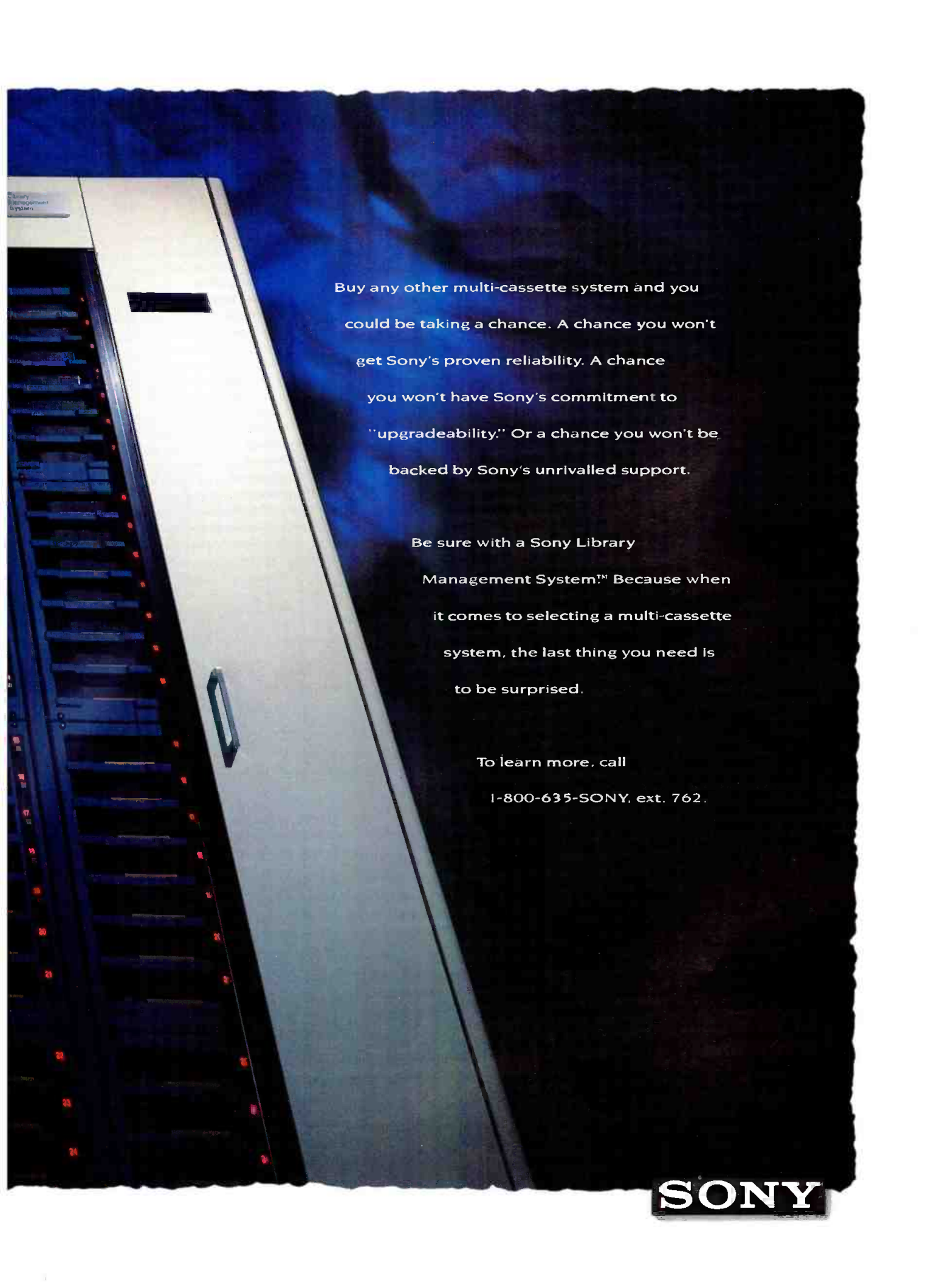


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Network industry standard.

V-LAN developer, San Jose, Calif.-based **Videomedia**, was joined in a single booth by providers including **Tektronix, XAOS Tools, Adobe Systems, Discreet Logic, Grass Valley, AT&T and RGB Computer & Video**.

Meanwhile, bargain hunters gathered around for demonstrations of **Video Toaster**, a \$4,595 package providing four-input switching, digital effects and character generation, 3D animation, 24-bit painting and still store.

ECHOlub, Burlington, Mass., introduced an IBM-based composite video

switcher that can be driven by an edit controller using optional SMPTE interface. The 10 mhz PC-1 switcher rides in an AT-format IBM card and includes a 25-pin for video I[SLA-SH]O and 9-pin, RS-422 connection from an edit controller.

Naming the digital 'bite.' Broadcasters at NAB searched in several directions for terms to describe the push to adopt a digital HDTV standard that could allow TV distributors to flexibly assign bits and bytes to subgroups of a full, digital HDTV service—subgroups including compressed NTSC

video, voice and data. But several officials directly involved in the HDTV transmission standard selection process argued that "scalability" applies only to expanding upward, from HDTV compressed into 6 mhz for terrestrial broadcast to noncompressed HDTV deliverable via satellite or fiber. "Extensibility," they said, refers to building interfaces with the computer and telecommunications worlds.

Greg DePriest, vice president of advanced television technology for Toshiba America, may have hit on a term that will stick: "Oh," he said, "you mean the shrinkability issue." ■

SATELLITE FOOTPRINTS

SATELLITE SHUFFLE

Over the next two weeks (April 26-May 9), users of AT&T satellite Telstar 303, including Fox Broadcasting affiliates, will need to adjust their earth stations as the bird is moved from 125 degrees west longitude to 123 degrees west longitude, an adjustment to accommodate the new Hughes satellite, Galaxy V, at 125 degrees. The move marks the beginning of a new era of two-degree spacing between fixed satellite service birds.

READY FOR PRIMETIME

PrimeTime 24, which delivers network broadcast signals to home dish subscribers out of terrestrial signal reach, renewed its satellite-capacity contract with GE Americom. The deal keeps the WABC-TV New York (ABC), WRAL(TV) Raleigh, N.C. (CBS) and WXIA(TV) Atlanta (NBC) signals on Satcom 2R into the mid-1990's. PrimeTime 24 also renewed its contract with National Gateway Video in Carteret, N.J., to uplink WABC. UpSouth Corp. (owned, like National Gateway, by Pacific Telecom Inc.) uplinks WXIA.

COMPRESSION MOVES SOUTH

Argentine state-run television (ATC) ordered \$1.4 million in SpectrumSaver digital video compression equipment from Compression Labs Inc., San Jose, Calif. The purchase was made through Keytech S.A. of Buenos Aires, the

new Latin American distributor of the technology designed to squeeze three 6.6 megabit-per-second digitized broadcast video channels into one satellite transponder. Keytech said deregulation, high demand for new programming and limited available bandwidth make Argentina a prime market for SpectrumSaver. Meanwhile, IDB Communications Group agreed to resell the system globally, and CLI purchased \$2.2 million in multirate video demodulators from ComStream Corp., San Diego, for integration into SpectrumSaver.

TAURUS BUYS ANALOG COMPRESSION SYSTEM

Taurus Communications Inc., a Framingham, Mass.-based provider of mobile satellite services, made the first purchase of Comsat Systems Division's Time Multiplexed Television video compression system. The analog equipment squeezes two "broadcast quality" video signals and eight audio channels into a single 36 mhz satellite transponder.

NEW VIDEO BOOKING SERVICES FROM GTE, AT&T

GTE Spacenet and AT&T have both opened new occasional-use video booking services this month with an emphasis on news backhaul.

GTE Spacenet's Global News Express service includes an International Service Bureau in McLean, Va., providing central scheduling, facilities coordination and network monitoring, as well as a Digital Voice Communication

service to and from Europe and the U.S. (including access to transportable uplinks owned by Germany's Deutsche Bundespost Telekom).

AT&T's automated Skynet Satellite Services Center system in Hawley, Pa., offers transponder reservations and scheduling on as little as 15 minutes' notice, interconnecting AT&T's Skynet Occasional Video, Television and Business Television services.

TWO-FOR-ONE LAUNCH

France Telecom and the International Maritime Satellite Organization saw their new satellites successfully placed in orbit aboard the same Arianespace launcher. Telecom 2B will carry French telephone, TV and other services. Inmarsat 2 F4 will carry mobile and maritime communications in the Atlantic Ocean region. Arianespace's latest contract calls for it to launch two birds for Nippon Telegraph and Telephone Corp. of Japan in mid-1995.

TBS TO VIDEOCIPHER RS

Turner Broadcasting Systems' Turner Home Satellite has agreed to bring CNN, Headline News, TNT, SportSouth and WCW Wrestling pay per view into General Instrument's upgrade from VideoCipher II to VideoCipher RS encryption. GI's VideoCipher Division is covering the brunt of the costs to supply legitimate, paying VC-II owners with the new replaceable security descramblers.

Date Book

■ Indicates new listing or changed item

THIS WEEK

- **April 27**—Deadline for applications for Focus News Workshop for rural radio news reporters sponsored by *Alaska Public Radio Network and Corporation for Public Broadcasting*. Information: Karen Cox, (907) 277-2776.
- **April 27-28**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Columbus, Ohio. Information: Brenda Sammons, (703) 691-8875.
- **April 28**—"Resumes and Interviews: How to Make the Most of Yourself," career day seminar sponsored by *Center for Communication*. The Center, New York. Information: (212) 836-3050.
- **April 28**—"Finding a Job in a Tight Market," career day seminar sponsored by *Center for Communication*. The Center, New York. Information: (212) 836-3050.
- **April 28**—"Cable Competition. Economic Viability. Franchising Reality and Financial Options," seminar sponsored by *Competitive Cable Association*. Mayflower Hotel, Washington. Information: Lisa Dorn, (202) 797-7500.
- **April 28-29**—*Interactive Network 1992* conference. Keynote speaker: Allen Neuharth, founder, USA Today. Inter-Continental Hotel, Chicago. Information: (602) 990-1101.
- **April 29**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon.

cheon. Speaker: Greg Moyer, senior vice president, programming, Discovery Networks. Copacabana, New York. Information: (212) 768-7050.

■ **April 29**—Gold Medal Award dinner sponsored by *International Radio and Television Society*. Recipient: Michael Eisner, chairman and CEO, The Walt Disney Company. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

■ **April 29-May 1**—"Regulating the Cable Business," seminar sponsored by *Women in Cable, Philadelphia chapter*. Holiday Inn-City Line, Philadelphia. Information: Cathy Schmidt, (215) 668-2210.

■ **April 29-May 2**—*Native American Journalists Association* 8th annual conference. Radisson Inn, Green Bay, Wis. Information: (303) 422-7397.

■ **April 30**—"Public Speaking and Presentation," seminar sponsored by *Women in Cable, New York chapter*. Viacom Conference Center, New York. Information: Susan Kearns, (212) 258-7584.

■ **April 30**—"Murder, Cover-up and the News: The Case of CBS News Correspondent George Polk," a conversation with Kati Marton, former Bonn bureau chief, ABC News, and author of *The Polk Conspiracy*. Sponsored by *The Freedom Forum Media Studies Center*. The Freedom Forum, Arlington, Va. Information: Paul Eisenberg, (212) 280-8392.

MAY

■ **May 2**—*Radio-Television News Directors Association, region 3*, awards presentation in conjunction

with *Colorado AP Broadcasters*. Denver Hilton South, Denver. Information: Brian Olson, (307) 634-7755.

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

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

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

■ **May 6**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Sande Smith, vice president, video products, TV Answer Inc. Copacabana, New York. Information: (212) 768-7050.

■ **May 7**—*Academy of Television Arts and Sciences and the National Academy of Television Arts and Sciences* announce nominations for the 19th annual daytime Emmy Awards. Sheraton Hotel and Towers, New York. Information for ATAS: Barbara Chase, (818) 754-2873; or for NATAS: Trudy Wilson or Nick Nicholson, (212) 586-8424.

■ **May 7-10**—*National Association of Black Owned Broadcasters* 16th annual spring management conference. Hilton Resort, Hilton Head Island, S.C. Information: (202) 463-8970.

■ **May 9**—*Radio-Television News Directors Association, region 1*, meeting co-sponsored with *Associated Press* Sea-Tac Marriott. Seattle. Information: Andy Ludlum, (206) 728-5481.

■ **May 11-12**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Los Angeles. Information:

MAJOR MEETINGS

■ **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 7-10**—*National Association of Black Owned Broadcasters* 16th annual spring broadcast management conference. Hilton Head Island, S.C. Information: (202) 463-8970.

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

■ **May 28-30**—*CBS-TV* affiliates meeting. Waldorf-Astoria, New York. Information: (212) 975-8908.

■ **June 2-4**—*ABC-TV* affiliates meeting. Century Plaza, Los Angeles. Information: (212) 456-7777.

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

■ **June 12-16**—*American Advertising Federation* national advertising conference. Portland, Ore. Information: (202) 898-0089.

■ **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 22-23**—*Fox-TV* affiliates meeting. Los Angeles. Information: (213) 203-3036.

■ **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.

■ **July 13-16**—*Democratic National Convention*. Madison Square Garden, New York. Information: (202) 863-8000.

■ **Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer trade show. Baltimore, Md. Information: (703) 549-6990.

■ **Aug. 17-20**—*Republican National Convention*. Astrodome, Houston. Information: (202) 863-8500.

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

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

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

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

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

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

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

■ **Oct. 21**—*BROADCASTING* magazine and *Federal Communications Bar Association* "Broadcasting/Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel, Washington. Information: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

■ **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. 14-16, 1993**—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

■ **Jan. 24-30, 1993**—*NATPE International/Association of Independent Television Stations* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

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

Brenda Sammons. (703) 691-8875.

■ **May 12-13**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Kansas City, Mo. Information: Brenda Sammons. (703) 691-8875.

■ **May 12**—"Cable Television: The Evolving Environment," one-day seminar sponsored by *IBC Technical Services Ltd., technology division*. The Portland Inter-Continental Hotel, London. Information: Alison Walters or Tania Starley, 071-637-4383.

■ **May 13**—Broadcaster of the Year luncheon sponsored by *International Radio and Television Society*. Recipient: Lorne Michaels, executive producer of Saturday Night Live. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

■ **May 13**—*American Women in Radio and Television, Washington chapter*, Esther Van Wagoner Tufty award luncheon. Sheraton Washington, Washington. Information: (202) 632-0935.

■ **May 14**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon.

ERRATA

BROADCASTING's April 13 "Fifth Estater" incorrectly identified TV Asahi as a member of Conus Satellite News Cooperative. **Fuji San-kei is Conus's affiliate in Japan.**

Speaker: Garth Ancier, corporate executive, Fox Inc. Copacabana, New York. Information: (212) 768-7050.

■ **May 14**—An evening with Bud Greenspan sponsored by *International Radio and Television Society*. Time-Life Building, New York. Information: (212) 867-6650.

■ **May 14-15**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Kansas City, Mo. Information: Brenda Sammons. (703) 691-8875.

■ **May 14-15**—"Essential Skills in Public Affairs," training course sponsored by *Community Antenna Television Association*. Phoenix, Ariz. Information: Brenda Sammons. (703) 691-8875.

■ **May 15**—Deadline for entries in "Life in America" television awards, "saluting exceptional achievements in adult values-oriented television programs," sponsored by *Bonneville International Corp.* and *National Association of Broadcasters*. Information: Debra Lewis, NAB. (202) 429-5368.

■ **May 16**—Conference for Los Angeles radio producers, funded by *Cultural Affairs Department of City of Los Angeles* and support from *ARTS Inc. through Los Angeles Arts Loan Fund*, and sponsored by *RadioWest*. Hollywood Roosevelt Hotel, Los Angeles. Information: (213) 281-6012.

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

Open Mike

UNFAIRNESS COMPLAINT

EDITOR: Talk about ambush journalism! In your piece on Al Sikes for the April 13 NAB issue, titled "Man of the Hour," I really expected to read the laundry list of Sikes's accomplishments in government (both at the National Telecommunications and Information Administration and the FCC), for indeed they are many, and I believe significant to the future of American prowess in the post-industrial information age and economy. Naturally, I was appalled by your unfair, unkind and seemingly mean-spirited conclusion "should Sikes step aside tomorrow, his administration would be remembered most for its failure to deliver a majority to dump the financial interest and syndication rules...."

Shame. Shame.—*John M. Eger, Lionel Van Deerlin endowed professor of communication and public policy, San Diego State University.*

SAME OLD STORY

EDITOR: Judging by the April 6 letter from Charles T. Jones Jr., broadcasters' manners haven't improved with the years. Because he received only eight responses to over 70 resume mailings, he asks: "What has happened to the industry...?" The answer: nothing. His results are about par for the course.

In the late 1940's and '50s I an-

swered various ads placed in BROADCASTING by radio operations seeking announcers, usually including an audition on open-reel tape, the medium of choice (the magazine forwarded tapes sent to ad boxes). I finally determined that perhaps one station in 10 might at least acknowledge receipt of my application. I would hear absolutely nothing from the other nine, despite their having actively invited applications. I came to suspect they ran ads only to acquire a supply of tapes for their own subsequent use.

In time I had my fill of such blatant, unprofessional discourtesy. I vowed I would never again answer a blind ad from a broadcaster. Mr. Jones's recent experience suggests this still may be a sound stance to take.—*R.H. Coddington, Richmond, Va.*

KETTLE CALLING

EDITOR: In your March 30 story on Time Warner ("Time Warner Fighting Cable Provisions"), the company whines: "...Congress cannot force cable to make its protected speech available to rival speakers against its will.

"Since cable does not monopolize sources of news...competitors can develop their own programing just as cable did at its own risk."

This from a company which,

along with every other cable operator, has no problem freely taking the copyrighted newscasts of local television stations and rebroadcasting them to their paying subscribers. And to what benefit to the local stations?

It certainly sounds like one more case of the pot calling the kettle black.—*Richard H. Gleick, RHG Communications, Winter Park, Fla.*

RADIO BELIEVER

EDITOR: Thank you, Bill Knight, for your "Monday Memo" of March 30. Four-star! Excellent! This should be copied and read by anyone who loves radio. I've been waiting for someone with the guts to stand up and say: "Let's put the snap, crackle and pop back into radio." I've been to "focus groups" so out of focus they couldn't see what they're doing using Army field glasses. I've seen call letters disappear, and most of all, I've seen people disappear from radio. But, you know what? There are still some of us who believe, who *know* radio can be better. We're not gonna stop 'til it is. And even then, we're not stopping.

I've never met you, Bill Knight, but I hope to someday. And I hope when we meet, we're listening to a radio station that's alive with passion and emotion, serving the people. A fellow radio brother—*John Mack Flanagan, KFRC-FM San Francisco.*

SAATCHI SURVEY

Continued from page 26.

comfort in the fact that its record of new series success this past year was better than any of its competitors."

Saatchi predicts ABC will move *Home Improvement* to Wednesday from its current Tuesday slot to strengthen a night that has been up for grabs among the networks for the past few years.

Also on Wednesday, Saatchi suggests ABC may schedule *The Jackie Thomas Show* starring Tom Arnold at 9 p.m. in an attempt to mirror Tuesday's success, anchored by *Roseanne* at 9.

"[CBS] did the unimaginable [in 1991-92]: going from last to first place in one season.... However, the network's limited success with new series this year must surely be tempering some of the joy, and is clearly top of mind as thoughts turn to 1992-93." With only two series remaining from the seven the network introduced this fall still around, *Brooklyn Bridge* and

Royal Family, Saatchi suggests CBS will replace about six hours of programming on Wednesday through Saturday.

CBS overhauled Friday night twice this season, and Saatchi expects the network will schedule *In the Heat of the Night* in the 8 p.m. slot on which to build the remainder of the evening.

The network's other chief priority is the establishment of a second comedy night, with Wednesday the targeted evening. The report suggests CBS will move *Designing Women* and/or *Major Dad* to Wednesday.

Among the needs the report suggested NBC will be looking to fill are stabilizing Tuesday and Saturday nights. As an 8 p.m. lead-in to *Law & Order*, Saatchi said NBC may schedule either the *Route 66* or *The Round Table* projects. Either show would provide appropriate counterprogramming to ABC's younger-skewing comedies and CBS's reality hour.

To restrengthen Saturday night after losing *Golden Girls*, the report predicted the network may try to lower

the demographic profile by moving *Blossom* from Monday to 8 p.m., followed by *Rise and Shine*, the first half-hour comedy from Joshua Brand and John Falsey. The *Ladies First* project starring rappers Queen Latifah and Monie Love could be paired with *The Fresh Prince of Bel Air* on Monday, filling the slot vacated by *Blossom*.

With Fox preparing to add two more nights to its schedule within the next year and hoping to plug holes in the existing schedule, the network's development was up some 40% over last season. Fox's needs for the fall mirror its needs of last year—Friday and Saturday nights as well as a post-*Simpsons* show.

Saatchi suggests Fox may schedule *The Big Show*, a variety show patterned after the hispanic *Sabado Gigante*, which may offer the ingredients necessary to appeal to Saturday night viewers. The report also suggests Fox, in scheduling Tuesday night, may slot the *Key West* project opposite *Roseanne*. ■

MIXED RATINGS REVIEWS FOR FOX NEWS

By Steve McClellan

The February sweeps represented the first rating book for a handful of new Fox affiliate late newscasts. While the numbers were low by affiliate news standards, many of the Fox affiliate managers contacted said they were encouraged by community reaction and the prospects for news profits.

Among the Fox affiliates for which February was the first sweep for their newscast, WTAT(TV) Charleston, S.C., turned in the best performance with a 10 p.m. newscast that averaged a 4.2 rating/7 share in Nielsen. "It's really a remarkable beginning," said Kenneth Beedle, president and general manager, WTAT. "If it continues to deliver similar ratings and revenues, the newscast will be profitable by the end of the year."

The WTAT newscast is one of about a dozen local Fox newscasts produced in conjunction with another station in the market. WTAT has a joint venture arrangement with WCSC-TV Charleston.

Not all of the newscast launches

were successful. One news-sharing effort in Mississippi shut down after disappointing February returns. The broadcast, *Mississippi News Tonight*, was produced by Love Communications, whose principals also own ABC affiliates WLOX-TV Biloxi and WLOV-TV West Point. The broadcast was carried by WXXV-TV Gulfport and WDBD-TV Jackson, both Fox affiliates, as well as WLOV-TV. "It was a well-produced broadcast," said Bill Ritchie, general manager, WXXV-TV. "But they pulled the plug because it didn't measure up to financial expectations."

WEVV-TV Evansville had its first book in February for a newscast produced in house, and averaged a 1.9/3. "We didn't do quite the number I had hoped for, but for the launch we were satisfied," said general manager Skip Simms.

And Simms said he remained convinced that over time the station will increase its rating and generate profits. With aggressive promotion, said Simms, viewers will gradually become aware of the new 9 p.m. newscast. "It just takes time. We're in the game for good." ■

Other Fox stations with news sharing ventures said they were pleased with ratings growth to date. In West Palm Beach, Fla., WFLX-TV airs a newscast produced by CBS affiliate WPEC-TV that launched last September. According to Bob Ramsey, operations manager and program director at WFLX, the station's 10 p.m. newscast was the third-ranked newscast according to Arbitron, beating the ABC affiliate, WPBF-TV, and a competitive fourth according to Nielsen. "We've accomplished a lot in six months," Ramsey said. "In February, we doubled our demographic numbers."

In Chattanooga, Fox affiliate WDSI-TV has been on the air with a newscast produced by ABC affiliate WTVC(TV) for just over a year. According to WDSI general manager, Alan Barrows, the broadcast is profitable for both parties. "We are very pleased with the growth to date," he said. The 10 p.m. newscast did a 3.6/6 in February.

Among all Fox stations doing news in February, WSVN-TV Miami once again had the highest rated nightly newscast, averaging a Nielsen 10.1/16. ■

Classifieds

For rate information please call (202) 659-2340.

RADIO

HELP WANTED MANAGEMENT

General sales manager needed for excellent sales team at AM/FM combo. Marconi Small Market Station of the Year. Join a growing company that is artistically and financially successful. Send resume to: John Brandt, Jr., Citadel Communications, KBOZ, PO Box 20, Bozeman, MT 59771. EOE.

Fresno general manager. Selling is 99 percent of the job at this station targetting upscale adults. Knowledge of local accounts and agencies helpful. EOE. Reply to Box L-24.

General manager needed for top rated, under performing combo in an upper midwest small market. Must be experienced, sales oriented. Send letter and resume to: Marty Riemenschneider, VP, Mitchell Broadcasting, 1001 Farnam, Omaha, NE 68102. EOE.

Turnaround in progress: Strong GSM needed to put it over the top! Competitive mid-west market. Solid group owner. Resume, compensation history, sales and management philosophy to Box L-36. Confidential. EEO.

General sales manager: KSDO AM/KCLX FM. San Diego is looking for a focused, stable and innovative manager. Minimum of five years sales management experience necessary. Send resume to: Mike Shields, KSDO/KCLX, 5050 Murphy Cyn. Rd., San Diego, CA 92123. EEO M/F.

General manager midwest: Dynamic top rated AM/FM contemporary in marvelous 250,000 population metro. 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 to: Mr. Charles Stone, Broadcast Services, 1650 Tysons Blvd., Suite 790, McLean, VA 22102. EOE.

Station/sales mgr. combo: New start up FM Central Florida, 100,000+ small market, must have sales/operations/promotions strength, send resume, references and compensation history: WPDS-FM, PO Box 880, Beverly Hills, FL 32665. EOE.

General sales manager: Hands-on leader, recruiter, and new retail business developer; excellent trainer, innovative promoter. High energy, sense of urgency, interpersonal relationship skills and integrity are mandatory. Successful management experience preferred, but will consider mature sales professional for first management job, if willing to make three year commitment. Write General Manager, WBAZ, Box 1200, Southold (Eastern Long Island), New York 11971. EOE.

Wanted general manager: WWGS/WSGY Titon/Albany GA. If you have what it takes, I've got \$50,000 base plus bonus and perks for you. Call Mike Levine 915-570-8833. EOE.

Mid-Atlantic FM needs a general manager who trains, leads and sells on the street everyday. Near a major market, but it's a small-market, retail-driven station. Not a ratings pitch. Not for everybody—but if you can make sure the iogs and bills get done, the PD runs promotions right—sell a ton of orders yourself, and make a profit—let's talk. Write Box L-37. EEO.

HELP WANTED SALES

Sun Radio Network in Clearwater FLA. is seeking an experienced (3-5 yrs) national salesperson. Candidates should be prepared to relocate to Clearwater FLA. Salary + commission and major medical provided. Fax resume to Nat'l Sales Manager, Sun Radio Network at 813-572-4735. EOE.

Radio sales person: Classic Rock FM I-95/WIXV Savannah, GA wants creative self starter with experience in radio, EOE. Send resume to Jerry Stevens, GM, PO Box 876, Savannah, GA 31498.

We need you: Hottest combo around, good money, gorgeous area. Need professional, prospector, closer. Want to grow with a great group? Tell me why you're the one. Bob Clark, Broadcast Properties Inc., PO Box 2017, La Crosse, WI 54602. EOE.

HELP WANTED ANNOUNCERS

Skyview Traffic Watch is looking for experienced broadcasters for airborne and ground traffic reporting in great SW markets. Send tape and resume to: 14605 North Airport Drive, Suite 200, Scottsdale, AZ 85260. EOE.

HELP WANTED TECHNICAL

Chief engineer: Midwest AM/FM combo seeks experienced chief engineer. Must have directional experience. Excellent opportunity. Send resume and salary history. EOE. Reply to Box L-26.

Chief engineer: Las Vegas, NV. KLUC FM/AM has an opening for a chief engineer. Experience necessary in AM directionals, high power FM, studio maintenance, remotes. Management skills and SBE certification a plus. Reply to Robert Reymont, PO Box 5159, Mesa, AZ 85211; 602-964-4000. Nationwide Communications Inc., EOE.

HELP WANTED NEWS

Radio news director: KAWL/KTMX FM, York, Nebraska. Call Tom Robson 402-362-4433. EOE.

News director for Eastern Long Island's leading adult station. Anchor morning news and produce monthly, award winning, public affairs program. Small staff, hands-on management style. Serious news commitment. Outstanding life-style. Resume & tape to Don Bindler, Station Manager, WBAZ, Box 1200, Southold, NY 11971. EOE.

Operations manager: Midwest AM/FM combo is seeking an experienced operations manager. Must have experience in news and air work. Send resume and salary history to Box L-38. EOE.

Washington's all-news radio station has an immediate opening for an experienced business reporter. Candidate should have a minimum five (5) years of broadcasting experience. Candidate should also possess excellent verbal and written communication skills. College degree desired, preferably in broadcast journalism or mass media. No calls please. Send tape and resume to: Pat Anastasi, Managing Editor, WTOP Newsradio 15, Dept. BM, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE. M/F.

Photographer: We're looking for an experienced news/sports photographer. Must be a team player and know how to use 3/4" field and editing gear. Send non-returnable tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE M/F.

Washington's all-news radio station has an immediate opening for an experienced sports anchor. Candidate should have a minimum five (5) years of broadcasting experience. Candidate should also possess excellent verbal and written communication skills. College degree desired, preferably in broadcast journalism or mass media. No calls please. Send tape and resume to: Pat Anastasi, Managing Editor, WTOP Newsradio 15, Dept. BM, 3400 Idaho Avenue, NW, Washington, DC 20016. EOE. M/F.

WHLI-AM Long Island: On-air news director. Candidate must be: Strong on local news/public affairs. Able to write/read in concise to the point 1992 style, to utilize interns/stringers to maximize product and know/understand 2 1/2 million market Long Island. No calls. Tape & resume to: Dean Anthony, WHLI, 1055 Franklin Ave., Garden City, NY 11530. EOE/women/minorities encouraged.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Radio promotion coordinator wanted for Washington DC AM/FM leader. Successful candidate must possess minimum two years experience writing and producing on-air promos and liners for AM all-news station along with ability to coordinate and execute on-air promotions and giveaways for FM music station. Send package including resume, written and taped samples of your work, and job and salary history to: Craig Ashwood, Program Director, WASH-FM, Dept. BM, 3400 Idaho Avenue NW, Washington, DC 20016. An equal opportunity employer. M/F. No calls please.

Promotion writer/producer: Seeking an enthusiastic individual to write and produce on-air, radio and print promotion for an extremely ambitious creative services department. Excellent writing and production skills a must. If you can edit, that would be extra special. Send tape and resume to Bill Manning, Director of Creative Services, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45420. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Young, hungry, currently employed CRMC with proven sales management performance record and great references seeks a GSM or LSM position in Philadelphia, Trenton, or Ocean/Monmouth markets. You give me the opportunity, I'll give you a loyal, hard working, results oriented team builder! Reply to Box L-2.

Today's financial climate requires someone you can trust and who cares about your station and bottom line. Someone to lead. I am that person. Over nine years as GM at the same station. Sales, programming, budgets, decisions. I do it all and would like to discuss putting my knowledge and energy to work for you. Reply to Box L-3.

General/national sales manager, currently employed-large market-major group-20 year-CRMC-broadcaster, desires to bring proven sales track record, sales promotion, training and management skills to Southern or Caribbean market. Reply to Box L-17.

Bottom line oriented GM seeking managers position. 24 years experience in small, medium and large markets. Call Jack Inman - 919-642-8292.

Solution! A total management consultant. Sales, programming, financial management and more. Increase audience share and revenue. Win with RPM. Call now 804-232-5197.

GM. 25 years, 10 with last group. Solid background includes managing top 5 to medium markets. Excellent sales, programing, administrative background. Available now. Box E-54.

Creative successful GM of small to medium markets, seeking right management opportunity. Presently brokering premiums to national fast food and sports accounts. Telephone 513-453-2262.

Absolutely the best: Called "one of the top ten medium/small market broadcasters in the country." GM, group exec. consult or short-term fix. Always top ratings/revenues in 6 to 12 months. Currently top 50-75 completing 8th successful turnaround or startup; station being sold. Worked Rockies, West, Southwest, Gulf. Consider all challenges. Call 214-994-7738.

SITUATIONS WANTED PERSONALITY/TALENT

Talk show host with international background available immediately for radio & TV. If you are looking for talent & experience, something completely different to generate new business call 518-449-9534. Serious inquiries only.

SITUATIONS WANTED TECHNICAL

Lifetime broadcast engineer: 32 years experience all phases radio will relocate salary open leave message for resume. 318-322-4210.

SITUATIONS WANTED NEWS

Sportscaster who has led small market station to two state AP awards seeks new opportunity with college/minor pro PBP. Knowledgeable newspaper person also. Call Mark 503-386-2163.

Veteran news pro: Network and local experience. Management anchor, reporter looking for major market spot. Call Mary 708-256-6337.

Veteran play-by-play & news wants to relocate NW Dick Shillock 605-348-1100 or Box 8205, Rapid City, SD 57709

Sports director of nation's top college radio sports dept seeks reporter, anchor or PBP, radio or TV. Award winner in pro competitions. Bowl, NCAA PBP experience. Dave, 315-426-9902. After 6-1-92: 617-244-7956.

Award-winning journalist: 20 year radio/television veteran seeks opportunity with a future as news director, assignment editor or anchor. Experienced in all formats including news/talk. Ralph Shaw 919-852-3944

MISCELLANEOUS

Affordable voice talent for your station or production. Intelligent reads, creative voices. Call Peter K O'Connell for information and demo. Serious inquiries only 716-836-2308.

Major market production voice will do your promos, sweepers, spots, etc. Excellent for any adult format. Reasonable rates. Demo 305-463-1535

Willow Crossing: Folksy, heartwarming radio sitcom/drama, long featured on WQSU, KSLH, etc., now available without cost to non-commercial outlets. 100 half-hour episodes. Willow Crossing, 299 West Street, White Plains, NY 10605. 914-949-2137

TELEVISION

HELP WANTED MANAGEMENT

News director: KYMA-TV, Channel 11, Yuma, Arizona, NBC affiliate, needs person with strong organization, management and excellent communication skills. Previous experience as news producer or executive producer in middle-sized market required for this "hands-on" position. Send resume with salary history to General Manager, KYMA, 1365 So. Pacific Avenue, Yuma, AZ 85365. EOE.

Local sales manager: WSAV is looking for the right person to manage a sales team. A good career opportunity in an aggressive group ownership. Must have a successful track record in local sales. Knowledge of Co-op and PC based systems such as Arbitron II, PTA and CTA. Ability to train a staff to achieve goals in a highly competitive environment. Send resume to General Manager, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE/M-F.

National sales manager: WSPA-TV (CBS) in the 35th market is seeking a highly qualified individual with both local and national sales background to serve as national sales manager. Send resume and qualifications in confidence to Greg Rose, General Sales Manager, PO Box 1717, Spartanburg, SC 29301. No phone calls accepted. EOE.

Local sales manager: CBS affiliate in the 38th market seeking individual with strong leadership, motivational and training skills to manage local sales staff. Candidate should have a successful track record in new business development. Local television sales and management experience required. Send resume, reference and salary requirements to Dave Davis, General Sales Manager, WTKR-TV, 720 Boush St., Norfolk, VA 23510. No phone calls. EOE.

National sales manager: Top Fox affiliate in 10th market is seeking experienced national sales manager. Must have 3-5 years successful national TV sales or equivalent experience. Knowledge of Birch Scarborough/TV Scan a plus. EOE. Send resumes to LaVairryce Griffin, WATL-TV, One Monroe Place, Atlanta, GA 30324

National sales manager: WPTY Fox 24 is looking for an aggressive, motivated individual with a successful track record in national sales or with a national rep firm. Establishing local contacts for national accounts is a must. We encourage minorities to apply. (EOE). Submit resume to General Manager, WPTY Fox 24, Clear Channel Television, 2225 Union Avenue, Memphis, TN 38104.

General manager wanted for major market Southwest production company. Must have minimum 5 years experience in production operations with strong background in marketing and personnel relations. Send resume and present salary to Box L-39. EOE.

HELP WANTED SALES

Manager, new business development & special projects: WKRN-TV, the ABC affiliate in Nashville, has an immediate opening for a manager of new business development. A minimum of three years of television sales experience — a working knowledge of vendor, coop and sales promotions — plus a flair for creative problem solving is required. If you have a desire to work for a growing station with supportive sales management please contact by resume only: Dave Sankovich, General Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting and an equal opportunity employer.

Television account executive: Aggressive professional, experience required with proven track record in local sales. Offering beautiful and fast growing single station market, above average pay and opportunity for advancement. Apply to Bob Bolyard, GSM, WHSV-TV, PO Box TV-3, Harrisonburg, VA 22801. No phone calls, pls. EOE.

General sales manager: WTVQ-TV, Lexington's ABC affiliate, has an immediate opening for a general sales manager. Minimum of five (5) years of local/national television sales management experience is required. Candidates must be well organized and detail oriented and possess strong leadership and motivational skills. Experience in developing new business, revenue generating sales promotions and staff training and development is a must. Send resume, references and salary requirements to: Chris Aldridge, Vice-President and General Manager, WTVQ-TV, 2940 Bryant Road, Lexington, KY 40509. Park Broadcasting of Kentucky, Inc. is an equal opportunity employer.

Marketing consultant: Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Resumes and cover letter convincing us that you are our future to Box L-29. EOE.

Experienced account executive: Position at Paramount Stations Group TV station in #7 ranked market. Need aggressive, promotionally minded person who's hungry to sell sports and develop new business while juggling the demands of an established list. Send or fax resume and cover letter to J.W. Linkenauer, LSM, WDCA-TV, 5202 River Rd., Bethesda, MD 20816. EOE.

Local sales manager: WUAB Cannell Communications. Big station! Small company! Tremendous future! Outstanding opportunity with one of the nation's leading independent stations. We are seeking an aggressive leader for a seasoned staff. Should have television management experience, preferably independent, along with a progressive attitude. Must have strong people skills, inventory management skills, strategy skills, and a propensity to motivate with creative ideas. Reply in confidence to: Rick Gold, WUAB, 8443 Day Dr., Cleveland, OH 44129. No phone calls, please. EOE.

Great sales opportunity: BMP software system. U S WEST Marketing Resources Plus, the leader in providing software solutions for the broadcast industry, is looking for a sales professional to provide sales, training and service in its western region. Minimum of 5 years experience in station sales required with experience in broadcast PC based sales/research systems and a complete understanding of the sales and program process within a television station. PC literacy a must. Excellent benefits & salary potential for the right person. Call Brian Brady 517-336-8787. EOE.

CUSTOMER SERVICE

Account service rep: BMP software system. U S WEST Marketing Resources Plus, the leader in providing software solutions for the broadcast industry, has an account service rep opening in the Midwest to regionally represent the broadcast management plus software product line. Television station experience and computer literacy required. BMP system experience preferred. Must be willing to travel. Send resume & salary history to: B.S. MacIntosh, Marketing Resources Plus, 1451 California Avenue, Palo Alto, CA 94304. U S WEST Marketing Resources Plus is an equal opportunity employer. Employment contingent upon drug test results.

HELP WANTED TECHNICAL

Vacation relief operator: Fox Television, KRIV-TV, Houston, TX is seeking a vacation relief operator. This position will require the applicant to switch station breaks, load commercials and program tapes and dub video tapes. Experience in computer editing and/or technically directing newscasts is desirable, but not mandatory. Applicant should have three (3) years experience in master control room work, and an FCC license or SBE certification. A working knowledge of waveform monitors, vectorscopes and VU meters is also required. Interested applicants should contact: Sheila Wachenschwanz, Engineering Supervisor, KRIV-TV, PO Box 22810, Houston, TX 77227. EOE

Chief engineer for southeastern UHF affiliate. Engineering only, no operations. Send letter with resume to: T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Place, Ste 109, Lincoln, RI 02865. EOE.

Broadcast TV engineer: Full-time position maintaining all types of broadcast TV equipment. 2 year degree in electronics, 2 years TV maintenance experience. Repairs to component level. Mail resume to: KICU-TV36, PO Box 36, San Jose, CA 95109. Attn: Vivian Serrano. EOE.

South Texas educational station has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., Attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

Taft Broadcasting/NASA Division, is recruiting qualified applicants for the position of television systems design engineer, to assist in support of video systems and services at NASA Johnson Space Center in Houston, Texas. Candidates should possess the following qualifications: 1. BSEE or equivalent technical degree preferred. MSEE or post graduate work in a technical discipline is desirable. At least 2 years of experience in facilities planning and construction of television systems and subsystems. Other desirable attributes include component and systems level troubleshooting experience in a quality oriented broadcast or post production environment. Prior management experience is a plus. 2. Technical disciplines involved include production, post production, telecine, video tape recording techniques, satellite, teleconferencing, analog and digital signal processing, computer graphics, microwave, baseband, fiber optic and RF distribution. 3. Excellent organizational, communication and writing skills required. Please send your resume and four professional references to: Taft Broadcasting, 16441 Space Center Blvd. Houston, TX 77058. Attn: Debbie Burks. We are an equal opportunity employer. No phone calls. Principals only please.

SNV operator: Drive, set up and operate our satellite truck. Also responsible for maintenance of the truck and equipment. Applicants should have experience with uplinks, microwave, cameras, edit gear, lighting and audio, and should be able to perform light maintenance on television gear. Resumes to Judy Baker, Administrative Assistant, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V. Deadline for accepting resumes is May 8, 1992.

HELP WANTED NEWS

News director: WTVF Television, a CBS affiliate, is seeking an experienced news director to manage its news operation. The successful candidate will have proven leadership capability, expertise in producing quality news programs and specials, an understanding of niche marketing, and excellent communication skills. Prefer 5-10 years experience in a top 100 market with a minimum of three years as news director or assistant news director. Send resumes to Lem Lewis, Station Manager, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

Aggressive Midwest NBC affiliate seeks week-day male & female anchors. Need ability to write, report, produce, make public appearances. Grow with company. Experience preferred. Send resume with photo, references and salary to Box L-30. EOE.

Two positions: Producer with great writing and strong organizational skills. **Reporter** who can enterprise stories, handle breaking news and meet deadlines. Candidates for both positions should have live experience, a journalism degree and two years experience. Send non-returnable tapes and resumes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE M/F.

Weeknight co-anchor. Some reporting and producing. Resumes only to Jack Keefe, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. EOE/MF.

Chief meteorologist. Must have meteorology degree, at least four years on-air, AMS seal and desire to lead the best weather team in a five-state region. All the tools including Doppler radar. Prefer those experienced in severe weather/winter storm forecasting. Tape and resume to Kirk Winkler, News Director, KETV, 2665 Douglas, Omaha, NE 68131. No calls. EOE.

CBS affiliate in Lubbock, Texas seeks primary anchor to complement established male anchor. To secure this job you must have excellent on-camera presence, polished anchoring and reporting skills, a positive attitude and the willingness to be visible in the community. The bucks are good and the benefits are excellent. Overnight tapes and resumes to: Terry Graham, News Director, KLBK-TV, 7403 S. University Ave., Lubbock, TX 79423. EOE.

A great job. It's open now that our main female anchor's leaving. KCRG-TV 9, the news leader in Eastern Iowa needs the best. Is it you? Show us your stuff on a non-returnable tape. No beginners. Dean and Bob's News Haven, KCRG-TV 9, PO Box 816, Cedar Rapids, IA 52406. EOE.

Assistant news director. Seeking executive producer ready for #2 position in mid-market news operation. Only individuals with strong leadership, producing and writing skills should apply. Station has aggressive, award-winning news department that's in a tight race in a competitive market. EOE/M/F. Send resume and references to Box L-40.

Small market news leader needs aggressive, independent photojournalist to work with reporter in two-person bureau. Must tell stories in a creative and human way, while coping with isolation and daily operational challenges of bureau life. Fluency in Spanish a plus. Our photographers are the best. If you are, send tape, resume and three references to: Mark Shafer, News Director, KSBY6, 467 Hill St., San Luis, Obispo, CA 93405. EOE.

Anchors: Seeking experienced news anchors for current and anticipated openings at client stations in medium and large markets. If you're a good communicator who can relate to people and their concerns, send us a VHS or 3/4" sample of your recent work. No robot readers, please! Replies in confidence to: NEWSPEOPLE, 20300 Civic Center Drive, Suite 201, Southfield, MI 48076. EOE.

Overnight editor: Produce 6:30am newscast, cover newsroom overnight, anchor news updates; pathway to general assignment reporting. Applicants should have previous television news experience, preferably live work. Resumes/tapes to Judy Baker, Administrative Assistant, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V. Deadline for accepting resumes/tapes is May 8, 1992.

Noon/5:30 anchor: We're looking for someone who is equally comfortable in the studio or the field. Applicants should have previous television news anchor experience, possess solid writing skills and be able to work comfortably in live situations. Resumes/tapes to Judy Baker, Administrative Assistant, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V. Deadline for accepting resumes/tapes is May 8, 1992.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Houston Public Television membership manager: Responsible for administering a complete program of membership fundraising services, including planning and implementation of membership drives, direct mail, telemarketing and other fundraising activities for large donor base. Responsible for membership computer services, budget and inventory control, statistical reports. Qualifications: Bachelor's degree in Fundraising, Business Administration or related areas and five years experience in public television fundraising and computerized membership system, including two years of management/supervisory experience. Or, equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved. Expert knowledge of effective computer utilization. Strong writing and oral communication skills. Superior people management skills. Minimum starting salary \$30,000. Closing date: May 17, 1992. Equal opportunity/affirmative action employer. Send resume to: Ms. Laura Gonzales, KUHT-TV, Houston Public Television, 4513 Cullen, Houston, TX 77004.

Program producers: Top 20 affiliate is looking for producers for documentary style program and magazine formatted program. Should have previous program development and production experience. Writing with a flare and research skills a must. Newsroom experience beneficial. If you're looking for new opportunities, working for an innovative station in a market with a great lifestyle, send tape and resume to Program Director, KTVK-TV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. No phone calls please. EOE.

Commercial producer/director: So. Cal. corporate video dept. looking for a strong producer/director with 5+ years experience in producing and directing commercial productions. We need a team player to handle our expanding commercial base. Excellent salary and benefits. Send non-returnable resume and tape to Television Services Manager, Box 87169, San Diego, CA 92138-7169. EOE.

Graphic designer: Dominant CBS affiliate in 66 (NSI) market. Responsible for identifying & providing graphic design for all depts. Must have working knowledge of art, printing, photography, set design & formal art training &/or equivalent experience in related field. Strong background in commercial or television art. Graphic arts photography experience helpful. Must be able to communicate effectively, organize time, recognize priorities. Send letter & resume to Personnel Dept. WDBJ Television, Inc., PO Box 7, Roanoke, VA 24022-0007. EOE.

Producer/director for fundraising activities for public TV. Produce TV membership drives and auction. Produce/direct promos for special events, direct mail, and other fundraising projects. 3-5 years experience in television production, editing, field work, directing, one-inch and Beta production, Chyron animation, Adda still store and DVE equipment. Public broadcast production experience, especially in fundraising, desired. Resume and demo tape to: Personnel, WMFE, 11510 East Colonial Drive, Orlando, FL 32817. Deadline 5/6/92. EOE. Minorities and women encouraged to apply.

News promotion producer: WISH-TV8, Indianapolis, is searching for an unabashed competitor who doesn't pull any punches, an accomplished promotion producer who consistently delivers bold and aggressive work. Finely tuned writing and production skills are required. Candidates must also possess marketing savvy and a driven desire to win. Reply to: Pete Nikiel, Creative Services Manager, WISH-TV, 1950 N. Meridian St., Indianapolis, IN 46202. Send no tapes yet. Absolutely no phone calls. EOE M/F.

Editor: So. Cal. corporate video dept. looking for an editor with 3 to 5 years experience. Need proficiency with Ampex Ace 25, Vista, ADO, GVG 200-2, KSCOPE and GVG 251 editor. We need a team player to handle our expanding commercial base. Excellent salary and benefits. Send resume to Television Services Manager, Box 87169, San Diego, CA 92138-7169. EOE.

Paintbox operator: So. Cal. corporate video dept. looking for an experienced graphic artist. Need proficiency on colorgraphic DP/animator and Abakas A62. We need a team player to handle our expanding commercial base. Excellent salary and benefits. Send resume to Television Services Manager, Box 87169, San Diego, CA 92138-7169. EOE.

SITUATIONS WANTED MANAGEMENT

Major-market experience, heavy on new business development, and strong people skills. Seek large-market local or regional sales manager position. Reply to Box L-42.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box L-41.

SITUATIONS WANTED NEWS

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

Meteorologist: Still workin'. Still huntin'. Semi-prety. Semi-good-speer. 12 years experience. AMS seal. Stu 817-776-4844.

Gordon Barnes: Former CBS (New York) and WUSA-TV (Washington, DC) meteorologist now in Florida seeks challenging opportunity. Available late June. Telephone 813-495-0818.

Veteran news pro: Network and local experience. Management field producing, satellite experience. Looking for medium market news director or major market field producing. Call Mary: 708-256-6337.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Star-Day Productions: Associate producer/researcher available for long and short-term projects. Reasonable rates. Call 718-857-7863. Fax 718-857-4251.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Client services/education representative: Computer software vendor needs person with broadcast background. Must be self motivated, organized and have good people skills. Relocation to Colorado and extensive travel required. Competitive compensation package. Send resume, references & salary history to Box L-28. EOE.

Assistant professor, communications/broadcasting: Full-time faculty, tenure track position in the department of communications/broadcasting beginning September 1, 1992. Responsibilities include teaching courses in Radio-Cable-Television, Basic Audio-Video Production, Writing and Performance; advising students and participating in ongoing activities of the department and college. Doctoral degree preferred; masters degree, college teaching and 2 to 5 years professional experience required. Send resume with cover letter and names of three current references by May 1, 1992, to: Sister Mary Ellen Murphy, Ph.D., Dean of the College, Saint Joseph's College, Windham, ME 04062-1198. EOE.

University of Missouri— Chair of broadcast news department. The World's first School of Journalism seeks a chair for its broadcast news department. The successful candidate must be prepared to lead a 14-member broadcast faculty in charting an academic course to meet the challenging news environment of the 21st century. The School of Journalism has three academic departments: Broadcast News, Advertising and New Editorial that support the granting of B.J., M.S. and Ph.D. degrees. Requirements for the Broadcast News Chair include proof of scholarship and at least five years of professional broadcast experience. A Masters degree is essential; prior teaching and the Ph.D. are preferred. The eleven-month tenure-track position includes teaching, advising, and providing counsel for news operations at the School's award-winning NPR- and NBC-affiliate radio and television stations. The position begins in Fall 1992 or Spring 1993. Nominations are welcome. Minorities and women are strongly urged to apply. Send resume, statement of philosophy about news and journalism education, and references to: Lillian Dunlap, Search Committee Chair, University of Missouri School of Journalism, PO Box 838, Columbia, MO 65205. Application deadline: June 15, 1992. EOE.

HELP WANTED MANAGEMENT

Development manager: If you have an ability to create, develop and implement new and unique fund raising opportunities; work well with large volunteer staffs; can lead your department to new levels of success; possess demonstrated experience with planned giving, direct mail, telemarketing, endowments, membership programs or broadcast fund raising, send your resume to Michael T. Walenta, General Manager, WGUV/WGVK-TV and WGUV-AM/FM, 301 W. Fulton, Grand Rapids, MI 49504-6492. Deadline date is May 8, 1992. EEO/AA.

EMPLOYMENT SERVICES

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

Broadcast jobs: Opportunities in Public Affairs has 30-40 broadcasting jobs in Washington, DC area bi-weekly. \$29/8 week subscription. Call 301-986-5545 for more information. Money back guarantee.

EDUCATIONAL SERVICES

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

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

Want to buy TV transmitter VHF low band. G.A. Bonet, WORA TV, Box 43, Mayaguez, PR 00681. Tel. 809-831-5555. Fax. 809-833-0075.

FOR SALE EQUIPMENT

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

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

FM transmitters: RCA 20kw, CCA 2.5kw, Collins/Gates 1kw. Transcom 800-441-8454.

FM 25/30KW: 1981 BE-30, 1988 TTC/25kw. 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.

Limited edition, original Indian Head test pattern coffee cup. 12 oz. in fine china. Collectors item, or great gift or personal use. \$9.95 + P/H. V/MC. ATVQ, 1545 Lee St., Des Plaines, IL 60018. Fax 708-803-8994. Voice mail 708-298-2269.

New premium VHS tape for less than store special. Quantity discounts. V/MC/PO. Quote or price list: ATVQ, 1545 Lee St., Des Plaines, IL 60018. Fax 708-803-8994.

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 Klyston, high band. Call Bill Kitchen, 303-786-8111.

New RCA TCR 100 replacement parts. Discounted prices. Call 617-725-0810.

Parts & service for Townsend transmitters. SASE for list. B.M.A. Inc., PO Box 817, Neosho, MO 64850; 417-451-1440. Harris visual UHF exciter \$5,000. Townsend V&A UHF exciter \$10,000.

RADIO

PUBLIC NOTICE

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session Wednesday, May 6, 1992, beginning at 9:30 a.m. in the Metropolitan Ballroom of the Sheraton Hotel, 1400 Sixth Avenue, Seattle, Washington. Subject to amendment, the agenda includes: President's Report, Chair's Report and Committee Reports. The Committees will meet on Tuesday, May 5, beginning at 12:30 p.m. in the same location.

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Candidates will have significant experience in broadcast sales.

Excellent opportunity for financial and career growth.

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no phone calls
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HELP WANTED SALES CONTINUED

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Great opportunity! We represent a number of major stations. You'll be selling their air time as a rep. Send cover letter, resume, references to:

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21724 Ventura Blvd. #205
Woodland Hills, CA 91364

TELEVISION

HELP WANTED MANAGEMENT

LOCAL SALES MANAGER

WTTG/Fox Television is seeking an experienced professional with proven sales and leadership skills to supervise the day-to-day operations of the local sales department. Qualified candidates should have at least five or more years of major market experience in television sales and sales management. Additional experience in vendor/new business development preferred. If qualified, please rush resume and salary requirement to:

Personnel Department
WTTG/Fox Television
5151 Wisconsin Avenue, N.W.
Washington, D.C. 20016
Equal Opportunity Employer



PROGRAMING SERVICES

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THE NEXT GENERATION IN TV WEATHER SERVICE!! THE FIRST...THE AFFORDABLE. NWN WEATHERSOURCE YOUR TV MARKET'S LOCAL TV WEATHERCAST CUSTOMIZED AND TAILORED FOR YOUR AD. INCLUDING ON-AIR AIR TALENT DELIVERED VIA SATELLITE. UPDATES AVAILABLE FOR ALL DAY PARTS 7 DAYS PER WEEK. FOX, INDEPENDENT AND PUBLIC STATIONS. GET INTO THE BROADCAST TV WEATHER BUSINESS. NWN IS AVAILABLE IN YOUR MARKET ON A CASH OR BARTER BASIS. CALL EDWARD ST. PE' TODAY 1-601-352-6673 TODAY.

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

Deadline is Monday at noon Eastern
Time for the following Monday's issue.

BUSINESS OPPORTUNITY

STATIONS WANTED

which accept "per inquiry" ads of merit. \$15 pd for ea membership we get from 60 sec. spot. Can yield \$250-up ea time. Check our video.

AMERICAN MOTORISTS ASSN
1140 7th Ct., Vero, FL 32960.

ALLIED FIELDS

HELP WANTED PROGRAMING PROMOTION & OTHERS

VIDEO PRODUCER/DIRECTOR

The Professional Education Division of Arthur Andersen & Co. seeks a Video Producer/Director to join the development team at our Center for Professional Education in St. Charles, Illinois. The Video Producer/Director is responsible for directing and producing effective instructional, informational, and marketing video programs for an international audience.

Responsibilities:

- Consult with internal clients to determine media uses.
- Write or edit scripts that deal with complex financial and management topics.
- Develop and manage project budgets.
- Direct studio and remote productions.

Bachelor's degree with an emphasis in video production, radio/TV, or film and 3-5 years relevant experience are required. Script writing experience is helpful. Ideal candidate has excellent interpersonal skills, is highly creative, and works well in project teams. Please send a resume, (no phone calls, please) sample tape and three script samples (if available) to:

ARTHUR ANDERSEN & CO.
Center for Professional Education
1405 North Fifth Avenue
Box T100
St. Charles, Illinois 60174
eoe m/f/v/h

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.

Please send your resume in confidence to: EURO CORP., PO BOX 6312, JERSEY CITY, NEW JERSEY 07306-0312. ATTN. HUMAN RESOURCES.

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Bachelor's and Master's degrees

FACILITIES:

Student-operated, 48,000 watt, NPR affiliate, FM station; WTBU-TV student station.

- Hands-on training
- Radio/TV laboratories
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Small college atmosphere in a metropolitan setting.

CONTACT

Jordan College of Fine Arts
Dr. Kenneth Creech
Chairman-Radio/TV Dept
(317) 926-9252



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Indianapolis, IN 46208

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You need an edge in today's market! Put together a winning tape. We critique:

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Writing
Story Construction

15 years in the business..we can show you how things are in the real world. Send 3/4" or VHS tape with SASE and check for \$100 to:

Livingston Communications
P.O. Box 751
Bettendorf, IA 52722

**EMPLOYMENT SERVICES
CONTINUED**

NETWORK ASSOCIATES

Broadcast Consultants 1-800-828-TAPE

Evaluate: 20 years experience in network and local TV/radio. We'll help you build a winning tape. Send \$60, 3/4" or VHS tape or audio cassette, and resume to: Network Associates, P.O. Box 42518, Washington, D.C. 20015-0518

- Writing
- Delivery
- Content
- Image

JOBPHONE

Inside Job Openings, Nationwide

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 - 2 Television jobs, updated daily
 - 3 Hear "Talking Resumes"
 - 4 To record "Talking Resumes" and employers to record job openings
 - 5 Entry level positions

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\$1.79 Per Minute (5027)

TV NEWS JOB CONNECTION

THE JOBLINE EXCLUSIVELY FOR TV NEWS

ANCHORS, REPORTERS, WEATHER, SPORTS, PRODUCERS, NEWS DIRECTORS, PHOTOGRAPHERS

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\$1.95 Per minute
JOBS UPDATED DAILY

Employers — To List Jobs Call
1-800-925-3656 Ext. NEWS (6597)

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TRY MEDIALINE

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NO OUTLANDISH PHONE CHARGES
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Weekly Magazine to TV and Radio Jobs

Help Wanted
February 13, 1992 issue
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Broadcast Management offers your Radio/Television station the opportunity to sell (factor) accounts receivable to generate immediate cash. Avoid Bankruptcy, do promotions, pay taxes, clean up your credit. Experienced broadcasters who understand your cash flow crunch. We own and operate stations and know how to help. Call Charlie Strickland @ 800-553-5679 or 214-780-0081.

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(800) 342-2093

FAX: (214) 235-5452

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Potential for Spanish Format
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FOR SALE

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NORTHERN COLORADO AM

Top affiliate, local community heartbeat. Strong economy. AG, sports, news, great family operation potential. March appraisal. \$355K. Health dictates immediacy. \$315K cash, or flexible owner terms.

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FLORIDA COMBO

50kw-FM/1kw-u AM
\$325,000 — 1991 cash sales
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SOUTHERN ALABAMA C-2

with C-1 pending.
New Equipment and
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SOUTH CAROLINA FM

Class A with C-3
CP in hand.
\$50k Down.

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Blind Box Response???

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Please Do Not Send Tapes!

FOR SALE STATIONS CONTINUED

SUBURBAN ATLANTA COMBO

with cash flow on over \$400,000 in billings.
Terms Available.

CAROLINA COASTAL FM

Recently upgraded C-3.
Fully Computer Automated.
\$50k Down.

SOUTHERN FM CP

Serving medium market with \$14 mil. in Radio Revenue.
Terms Available.

(407) 295-2572

FOR SALE EQUIPMENT

NEED SOME NEW POWER AND AN ULTRA COMPACT PORTABLE LIGHT UNIT???

THE NEW KA 2500 WITH EIMAC 3CX1500A? FULLY ELECTRONIC PROTECTED-ONLY 0-650 W EXCITATION, LOW PASS FILTER 18 MONTHS WARRANTY ONLY \$8970. IN STOCK!!
FULL LINE OF FM EXCITERS, FM TUBE AND SOLID STATE AMPLIFIERS, MICROWAVE LINKS, TRANSMITTING ANTENNAS, CALIBRATED COUPLING, SPLITTERS, LOW PASS FILTERS AND MORE...

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CALL MICOR**

*See how our Quality, Late Model,
Used Broadcast Equipment can
stretch your buying dollar!*

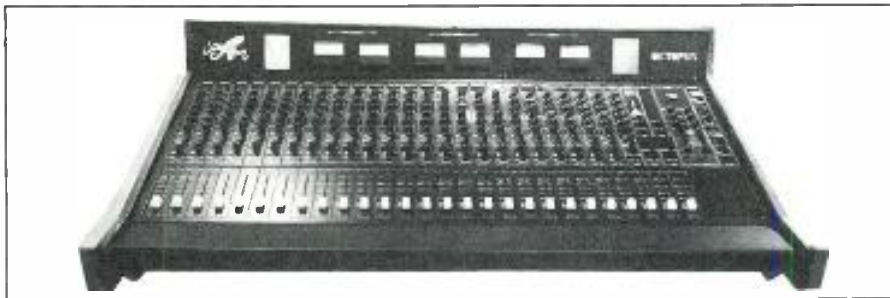
SPECIAL LAS VEGAS PHONE LINES

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MICOR VIDEO EQUIPMENT SALES

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NEW OCTOPUS 2408**



AVAILABLE IN DIFFERENT CONFIGURATION, PROFESSIONAL P.A. SYSTEMS, POWERED MONITORS,

R.F. EQUIPMENT

TRANSMITTERS F.M., TV, TRANSPOSERS, MICROWAVE LINKS, TRANSMITTING ANTENNAS, AND MORE.....

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FOR INFORMATION CALL 201 434 5729

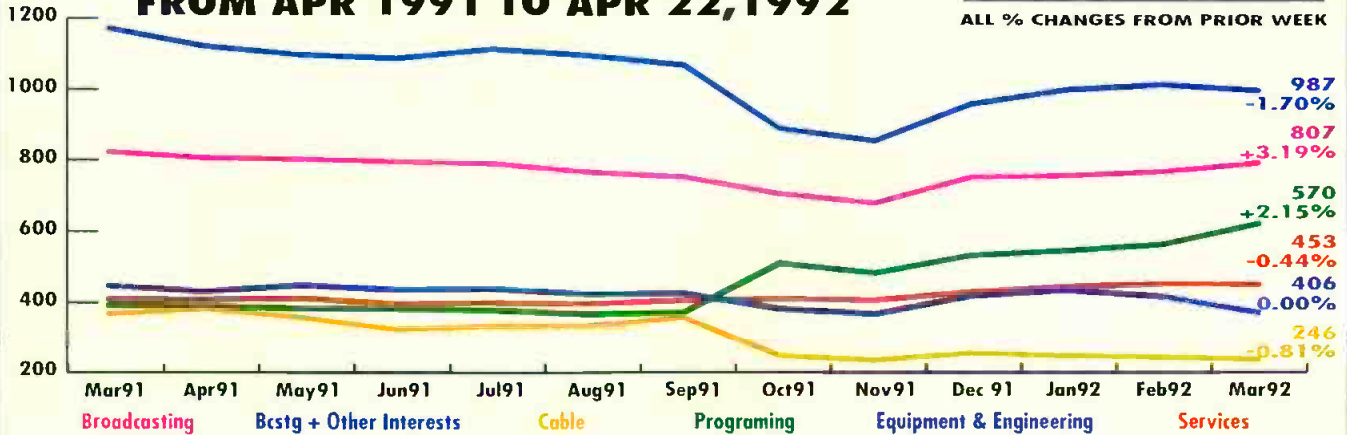
fax 201 332 0751

Broadcasting's By The Numbers

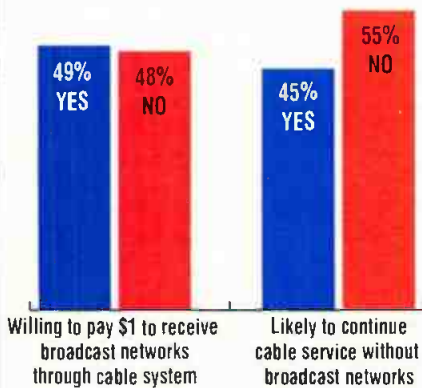
STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 22, 1992

NASDAQ: 578.23 (-2.79%)
S&P Ind.: 485.36 (-1.30%)

ALL % CHANGES FROM PRIOR WEEK



IF CABLE SYSTEM DIDN'T TRANSMIT BROADCAST* NETWORKS



Source: Survey by Lintas Worldwide * ABC, CBS, NBC and FOX

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

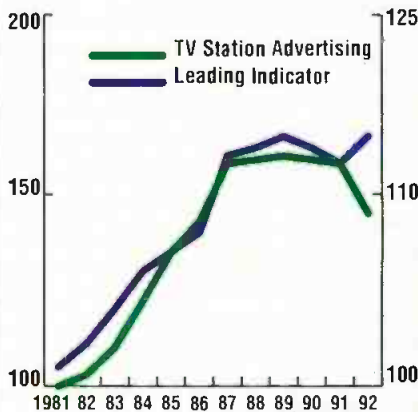
Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	11,129	1,334	12,463
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	1,496	201	1,697
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	1,231	1,009	2,240
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

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 92.1 million.
¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.
 Source: Nielsen, NCTA and Broadcasting's own research.

TELEVISION STATION ADVERTISING INDEX



Source: Cahners Economics

For the Record

As compiled by BROADCASTING from April 13 through April 17 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- **WBSA(AM) Boaz, AL** (BAL920402EC; 1300 khz; 1 kw-D)—Seeks assignment of license from Sand Mountain Advertising Co. Inc. to Good News Broadcasting Inc. for \$100,000. Seller is headed by L. E. Kennerly, and is also licensee of WVSM(AM) Rainsville, AL. Buyer is headed by Billy Randolph Smith, and has no other broadcast interests. Filed April 2.
- **KCTT(FM) Yellville, AR** (BALH920406HB; 97.7 mhz; 2.45 kw; ant. 331 ft.)—Seeks assignment of license of A & J Broadcasting Co. Licensee is headed by John C. and Jessie Adams, husband and wife, who are giving station to son Glen B. Adams as gift. Principals have no other broadcast interests. Filed April 6.
- ***WWEV(FM) Cumming, GA** (BTCED920408HJ; 91.5 mhz; 8.9 kw; ant. 960 ft.)—Seeks transfer of control Curriculum Development Foundation Inc. to provide for expansion of board membership. Licensee is headed by Paul L. Walker, and recently applied for assignment of noncommercial WAVO (AM) Decatur, GA ("For the Record," March 2). Boardmember Bill Watkins is licensee of WFDRA(M)-WVFJ-FM Manchester, GA. Filed April 8.
- **WVGA(TV) Valdosta, GA** (BALCT920408KG; ch. 44; 1,285.3 kw-V, 257 kw-A; ant. 920 ft.)—Seeks assignment of license from Morris Network Inc. to Tallahassee Channel 27 Inc. for \$850,000. Seller is headed by Charles H. Morris, and has interests in WMG(TV) Macon, GA; WDHN(TV) Dothan, AL, and KARK-TV Little Rock, AR. Buyer is headed by Elie Betty Jr., and is licensee of WTXL-TV Tallahassee, FL. Filed April 8.
- **KIGO(AM) St. Anthony, ID** (BAL920402EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Lake County Communications Inc. to Fremont Broadcasting Co. Inc. for no monetary compensation. Seller is headed by Ernest W. Riedelbach, and has no other broadcast interests. Buyer is headed by Ted W. Austin Jr., who has interests in KADQ(FM) Rexburg, ID. Filed April 2.
- **WSJP(AM)-WBLN-FM Murray, KY** (AM: BAL920330GU; 1130 khz; 2.5 kw-D, 250 w-N; FM: BALH920330GV; 103.7 mhz; 100 kw; ant. 661 ft.)—Seeks assignment of license from Starlite Communications Inc. to WML Communications Inc. for \$1.225 million. Seller is headed by Michael G. Karem, and has no other broadcast interests. Buyer is headed by Sam Parker, and has no other broadcast interests. Filed March 30.
- **KXLA(AM) Rayville, LA** (BAL920406EA; 990 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Richland Broadcasting Co. Inc. to Ouachita Broadcasters Inc. for \$160,000. Seller is headed by James T. Strong, and has no other broadcast interests. Buyer is headed by Fred J. Foster, and has no other broadcast interests. Filed April 6.
- **WCLZ-AM-FM Brunswick, ME** (AM: BAL920403EE; 900 khz; 1 kw-D, 66 w-N; FM: BALH920403EF; 98.9 mhz; 50 kw; ant. 450 ft.)—Seeks assignment of license from Eastern Radio Company II to Riverside Broadcasting Ltd. for \$525,000 ("Changing Hands," April 13). Seller is headed by

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location, TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or ant.—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.

Ross W. Elder, receiver for licensee, and has interests in WNLC(AM)-WTYD(FM) New London, CT. Buyer is headed by William A. Devereaux, who is 50% shareholder and vice president of Andross Management Co., which owns 2.24% and is general partner of licensee of WNLC(AM)-WTYD(FM) New London, CT. He also has limited partnership interest in River City Broadcasting, licensee of one FM and four TV's. Filed April 3.

■ **WBTL(FM) Lexington, MI** (BAPLH920406HA; 96.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Vector Broadcasting Inc. to Hanson Communications Inc. for \$350,000. Seller is headed by Timothy Martz, and is also permittee of WXEB(FM) Chateaugay, NY, and WKNW-FM Canaan, VT. Martz has 90% interest in permittees of WBFX(FM) Grand Marais, MN, KYWG(FM) Sables, ND, and in licensees of WKNW(AM)-WYSS(FM) Sault Ste. Marie, MI, and WFST(AM)-WBPW(FM) Caribou-Presque Isle, ME. He has 80% interest in licensees of WFNL(FM) Sturgeon Bay, WI, WZNL(FM) Norway, MI, and in permittees of WENL(FM) Gladstone and WXNL(FM) Baraga, both Michigan. Martz also has applications pending for construction of FM translators in New York State. Buyer is headed by Lee C. Hanson, and is licensee of WPHM(AM) Port Huron, MI. Filed April 6.

■ **WYDC(TV) Corning, NY** (BAPCT920403KE; ch. 48; 250 kw; ant. 413.3 ft.)—Seeks assignment of CP from Robert P. Walker to Cornerstone Television Inc.; assignment is donation. Seller has no other broadcast interests. Buyer is headed by R. Russell Bixler, and is licensee of WPCB-TV Greensburg and WKBS-TV Altoona, both Pennsylvania. It is also pending assignee of WOOD(TV) Amsterdam, NY ("Changing Hands," March 23), and is permittee and licensee of two LPTV's. Filed April 3.

■ **WKKI(FM) Celina, OH** (BALH920324HH; 94.3 mhz; 2.2 kw; ant. 448 ft.)—Seeks assignment of license from Kempff Communications Co. to The Sunshine Corporation for \$325,000. Seller is headed by William R. Rice, receiver, who was also appointed receiver for KWZD(FM) Hamlin, TX, recently sold ("Changing Hands," Feb. 3). Buyer is headed by Ralph A. Guarnieri Jr., who is sales manager of WKKI. Filed March 24.

■ **WVLC(AM) Lake City, SC** (BAPL920407EH; 1260 khz; 1 kw-D, 65 w-N)—Seeks assignment of CP from Holly City Communications Inc. to GHB of Lake City Inc. for \$35,000. Seller is headed by June F. Mitchell, and has no other broadcast interests. Buyer is headed by George H. Buck Jr., who recently purchased WTIX(AM) New Orleans and

WYRS(AM) Rock Hill, SC ("For the Record," Jan. 20). Buck owns 100% of licensees of WNAP(AM) Norristown, PA; WOLS(AM) Florence, SC; WHVN(AM) Charlotte, NC; WEAM(AM) Columbus, GA; WYZE(AM) Atlanta; WMGY(AM) Montgomery, AL; WTOO(AM) Asheville, NC; KURB-AM-FM Little Rock, AR; WZGO(AM) Portage, PA. Buck is permittee of WKXU(FM) Portage, PA, and 50% owner of non-voting stock of WAME(AM) Statesville, NC. Filed April 7.

■ **WKOA-FM Murrell's Inlet, SC** (BAPH920401HF; 94.5 mhz; 3.47 kw; ant. 130 m.)—Seeks assignment of CP from Inlet Radio Systems Inc. to Kings Road Radio Inc. for \$322,000. Seller is headed by Robert E. Johnson, and has no other broadcast interests. Buyer is headed by Scott R. O'Neil, and has no other broadcast interests. Filed April 1.

■ **WARO(AM) Claremont, VA** (BTC920403EA; 670 khz; 20 kw)—Seeks transfer of control within licensee Ultimate High Fidelity Medium Inc. for \$9,000. Transferor is David Moran, transferring his 50% of licensee. Moran has 51% interest in licensee of WKBA(AM) Vinton and WVZN(AM) Lynchburg, both Virginia, and is licensee of WMYT(AM) Carolina Beach, NC. Transferee, Richard P. Biby, has no other broadcast interests. Filed April 3.

■ **WPAJ(TV) Danville (Roanoke-Lynchburg), VA** (BAPCT920114KK; ch. 24; 5,000 kw-A; ant. 99.97 ft.)—Seeks assignment of CP from Danville Communications to Danville Television Partnership for \$10,000. Seller is headed by William R. Moyer, and has no other broadcast interests. Buyer is headed by partners Caroline K. Powley and Melvin N. Eleazer, and have no other broadcast interests. Filed Jan. 14.

■ **WZKT(AM) Waynesboro, VA** (BTC920408EC; 1490 khz; 1 kw-U)—Seeks transfer of control of SlocumMedia Inc. to Leon P. Harris, et al., for \$500. Seller, John G. Leake, trustee for estate of Scott Slocum, was appointed by bankruptcy court, and is selling 51.02% (50 shares). Buyers has no other broadcast interests. Filed April 8.

■ **WXMG(FM) Spooner, WI** (BAPH920331HD; 106.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Su Jacobs-Claussen to Steven C. Lutz for \$5,500. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed March 31.

Actions

■ **WTCG(AM) Andalusia, AL** (BAL920224EJ; 1400 khz; 1 kw-U)—Granted assignment of license from Ashley N. Davis Jr. to L. Lynn Henley for \$54,000. Seller also has interests in WRDJ(AM) Daleville, AL; WZEP(AM) Defuniak Springs, WCNV(AM) Crestview and WBGC(AM) Chipley, all Florida. Buyer has interests in permittee of WMXG(FM) Macon, MS. Action April 6.

■ **KISP(AM)-KMXX(FM) Phoenix, AZ** (AM: BAL920226EB; 1230 khz; 1 kw-U; FM: BALH920226EC; 101.5 mhz; 100 kw; ant. 1,740 ft.)—Granted assignment of license from Professional Broadcasting Inc. to Sundance Broadcasting of Wisconsin, Inc. for \$5 million ("Changing Hands," Mar. 2). Seller is subsidiary of EZ Communications Inc., headed by Alan Box, and is also licensee of KMPS-AM-FM Seattle; KRAK-AM-FM Sacramento, CA; KYKY(FM) St. Louis; WOKV(AM)-WKQL(FM) Jacksonville, FL; WBZZ(FM) Pittsburgh; WEZB(FM) New Orleans; WHQT(FM) Miami; WIOQ(FM) Philadelphia and WMXC(FM) Charlotte, NC. Buyer is headed by Michael Jorgenson, and is also licensee of WOKY(AM)-WMLM(FM) Milwaukee-Waukesha, WI. It is subsidiary of Sundance Broadcasting Inc., headed by David E. Reese (100% shareholder), and is licensee of KIDO(AM)-

KLTB(FM) Boise, ID. Jorgenson has option to purchase 50% of this stock. Action April 6.

■ **KGUC-AM-FM Gunnison, CO** (AM: BAL910917EM; 1490 khz; 1 kw-U; FM: BAL910917EN; 98.3 mhz; 3 kw; ant. 304 ft.)—Granted assignment of license from Gunnison Broadcasting Co. to Gardiner Broadcast Partners Ltd. for \$105,000. Seller is headed by Roger W. Pepperd, and has no other broadcast interests. Buyer is headed by Clifton H. Gardiner (80%), and is licensee of KSMT(FM) Breckenridge, KZYR(FM) Avon, KRKE(AM) Aspen and KSN0-FM Snowmass Village, all Colorado. Action March 31.

■ **WDJZ(AM) Bridgeport, CT** (BAL920225EB; 1530 khz; 5 kw-D)—Granted assignment of license from WDJZ Broadcasting Inc. to Candido D. Carrelo for \$200,000. Seller is headed by David D'Adario, and has no other broadcast interests. Buyer is licensee of WFNW(AM) Naugatuck, CT. Action April 6.

■ **WAYK(TV) Melbourne, FL** (BAL920221KG; ch. 56; 2,070 kw-V, 207 kw-A; ant. 1,024 ft.)—Granted assignment of license from Beach Television Partners to WMVP Inc. for \$100,000. Seller is headed by George E. Mills Jr., U.S. trustee, and is also trustee for WFEZ(FM) Williston, FL, which is also being sold. Buyer is headed by Robert J. Rich, and has no other broadcast interests. Action April 6.

■ **WLAG(AM) LaGrange, GA** (BAL920224EA; 1240 khz; 1 kw-U)—Granted assignment of license from K & G Broadcasting Corp. to Eagles Nest Inc. for \$10 and "other good and valuable consideration." Seller is owned by Edward W. Klein III and John D. Graham, and has no other broadcast interests. Buyer is headed by James C. Vice, and is licensee of WELR-AM-FM Roanoke, AL. Action April 3.

■ **WSTT(AM) Thomasville, GA** (BAL920207EG; 730 khz; 5 kw-D, 27 w-N)—Granted assignment of license from Southern Broadcasting Co. Inc. to Malren Broadcasting Inc. for \$30,000. Seller is headed by Paul Stone, and is also licensee of WSN(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. Action April 6.

■ **WGGH(AM) Marion, IL** (BAL920226EA; 1150 khz; 5 kw-D)—Granted assignment of license from T-A Marion Broadcasting Co. to Vine Broadcasting Inc. for \$396,000. Sale of station last year to Tri-State Christian T.V. for \$380,000 ("Changing Hands," June 3, 1991) was not approved, buyer withdrew application. Seller is headed by George W. Dodds, and has no other broadcast interests. Buyer is headed by Johnny Gomez, and has no other broadcast interests. Action April 7.

■ **WUNI(AM) Bay City, MI** (BAL920220EG; 1440 khz; 5 kw-D; 2.5 kw-N)—Granted assignment of license from Nicholas Communications Corp. to Saginaw Bay Broadcasting Corp. for unknown price; application was incomplete at time of filing. Seller is headed by Paul E. Nicholas, and has no other broadcast interests. Buyer is headed by Charles R. Dougherty and Joseph M. Mengden (100% voting stock), and has no other broadcast interests. Action April 3.

■ **WMAX(AM) Kentwood, MI** (BAL911125EB; 1480 khz; 5 w-U)—Granted assignment of license from WMAX Inc. to Grand Valley State University Board of Control for \$246,000 for tax purposes and will change hands as part sale and part gift; station has been appraised at \$1 million. Seller is headed by J. R. McClure Jr., and has interests in WFAM(AM) Augusta, GA, and KKKK(FM) Odessa, TX. He was granted CP for LPTV ch. 49 at Myrtle Beach, SC. Buyer is headed by Thomas A. Butcher, and is licensee of WGVU-TV Grand Rapids, WGVK-TV Kalamazoo and WGVU-FM Allendale, all Michigan. Action April 7.

■ **KROG(FM) Phoenix, OR** (BAL920219GJ; 105.1 mhz; 52 kw; ant. 545 ft.)—Granted assignment of license from Asteria Broadcasting Corp. to

Bear Creek Broadcasting Inc. for \$343,500 ("Changing Hands," Feb. 24). Seller is headed by Courtney L. Fleteau, and has interests in KSZL(AM)-KDUC(FM) Barstow, CA. Buyer is headed by Thomas A. Dole, and has no other broadcast interests. Action April 8.

■ **WKXC-FM Aiken, SC** (BAL920218HF; 99.5 mhz; 22.5 kw; ant. 728 ft.)—Granted assignment of license from CSRA Broadcasters Inc. to GHB of Augusta Inc. for \$3.8 million ("Changing Hands," Mar. 2). Seller is headed by Brad Beasley, son of group owner George Beasley, and has attributable interests in WXTU(FM) Philadelphia and WBSS(FM) Millville, NJ, and nonattributable interests in two AM's and seven FM's (Beasley Broadcasting). Buyer is headed by George H. Buck Jr., who is purchasing WVLC(AM) Lake City, SC (see "Applications," above). Action April 6.

■ **WSHG(FM) Ridgeland, SC** (BAL920211HJ; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Mattox-Guest of South Carolina Inc. to Country Time Broadcasting Inc. for \$375,000. Seller is headed by G. Troy Mattox and Andrew J. Guest, who also have interests in WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia. Buyer is headed by Evelyn C. Harvey, and is licensee of WQQT(FM) Springfield, GA. Action April 8.

■ **KSTB(AM)-KROO(FM) Breckenridge, TX** (AM: BAL920207GU; 1430 khz; 1 kw-D; FM: BAL920207GV; 93.5 mhz; 3 kw; ant. 268 ft.)—Granted 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; he and wife Jane E. Jamar have interests in licensees of KBWD(AM)-KXOE(FM) Brownwood and KSNY-AM-FM Snyder, both Texas. William Jamar is also a 49% partner in licensee of KOKE(FM) Giddings and 99% partner in licensee of KCRM(FM) Cameron, both Texas. Action April 7.

■ **KXEB(FM) Sherman, TX** (BTC920123EE; 910 khz; 1 kw-U)—Granted transfer of control of Pesa Broadcasting Corp. to Mirella Aguilar for \$75,000. Seller is headed by Maria Aguilar and Camarino Gonzales, has no other broadcast interests. Salomon Carmona, stockholder in licensee, is account executive at WIN(AM) Chicago. Action April 3.

■ **WPHQ(FM) Bloomer, WI** (BAPH920218HD; 95.1 mhz; 6 kw; ant. 300 ft.)—Granted assignment of CP from Starcom Inc. to Bloomer Broadcasting Co. Inc. for \$81,311, of which \$24,000 is assumption of debt. Seller is headed by Dennis Carpenter and Sheldon Johnson, and owns stock of permittee of WRSR(FM) Two Harbors, MN. It also owns stock of licensees of KKSFR(FM) Sartell, KSTQ(FM) Alexandria, KMGK(FM) Glenwood and KYRS(FM) Atwater, all Minnesota; a new FM at St. James, MN, and 75% of permittee of KVV(L) Thief River Falls, MN. Johnson has 99% interest in permittee of KVBM(TV) Minneapolis. Buyer is headed by Michael Phillips, who is also 100% voting stockholder of licensee of WMEQ-AM-FM Menomonie, WI, and 45% stockholder of licensee of KMMO-AM-FM Marshall, MO. Action April 8.

■ **WOFM(FM) Mosinee, WI** (BTCH911226HS; 94.7 mhz; 50 kw; ant. 150 ft.)—Granted transfer of control within Mosinee Communications Inc. for \$450. Seller is Peggie P. Mallery, selling .6% of shares, leaving her with 50%. Buyers are Bruce Lindsey and Daniel W. Zei, et al. Principals have no other broadcast interests. Action April 7.

NEW STATIONS

Actions

■ **Winfield, KS** (BPH910705MI)—Granted app. of Johnson Enterprises Inc. for 95.9 mhz; 50 kw; ant. 150 m. Address: Kley Drive, Wellington, KS 67152. Applicant is headed by E. Gordon Johnson, and is licensee of KLEY(AM)-KWME(FM) Wellington, KS. Action April 3.

■ **Pearl, MS** (BPH910329MA)—Granted app. of Bobbye Imbraglio for 93.9 mhz; 6 kw; ant. 100 m.

Address: 1006 Adkins Blvd., Jackson, MS 39211. Applicant has no other broadcast interests. Action April 3.

■ **Pearl, MS** (BPH910328MA)—Dismissed app. of Johnston & Johnston BCng. for 93.9 mhz; 3 kw; ant. 100 m. Address: P.O. Box 5657, Pearl, MS 39208. Applicant is headed by Colon Johnston and Brenda Johnston, and has no other broadcast interests. Action April 3.

■ **Oil City, PA** (BPH901217MK)—Granted app. of Stephen M. Olszowka for 96.3 mhz; 3 kw; ant. 100 m. Address: 314 Jefferson St., Oil City, PA 16301. Applicant is licensee of WKQW(AM) Oil City, PA. Action April 8.

FACILITIES CHANGES

Applications

AM's

■ **Tucson, AZ** KTUC(AM) 1400 khz—March 30 application of KTUC Investments (Christopher Maloney) for CP to duplex on existing tower of KJYK(AM)'s tower at 213 m. (700 ft.) SE of Tucson, intersection of Grant Road and Country Club Road, Tucson; reduce power to .757 kw; make changes in antenna system. 32 14 56 - 110 55 29.

FM's

■ **Muskegon, MI** WMHG-FM 107.9 mhz—March 26 application of W.M.H.G. Adrian Broadcasting for CP to change ERP: 25 kw (H&V); ant.: 100 m.; change class to 300C1 (per MM docket #89-549).

■ **Benson, MN** KSCR-FM 93.5 mhz—March 25 application of Davies Broadcasting Co. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Gettysburg, PA** WZBT(FM) 91.9 mhz—March 25 application of Gettysburg College for CP to change ERP: .18 kw (H&V), ant.: 116 m.; TL: 775 Old Harrisburg Rd., Gettysburg.

■ **Hooks, TX** KLLI(FM) 95.9 mhz—March 23 application of Texarkana Broadcasting Inc. for CP to change ERP: 11.3 kw (H&V); ant.: 148 m.; change class to C3 (per MM docket #84-231).

■ **Malakoff, TX** KCKL(FM) 95.9 mhz—March 30 application of Cedar Creek Radio Company Inc. for CP to change ant. to 90 m.

■ **Chase City, VA** WFXQ(FM) 99.9 mhz—March 25 application of Patricia B. Wagstaff for CP to change ERP: 12.15 kw (H&V); ant.: 143 m.; TL: .1 km west of Route 662, 1.25 km north of intersection of Route 47.

TV's

■ **Cocoa, FL** WBCC(TV) ch. 68—April 2 application of Brevard Community College for CP (BPET-900413KF) to change ERP (vis): 2844 kw; TL: Desert Ranches, Star Route 150, approx. 19 km WSW of Cocoa in Osceola Co., FL (28-18-26 - 80-54-48). Antenna: Dielectric TFU-36JDAS (DA)(BT).

■ **Meridian, MS** WTZH(TV) ch. 24—March 25 application of Meridian BCng Partnership, D.L. for CP to change ERP (vis): 724 kw; ant.: 177 m.; TL: U.S. Route 45, 5.9 km south of Meridian. Antenna: AndrewALP24L2-HSOC-24(DA)(BT); 32-18-43 - 88-41-33.

Actions

AM's

■ **Springfield, MO** KTXR(AM) 101.3 khz—Granted app. of Stereo Broadcasting Inc. (BPH-911129IB) for CP to change ant.: 360 m. Action March 25.

■ **Trumansburg, NY** WPIE(AM) 1160 khz—Granted app. of Joel R. Clawson (BP-900405CU) for CP to increase day power to 5 kw and night power to 310 w. Action March 1.

FM's

■ **Cottonwood, AZ** KZGL(FM) 95.9 mhz—Granted app. of Regency Communications Ltd. (BPH-910905IH) for CP to change ERP: 5 kw (H&V); ant.: 762 m.; TL: on Mingus Mountain 10 km southwest

of Cottonwood, change to class to C1 (per MM docket #87-437). Action March 27.

■ **Little Rock, AR** KLVV(FM) 99.5 mhz—Granted app. of Nameloc Inc. (BMPH-9112091F) for mod. of CP (BPH-880114M) to change ant. 95 m.: TL: 2700 River Road, North Little Rock, AR. Action April 1.

■ **Ceres, CA** KBES(FM) 89.5 mhz—Granted app. of Nahrain Inc. (BPED-910909MD) for CP to change ERP: .15 kw (H); change to class A. Action March 27.

■ **Merced, CA** KDAT(FM) 106.3 mhz—Granted app. of Merced Communications (BPH-911210IH) for CP to change ERP: 2.5 kw (H&V); TL: FF Snelling Road, approx. 3 km north of Hornitos Road Intersection, approx. 15 km NNE of Merced. Action March 31.

■ **Ojai, CA** KKUR(FM) 105.5 mhz—Granted app. of Eric Chandler Communications of Vent (BPH-910809IL) for CP to change ERP: .327 kw (H&W). Action April 1.

■ **Yuba City, CA** KXCL(FM) 103.9 mhz—Granted app. of Ridge L. Harlan (BPH-910627IH) for CP to change ERP: .51 kw (H&V); ant.: 617 m.; TL: South Butte Communications Site, Sutter County, CA. 7.7 km. 311 ft. relative to Sutter, CA; change to class B1 (per MM docket #90-233). Action March 31.

■ **Grand Junction, CO** KMSA(FM) 91.3 mhz—Granted app. of Mesa State College (BPED-911209IB) for CP to change TL: W.W. Campbell College Center, 1152 Elm Ave., Grand Junction. Action March 31.

■ **Panama City Beach, FL** WPCF-FM 100.1 mhz—Granted app. of Winstanley Broadcasting Inc. (BPH-910710IF) for CP to change ERP: 25 kw (H&V); ant.: 71 m.; TL: lots 2 and 3 of Block 15, Beck Avenue, Panama City; change to class C3 (per MM docket #89-616). Action April 1.

■ **Champaign, IL** WLRW(FM) 94.5 mhz—Granted app. of Saga Communications of Illinois Inc. (BPH-910430IH) for CP to change ant.: 150 m. Action April 1.

■ **Leroy, IL** WRXZ(FM) 92.7 mhz—Granted app. of Mclean County Broadcasters Inc. (BPH-910226IC) for mod. of CP (BPH-B91117IB) to change ERP: 50 kw H&V ant. 150 m.; TL: .8 km east of Rd 1225 north on Rd 3700 east, south side of Rd. Rural Route 2, Saybrook, Mclean Co., IL 61770; class B (per MM docket #90-198). Action March 26.

■ **Normal, IL** WIHN(FM) 96.7 mhz—Granted app. of Bell-Mason Communications (BMLH-910403KC) for mod. of license (BMLH-891220KG) for upgrade to 3.9 (per MM docket #88-375). Action April 1.

■ **Evansville, IN** WNIN-FM 88.3 mhz—Granted app. of Southwest Ind. Public B/C Inc. (BPED-911211IG) for CP to change ant.: 150 m. Action March 25.

■ **Richmond, IN** WECI(FM) 91.5 mhz—Granted app. of Earlham College (BPED-911212IK) for CP to change ant.: .3 kw (H&V) TL: SW 2nd St., N. of Test Rd., .5 km W of Richmond. Action March 31.

■ **Copeland, KS** KJIL(FM) 99.1 mhz—Granted app. of Great Plains Christian Radio Inc. (BMPED-911203IB) for mod. of CP (BPED-880823MA) to change ant.: 100 m., and TL: Gray County, Kansas, 2 miles (3.2 km) east and 4 miles (6.4 km) south of Copeland. Action March 31.

■ **Beattyville, KY** WLJC(FM) 102.1 mhz—Dismissed app. of Hour of Harvest Inc. (BPH-901212IC) for CP to change ERP: 1.76 kw H&V; ant. 183 m. (per MM docket #90-199); increase power to class A. Action April 3.

■ **Burkesville, KY** WKYR-FM 107.9 mhz—Granted app. of WKYR Inc. (BMPH-910625IF) for mod. of CP (BPH-870429MN) to change ERP: 6 kw H&V, ant.: 95 m., and to change freq.: 107.9 mhz. (per

docket #88-563). Action April 2.

■ **Berlin, MD** WOCQ(FM) 103.9 mhz—Dismissed app. of Musicradio of Maryland Inc. (BPH-900111IB) for CP to change ERP: 6 kw H&V. Action March 31.

■ **Hancock, MI** WZRK(FM) 93.5 mhz—Granted app. of Copper Country Enterprises Inc. (BPH-911209IG) for CP to change ERP: 13.5 kw (H&V); ant.: 139 m.; TL: approx. 1 km south of Hurontown, MI; change to class C3 (per MM docket #89-161). Action April 1.

■ **Waseca, MN** KOWO-FM 92.1 mhz—Granted app. of Waseca Communications Inc. (BPH-911030IH) for CP to change ERP: 25 kw (H&V); ant.: 87.2 m.; change class to C3 (per MM docket #89-137). Action April 1.

■ **Belzoni, MS** WVRD(FM) 107.1 mhz—Granted app. of Humphreys County Broadcasting Co. Inc. (BPH-901126ID) for CP to change ant.: 53 m., TL: .2 miles east of junction of old and new MS Highway 19, Belzoni. Action April 1.

■ **Lexington, MS** WLTD(FM) 105.9 mhz—Dismissed app. of J. Scott Communications Inc. (BPH-901123IB) for CP to change freq: 105.9 mhz (per MM docket #89-373); ERP: 18.83 kw H&V; ant.: 114.4 m.; TL: approx. 8 km northwest of Pickens, MS, Holmes County. North from Pickens on US Hwy. 51 approx. 3 km, left on MS Hwy 17 approx 7 km, left on Hwy 14 approx. 4 km, left on dirt road, approx 2.5 km, site on right (west) of road. Class: C3 (per MM docket #89-373). Action March 31.

■ **Nixa, MO** KGBX-FM 106.3 mhz—Granted app. of Sunburst II Inc. (BPH-911219ID) for CP to change TL: Farm Rd. C. 4 K, NW of Strafford IN, Greene Co., MO.; change community of license from Bolivar to Nixa (per MM docket #90-485). Action April 1.

■ **South Orange, NJ** WSOU(FM) 89.5 mhz—

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Granted app. of Seton Hall University (BPED-910820H) for CP to change ERP: 2.8 kw H&V, ant.: 954 m., TL: intersection of Centre Street and Woodbine Ave. on Seton Hall Univ. Campus. Action April 2.

■ **Charlotte, NC WMXC(FM)** 104.7 mhz—Granted app. of EZ Communications Inc. (BMPH-911127IE) for mod. of CP (BPH-891120IB) to change ant.: 369 m. Action April 1.

■ **Southern Pines, NC WIOZ(FM)** 107.1 mhz—Granted app. of Muirfield Broadcasting Inc. (BPH-911212IG) for CP to change ERP: 50 kw (H&V); ant.: 150 m.; TL: .7 km west of Highway 5, Pinehurst, Moore County, NC; change freq. from 107.1 to 106.9; change to class C2 (per MM docket #89-18). Action March 26.

■ **McConnellsburg, PA WEMX(FM)** 103.7 mhz—Forfeited and cancelled app. of WCBG Inc. (BPH-870820MS) for CP for new FM, ERP: .210 kw H&V; ant.: 362 m.; 39 53 57 - 77 57 56. Action March 31.

■ **Clemson, SC WSBF-FM** 88.1 mhz—Granted app. of Clemson University (BPED-900314MB) for CP to change ERP: 3 kw H&V; ant.: 61 m. Action Aug. 16, 1991.

■ **Jellico, TN WEKX(FM)** 102.7 mhz—Granted app. of Fate Lamont McAnally (BMPH-911209II) for mod. of CP (BPH-870313NE) to change ERP: .63 kw (H&V); ant.: 307.3 m.; TL: appx 6 km SW of Williamsburg, KY, atop Jellico Mountain. Action March 31.

■ **Hutto, TX KRGF(FM)** 92.1 mhz—Granted app. of Tafoya Broadcasting Company Inc. (BPH-910503IB) for CP to change ERP: 3 kw H&V; ant.: 72.6 m. Action March 27.

■ **Middlebury, VT WRMC-FM** 91.7 mhz—Granted app. of The Pres. & Fellows of Middlebury College (BPED-901119MB) for CP to change ERP: 3 kw H&V; ant.: 76 m.; TL: WVCN antenna tower on Chipman Hill, 480 m. north of Middlebury town reservoir, Middlebury Township, VT. Action March 25.

■ **Bellingham, WA KZAZ(FM)** 91.3 mhz—Granted app. of Northern Sound Public Radio (BMPED-911008IC) for mod. of CP (BPH-860811MJ) to change antenna supporting structure height. Action April 1.

■ **Camas, WA KMUZ(FM)** 94.7 mhz—Granted app. of Pacific Northwest Broadcasting Corp. (BMPH-920206ID) for mod. of CP (BPH-880310MB) to change ERP: 2.45 kw H&V; ant.: 315.3 m.; TL: Pepper Mountain, 3.7 km south of Bridal Veil, Multnomah County, OR, 45 31 38 - 122 10 19; class C3 (per docket #91-216). Action March 30.

■ **Sturgeon Bay, WI WPF(FM)** 90.5 mhz—Granted app. of Family Ed Bc Corp. of Door County (BPED-911202IB) to change ant.: 188 m.; TL: on county Highway HH, 4.5 miles N of Sturgeon Bay. Action March 30.

TV

■ **Sioux Falls, SD KTTW(TV)** ch. 17—Granted app. of Independent Communications Inc. (BPCT-920205KG) for CP to change ERP (vis): 196.7 kw; ant.: 151 m.; TL: RR #3, Yankton Road, SD; antenna: SWRTM-12DA(DA)(BT) 43-29-20 - 96-45-40. Action March 26.

ALLOCATIONS

■ **Sun City, AZ** Proposed substitution of channel 292C2 for channel 292A and modification of license for KONC-FM accordingly. Comments due May 29, replies June 15. (MM docket 92-66 by NPRM [DA 92-366] adopted March 24 by Acting Chief, Allocations Branch.)

■ **Greenacres, CA** Effective May 22 substituted channel 291B1 for channel 292A; modified license of KRAB(FM) accordingly. (MM docket 92-4 by R&O [DA 92-375] adopted March 26 by Acting Chief, Allocations Branch.)

■ **Oak Creek, CO** Effective May 22, substituted channel 281C3 for channel 280A; modified license of KFMU(FM) accordingly. (MM docket 92-5 by R&O [DA 92-368] adopted March 25 by Acting

Chief, Allocations Branch.)

■ **McRae and Nashville, GA** Proposed substitution of channel 237C3 for channel 237A at Nashville and modification of license for WJYF(FM) accordingly; substitution of channel 274A for channel 237A at McRae. Comments due May 29, replies June 15. (MM docket 92-67 by NPRM [DA 92-367], adopted March 24 by Acting Chief, Allocations Branch.)

■ **Wellington, Wichita and Andover, all Kansas** Effective May 15, allotted channel 230C3 at Andover; denied petition of Johnson Enterprises Inc. seeking allotment of channel 230C2 to Wellington, KS; denied counterproposal of Willie Kendrick seeking allotment of channel 231A to Wichita, KS. (MM docket 89-429 by R&O [DA 92-349] adopted March 20 by Acting Chief, Allocations Branch.)

■ **Gladwin, MI** Asked for comments on deletion of channel 280A at Gladwin. Comments due May 29, replies June 15. (MM docket 92-65 by NPRM [DA 92-362] adopted March 24 by Acting Chief, Allocations Branch.)

■ **Albany, MO, et al.** Effective May 15, substituted channel 261C2 for channel 222A at Cameron, and modified license of KDEE(FM) accordingly; upgraded channel 268C2 to channel 268C1 at Columbia, and modified license of KARO(FM) accordingly; substituted channel 278C2 for channel 223A at Huntsville, and modified license of KTDI(FM) accordingly; allotted channel 248C3 to Malta Bend and channel 269C3 to Gallatin as each community's first broadcast service; filing window for Malta Bend and Gallatin: May 18-June 17. (MM docket's 89-558 and 90-527 by R&O [DA 92-343] adopted March 19 by Acting Chief, Allocations Branch.)

■ **Celina, Watertown and Baxter, all Tennessee** Effective May 22 allotted channel 229C3 to Baxter, deleting it from Celina. Filing window: May 26-June 25. (MM docket 89-603 by R&O [DA 92-377] adopted March 26 by Acting Chief, Allocations Branch.)

ACTIONS

■ **Compact Video Services Inc.** Granted application to establish channels of communications between U.S. and INTELSAT satellites for provision of international television service. (By Order, Authorization and Certificate [DA 92-378] adopted March 24 by Chief, International Facilities Division, Common Carrier Bureau.)

■ **Broadcast Investments** Began proceeding to seek ways to reduce burden of government regulation on investment in broadcast industry. (MM docket 92-51, by NPRM and NOI [FCC 92-96] adopted March 12 by Commission.)

■ **Clarifies** rules to implement Television Decoder Circuitry Act of 1990, concerning closed-caption decoders in television receivers. (Gen. docket 91-1, Report DC-2078, by Commission March 23 by MO&O [FCC 92-157].)

■ **Dismissed** without prejudice complaint filed by Jefferson Cable Television against Georgia Power Company, which sought Commission determination that Georgia Power Company is charging annual rental for available space on its poles that is in excess of maximum just and reasonable rates. (By Order [DA 92-365] adopted March 24 by Chief, Accounting and Audits Division, Common Carrier Bureau.)

■ **Dismissed** request filed by Margaret Bohannon-Kaplan which sought clarification of definition of "legally qualified candidate for public office" and modification of Commission's rules to include as legally qualified candidate person "committing oneself to obtaining signatures necessary to qualify for a place on a ballot." (By Letter [DA 92-381] by Chief, Political Programming Branch, Enforcement Division, Mass Media Bureau.)

■ **Modified** rules governing text and timing of broadcast announcements required of locally originating Low Power Television operators to more accurately reflect LPTV licensing renewal obligations. (MM docket 91-67, Report DC-2079, by Com-

mission March 26 by R&O [FCC 92-165].)

■ **Dothan, AL** Issued to Dothan Broadcasting Co. Inc. order to show cause why license for station WAGF(AM) should not be revoked. (By Order to Show Cause and HDO [FCC 92-90] adopted February 27 by Commission.)

■ **Parrish, AL** Issued to Brown Communications order to show cause why license for station WKIJ (AM) should not be revoked. (By Order to Show Cause and HDO [FCC 92-85] adopted February 27 by Commission.)

■ **Jacksonville, AR** Issued to Richard L. Ramsey, Trustee order to show cause why license for station KOKY(AM) should not be revoked. (By Order to Show Cause and HDO [FCC 92-86] adopted February 27 by Commission.)

■ **Springdale, AR** Issued to Debrine Communications Inc. order to show cause why license for station KBRS(AM) should not be revoked. (By Order to Show Cause and HDO [FCC 92-84] adopted February 27 by Commission.)

■ **Oxnard, CA** Denied applications for review of Oxnard Broadcasting Inc., Borchard FM Broadcasting Co. Inc. and IST Broadcasting Inc. seeking reinstatement of their applications for new FM station on 275A. (By MO&O [FCC 92-161] adopted March 23 by Commission.)

■ **Sebastopol, CA** Erratum to MO&O, FCC 92R-23, released March 12, concerning applications for new FM on channel 229A. (MM docket 90-298 [DA 92-310].)

■ **Avon Park, FL** Issued to Andrew L. Banas order to show cause why license for station WAPR(AM) should not be revoked. (By Order to Show Cause and HDO [FCC 92-91] adopted February 27 by Commission.)

■ **Coleman, FL** Issued to Starett Media Corp. order to show cause why license for station WFRK(AM) should not be revoked. (By Order to Show Cause and HDO [FCC 92-87] adopted February 27 by Commission.)

■ **Milledgeville, GA** Notified Alexander Mitchell Communications Corp., licensee of WSKS-FM, of apparent liability for forfeiture of \$20,000 for failure to light antenna tower and then neglecting to notify Federal Aviation Administration (FAA) that tower lights malfunctioned. (GN-100, General Action, by Commission March 23 by Notice of Apparent Liability for Forfeiture [FCC 92-158].)

■ **Honolulu** Conditionally granted application of Kasa Moku Ka Pawa Broadcasting Inc. for new FM on channel 290C; denied application of Radio Representatives Inc. (MM docket 90-84 by Supplemental Initial Decision [FCC92D-26] issued March 27 by ALJ Joseph P. Gonzalez.)

■ **Topeka, KS** Affirmed Review Board decision upholding grant of application of Margaret Escrivá for new FM on channel 223A at Topeka. (MM docket 89-293 [FCC 92D-27] issued March 30 by Review Board.)

■ **Campbellsville, KY** Granted application of Patricia Rodgers for new FM on channel 260A; dismissed with prejudice competing application of David H. Greenlee. (MM docket 91-96 by Initial Decision [FCC 92D-22] issued March 12 by ALJ Edward J. Kuhlmann.)

■ **Paintsville, KY** Issued letter of admonishment to Big Sandy TV Cable, for failure to comply with Commission rules requiring cable systems to include sponsorship identification on any paid political announcement presented on origination cable channel. (By Letter [DA 92-337] issued March 20 by Chief, Political Programming Branch, Mass Media Bureau.)

■ **Amory, MS** Issued to Wayne C. Murphy order to show cause why license for station WDAT(AM) should not be revoked. (By Order to Show Cause and HDO [FCC92-92] adopted February 27 by Commission.)

■ **Essex, NY** Denied R.J. Winter Inc. review of dismissal of its application by Mass Media Bureau for new FM on channel 267A. (By MO&O [FCC 92-160] adopted March 23 by Commission.)

LARRY DENNIS EADS

When the FCC's new radio ownership rules go into effect in August, it will be up to Larry Eads to see that the rules are implemented. As chief of the FCC's Audio Services Division—a post he has held since 1982—Eads, according to Mass Media Bureau chief Roy Stewart, oversees the largest volume of work of all FCC divisions.

Although thousands of broadcasters depend on Larry Eads when they need to make a facilities change or transfer a license, some say the audio services division does not get the attention of other divisions. Eads does not see it that way. Says Eads: "I think we are fairly visible but that is not something that has ever been a major attraction for me. I don't have any particular need to be visible around town or in the halls of power."

He has made himself visible at the FCC, though. Starting at the commission in 1968 as an economist after holding a similar post in the U.S. Forest Service, he has held a variety of positions including chief of the policy analysis branch, assistant chief, policy and rules division, and chief, broadcast facilities division.

Born in Delavan, Wis., Eads did not plan on working in the communications business. He studied biology in college and received a master's degree in Forestry.

Eads describes his joining the FCC in 1968 as a "shot in the dark." Recalls Eads: "I was ready to make a move [from the Forest Service] and applied generally to the civil service commission and the FCC contacted me. Though I had no background in communications, they apparently did not feel that was a bar."

One of Eads's first assignments was working on the commission's annual financial report, which entailed compiling financial information that at the time was required of every broadcaster. Though Eads is reluctant to comment on what tasks he has not enjoyed at the FCC, he was among those urging the commission to stop producing the reports. A similar report is now done by the National Association of



Broadcasters. Says Eads: "I advocated stopping doing the report because we were starting to have to reduce the staffing levels and while it was important information to others, it was something the commission itself was using less and less."

Dealing with reduced staff over the

last several years is something that every division or bureau chief has been confronted with. Says Eads: "There is constant pressure to do more with less." Eads appears to be meeting the challenge. He estimates that the audio services division processes about 10,000 applications a year and perhaps 12,000 during license renewal years. The branch, he says, has been able to cut in half the amount of time it takes to process facility change applications over the last three years—from nine to 10 months to four to five. Ownership applications—some 2,000 a year, now take less than two months to process.

Still, they are always looking for ways to expedite things. Currently, the FCC is re-evaluating its "hard look" policy that was put into effect in

the docket 80-90 FM drop-in era to reduce the number of poorly prepared applications. Explains Eads: "Now that we have gone through the bulk of 80-90 applications, the need for that kind of very stringent—if you don't do it right we'll throw you out—approach has diminished so we have proposed giving people one opportunity or perhaps two to correct defects in their applications and in the process save us paperwork."

As he approaches 25 years at the commission, Eads has had the chance to watch regulation and deregulation come full circle. During the Ferris commission, Eads worked on deregulating cable television. Now Congress is looking at re-regulating cable. Eads observes: "These issues never seem to completely disappear, they come back for the FCC to readdress and reassess. I have enjoyed watching the changes in the industry and the changes in the

FCC's policies; it is exciting to be a part of that."

When not being a part of that, Eads is active in volunteer work. He has done work for the local parks department and helped feed homeless people at a local soup kitchen. That volunteer work, he says, has helped him with his managerial skills. "Working in a volunteer organization can build skills in human relations that help you in any management job."

Of the industries he has watched over, Eads favors radio. "It is a fun place to work because of the nature of the industry. It is still an industry of small businesses. These are people who are out in the communities working very hard to make a living and be a part of the community and that is the sort of thing this country gets built on."

Chief, audio services division, Mass Media Bureau, FCC, Washington; b. November 1, 1939, Delavan, Wis.; BA, Biology, Denison University, Grandville, Ohio, 1961; MA, Forestry, Duke University, Chapel Hill, N.C., 1962; administration officer, U.S. Air Force, 1962-65; economist, U.S. Forest Service, Washington, 1965-68; economist, research branch, FCC Broadcast Bureau, 1968-74; operations research analyst, Broadcast Bureau, 1974-77; chief, policy analysis branch, policy and rules division, 1977-79; assistant chief, policy and rules, 1979-80; acting chief, broadcast facilities division, 1980; chief, broadcast facilities division, 1981; present position since November 1982; divorced; children: Elizabeth, Christopher.

Fates & Fortunes

MEDIA



Muriel Henle Reis, VP, legal affairs, Fox Inc., New York, adds duties as VP, legal affairs and East Coast litigation, Fox Television Stations Inc. **David Talley**, senior

Reis director, business affairs, Fox Broadcasting Co., Los Angeles, named VP, business affairs.

Bill Scaffide, general sales manager, WKYC-TV Cleveland, named VP and station manager.

K.C. Jones, program director, WVKO(AM) Columbus, Ohio, named operations manager.

Teresa Rogers, acting general manager, KCSN(FM) Northridge, Calif., named general manager and

program director.

Linda Taber, general sales manager, KGTO(AM)-KRAV(FM) Tulsa, Okla., named VP and general manager.

Pamela Erin Melton, from Boston Gas Company, joins Continental Cablevision, Boston, as legal counsel and manager, government affairs, Eastern New England district.

Steve Bouchard, VP, district manager, Continental Cablevision, St. Louis district, named VP, operations there.

SALES AND MARKETING

Alan Buckman, VP, Western sales, Group W Television Sales, joins KPIX(TV) San Francisco, as director of sales.

Steve Jacobs, national sales manager, WTNH-TV New Haven, Conn., joins WWOR-TV Secaucus, N.J. (New York), as account executive.

Jennifer Purtan, senior account executive, KABC(AM) Los Angeles,

joins WDIV(TV) Detroit as account executive.

Ray Heacox, manager of local sales, KNBC-TV Los Angeles, named director of sales.



Heacox



Apatov

Craig A. Apatov, director of corporate marketing, Turner Broadcasting System, Atlanta, named VP, corporate marketing and account management, Turner Advertising and Marketing there.

Gary Schlaff, director of marketing and research, WKBD(TV) Detroit, joins WXYZ-TV there as director of research.

James Edward Hanning, from KTSP-TV Phoenix, joins co-owned WGHP-TV High Point, N.C., as local sales manager.

Phyllis Kessler, director, co-op advertising, Time Warner CityCable Advertising, New York, named general sales manager, Time Warner's *New York 1 News*.

PROGRAMING

James F. Griffiths, executive VP, corporate operations, Twentieth Century Fox, Los Angeles, named executive VP, pay television and international home video.

Pamela C. Donahue, supervisor, international marketing, Republic Pictures Corp., Los Angeles, named manager, international marketing.

Elliott Chang, director of still photography and special projects, MGM/UA Entertainment, joins Fox Broadcasting Company, Los Angeles, as director, photography.



BMI HONORS BROADCASTERS

During this year's National Association of Broadcasters annual convention in Las Vegas, Broadcast Music Inc. (BMI) honored NAB executives and board members and current and past commissioners at the Federal Communications Commission. Pictured above (l-r) are: FCC Commissioners Ervin Duggan and James Quello; George Vradenburg III, executive vice president, Fox Inc.; Frances Preston, president and CEO, BMI; Pierson Mapes, president, NBC Television Network; Edward Fritts, president, NAB; the Honorable Alfred Sikes, chairman, FCC, and K. James Yager, chairman, board of directors, BMI.

Lauren Cole, manager, strategic planning, Warner Bros. Inc., joins Columbia TriStar International Television, Culver City, Calif., as VP, operations.

John Luginbill, regional account executive, CNN/Headline News, Turner Broadcasting Sales, joins NBC Cable Sales, Troy, Mich. (Detroit), as VP, East Central region.

Cathy McConnell, from WNET(TV) Newark, N.J. (New York), joins National Geographic Television, Washington, as supervisor, natural history coproductions.



Reggie Jester, senior VP, national sales manager, Peter Buck Productions, Memphis, joins Grove Television Enterprises, Chicago, as VP, sales.

Janet Rollé, special assistant to Michael Fuchs, chairman, Home Box Office Inc., New York, named manager, field marketing and market analysis.

Mike Soltys, manager, programing information, ESPN Inc., Bristol, Conn., named director of communications.

Dan Michaels, program director, WCKG(FM) Elmwood Park, Ill. (Chicago), joins KZFX(FM) Lake Jackson, Tex. (Houston), in same capacity.

Phil Allen, program director, WZFX(FM) Whiteville, N.C. (Fayetteville), joins WVKO(AM) Columbus, Ohio, as program director, succeeding K.C. Jones, (see "Media").

Timothy J. Connors Jr., president-COO, Independent Television Network Inc., New York, named CEO.

Sean McCall, affiliate sales and marketing representative, Digital Planet, Carson, Calif., and **Luo Bortone**, director of marketing, WBMX-FM Boston, join E! Entertainment Television, Los Angeles as account executive, affiliate sales and manager of promotions, respectively.

Susan LeVarsky, marketing associate, GTE Corp., joins Digital Cable Radio, Hatboro, Pa., as account executive.

SPJ'S SIGMA DELTA CHI AWARDS ANNOUNCED

The Society of Professional Journalists has selected the winners of this year's Sigma Delta Chi Awards. The awards have been presented annually since 1932 and carry forward the original name of the Society. This year's broadcast winners include: **Public Service:** KSL-TV Salt Lake City, *Doing Utah Justice*; KFOR(TV) Oklahoma City, *Strangers In Their Own Land*; National Public Radio (NPR), *The Great Divide: Affirmative Action in America*; **Spot News Reporting:** NPR, coverage of Persian Gulf War; Cable News Network, coverage of first few hours of Persian Gulf War; **Editorials:** KCBS(AM) San Francisco's Nicholas DeLuca and Frank Oxarart on the Persian Gulf Crisis, and KGTV(TV) San Diego, Calif., for three different editorials; **Investigative Reporting:** NPR, Nina Totenberg's breaking story of Anita Hill's sexual harassment allegations. Founded in 1909, SPJ is an organization dedicated to fostering higher professional standards in journalism. The awards will be presented during SPJ's annual convention on Nov. 20 in Baltimore.

Perry Garfinkel, writer, The Travel Channel, joins Preview Media Inc., San Francisco, as director, corporate communications.

NEWS AND PUBLIC AFFAIRS

Darius Walker, from ABC News, New York, joins WAGA-TV Atlanta as managing editor.

James Polk, from NBC News, joins CNN Special Assignment, Atlanta and Washington, as senior producer.

Amy Hasten, from KUSA-TV Denver, joins WKYC-TV Cleveland as 6 and 11 p.m. weathercaster.

Linda Wilson-Mirarchi, coordinator, higher education microwave services, Ohio University's telecommunications center, joins KRMA-TV Denver as director, educational services.

Jack MacKenzie, sports producer, KCNC-TV Denver, named executive producer, news and sports. **Matthew Zelkind**, formerly executive news director, KAKE-TV Wichita, Kan., joins KCNC-TV as assistant news director.

Alan Little, assistant news director and assignment manager, KING-TV Seattle, joins WLEX-TV Lexington, Ky., as news director.

Appointments at WTSP-TV St. Petersburg, Fla. (Tampa): **Linda Gianella**, weathercaster, KYW-TV Philadelphia, named weathercaster and co-host, *Good Morning Tampa Bay*; **Mike Cavender**, news director, WTVF(TV) Nashville, to same capacity, and **Reginald G. Roundtree**,

general assignment reporter, named weekend co-anchor.

Kenn Tomasch, sports director, WINK-TV Fort Myers, Fla., joins WRTV(TV) Indianapolis, as sports reporter and anchor.

Todd Shearer, anchor and reporter, WINK-TV Fort Myers, Fla., joins WSOC-TV Charlotte, N.C., in same capacity.

Jack Eisen, senior director, WTOL-TV Toledo, Ohio, joins WITF-TV Harrisburg, Pa., as producer.

Armando de la Fuente, formerly with KINT-TV El Paso, joins KTSM-TV there as air personality.

TECHNOLOGY

Michael McDougall, director, systems and administration, Fox Broadcasting Co., Los Angeles, named VP, systems and administration.

Chris Weinstein, senior editor, Nexus Productions, New York, joins Broadway Video there as editor.

John Ransom, from International Production Center, New York, joins Broadway Video there as playback engineer.

Scott Rader, director of post-production, Limelite Video, New York, joins Digital Magic, Santa Monica, Calif., as visual effects compositor.

Gary Blievernicht, director of engineering and operations, Eastern Educational Television Network/Interregional Program Service, Boston, joins Michigan State University's division of broadcasting services, East Lansing, Mich., as technical services manager.

PROMOTION AND PR

Janice Gretemeyer, director, press relations, ABC Television Network, New York, named VP and director, public relations, East Coast.

Sandy Tepelidis, operations manager, MCA TV, Los Angeles, named director of operations and promotion services, creative services department.



Tepelidis



Brogliatti

Barbara S. Brogliatti, senior VP, publicity and promotion, Lorimar Television, joins Warner Bros. Television, Burbank, Calif., as senior VP, TV publicity, promotion and public relations. **Doug Duitsman**, VP and senior executive in charge of publicity, promotion and advertising, Warner Bros. Television, Burbank, Calif., announced his retirement effective June 1.

ALLIED FIELDS



Scully

my of Television Arts & Sciences.

Darryl E. Brown, group VP, affiliate marketing, ABC Radio Networks, New York, named "Black Achiever of the Year" by Capital Cities/ABC Inc.

Bruce Williams, assignment editor, KOIN-TV Portland, Ore., elected president of Oregon Associate Press Broadcasters Association.

Tina Stancil, assistant controller, KPNX(TV) Mesa, Ariz., named recipient of Gannett Broadcasting Award for Excellence.

Vin Scully, voice of the Dodgers, KTTV(TV) Los Angeles, named recipient of 1992 Los Angeles Area Governors Emmy Award from Academy of Television Arts & Sciences.



PIONEERS HONOR VOA

Robert Coonrad, left, deputy director of the Voice of America, Washington, accepts the Broadcast Pioneers' golden anniversary award of merit from **Sherril Taylor**, vice chairman, Coltrin & Associates, and chairman of the Broadcast Advisory Committee for the VOA. The award was given to VOA for 50 years of outstanding service.

DEATHS



Dundes in 1967

Jules Dundes, 79, retired CBS Radio executive, died of pneumonia March 23 in San Francisco. Dundes joined CBS in 1936 in promotion department. In 1940 he was appointed advertising and sales promotion manager of WABC(AM) (now WCBS(AM)) New York. In 1949 he was named director of sales and advertising for KCBS(AM) San Francisco and advanced to general manager in 1955. In 1956 Dundes went back to CBS Radio, New York as VP in charge of advertising and promotion and later that year was named VP, CBS Radio. He returned to KCBS in mid-1960's as VP and general manager, where he remained until his retirement in 1968. In 1969 he joined Stanford University as teacher in broadcasting and began lecturing there in 1972. Most recently, Dundes was lecturer emeritus in communication and former director of Stanford University's Summer Mass Media Institute. Survivors include

his wife, Frances; two daughters, Leslie and Suresa, and four grandchildren. Memorial contributions may be made to Stanford's Department of Communication, where fund has been established in Dundes name.

Benny Hill, 67, British TV comedian, died April 20 in Southwest London of heart attack. Hill has had his own TV show since 1955, and his program, *The Benny Hill Show*, appeared in more than 80 countries with a blend of mimicry, music hall sight gags, naughty jokes and bevy of half-clad women who chased him around set. There are no survivors.

Jane Gibbons Knopf, 49, TV reporter and producer, died March 9 of breast cancer in Santa Monica, Calif. Knopf began her broadcasting career at WTVN(TV) Columbus, Ohio, with later stints at WTMJ-TV Milwaukee; KNBC-TV Los Angeles and ABC-TV. She worked for HBO as director of public relations and later as VP, corporate communications and marketing for Premiere Pay Television. Knopf founded Rauscher/Gibbons Intermedia Communications in 1980. She is survived by her husband, David Knopf, distribution executive at Columbia Pictures; daughter, Leah and stepdaughter, Marcy. Memorial contributions may be made to: The National Alliance for Breast Cancer Organizations, 1180 Avenue of the Americas, New York 10036.

Easter Straker, 73, broadcasting pioneer, died of colon cancer in Lima, Ohio. She began career in 1940 at WSOY(AM) Decatur, Ill., as host of *Easter's Parade*. In 1944 she joined WIND(AM) Chicago as program director and had later stints at WIMA(AM)-WIMA(TV) (now WLIO(TV)); WCIT(AM)-WLSR(FM), all Lima, Ohio. She retired in 1991. Memorial contributions may be made to: Easter Straker Scholarship Fund at Ohio Northern University, c/o WCIT Radio, Box 1090, Lima, Ohio 45802.

Walter Engels, 80, retired news director, WPIX(TV) New York, died of lung cancer in Hampton Bays, N.Y., April 12. He joined WPIX in 1948 as newsreel editor and later was appointed director of news, special events and live programming. He retired in 1970. Engels produced several documentaries, including *The Secret Life of Adolph Hitler* and *Cuba, Castro and Communism*. He is survived by three daughters and one son.

Monday Memo

“Differentiation begins with a well-planned marketing program.”

Lowering a radio station's advertising rates during tough economic times may win an order or two, but the short- and long-term consequences can be devastating for the station. The cost often outweighs the benefit.

Eventually, lower prices get taken for granted and a radio station's customers expect more: anything from new benefits that may come in the form of no-charge promotional mentions, to penalties or refusals to use your station when it comes time to raise your rates.

The topic of rate consistency has become a major point of discussion between broadcasters and radio reps alike. During the first two months of 1992, The Interep Radio Store had a 16% increase in the number of contracts our seven rep companies processed, compared with the same months last year. However, the total dollar figures on these contracts is 16% lower than the lesser amount of contracts processed last year. The reason is evident: radio spots are being sold at a lower rate in 1992. These low rates contributed to the first quarter's estimated 11% decline in national radio revenue (compared with 1991 levels).

The degree of freedom a station has in lowering and raising its rates depends on both the station's perceived value and the competitiveness of the market. Pricing is also determined by the benefits the buyer expects to achieve from your station relative to a competing station.

Over time, cost changes and competitive actions create a need for price changes. Starting too low makes it hard to raise prices, while starting (and staying) too high may hinder a station's efforts to achieve the revenue necessary for survival.

And while recessionary climates force every business to monitor its costs to insure continuing profitability, a station's long-term perceived value to the advertising community must also be thoughtfully considered.

Cutting your rate to get included in that “out-of-demographic buy” sets your price with the sellers and buyers. Establishing that precedent will get you similarly low rates for your core demo orders. Consequently, that singular act of lowering your rate pushes down your profits. Getting a higher price and, therefore, higher shares of “core demo” buys and passing on “out of demo” buys at low rates will make your station more profitable in the short term. In addition, the improved results to the advertiser will bring repeat business.

Stations that are sold and marketed by price alone soon become little more than commodities. To survive, stations

must be differentiated by more than price. And, if radio stations do not differentiate themselves in the advertising marketplace, lower prices will ensue and radio could develop an unshakable reputation as the “cheap” medium. “Cheap” and “good” are seldom used in the same sentence.

Simply stated, product differentiation is providing the customer—in this case, the advertisers and advertising agencies—with something unique, and providing it better than the competition (which could be another station or another medium). Meaningful differentiation is competitively more effective than low cost because it involves demonstrating your advantages over the competition. Differentiation means paying the utmost attention to your quality of service.

Differentiation also means going out and marketing more. It means working harder to get the order and not relying on low rates to book the business. The radio sales staff of today must provide its customers with more competitive value.

The reality is that there probably isn't a station in the broadcasting industry

today that has not been involved in some type of price war. Price competition is highly unstable and can very likely put the entire industry in a state of pandemonium. Rate cuts can be quickly and easily matched by rivaling stations, and once matched, they lower revenues for the entire industry.

Conversely, differentiation could well expand demand for radio by demonstrating to advertisers how radio effectively moves products and services. Differentiation begins with a well-planned marketing program for your station. Radio stations need to market their unique attributes. Price to the buyer's perception of value, not your own.

For example, if your local Chevrolet dealer has a choice of advertising on your station or on your competition's, do not sell your station short by professing that you can reach the audience at a much lower cost. Show him your cost-per-Chevy-sold, not your cost-per-thousand; show him how your station has moved product for another local car dealer.

Finally, the temptation to go for the quick (i.e., practically nonprofitable) sale needs to be resisted. Your station's reward? More profits on the sales you do make. And a more prominent, respected medium can certainly charge fair rates. You will no longer be thought of as the cheap alternative, but as the targeted, cost-effective vehicle that drew buyers to a customer's door and helped increase sales and profits. ■



*A commentary by Ralph Guild, chairman,
The Interep Radio Store, New York*

In Brief

A Delaware court is now the venue for controversy surrounding the aborted \$70.2 million sale of WHO-AM-TV and KLYF(FM) Des Moines, and KFOR-TV Oklahoma City. Attorneys representing would-be purchaser VS&A Communications Partners LP, the majority owner of Hughes Broadcasting Partners, asked the court to force the seller, Palmer Communications, to resume negotiations toward a definitive contract. The suit is also said to assert that Palmer's firing of its VP, broadcasting, Ken McQueen, violated a provision in the sale's letter of

intent. Last Tuesday Palmer filed a motion to dismiss the suit, saying it had no binding obligation to negotiate or execute a definitive agreement. A hearing on the motion to dismiss has been set for May 26. If the court allows the suit to proceed, the trial is expected to begin in late July.

Blair Television has signed a new agreement to handle the national and spot TV sales for King Broadcasting Co. and the new ownership of the five-station group, the Providence Journal Corp., ef-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 12. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune 12.6/223/96
2. Star Trek 12.1/235/98
3. Jeopardy! 10.6/214/95
4. Oprah Winfrey Show 10.4/222/99
5. Entertainment Tonight 7.8/186/95
6. Married...With Children 7.4/175/93
7. Current Affair 7.1/175/94
8. Wheel of Fortune 6.6/182/78
9. Cosby Show 6.1/203/96
10. Donahue 5.9/226/99
10. Inside Edition 5.9/130/87
12. Sally Jessy Raphael 5.4/208/98
13. Hard Copy 5.2/175/93
13. Star Search 5.2/189/96
14. In the Line of Duty 5.1/100/74

BONNEVILLE RESTRUCTURES MANAGEMENT AT KSL-AM-TV SALT LAKE CITY

Bonneville International announced it is combining management and certain operations of its KSL-AM-TV Salt Lake City. The two stations will now have one general manager, William Murdoch; one vice president for sales, Cliff Snyder, and one vice president for news and programming, Al Henderson. Murdoch, formerly general manager of KSL-TV, will continue to report to KSL President Bruce Reese.

According to Reese, "Our primary product is news in both properties. We have benefitted from increasing cooperation between the two news-gathering organizations over the past few years. It is only natural that we recognize that cooperation in our organization structure."

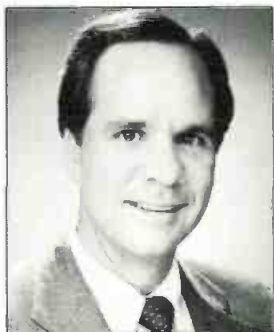
Rodney Brady, Bonneville International president, added: "The objective is to cause the two stations to operate as much as possible as a single unit." He said the workforce would not be reduced, but instead, "the same number of people will get much more accomplished."

Brady added that Bonneville was still working on any physical relocation involving the CBS-TV affiliate and the news and information radio station.

-GF



William Murdoch



Cliff Snyder



Al Henderson

fectively expanding the relationship Blair has had with King since 1949. According to Tim McAuliff, president of Blair Television, the rep firm will also take over responsibility for King's regional rep firm, Northwest TV Sales.

David Kirschner was named chairman of Hanna-Barbera Inc. last week after serving as the company's president-CEO since 1989. The move is seen as an effort to get the company that TBS acquired five months ago more involved in theatrical production. Coinciding with Kirschner's appointment, the company also announced that **Fred Seibert has been hired as president.** Seibert, who most recently oversaw his own advertising agency, Fred/Alan Inc., will be responsible for the day-to-day administrative operations of Hanna-Barbera.

Kevin Slattery, executive in charge of production of Tribune Entertainment's *The Dennis Miller Show*, has been named producer of the late night talk show, which averaged a 1.3 rating/7 share (NSI) in the February sweeps. Also, **Larry Ferber**, who came over on loan from Tribune's *Joan Rivers*

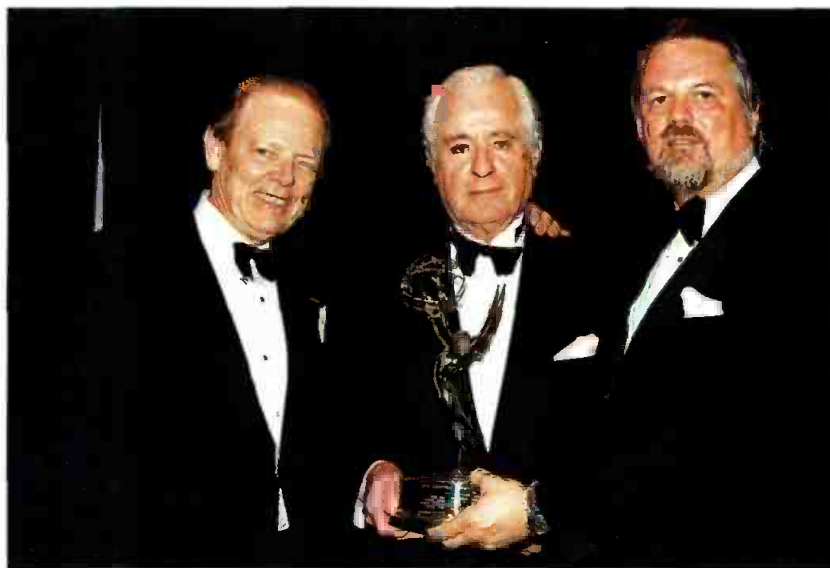
talk show to help make adjustments to Miller's show, has left as interim executive producer.

Tribune Entertainment and Prism Entertainment have struck an unusual deal, with the latter serving as the home video distributor of "best of" episodes of Tribune's *Geraldo* and *The Joan Rivers Show*. Other initial releases will include Tribune Premiere Network's previously syndicated telefilms and miniseries such as *Voyage of Terror: The Achille Lauro Affair* and *Final Shot: The Hank Gathers Story*. Under terms of the deal, Prizm will establish a stand-alone label for Tribune and will be responsible for the marketing, sales and distribution of the video titles intended for home video rental and sales markets.

A group of San Francisco broadcasters—including KRON-TV, KPX-TV and KGO-TV—is examining legal options to obtain a videotape of the execution of Robert Alton Harris shot by American Civil Liberties Union and immediately confiscated by federal district court.

CNN International will begin direct satellite broadcast service in Japan in July, via Superbird B, a satellite (launched Feb. 27) capable of reaching 20- to 24-inch home dishes. Japan Cable Television, which already provides CNNI 17 hours daily to about 500,000 cable subscribers in Japan, is offering the Superbird service too. CNN noted it has opened news bureaus in New Delhi and Bangkok and debuted new *Business Asia* and *Asia* primetime *World News* programs.

Multimedia's board of directors elected J. William Grimes to be the company's president and chief operating officer last Thursday. Grimes came to the company as VP-corporate group executive in August from the president's job at Hispanic broadcaster, Univision Holdings—he previously was president of ESPN. The office of the president had been held by chairman-CEO, Walter Bartlett, following the resignation, a year-and-a-half ago, of James Lynagh. Grimes said he would assist Bartlett in "developing corporate planning and strategies." He also said the company's TV stations have been hurt recently by slow



GOWDY HONORED AT SPORTS EMMYS

Curt Gowdy (center) was given the National Academy of Television Arts and Sciences Lifetime Achievement Award at the 13th annual Sports Emmy Awards in New York last week. Presenting Gowdy with his award "for his admirable service to the viewing public throughout a career of distinguished sports broadcasting" are Academy President John Cannon (l) and Chairman Michael Collyer.

CBS came away with the most awards, six, while ABC, NBC, ESPN and HBO each collected five; NFL Films won three, and USA Network received one.

market growth in St. Louis and Cincinnati.

FCC Chairman Alfred Sikes, in a speech prepared for delivery last Friday evening at Washington State University in Pullman, **sharply criticized television news**, charging "the norms and habits of TV news now threaten to undermine our collective ability to respond as a nation to the most serious problems we face." TV news suffers from eight "blindspots," Sikes says. Among them: the belief that "good pictures equal good TV journalism; the "unwritten code that too often defines news as being what our public officials say and do;" reporters' failure to identify official "flim-flam" when they hear it; reporters "who don't do their homework;" the habit of equating "more government spending with solving more problems," and "brand name TV newspeople [who] grow to love their status more than their duty."

Lynn Christian, the NAB's senior VP for radio, announced plans to leave the organization after the as-

sociation's Radio '92 convention in September. An NAB spokeswoman said Christian will give up his full-time position and become a consultant to the organization if the NAB fills his job before September.

Former KROQ-FM Los Angeles program director **Andy Schuon** has been named to the newly created position of VP, promotion, at MTV, where he will be responsible for developing on-air promotions and programming.

Reiss Media Enterprises, which earlier this month repurchased Group W Satellite Communications's 50% interest in its Request Television pay-per-view networks, has named longtime Reiss executive **Bruce T. Karpas** as president of the networks. Karpas replaces Group W executive Lloyd Werner in the position.

Lorne Michaels, executive producer of NBC's *Saturday Night Live*, has been named Broadcaster of the Year by IRTS. The award will be presented at the society's annual meeting/luncheon on May 13 at New York's Waldorf-Astoria.

Editorials

NO WAY OUT

We could have chosen not to run the picture of an aborted fetus in the story on page 41 of this issue. Unfortunately, broadcasters did not have the same freedom. We chose to run it because that sickening image is at the center of the flap over anti-abortion political ads that broadcasters are forced by law to air, and because we consider it our duty to fully advise the professional broadcaster about key issues of the day.

There is a crucial difference between prohibiting censorship, which is what the law's defenders suggest it does, and denying broadcasters editorial control over their medium, which is what the statute actually does. Whether or not broadcasters should veto such images is not the issue. The point is that they should have the freedom to decide either way according to their editorial discretion and the dictates of their markets.

We would venture to guess that at one time or another most newspapers and magazines have rejected ads for reasons of taste or suitability. In the case of the anti-abortion campaign, some doctors have suggested the pictures are of stillborn, not aborted, babies. If so, the ads would arguably be false and deceptive. Tough luck. Broadcasters would have to run them anyway.

The FCC's political programming chief suggests that "true and false should not be a concern of the station—they are not liable." Not legally, perhaps, but such a suggestion ignores the court of public opinion, whose verdict is not usually rendered with the aid of legal textbooks. Is the government ready to create a content regulation "superfund" to compensate broadcasters for lost revenue from offended advertisers, or the more intangible lost goodwill of a community? This is the kind of mess created by content regulation. It will only be untangled when broadcasters are accorded the same editorial freedom as the printed press.

TELLING TIME

A just-released survey conducted by Young & Rubicam San Francisco should provide some ammunition for broadcasters in their battle for ad dollars. The study, tracking the average daily time spent on print versus broadcast media, found that in the top broadcast market (the market in which the ratio between the two media was most heavily skewed toward broadcasting), eight hours and thirty-eight minutes a day were spent watching TV or listening to the radio, compared to 38 minutes with print media. What was perhaps even more impressive was that at the very bottom of that list, the difference was still huge: five hours and 31 minutes for

broadcasting to 51 minutes for print. The study also breaks out individual totals for radio and TV.

It seems to us those numbers could also be put up against yellow pages, direct mail or promotional dollars. Just ask your potential advertiser how often he has spent eight hours looking up a phone number or reading his junk mail.

COS AND EFFECT

The *Cosby Show*, which helped make NBC the number-one network, Bill Cosby the most successful TV star of the '80s and Tom Werner rich enough to buy the San Diego Padres baseball team, airs its final episode this week, although it will live on in its offspring, the spin-off *A Different World*. In recent weeks, *Cosby* had begun to show its age, frequently coming in second to *The Simpsons* on a night it had once owned.

Cosby was certainly not the first sitcom about a black family, but it was the first to dominate the ratings, attracting an audience that clearly crossed all color lines. It was fairly standard sitcom form, raised above the standard by first-rate writing and the strength of its star. *The Cosby Show* may have been the first sitcom in which race didn't matter—the Huxtables could have been any upwardly mobile family dealing with the sitcom problems of the day. For that failure to focus on the uniqueness of being black, however, it was occasionally criticized. That criticism misses the point. (It is like criticizing *The Mary Tyler Moore Show* for not being true to television journalism.) The show's aim was not to emphasize the differences between races, but the universality of family life, albeit a sitcom family with 20 minutes and a staff of writers to solve its problems. It was a funny, well written, fabulously successful show. It will be a hard act to follow.



Drawn for BROADCASTING by Jack Schmidt

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Broadcasting's TV FAX
THURSDAY, APRIL 23, 1992

► Tribune buying WPMI-TV Philadelphia
► Most people viewing 1st quarter
► NCTA picks Vanguard winners

WPMI-TV on Sale—Cincinnati is under way to sell WPMI-TV Station 19. NBC offers a corporate owned U.S. Broadcast Management which president, George Laffey, has said that the station will be sold to a group of investors. The deal is expected to close in the next few weeks. The station is currently owned by Tribune Co. and is one of the most profitable stations in the country.

First-Quarter Jump for Profit—Tribune Co. reported a 17% increase in first-quarter profit of \$1.7 billion, or 17% more than the same period last year. The company's earnings were boosted by a 17% increase in advertising revenue and a 17% increase in operating expenses. The company's first-quarter profit was \$1.7 billion, or 17% more than the same period last year.

News Reorganizing—ABC is reorganizing its news department. The network is planning to launch a new news program, "The 11th Hour," which will air on Tuesday nights. The program will be hosted by news anchor Katie Couric. The network is also planning to launch a new news program, "The 11th Hour," which will air on Tuesday nights.

Overnight Returns—NBC's "The Tonight Show" returned to its regular timeslot on Tuesday nights. The show's ratings were up 17% from last year. The show's ratings were up 17% from last year.

News on the Move—ABC's "The 11th Hour" is still in the air. The show's ratings were up 17% from last year. The show's ratings were up 17% from last year.

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17% increase in first-quarter profit of \$1.7 billion, or 17% more than the same period last year.

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