

- 18/18'S THE NEW MAGIC NUMBER IN RADIO / 3
- AD AGENCY, NETWORK PRIME TIME PICKS FOR FALL / 15
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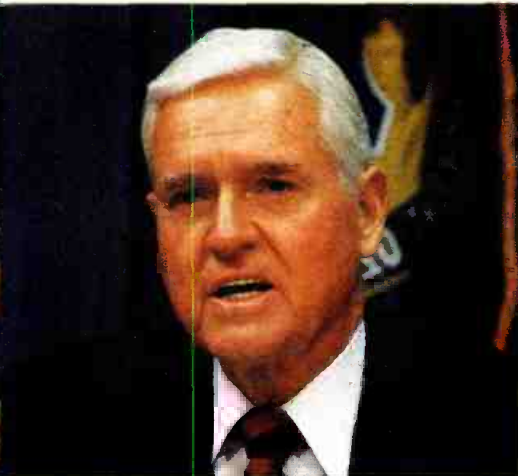


Top of the Week

HILL SQUEEZES THE FCC'S RADIO RULES



Dingell (l) and Hollings (r) pressure the FCC on limits



Sikes, caught in the middle of a congressional vise

30/30 national caps become 18/18; local caps set at 2/2 for large markets

By Joe Flint and Peter Viles

Believing it had no place to go but down due to intense congressional pressure, the FCC dramatically lowered the radio ownership limits it had adopted only five months ago.

Instead of 30 AM's and 30 FM's nationwide and as many as six in one market, a broadcaster may now accumulate no more than 18 AM's and 18 FM's nationally and no more than two AM's and two FM's in large markets and three stations—only two in the same service—in small markets (BROADCASTING, Aug. 3).

The national limits rise to 20/20 in two years. The rules also allow a broadcast group that hits the limits to acquire a noncontrolling interest in three additional stations in each service, if they are principally owned by a minority or "small business."

Broadcasters who supported the

FCC's original push to loosen ownership limits reacted to the new rules with a mixture of relief and criticism.

"From one point of view we're pleased that the commission has expanded the rules, and it appears they've reached an agreement with Congress," said Mel Karmazin, president and chief executive officer, Infinity Broadcasting. "But we are certainly disappointed that the rule was rolled back. If Ted Turner can own five channels on every television set in the world, we don't see anything wrong

with one company owning 40 radio stations."

"I am disappointed at the number, but I'm encouraged at the decision," said Tim Menowsky, president, Media Mergers and Acquisitions. "So many broadcasters were in limbo that I think the business of radio was being poorly served by the regulators."

Privately, representatives of some major station groups complained that the FCC's retreat was devoid of mar-

Continued on page 12

FCC'S RADIO OWNERSHIP RULES

National: Permit ownership of up to 18 AM and 18 FM stations, with an increase to 20 of each in two years, and permit attributable but noncontrolling interests in an additional three stations controlled by minority broadcasters or small businesses.

Local: Permit ownership of up to 2 AM and 2 FM stations in markets with 15 or more stations. Combinations resulting in a market share of 25% or more will "raise a prima facie concern." In markets with 15 or fewer stations, an operator may own up to three; two can be in the same service. Noncommercial stations will not be counted in determining the number of stations in a market.

Investment Incentives: The commission seeks comment on whether group owners should be allowed to exceed the national ownership limits if they establish and implement a broadcast ownership "incubator" program.

RADIO RULES: POLITICS OVER PRINCIPLE

By Harry A. Jessell

The pitched battle over the FCC's new radio ownership limits was about far more than just the radio ownership limits.

At stake was nothing less than the heart and soul of the FCC. Convinced that FCC Chairman Alfred Sikes's drive to loosen the ownership restrictions on TV and radio was inspired and encouraged by the White House and its deregulatory-minded Council on Competitiveness, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) vowed to derail the effort. If the FCC was going to succumb to outside influence, it was going to be his.

Blame George Bush for elevating the proceeding to a test of Dingell's sway at the agency. Sikes had made his intention to roll back the structural regulations a cornerstone of his agenda in 1990. But Dingell did not mobilize until Bush declared war on government regulation in his State of the Union address last January and asked executive branch departments and independent agencies like the FCC to refrain from adopting new regulations and look for ways to trim old ones.

Dingell immediately demanded details on meetings Sikes had with White House officials, suggesting the White House was micromanaging the agency and interfering with its "independence." He threatened repeatedly to call Sikes and the other commissioners to the Hill to testify under oath on the suspected administration role.

Dingell's communications aide David Leach told reporters last spring he hears each day from his boss on just two issues: cable legislation and the radio rules.

Ironically, aside from Bush's deregulatory call to arms, the White House apparently lent little support to Sikes. The Commerce Department's National Telecommunications and Information Administration filed comments in

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This Week

RADIO ROLLBACK / 4

Responding to congressional pressure, the FCC dropped its national radio ownership caps from 30 AM/30 FM to 18/18 last week.

FALL'S HITS / 15

Agency and network handicappers pick CBS's *Hearts Afire* and *Love and War* and ABC's *Hangin' with Mr. Cooper* as hits for the fall, and they predict another CBS win.

NOT JUST FOR KIDS / 21

With a nightly prime time lineup of *The Flintstones*, *The Jetsons* and Warner Bros. fare, The Cartoon Network hopes to attract adult as well as kid viewers when it launches Oct. 1.

RATINGS ALTERNATIVE / 25

Reporting ratings in terms of cume within broad dayparts rather than average quarter hour, and steering clients away from cost-per-point pricing, Strategic Radio Research wants to be the Arbitron alternative.

CABLE OPPOSITES / 27

The appointment of Senator Tim Wirth as a Clinton-Gore campaign co-chairman brings two combat-



CBS's *Hangin' with Mr. Cooper*, regarded as a likely fall hit (p. 15)

ants from opposite sides of the cable reregulation battle—Wirth and Senator Al Gore—together under the same big tent.

CABLE BOND PRICES HOLD / 31

Declining interest rates have encouraged investors to stick with cable bonds in spite of the reregulation threat. While some cable notes were off 10% following House passage of its rereg bill, MSO issues were up last week.

CASH FLOW STRONG IN '91 / 32

The NAB's annual Television Financial Report shows a majority of stations with positive cash flows in 1991, but, with interest expense and non-cash charges figured in, a third had pre-tax losses.

TV ATTRACTS STORE ADS / 34

Department store spending on local TV increased in the first half of 1992, part of a move by retailers to try alternatives to newspaper ads to stimulate sales.

SKYPIX DOWN TO EARTH / 35

Home Shopping Network took SkyPix to court last week, charging the direct-to-home satellite programmer with failing to repay a \$6.2 million loan.

SPECIAL REPORT: FOOTBALL '92 / 39

Professional and college football teams will receive \$1.06 billion in rights fees this season, according to BROADCASTING'S annual survey.

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very important event that has given us a lot of experience in different areas of operation," said Hugh Panero, vice president, marketing and pay per view, Time Warner New York City Cable Group, Queens Division. "It's like the space program: before we reached the moon, a lot of rockets crashed on the launchpad."

Panero said that the Triplecast helped the industry learn about national order-taking procedures for PPV events and how to use national advertising to promote them. It also helped the industry develop what could be the first of other multichannel formats in the compression systems of the future, he said.

Perhaps one of the most important pay-per-view developments was the boost in PPV addressability in systems around the country. Tele-Communications Inc. alone increased its number of addressable systems from 100, reaching 3.5 million homes, to more than 430 covering 9.5 million homes.

"It set us up for the future," said TCI's corporate pay-per-view marketing manager, Paul Olstad. "If we have a big pay-per-view fight coming about,

we have a lot more boxes out there."

The question remains whether there will be a PPV element in 1996. Some industry players, such as Don McGuire, Turner Broadcasting senior vice president and executive producer, said he doubts there will be any PPV element in the 1996 games. Others, such as Time Warner's Panero, are more optimistic.

"I think in 1996 there will definitely be some utilization of multichannels," said Panero. "The network broadcast of the Olympics, with its commercials and interruptions, is an inadequate way to deliver the product to a certain number of people. It's like watching the networks instead of CNN during a crisis."

Scott Kurnit, president of Showtime Event Television, said the 1996 Olympics could actually show up as a "quadcast" on the expanded channel-capacity systems of the future. Kurnit and TCI's Olstad were among the many who said the key to a successful 1996 PPV package would likely be the pricing.

"Once they figure out how to price it more reasonably, they will make a better go of it," said Olstad. "This was

the first time out."

Meanwhile, speculation about the rights cost for the 1996 Atlanta summer games has begun. Organizers have floated \$600 million, although negotiations have apparently been put off until 1993 so that talk of this year's losses has time to cool, sources say.

Network sources say the \$600 million figure is irrelevant and merely part of prenegotiation posturing. "We'll make an offer based on our own study of the economics of the games," said CBS's Pilson. "We're not prepared to carry any future major sports property at a loss, and that would include Atlanta."

Turner in 1994 will once again share the winter Olympics (to be held in Lillehammer, Norway) with CBS, which is spending \$300 million on rights. Mirroring the arrangement for the 1992 games, CBS will handle sales on its own coverage and on Turner's TNT, which carried 45 hours of afternoon coverage last winter. One possible addition to the Turner coverage could be a weekend summary show, according to TNT sources. ■

SENATE WILL BE FINAL CABLE BATTLEGROUND IN SEPTEMBER

It will be close, but in spite of successful efforts last week by pro-cable senators to delay the naming of conferees to finalize the provisions of a strict cable reregulation bill (S. 12/H.R. 4850), supporters of the bill appear to have time to pass it before the end of the 1992 congressional session.

Hill sources say the final conference report should be completed almost immediately after Congress returns from its recess Sept. 9 and that Senate consideration of the bill could begin as early as Sept. 14.

Sponsors of the legislation are working against a Sept. 22 deadline, or 10 days (excluding Sundays) before the scheduled adjournment of Congress. After that date, President Bush could pocket veto it.

Many expected the Senate to name cable-bill conferees last week to join the 11 House conferees named two weeks ago (BROADCASTING, Aug. 3). But concerted delay tactics by the bill's opponents forced Majority Leader George Mitchell (D-Me.) to delay naming of the conferees until this Wednesday (Aug. 12), just before adjournment for the August recess.

Mitchell is expected to name Commerce Committee Chairman Ernest Hollings (D-S.C.), ranking minority member John Danforth (R-Mo.), and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) as conferees. Sources say subcommittee members Wendell Ford (D-Ky.) and Bob Packwood (R-Ore.) may also be named.

Under Senate rules, amendments to legislation could be introduced when the minority leader moves to approve a conference with the House on a piece of legislation. Cable bill foes were said to have had several amendments—including telco entry into cable, cable entry into the local telephone business and elimination of the cable compulsory license—ready to debate when Mitchell called for a conference on S. 12/H.R. 4850. Mitchell agreed to delay naming of the conferees to avoid the procedural confrontation.

Tim Wirth (D-Colo.), newly appointed co-chairman of Bill Clinton's presidential campaign, was to be the most active anti-bill senator in negotiations with Mitchell (see page 27).

Once Congress returns next month, conferees are expected to complete a finished bill after one short session. Most of the differences between S. 12 and H.R. 4850 are expected to be worked out by staff during the recess. The conference report is likely to include must carry/retransmission consent, strict program access and rate regulation provisions.

Rapid House acceptance of the conference report by a veto-proof margin is expected. Reregulation supporters probably have the upper hand in the Senate as well, but are still facing potential delays there.

Mitchell is said to be leaning toward Senate floor consideration of the conference report on or as near to Sept. 14 as possible.

—EWS

1992 GOP CONVENTION: THE MEDIA SMELL NEWS

Networks hope Bush's standing in the polls, Quayle's presence on the ticket and the pro-choice threat of a floor fight may entice viewers to tune in

By Sharon D. Moshavi

The Republicans and the media world descend on Houston next week, the former heading for a possibly contentious convention and the latter anticipating an event with some news value.

The media anticipate the convention will have enough newsworthiness to make their time well spent—Bush is still lagging badly in the polls, Dan Quayle's presence on the ticket is still being questioned, and pro-choice Republican forces are threatening a floor fight, to name a few.

The Republicans, no doubt, will try to divert divisive issues away from the media, according to Bill Wheatley, political director for NBC News. For instance, "The party will try to dispose of the abortion issue Monday afternoon, and try to keep it out of prime time. But that doesn't mean it won't be a story Monday night," he says.

Much of the success of the Democratic convention—from the party's perspective—was its well-orchestrated lack of conflict. There was not much news; the media scurried for what they could find, such as the party's refusal to let Jerry Brown speak. While the Republicans are usually "more disciplined than the Democrats in making sure everyone is reading from the same script, the weak position Bush is in simply doesn't guarantee that this time," says Tom Hannon, political director for CNN. "The big story will be how well the President uses the convention to establish a more focused campaign persona."

The three broadcast networks would



Republican National Convention will begin next week in Houston

like to see a ratings uptick over the Democratic convention, which brought them their lowest convention ratings ever, a three-network average of a 5.8 Nielsen rating. But if the past 20 years are an indication, the ratings for the Republican convention will be lower than those for the Democrats. Since 1968, the convention of the incumbent party has had lower ratings, regardless of whether its convention was first or last. There is some thought, however, that Bush's weak position might entice people to tune in.

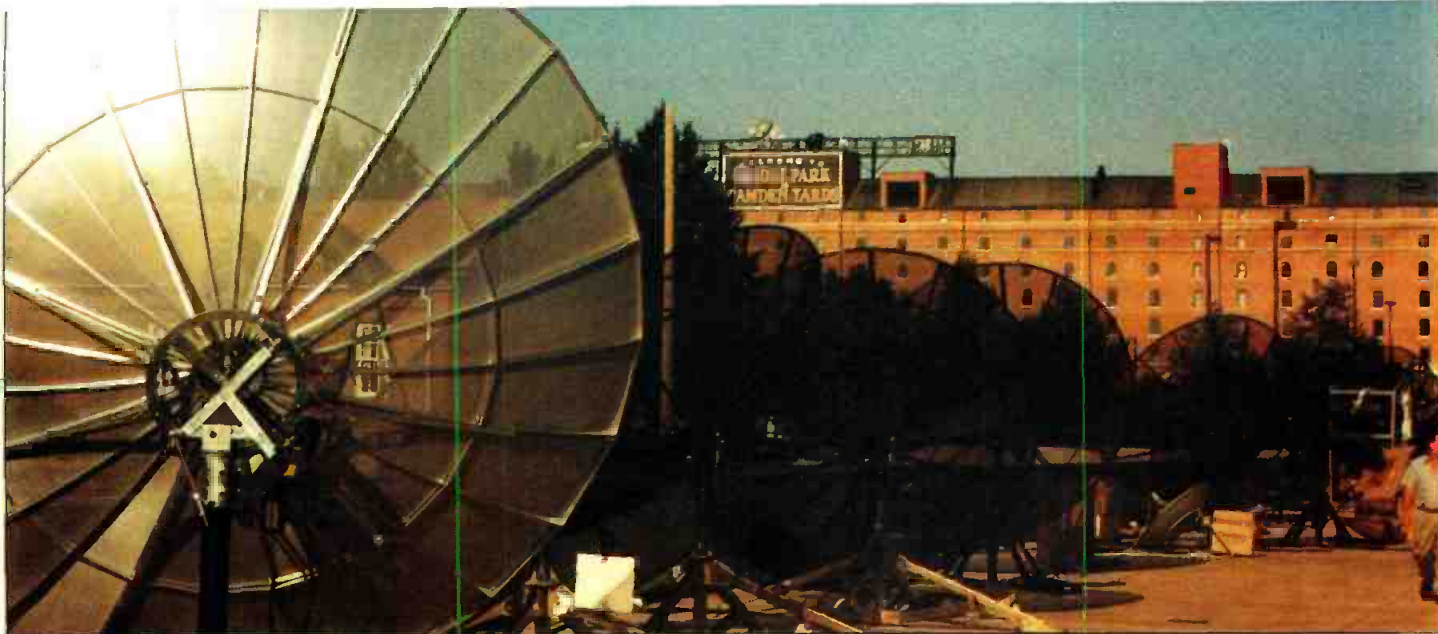
Despite the fact that network ratings have gone down, additional TV outlets covering the conventions have increased the number of U.S. households watching. With the 1988 Democratic convention, the networks reached 18.7 million homes and CNN reached 890,000, a total of 19.6 million homes. This time around, the networks reached just 15.9, but CNN reached 1.8 million, and PBS, in its first convention, reached 3 million, for a total of 20.7 million homes. Add C-SPAN to the mix, which does not track ratings but has increased its household reach by 35% since 1988, to 57 million, as well MTV's reports aired on its *Day in Rock* program, and Comedy Central's two hours a night of parody, and you have more of the electorate watching the convention proceedings than ever before.

Although the news value of the Republican convention "certainly will far exceed anything we could have perceived six months ago," says Lane Venardos, CBS executive producer,

special events, the networks are standing by the reduced coverage they decided to give the conventions more than a year ago (BROADCASTING, June 24, 1991). The networks are scheduled to air about 18 hours, with CBS leading the pack at eight hours.

The networks are also sending smaller staffs to the Republican convention than in 1988. (The Democratic convention was difficult to gauge, since it was held in the networks' backyard.) According to Wheatley, NBC is sending 200-225 people, down from the 300 it sent to the 1988 Republican convention. CBS is sending "fewer than 200 people," according to Venardos, who said the network sent "more than 300" in 1988. CNN, with its gavel-to-gavel coverage, is sending 250 people, plus hiring 50 extras in Houston. ABC executives could not be reached.

As with the Democratic convention, local TV stations are also staying away in droves. Two hundred stations are registered to attend, down from 300 in 1988. The number of registered credentials for local radio and TV is 3,200, down from 3,800 in 1988. But the potential is high for good local stories, since "Republican elected officials may want to contrast themselves with some of Bush's positions," says CNN's Hannon. The Republicans have arranged a satellite news service—as they have since 1984 and which the Democrats appropriated in 1988—for stations that do not attend to conduct interviews with state delegations and officials. ■



Home satellite dishes near Baltimore's Oriole Park at Camden Yards during the SBCA convention last week

SBCA GLIMPSES LIGHT AND HAZE IN FUTURE

At trade show, GI delivers digital HDTV, NTSC; programers set re-scrambling dates; members eagerly await program access, but role in future of DBS remains unclear

By Peter Lambert

Like their cable and broadcast television counterparts, satellite TV programers, operators, manufacturers and retailers are asking how they best can play in the coming age of digital transmission, high-resolution widescreen imaging, high-power satellites, high-speed interactive data exchange and—perhaps most important—addressable signal security.

Last week, several thousand Satellite Broadcasting and Communications Association members, meeting at the Baltimore Convention Center, began to get some tangible answers—some thrilling, some daunting.

General Instrument Corp. showed them they will soon be able to participate in digital TV delivery. The company demonstrated both reception of satellite-delivered DigiCipher HDTV (via Ku-band SBS-6 to a three-foot earthstation) and reception of compressed digital NTSC signals (with the help of HBO and TVN Entertainment, squeezing six movies into one Telstar 302 transponder and monitoring them all on a prototype 950i analog-digital receiver decoder).

Major programers refined the timeline for ending satel-

lite piracy. Among more than 200 other exhibitors there, HBO and Showtime Networks announced they will begin a new age of replaceable-security (RS) signal encryption in October, when they cease their VideoCipher-II transmissions and switch to VC-RS scrambling only.

Tele-Communications Inc. subsidiary Netlink is expected to do the same with the industry's largest package of premium and basic satellite services by November. And by the first of next year—if satisfied that VideoCipher manufacturer General Instrument has met its obligations to offer some 800,000 illegal home dish subscribers ample opportunity to become legal, no questions asked—all other satellite program packagers will follow suit.

But by show's end, the role that

traditional equipment and programing retailers will play in what may become the real satellite TV gold rush—high-power direct broadcast satellite (DBS)—remained unclear.

Help from Capitol Hill

Convention attendees celebrated the possibility of federal intervention on their behalf to foster competition on two critical fronts: access to cable programing for DBS and access to centralized encryption facilities for all manufacturers of scrambling equipment.

At an Aug. 6 convention session, Hughes Communications and its DirecTV DBS partners, the National Rural Telecommunications Cooperative and Hubbard Broadcasting's United States Satellite Broadcasting, assured SBCA retailers they will participate in the 18-inch antenna revolution. But, conceded James Ramo, senior vice president of programing and marketing for DirecTV, volume sales are expected to come from major consumer electronics chains.

Indeed, SBCA President Chuck Hewitt said the presence of Circuit City, Luskins and other chains at the show indicates their growing interest in a market with proven follow-on sales.

But more on the minds of



HBO monitored General Instrument's DigiSat transmissions and set October date for new scrambling system.

attendees was NRTC's exclusive rural DBS distribution deal with DirecTv. NRTC President Robert Phillips urged retailers to form partnerships with NRTC members, and where the members decline to sell DirecTv, he said, retailers can "carve out a service area" through an affiliate program NRTC is now developing.

Having committed \$250 million to assemble a package of 20 top cable services by year's end—without the help of access legislation—Phillips predicted current 10-15% rural satellite TV penetration will double after three years of DirecTv.

Asked whether language in pending cable legislation, which mandates DBS access to cable services, will encourage programmers to join DirecTv, Ramo insisted negotiations are based on creating "a good business deal for everyone. We're not counting on" access law, he said.

But convention keynote speaker Representative Tom McMillen (D-Md.) is. Making clear he seeks legislation that recognizes "the costs of creation, distribution, economies of scale and other legitimate...market forces"—apparently including market-exclusive cable deals—McMillen said he is confident House-Senate conferees will report "sound program-access language."

Monopoly 'hubris'

However, many observers perceived a swipe at NRTC's DirecTv exclusivity when McMillen said of monopolies, "There is a certain hubris or arrogance which goes along with being the only show in town."

Nevertheless, McMillen triggered a warm ovation, telling attendees that FCC Chairman Sikes has initiated an inquiry into another monopoly within satellite TV: the lack of competition in the provision of descrambling modules, a market GI has held alone since 1986.

In a written response dated July 31 to a request made late last month by McMillen and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), Sikes said the inquiry will examine, among other issues, "the eligibility criteria for use of the GI DBS Authorization Center."

Conceding last Thursday (Aug. 6) that a "legislative remedy would have been premature" without the information now to be gathered and analyzed by the FCC, McMillen stressed that

"even if an alternative manufacturer existed, any reductions in costs created by competition could be lost if new competitors are denied access to the existing DBS Authorization Center."

An hour after McMillen's address, with the approval of Turner Broadcasting, Titan Satellite Systems Corp. demonstrated its ability to descramble CNN. Titan President Tom Ortolfo says his company could begin selling a VCRS-compatible alternative by the first quarter of 1993 at a price nearly a third cheaper than GI's. However, he

told McMillen and others on Capitol Hill earlier this summer that creating its own authorization center would constitute "a major hurdle" in cost and timing for Titan.

Nevertheless, GI remained in the satellite catbird seat, stealing the show again with HDTV and programmer commitments to another generation of VideoCipher encryption. Privately, many predicted that only the courts, not Congress or the FCC, could knock GI off the lone descrambler perch. ■

CBS HIRES MARCUS TO GUIDE ENTRY INTO SYNDICATION

Network prepares for changes in fin-syn rules

By Steve McClellan

CBS has hired syndication veteran Mort Marcus to advise the company on how best to take advantage of new opportunities in program syndication, as a result of last year's changes in the FCC financial interest and syndication rules. Marcus's first assignment at CBS is to develop a syndication marketing plan for the Tuesday night hit *Rescue 911*.

Two weeks ago, Marcus resigned his post as senior vice president at Buena Vista Television to launch his own company. Last week, Marcus told BROADCASTING that ultimately, he intended to launch his own program syndication company, selling both first-run and acquired off-network properties to stations and cable.

But in the near term, Marcus said he will focus on advising other companies how to syndicate their own programs. CBS is Marcus's first client, although he said several other clients will be announced shortly.

Rescue 911 is a joint production of Arnold Shapiro Productions and CBS Entertainment. The show is entering its fourth year on the network and the show's producers hope to have an off-network package in place for a January 1993 start.

While at BVT, the company acquired the rights to *Unsolved Mysteries* and developed a plan to launch the show in syndication on stations. Ultimately, BVT decided it made better business sense to place the show

on cable, and it was sold to Lifetime.

"My job is to find a home for *Rescue* in syndication, be it on stations or cable or some combination of the two," said Marcus. He will also develop plans for miniseries and made-for-series produced in-house at CBS, as well as programs produced by the owned-stations division, he said.

Marcus said his deal with CBS followed conversations he had with Jim Warner, president, CBS Enterprises. Before last year's changes, FCC rules prohibited networks from being in the syndication business, or even acquiring a financial interest in syndicated programs. For shows produced in-house, the networks had to sell the syndication rights outright to a third party, trying to figure out in advance an appropriate value for such rights.

The rule changes allow a network to distribute or have an interest in the proceeds from distributing its own product. In prime time, the networks are allowed to produce or co-produce up to 40% of their schedules. However, U.S. District Court Judge Robert Kelleher must still be persuaded to modify consent decrees that bar them from syndication, before they can take advantage of the new FCC rules (see "In Brief," page 64).

Marcus joined BVT in 1989. Before that, he headed the U.S.-based syndication arm of Quintex Entertainment, a defunct Australian-based firm. Prior to that, he ran Colex, the since-dissolved joint venture between LBS and Columbia Pictures Television. ■

RADIO RULE SQUEEZE**Continued from page 4**

ketplace logic and seemed to be a political decision intended solely to appease congressional critics. They pointed out that mergers between some large groups would be impossible under the new 18/18 limits.

Among small broadcasters who opposed the FCC's original proposal as an invitation for large competitors to get larger, the scaled-back version appeared to have won few new supporters.

"I think it's very, very dangerous for single-station owners," said Robert Kieve, president of KLIV(AM) San Jose, Calif. "It puts them at a very serious competitive disadvantage." The lowered limits met with approval from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who had threatened to attach legislation that would have frozen the radio limits at their pre-March levels: 12/12 nationally and one AM-FM combination per market.

"The commission has wisely decided to moderate its excessive decision of last March," Dingell said, adding that the "new limitations on radio ownership should allow the economic condition of the industry to improve, while avoiding the risks of excessive concentration that would have been permitted under the earlier decision."

Last week's vote was 5-0, but the final unanimity belies the deep divisions that characterized FCC discussions leading up to the vote.

FCC Chairman Alfred Sikes was said to have been fighting the rollback to 18/18 national limits—which had been embraced by the four other commissioners—as late as the morning of the meeting. The bump to 20/20 in two years rather than three was the only 11th-hour concession he was able to wrest from his peers.

Early this year, he had advocated no national limits, but agreed to 30/30 in March in the spirit of compromise with his fellow commissioners, some of whom were already feeling the congressional heat.

Recognizing that Dingell and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) were not going to allow the 30/30 limits to stand, Sikes floated two alternative plans.

Under one, the limits would have initially been 18/18, gradually increasing to 30/30 over several years. The

other would have capped ownership at 25/25, but would have obliged groups to implement "incubator" programs to help small businesses acquire stations when they reached the 20/20 level.

Both were rejected by other commissioners and by Dingell and Hollings, who, through staff, were passing judgment on each of the FCC proposals as they took shape.

The plan that eventually won congressional favor and constituted the guts of the rules adopted last week was drafted by Commissioner Ervin Duggan, who called the proceeding one of the three or four "most difficult and contentious" in the commission's recent history.

While "acts of prudent compromise never please everyone," he said, "this nevertheless protects the FCC's goal of regulatory change, while allowing the commission to move on to other

"We live in a city of shared power. Congress made it quite clear that it wanted us to roll back the limits and we did."

FCC Chairman Alfred Sikes

matters—free of rancorous objections from the Congress, and free of suspicion that we have somehow overreached."

Sikes downplayed the FCC's retreat. "We live in a city of shared power," he said. "Congress made it quite clear that it wanted us to roll back the national limits and we did. I wanted to go back less and I lost. The issue was degree, not principle."

The FCC chairman said he was pleased the FCC stuck with graduated local ownership limits. "The commission abandoned its one-size-fits-all for local ownership," he said. "This is the heart of our action."

Although the commissioners rejected Sikes's 25/25 plan, they launched a proceeding to explore his "incubator" idea, asking for comments on whether group owners should be allowed to go beyond the national ownership limits if they implement a broadcast ownership program that provides management or technical assistance, loan guarantees, direct assistance and/or training to small businesses. ■

POLITICS OVER PRINCIPLE**Continued from page 5**

the proceeding urging radical deregulation. And President Bush, in a speech to Ohio broadcasters last April, praised the FCC's loosening of the radio rules in March.

But that was about it. In the weeks before last week's vote, Sikes sent emissaries to the White House. No one knows their purpose, but most believe it was to solicit a signal from the White House to stiffen the resolve of the other commissioners in resisting the Democrats' efforts to roll back the March rules. That signal never came.

Sikes was also abandoned by the broadcasting industry, which stood to gain greatly by his aggressive posture. Recognizing the need to stay in the good graces of Hill Democrats (for the sake of retransmission consent, among other things), the National Association of Broadcasters backed off its original call for repeal of the national caps and said it would be happy with 25/25.

With no counterweight to Dingell and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and their threats of legislation to freeze limits at their original levels (12/12 nationwide and one AM-FM combination locally), Sikes and the other commissioners had little choice but to retreat last week.

So who won? From today's perspective, it looks like the Democratic lawmakers did. They forced the FCC to retreat from its original intention of eliminating the national ownership and settle for raising them from 12 AM's and 12 FM's to 18 each.

But a few years from now, it may be viewed as a victory for Sikes and the White House deregulators. After all, the national ownership limits rose 50%, and the local caps in large markets doubled from two stations per market to four.

Sikes described the rollback last week as a loss, but another commissioner took a more pragmatic view: "When the choice comes down to the limits being frozen by Congress at 12/12 and a 50% increase, I take the 50% increase and claim victory." ■

**For More Late-Breaking
News, See "In Brief,"
Pages 64 and 65**

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

CHAIRMAN PAPER?

Add another to the list of possible FCC chairmen in a Clinton administration: Washington communications attorney Lew Paper, 45, of Keck Mahin & Cate. He's known the Arkansas governor since the mid-1980's (they're both members of the Renaissance Group, an assembly of high achievers that meets in Hilton Head over New Year holidays; FCC Commissioner Ervin Duggan also belongs). Paper is handling the Clinton campaign's FCC legal work on a pro bono basis; a similar springboard put Mark Fowler in the chairmanship during the Reagan years. A graduate of Michigan and Harvard Law, with a master's in law from Georgetown, Paper has distinguished himself as an author as well as a lawyer, with biographies of John F. Kennedy, Louis Brandeis and William S. Paley to his credit. Keck Mahin & Cate represents a number of radio stations, common carrier interests and wireless cable.

ON AGAIN

The on-again, off-again proceeding to repeal the off-network prohibition is on again. According to FCC sources, the rulemaking may get under way as early as Sept. 17, the date of the next FCC meeting. Chairman Al Sikes and Commissioner Sherrie Marshall have been prepared to launch the proceeding for several months, and resistance from the other commissioners, notably Ervin Duggan, has diminished in recent weeks.

MINORITY CAP

Unlike previous incentives for minority broadcasters, the incentives in the new radio rules (see story, page 4), will not permit a minority broadcaster to exceed the national radio ownership limits. Under the old 12 AM/12 FM cap, minority broadcasters could own an additional two stations; now a minority broadcast-

ROAR BECOMES A WHISPER AT MGM

The bloodletting continues at MGM studios, where the dismantling of MGM Worldwide Television production has claimed some 24 staffers in the last month. Nearly all the remaining employees have been given a termination date and will be leaving in two waves, according to a source. The first group, about 12 employees, will be let go after the final episode of the summer series *Freshman Dorm* has aired Wednesday, Sept. 9. The next wave of dismissals, about two dozen employees, will occur toward the end of November, when *In the Heat of the Night* finishes its 22-episode order. The dismissals will leave only a skeleton staff of between 6 and 10 employees to handle bookkeeping chores, legal concerns and business affairs. One division within MGM's television activities that appears to be safe at present is Sid Cohen's distribution division. Cohen "will probably be safe as long as his department is able to continue selling movie packages and other product and generate revenue for the company," said a source. Outgoing MGM Worldwide TV Group Chief David Gerber continues to organize financing for his new company, currently The Gerber Company. -SC

er who reaches the cap (now 18) will be limited to a noncontrolling investment in another minority broadcaster.

NEW YORK

FIGHTING PRE-EMPTIONS

NBC is hoping to improve clearance for its new Saturday morning schedule, which, according to affiliate relations president Bob Niles, already runs at 92%. The format for *Saturday Today* was changed to give affiliates four local cutaways instead of the two initially planned. Other changes, including pacing, were made in response to suggestions from news directors at stations, says Niles. Meanwhile, both ABC and CBS are monitoring their affiliates' desire to pre-empt network programming for Saturday morning for local news. Pre-emptions at ABC are already running at about 10% of coverage.

MEMPHIS

NEW HDTV?

Memphis-based Quadratic Solutions Inc. (QSI) says it will demonstrate HDTV technology over the air Aug. 10 in its hometown. QSI says

its system can deliver a digital HDTV and standard NTSC signal simultaneously over a single 6 mhz TV channel, all without compression or motion compensation. QSI was confident enough to invite press, government and corporate interests nationwide. But at press time, WREG-TV Memphis denies it agreed to carry QSI's 90-second demonstration, and the system analysis working party of the Advisory Committee on Advanced TV Services had not received a 4-5-page outline describing the system requested a month ago.

BALTIMORE

DBS UPDATE

Appearing in force at the Satellite Broadcasting and Communications Association show in Baltimore, Hughes's DirecTV says its DBS plan is in full swing. But what of other DBS permittees, including top MSO Tele-Communications Inc.? Speculation continues that permit restrictions on how and to whom TCI could sell DBS, coupled with the fact that its mid-power Primestar satellite service continues to be stalled by attorneys' general negotiations, may lead TCI to join DirecTV as an investor-programmer.

Monday Memo

“Each country in Europe has a different regulatory system for SNG service.”

Telelevision viewers in the United States have long taken for granted live pictures of important stories from virtually anywhere on the globe, no matter how remote. U.S. broadcasters routinely rely on satellite newsgathering earth stations to obtain these pictures, using their portable SNG units for short-duration, short-notice transmissions. We imagine globetrotting reporters have ready access to such services because we regularly receive video signals about fast-breaking news. Such is not always the case.

Europe is only now in the midst of reforming its outdated satellite regime to eliminate barriers to efficient SNG service.

Each country in Europe has a different regulatory system for SNG service. Newscasters routinely pay hefty sums to ship their own SNG equipment to international events, or equally large amounts to rely on European providers, often the local monopoly telephone company. Although independent companies are increasingly attempting to get into this market, they often run into regulatory stone walls.

In an attempt to reform this situation, the EC Commission released proposals for reform last year in its Green Paper on Satellite Communications. The thrust of these proposals was approved in November, and now the Commission is charged with developing concrete proposals for the satellite field generally, including regulation of SNG services.

The Commission has set an ambitious schedule for developing the new standards, along with thousands of other rules that will make up “Europe '92.” Final adoption of rules in this area faces serious political opposition. Many of the PTTs will not give up their remaining monopoly powers without a fight. Despite these pres-

ures, the EC Commission’s current approach is extremely encouraging.

A far greater barrier, however, is that effective European satellite regulation must cut through multiple layers of national rules. Some observers maintain that effective regulation could require that the EC set up one central regulatory agency.

Commission policymakers and national regulators deny that creation of a European “super FCC” is contemplated any time soon. Nevertheless, we could see such an agency develop over time, as the inefficiencies of the current system become too costly.

Some steps have been taken in this direction. Europe has already moved toward common technical standards. Proposals are on the table for common licensing standards, and for each EC Member State to recognize the licenses and type approvals granted by other Member States.

Early drafts are circulating of legislation to establish a “Community Telecommunications Committee” that would transform current national facilities licenses into single EC licenses (although not in the satellite field). At least one influential study submitted to the Commission in the satellite field has explicitly called for the creation of a European Space Institute to “harmonize” satellite rules.

This year is a critical time in the EC debates on future satellite policies. The EC is examining new rules for earth station licensing and access to satellite systems. U.S. broadcasters and news bureaus would be well advised to keep an eye on how the Europeans progress in opening up SNG services, not only because newsgathering expenses are an important item on their bottom line, but also because progress toward deregulation may offer fresh opportunities for satellite services generally. ■



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Television



According to agency and network forecasters, the three 'surefire' hits among next season's new shows will be (l-r) CBS's 'Hearts Afire' and 'Love and War' and ABC's 'Hangin' with Mr. Cooper.'

THE HITS, MISSES AND MAYBES FOR FALL

Results of survey of agency and network forecasters obtained by BROADCASTING show six hits among new series with remainder pans and possibles; CBS is everyone's guess for number one, with ABC and NBC too close to call

By Morrie Gelman

The crop of new network shows for fall will yield six hits—three of them “surefire,” with the rest divided fairly evenly—among toss-ups and toss-outs. That’s according to a consensus of forecasts from about a dozen ad agencies and the network sales departments.

Based on criteria that defined a hit as a show with a 22 share or better, a toss-up as everything between a 21 and 17 share, and a miss as anything below a 17 share (industry standards adjust for Fox to 65% of these levels) new season prognosticators have figured 14 toss-ups and 16 misses among the new shows (see chart, page 16).

Voted most likely to succeed among

the 36 new entries to the prime time schedule are ABC’s *Hangin’ with Mr. Cooper* and CBS’s *Love and War* and *Hearts Afire*.

The ABC newcomer, a half-hour comedy about an ex-basketball star turned teacher who lives with two fe-

male roommates (a sort of *White Shadow* meets *Three’s Company*), is in a virtual can’t-miss hammock between *Full House* and *Roseanne*. *Love and War* and *Hearts Afire* are both snuggled into the *Evening Shade*/ *Murphy Brown* cocoon of the powerful CBS Monday night lineup. Starring *L.A. Law*’s Susan Dey as the new owner of a bar, *Love and War* is the closest thing to a breakout hit predicted, although there’s a three-share-point difference between the 27 forecast by the agencies and the 30-share network consensus. That 30 share would improve on the 27 average achieved by ABC’s *Home Improvement*, the only freshman show that was a bona fide hit. And only *60 Minutes* (36) and *Roseanne* (31) of all

Agency Summary

ABC wins	Tues., Fri.
CBS wins	Mon., Sun.
NBC wins	Wed., Thurs., Sat.
Fox wins	None

Network Summary

ABC wins	Tues.
CBS wins	Mon., Fri., Sun.
NBC wins	Wed., Thurs., Sat.
Fox wins	None

HANDICAPPING PRIME TIME

Table shows side-by-side agency/network consensus share estimates for individual programs and nightly averages.

7:00 PM 7:30 PM 8:00 PM 8:30 PM 9:00 PM 9:30 PM 10:00 PM 10:30 PM

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY	ABC 23/25	Young Indiana Jones Paramount 16/16			NFL Monday Night Football ABC Sports 27/30			
	CBS 26/28	Evening Shade MTM/CBS 25/26	Hearts Afire* Mozark Prods 25/26		Murphy Brown Warner Bros 28/30	Love and War Shukovsky/English 26/28		Northern Exposure Universal 26/29
	NBC 23/23	Fresh Prince NBC Prods. 23/23	Blossom Witt-Thomas 20/21		NBC Monday Night Movie 23/24			
	FOX 8/9	Fox Night at the Movies 8/9						No Programming
TUESDAY	ABC 24/25	Full House Paramount 25/28	Hangin' w/Mr.Cooper Lorimar TV 24/27		Roseanne Carsey-Werner 30/31	Coach Universal 26/27	Going to Extremes Lorimar TV 18/19	
	CBS 21/23	Rescue: 911 CBS Ent/Shapiro Prods 21/22			CBS Tuesday Movie 21/23			
	NBC 17/18	Quantum Leap Universal 16/18			Reasonable Doubts Lorimar TV 17/17		Dateline NBC NBC News 17/18	
	FOX 8/8	Class of '96 ABC Prods 9/12			Key West Viacom 6/11		No Programming	
WEDNESDAY	ABC 19/21	Wonder Years New World TV 18/19	Doogie Howser Steven Bochco 19/20	Home Improvement Disney TV 24/26	Laurie Hill Disney TV 19/22	Civil Wars Steven Bochco Prods 16/18		
	CBS 19/21	The Hat Squad Cannell Productions 16/18			In The Heat of The Night MGM Worldwide 18/20			48 Hours CBS News 22/25
	NBC 21/22	Unsolved Mysteries Cosgrove-Meurer Prods 25/27			Seinfeld Castle Rock Ent. 20/21	Loved By You Tri-Star TV 19/19	Law & Order Universal TV 19/20	
	FOX 10/12	The Heights Aaron Spelling Prods 9/12			Melrose Place Aaron Spelling Prods 11/13			No Programming
THURSDAY	ABC 17/17	Delta Universal 14/14	Room for Two Warner Bros 14/14		Homefront Lorimar TV 15/15		Primetime Live ABC News 21/22	
	CBS 18/20	Top Cops CBS Ent/Grosso-Jacobson 17/18			Street Stories CBS News 16/19		Knots Landing Lorimar TV 20/22	
	NBC 23/24	A Different World Carsey-Werner 23/23	Rhythm & Blues Twentieth TV 22/23		Cheers Paramount 26/27	Wings Paramount 22/23	L.A. Law Twentieth TV 23/24	
	FOX 18/21	The Simpsons Gracie/Twentieth 21/24	Martin HBO Ind. Prod 15/18		Beverly Hills 90210 Aaron Spelling Prods 18/21			No Programming
FRIDAY	ABC 22/23	Family Matters Lorimar TV 24/24	Step by Step Lorimar TV 21/22	Dinosaurs Disney TV 19/20	Camp Bicknell ABC Prods 17/19		20/20 ABC News 25/26	
	CBS 20/24	Golden Palace Witt-Thomas 20/23	Major Dad Universal 21/24	Designing Women Columbia 21/24	Bob Paramount 21/24		Picket Fences Twentieth TV 17/24	
	NBC 14/16	Final Appeal Cosgrove-Meurer 13/17	What Happened Hearst Ent. 13/17	The Round Table Aaron Spelling Prods 14/15			I'll Fly Away Lorimar TV 15/16	
	FOX 10/12	America's Most Wanted STF Prods 12/14			Sightings Paramount 9/11	Likely Suspects Four Point Ent. 9/10		No Programming
SATURDAY	ABC 15/16	Covington Cross Reeves Ent. Group 13/15			Crossroads Lorimar TV 14/15		The Commish Cannell Prods/ABC Prods 18/19	
	CBS 14/16	Frannie's Turn Carsey-Werner 14/15	Brooklyn Bridge Paramount 15/15		Dr. Quinn, Medicine Woman CBS Ent. 13/16			Polish Hill Warner Bros 14/16
	NBC 21/22	Here and Now NBC Prods 20/20	Out All Night NBC Prods 19/20		Empty Nest Witt-Thomas-Harris 24/26	Nurses Witt-Thomas-Harris 22/23	Sisters Lorimar TV 19/21	
	FOX 13/15	Cops Barbour/Langley 14/15	Cops Barbour/Langley 15/16		Code 3 Barbour/Langley 13/14	The Edge Tri-Star 10/13		No Programming
SUNDAY	ABC 19/19	Life Goes On Warner Bros TV 15/16	Funniest Videos Vin DiBona/ABC 20/19	Funniest People Vin DiBona/ABC 19/18		ABC Sunday Night Movie 20/21		
	CBS 27/28	60 Minutes CBS News 34/35	Murder, She Wrote Universal 25/26			CBS Sunday Night Movie 24/26		
	NBC 16/17	Secret Service NBC/Grosso-Jacobson 11/12	I Witness Video NBC News 14/15			NBC Sunday Night Movie 20/21		
	FOX 14/15	Great Scott Castle Rock 9/12	Ben Stiller HBO Ind. 10/12	In Living Color Twentieth TV 18/20	Roc HBO Ind. Prods 14/18	Married W/Children Columbia Pic TV 18/20	Herman's Head Witt-Thomas-Harris 14/16	Flying Bird Viacom 9/11

MISS

TOSS-UP

HIT

New series forecasts have been highlighted—

prime time series in the 1991-92 season topped a 30-share average.

Hearts Afire stars John Ritter, a proven TV audience draw, playing opposite Markie Post (ex-*Night Court*) as a Washington couple with conflicting political views. Both these highly touted new CBS shows are out of winning stables. *Love and War* is from Diane English and Joel Shukovsky, creators of *Murphy Brown*. The Ritter project comes from the Mozark house of Linda Bloodworth and Harry Thomason, creators of *Designing Women* and *Evening Shade*.

Since program audience forecasting is largely done by committee, there are few if any long-shot players to be found. Following form in program forecasting, new shows going into the most protected time periods are picked as the most likely winners. As in horse racing, program handicappers pay a lot of attention to bloodlines and track records.

The new half-hour *Rhythm & Blues* (about a white disk jockey at an all-black radio station) is embraced by NBC's two Thursday night hits, *A Different World* and *Cheers*. Again, the consensus of executives picking winners and losers at agencies and networks is that it is safe to call this NBC show a likely hit.

The new Fox Broadcasting series picked as the best bet to succeed is *Martin*, strategically placed in a Thursday time period with *The Simpsons* as lead-in. This series, from HBO Independent Productions, stars stand-up comedian Martin Lawrence as a radio talk show host.

The return of sitcom veteran Bob Newhart, this time in a half-hour comedy, *Bob*, playing a comic book artist, is the third CBS contender with "hit" probability, according to the survey. Not only does Newhart carry his own solid credentials, but his show benefits from the Friday night lead-ins of three established series in *Golden Palace*, *Major Dad* and *Designing Women*.

With a predicted strong Friday night as only one of its strengths, CBS, according to agency and network share estimates, will win the season. Consensus forecasts have CBS as the undisputed choice to be the leader in audience shares across the entire 1992-93 prime time schedule of 22 hours each for ABC, CBS and NBC and 16 hours for Fox Broadcasting.

The choice is not so clear when it comes to projecting the second place

network. Agency handicappers and forecasters from the networks see a virtual lock between ABC and NBC, projecting an average 20 share each.

The agency consensus has ABC winning Tuesday and Friday nights, CBS the leading network on Monday and Sunday, and NBC taking three nights of the week—Wednesday, Thursday and Saturday.

The network consensus agrees about NBC, but estimates CBS taking Friday from ABC with a 24 share point average as compared with a 20. That's one of the more striking differences of opinion between the networks and the agencies and because of it the

Since program audience forecasting is largely done by committee, there are few if any long-shot players to be found. Following form in program forecasting, new shows going into the most protected time periods are picked as the most likely winners.

network projection is for CBS to win three nights of the week along with NBC, leaving ABC only with a Tuesday night win.

It's also significant that while for the Big Three there is almost no spread between buyers' and sellers' estimates, when it comes to Fox there is a 27% higher expectation by networks than agencies.

The Friday night CBS division of opinion between network pickers and agencies and the disparity when it comes to Fox stands out because the two sets of forecasts for the new season are, for the most part, largely in sync. These differences deserve some exploration.

It's clear from the time-period-by-time-period estimates of shares that forecasters at CBS and the other networks believe the pickup of *Golden Palace* (formerly *Golden Girls*) from NBC and the shifts from Monday to Friday night of *Major Dad* and *Designing Women* are going to pay off.

The consensus estimates CBS averaging a 24 share for Friday and the lineup making probable hits of two new shows, *Bob* and *Picket Fences* (a drama about a small-town Wisconsin sheriff and his doctor wife).

By sharp contrast, the agency consensus isn't as high on either of these shows, dragging *Fences* down to a borderline "toss-up" while allowing *Bob* to retain its "hit" status. This same consensus indicates that ABC, highlighted by a smashing 20/20 performance, will eke out a Friday night victory.

The Fox discrepancy is less easily pinpointed. It could be that the shares for more Fox shows may have been estimated largely sight unseen, based on workshop demonstrations or presentation tapes in lieu of pilots. It also could be that the target demo at which Fox aims—the younger, harder-to-reach viewer—may make agencies cautious (or pessimistic) because they have had less experience making such audience estimates.

Since Fox shows generally are more off-the-wall (*The Simpsons* and *In Living Color* are examples), audience reaction to them is more difficult to peg, and agencies, who are the buyers, tend to be more cautious in their assessment. The networks, who are the sellers, while not necessarily "cooking the books," may see more Fox potential than the agency estimators.

The misses

Among those figured to have the least chance of succeeding in the upcoming season, Fox's *Key West* (sultry nights, beautiful women and eccentric characters) is deemed to be the longest of the longshots. Fox shows occupy the four bottom rungs of the "miss" category.

NBC's *Secret Service* gets the longest odds among NBC fare; *Dr. Quinn, Medicine Woman*, which was the likely bottom show for CBS, appeared to prove that out as the network pulled it from the fall schedule last week (see story, page 18), and three debuting ABC programs all get 14 share consensus averages: *Covington Cross*, *Room For Two*, and *Delta* (the new Delta Burke vehicle).

NBC is still looking for the key to Friday night. The network dropped its previously announced leadoff comedies *Glory Boys* and *The Powers That Be* in the 8-9 p.m. hour in favor of two half-hour reality series, *Final Appeal: From the Files of "Unsolved Myster-*

ies" and *What Happened?*

Agency and network forecasters don't believe that will be enough, giving *Final Appeal* a 16 average share and *What Happened?* a 14.

All three CBS Saturday night newcomers wind up in the "miss" category, according to both agency and network estimations. *Frannie's Turn*, the now-on-hiatus *Dr. Quinn, Medicine Woman* and *Polish Hill* show a remarkable consistency, averaging in the 14-15 share range.

Of the 36 new shows on the 1992-93 prime time schedule, 11 are from Fox, 9 each are from CBS and NBC, and 7 are from ABC. Fox, expanding to six nights from four in September, is coming in with the most hours of new programming—7½. Among the Big Three, CBS has scheduled 6½ hours, of new shows, followed by NBC with 6 hours and ABC with 5. ■

Morrie Gelman, veteran Hollywood reporter for BROADCASTING and other publications, is now president of Ventures in Media, a Los Angeles-based information packaging and market research company.

CBS'S 'RAVEN' FLIES FOR FALL

By Steve Coe

Lee Majors is in and Jane Seymour is out as the two veteran television actors saw their fortunes shift last week when CBS inserted the former onto the fall schedule and put the latter on mid-season status.

Dr. Quinn, Medicine Woman, starring Seymour, was to have debuted in the fall on Saturday nights from 9-10 but instead will be put on the shelf and debut later in the season. The show was pulled to allow the network to capitalize on the momentum that has been building this summer around *Raven*, starring Jeffrey Meek and Lee Majors. The show has been airing in the Wednesday 9-10 slot but will move to *Dr. Quinn's* Saturday 9-10 time period effective Sept. 26. *Raven* has been averaging a 10.5/19 share in its five airings on a highly competitive Wednesday night.

CBS also announced the premiere dates of its fall schedule last week with the network's new season begin-

ning the week of Sept. 14.

Monday

8-8:30..... *Evening Shade* (Sept. 21)
8:30-9..... *Hearts Afire* (Sept. 14)
9-10..... *Murphy Brown* (Sept. 21
special one-hour episode)
10-11... *Northern Exposure* (Sept. 28)

Tuesday

8-9..... *Rescue: 911* (Sept. 15)
9-11..... *CBS Tues. Night Movie**

Wednesday

8-9:30..... *The Hat Squad* (Sept. 16,
special 90-minute premiere)
9-10..... *Heat of the Night* (Oct. 28)
10-11..... *48 Hours* (ongoing)

Thursday

8-9..... *Top Cops* (ongoing)
9-10..... *Street Stories* (ongoing)
10-11..... *Knots Landing* (Oct. 29)

Friday

8-8:30..... *Golden Palace* (Sept. 18)
8:30-9..... *Major Dad* (Sept. 25)
9-9:30... *Designing Women* (Sept. 25)
9:30-10..... *Bob* (Sept. 25)
10-11..... *Picket Fences* (Sept. 25)

Saturday

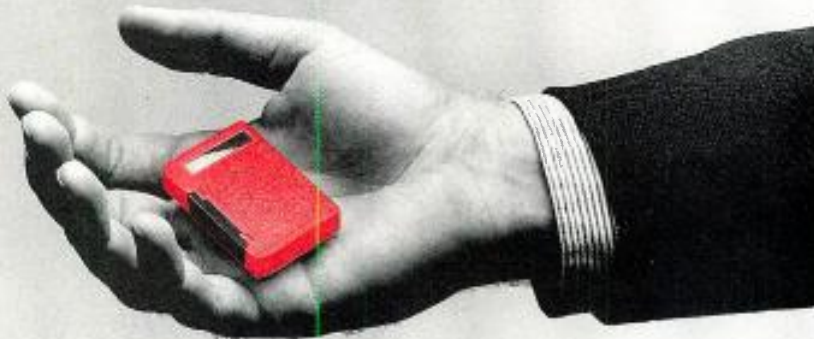
8-8:30..... *Frannie's Turn* (Sept. 19)
8:30-9..... *Brooklyn Bridge* (Sept. 19)
9-10..... *Raven* (Sept. 26)
10-11..... *Polish Hill* (Sept. 26)

Sunday

7-8..... *60 Minutes* (ongoing)
8-9..... *Murder, She Wrote* (Sept. 27)
9-11..... *CBS Sun. Night Movie**

* CBS did not respond.

SHRINKING RATINGS & REVENUES?



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ADDRESS CHANGE FOR '90210'

Show will remain paired with *'Melrose'* on Wednesday nights

By Steve Coe

In a move that insures the new Fox series *The Heights* will get generous sampling and that also allows the pairing of *Beverly Hills, 90210* and *Melrose Place* to remain intact, the network has adjusted its Wednes-

Broadcasting's Ratings Week Jul 27-Aug 2

	ABC	CBS	NBC	FOX
MONDAY	8.0/14	8.0/14	21.3/36	NO PROGRAMING
8:00	14. Home Improvmt 10.1/19	38. Evening Shade 7.4/14	3. Summer Olympics 19.7/36	
8:30		42. Major Dad 7.1/12		
9:00	19. Happy Days Reunion 9.1/15	27. Murphy Brown 8.3/14		
9:30		50. Grapevine 6.4/10		
10:00	61. MTV 10 5.3/9	17. Northern Exposure 9.3/16		
10:30				
TUESDAY	10.7/18	10.8/18	21.0/35	NO PROGRAMING
8:00	14. Full House 10.1/19	31. Rescue: 911 8.1/15	2. Summer Olympics 20.5/37	
8:30	9. Home Improvmt 12.2/21			
9:00	8. Roseanne 13.9/22	9. CBS Tuesday Movie— Conspiracy of Silence, Pt. 2 12.2/20		
9:30	12. Coach 11.1/17			
10:00	25. Homefront 8.5/14			
10:30				
WEDNESDAY	8.1/11	8.2/14	20.0/34	8.4/14
8:00	42. Wonder Years 7.1/13	40. Forbes 400 7.3/13	4. Summer Olympics 18.9/35	20. Beverly Hills 90210 8.8/16
8:30	45. Wonder Years 7.0/12			34. Melrose Place 8.0/13
9:00	42. Doogie Howser 7.1/12	25. Raven 8.5/14		
9:30	50. Doogie Howser 6.4/10	20. 48 Hours 8.8/15		
10:00	62. Civil Wars 5.2/9			
10:30				
THURSDAY	6.4/11	8.2/14	23.6/40	7.0/12
8:00	53. Who's the Boss? 6.3/12	37. Top Cops 7.8/14	1. Summer Olympics 22.3/40	34. Simpsons 8.0/15
8:30	55. Growing Pains 6.1/11			59. Parker Lewis 5.5/10
9:00	64. Homefront 4.9/8	29. Street Stories 8.2/13		41. Beverly Hills 90210 7.2/12
9:30		23. Bodies of Evidence 8.6/14		
10:00	31. Primetime Live 8.1/13			
10:30				
FRIDAY	8.0/15	6.8/13	18.4/35	4.6/9
8:00	27. Family Matters 8.3/17	54. CBS Friday Movie— Coopersmith 6.2/12	7. Summer Olympics 16.9/34	60. America's Most Wanted 5.4/11
8:30	22. Family Matters 8.7/17			69. Sightings 4.5/9
9:00	46. Dinosaurs 6.9/13	38. Memories of M*A*S*H 7.4/14		75. Hidden Video 2 3.2/6
9:30	48. Perfect Strangers 6.7/12			
10:00	23. 20/20 8.6/16			
10:30				
SATURDAY	5.1/10	4.6/9	19.1/39	5.0/10
8:00	71. MacGyver 4.1/9	69. CBS Saturday Movie— Sherlock Holmes: Prince of Crime 4.5/9	5. Summer Olympics 18.3/39	62. Cops 5.2/12
8:30				57. Cops 2 5.8/12
9:00	66. Human Target 4.8/9	64. Jake and the Fatman 4.9/9		58. Code 3 5.7/11
9:30				75. Vinnie & Bobby 3.2/6
10:00	50. The Commish 6.4/12			
10:30				
SUNDAY	7.9/15	10.2/18	18.4/33	5.6/10
7:00	74. Life Goes On 3.6/8	11. 60 Minutes 11.6/25	6. Summer Olympics 18.1/34	73. Bill & Ted 3.7/8
7:30				72. True Colors 3.8/8
8:00	34. Am Fun Hme Vid 8.0/15	13. Murder, She Wrote 10.4/19		47. In Living Color 6.8/13
8:30	31. Am Fun People 8.1/14			56. Rachel Gunn, R.N. 6.0/11
9:00				29. Married w/Childn 8.2/13
9:30	16. ABC Sunday Night Movie—Stephen King's "It", Pt. 1 10.0/17	17. CBS Sunday Movie—To Be the Best, Pt. 1 9.3/15		49. Herman's Head 6.6/11
10:00				67. Down the Shore 4.7/8
10:30				68. Stand by Your Man 4.6/8
WEEK'S AVGS	7.5/13	8.2/15	20.2/36	6.0/11
SSN. TO DATE	11.3/19	12.5/21	11.7/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

day and Thursday fall schedules. Thanks to the success this summer of the linking of *90210* and *Melrose Place* on Wednesday nights, the network has decided to make the marriage permanent by keeping the two together when the fall schedule debuts. As a result, *The Heights*, which

had been scheduled as the lead-in to *Melrose Place* on Wednesday nights at 8 p.m., will now debut in the Thursday 9-10 slot one day later on Aug. 27. On the night it makes its series premiere, *The Simpsons* will present a special original episode featuring the voice of actor Danny De-

Vito. Also, the lead-in for *The Heights* will make its series debut in the 8:30-9 time period. *Beverly Hills, 90210*, which had been scheduled to return with new, back-to-school episodes on Thursday, Sept. 10, from 9-10, will premiere now on Wednesday, Sept. 9, in the 8-9 time period. ■

SYNDICATION UPDATE

FIRST-RUN SUPPORT

Continuing expansion into first-run syndication, Columbia Pictures Television Distribution named Susan Law to the newly created position of director, syndication programing; she previously served as executive assistant to CPTD President Barry Thurston. In her new post, she will report to Thurston and Alan Perris, CPTD's recently named senior vice president of first-run programing. Law will be involved in first-run programing activities as well as off-network sales administration. In her 10-year tenure at the studio, Law has worked in network production, contract administration, syndication production and sales.

'HEAT' IS HOT

MGM Domestic Television Distribution's *In the Heat of the Night*, which triggers in off-network syndication Sept. 21, has been sold in 146 markets representing 86% of the U.S. The syndicator claims to be receiving time-period upgrades in late fringe on stations that will stop carrying Tribune Entertainment's *The Dennis Miller Show* when it discontinues distribution later next month. Those stations replacing *Miller* with *Heat* are WGNO-TV New Orleans, WEAR-TV Mobile, Ala.-Pensacola, Fla., KMSB-TV Tucson, Ariz., and WTGS-TV Savannah.

SALLY TO WMAQ

WMAQ-TV, the NBC O&O in Chicago, announced it has picked up Multimedia Entertainment's *Sally Jessy Raphael* talk show for its 2-3 p.m. (CT) time period. In

other moves, the station says *Jenny Jones*, which is produced out of the Chicago O&O (for syndication nationally by Warner Bros. Domestic Television Distribution), will move to the 1-2 a.m. time period, replacing *The Best of Donahue*.

MTV AWARDS CLEAR 94%

Viacom Enterprises has cleared *The 1992 MTV Video Music Awards* in 173 markets representing 94% of the U.S. for its Sept. 14-Oct. 18 broadcast window, five days after being cablecast on Viacom-owned MTV. *Saturday Night Live* cast regular Dana Carvey has been signed to host the show, replacing Arsenio Hall, who has previously hosted the awards show. All of the top 50 markets have been sold, with WNYW(TV) New York, KTTV(TV) Los Angeles and WPWR(TV) Chicago representing the top-three markets. Viacom is offering the two-hour special on 11-minute national and 13-minute local barter split. MTV Ad Sales is handling the sales of the national ad time.

NBC READIES FOR MIPCOM

NBC International announced five new prime time series, two late-night shows, two Saturday morning series and four telefilms it will be selling overseas, in anticipation of this October's MIPCOM 1992 program conference in Cannes, France. The prime time series catalog lists *Here and Now* (starring Malcolm-Jamal Warner), *Out All Night* (Patti LaBelle), *Secret Service, I Witness Video* and *Dateline NBC*, in addition to late-night talk shows *The Tonight Show with Jay Leno* and *Later with Bob Costas*.

GOODMAN TO SABAN

Saban Entertainment has signed David Goodman, who most recently was founder and president of Goodman Entertainment Group, to take over as senior vice president of the newly created domestic (syndication) sales unit at the Los Angeles-based entertainment company. Goodman has effectively closed the doors on his New York-based distributorship, which previously syndicated *K-TV* and *Wide World of Kids*. Goodman's first mandate will be to launch a Saban telefilm package. Goodman, who will continue to work out of New York until making a fall transfer to Saban's Los Angeles headquarters, will also be responsible for cable and home video sales domestically.

REPOSITIONING JONES

In a move that Telepictures Productions and Warner Bros. Domestic Television Distribution officials say is a "repositioning" of *Jenny Jones* as a "more compelling, single-subject" talk show strip, the syndicated program signed *Donahue* producers Debbie Harwick and Ed Glavin as co-executive producers. Harwick and Glavin both joined *Donahue* in 1990. When *Jenny Jones* premiered at the beginning of the season, Telepictures highlighted Jones's background as a feminist standup comedian, but with the strip at just above a 2 rating nationally, executive producer David Salzman felt that Jones's disclosure about having silicone breast implants (and resulting complications) "made us realize that our show needed to be a more important forum."

Cable

TURNER TOONS UP FOR FALL LAUNCH

Network will target adults as well as children; original programing slated for third year

By Rich Brown

Turner Broadcasting's Cartoon Network will be targeting both children and adults in the key prime time period when the channel launches on Oct. 1, featuring a week-night lineup that will include stripped episodes of *The Flintstones*, *The Jetsons* and a two-hour block of classic Warner Bros. cartoons, *Bugs & Daffy Tonight*.

"We're not positioning The Cartoon Network as just a kids network," says executive vice president Betty Cohen. "Toons appeal to people of all ages."

All of the cartoon product that will be seen on the network will initially come from Turner's library of more than 8,500 animated titles, including product from Hanna-Barbera, MGM, Warner Bros. and Paramount. However, Cohen says there are plans to license other programing as early as next year, and the network hopes to begin original programing in the third year.

While Cohen discussed the schedule at length at a press gathering last week, she declined to say just how many subscribers will be able to see the service when it launches in October. She pointed out that Turner's successful TNT network did not provide its subscriber count prior to its launch four years ago. Asked to project ratings for The Cartoon Network, Cohen said Turner is targeting a 24-hour rating of 0.6.

Turner is also counting on a global audience for The Cartoon Network, which will be pursued following its domestic launch. Turner Entertainment Company has already dubbed almost all of the Hanna-Barbera and MGM cartoon product into Spanish,



"We're not positioning
The Cartoon Network
as just a kids network."

Betty Cohen
Executive vice president

and plans to have a Spanish feed available to viewers on a second audio signal have already been established.

As for the schedule, many of the cartoons that will be featured on The Cartoon Network in prime time originally aired in evening slots on the broadcast networks. *The Flintstones*, which will air weeknights at 8 p.m., got its start in 1960 on Friday nights on ABC. *The Jetsons*, which will follow at 8:30 p.m., originally ran Sundays at 7:30 p.m. on ABC. And *Bugs Bunny*, which will be featured on the

network from 9 p.m. to 11 p.m., has had various prime time runs on ABC and CBS.

Outside prime time, The Cartoon Network schedule has been segmented into dayparts aimed at specific age groups. Mornings will be targeted to kids with a four-hour show, *Morning Crew*, loosely patterned after morning radio shows and featuring more than 1,000 Hanna-Barbera titles linked together with 10-second vignettes. Beginning at 11 a.m., the network targets pre-schoolers with a three-hour block featuring *Top Cat*, *Snorks* and various other stripped half-hours.

The 2 p.m. to 4 p.m. weekday block will be a mix of Hanna-Barbera, MGM and Warner Bros. titles presented under the umbrella title *Down Wit Droopy*. An action-adventure block will air from 5 p.m. to 7:30 p.m., followed by a *Flintstones* spin-off, *Back to Bedrock*, which leads into prime time. Late night will include an 11:30 p.m. airing of *Toon Heads*, a 15-minute program of rare animated footage aimed at cartoon buffs. Overnight will feature a repeat of much of the day's schedule.

On weekends, prime time will also feature *The Flintstones*, *The Jetsons* and the Warner Bros. cartoons. Among other cartoons featured on weekends will be a Sunday morning compilation series, *Boomerang*, which will present four commercial-free half-hours of cartoons packaged according to the year they originally aired.

Cohen brushed off any concerns about competing with another Turner network, TNT, which schedules cartoons at 6-8 p.m. Turner properties superstation WTBS-TV and TNT have been competing for four years with movie titles, and both have managed to succeed in the category, she said. ■

“After two days of viewing, the feeling here is that the TripleCast is triple terrific. This might be the biggest thing to happen to sports television since instant replay.”

... LOS ANGELES TIMES

“Stop the presses! The pay-per-view TripleCast is a delight for the avid sports fan. This is what cable was invented to do. Cable will never reach its great potential if people aren’t willing to take risks.”

... WALL STREET JOURNAL

O U R T H A N K S T O T H E

Barcelona 1992 will be remembered as the year that broadcast and cable cooperated to make the XXV Olympiad an unforgettable experience for the home audience, providing front row seats to an unprecedented choice of Olympic venues.

In the true Olympic spirit, the TripleCast Team “went for the gold” – we shared a pioneering risk to realize the promise of the cable medium.

Cablevision salutes the nation’s cable operators, large and small, for the many ways they supported the first multi-channel presentation of the Olympics:

- for clearing the three 24-hour channels needed for the TripleCast (we know that wasn’t easy)
- for assisting in the massive subscriber information task preceding the Olympics
- for your patience with the uncertainties and changes of plan that seem to be an unavoidable part of any “first try”
- most importantly, for your characteristic willingness to take a chance with new product to give your subscribers yet another viewing option

Cablevision is also indebted to the USOC and IOC for their confidence in the cable industry.

“The bell rang Sunday and the TripleCast kicked butt. The TripleCast is the pedal-to-the-floor street racer. You pay the bucks, jump in and get a high-speed cruise. No frills. Just thrills and action. You received solid coverage of what the Olympics are supposed to be about: the competition.”

... NEW YORK DAILY NEWS

“There’s no question it’s a solid investment. If the TripleCast is “War and Peace,” what comes over the air on NBC is the Cliff Notes.”

... WASHINGTON POST

T R I P L E C A S T T E A M

We thank NBC for its unrivaled expertise in producing the TripleCast – and for being such a valued partner in all respects.

And we are especially grateful to the hundreds of individuals beginning with Coordinating Producer Terry Ewert; hosts Don Criqui, Kathleen Sullivan, Gayle Gardner, Dan Hicks, Ahmad Rashad and Hannah Storm; and continuing through the ranks to all the staff and volunteers. To each, thanks for your enthusiasm, your talent and your tireless efforts.

We also treasure the comments of the many TripleCast patrons who declared the Red, White and Blue channels the most exciting way to experience the Olympics short of being there. And we are delighted at the response of the many sportswriters and industry analysts who gave such consistently positive reviews to the TripleCast coverage.

Did we wish for more subscribers? Of course!

But we are convinced that the TripleCast experience, when fully assessed, will encourage future variations. The cable home in America can look forward to many innovative ways to view and to feel a part of global attractions in sports, entertainment and the arts.

Cablevision is proud to have participated in this moment of television history, and of our role in another of the cable industry’s efforts to employ a unique technology in the public interest.

///CABLEVISION

ESPN'S BASEBALL REVENUES, RATINGS SLIDE

In third year of four-year deal, losses expected to top 1991's total of \$40 million

By Rich Brown

Things are not getting any easier for ESPN and its \$400 million contract with Major League Baseball. Well into the third year of its four-year deal with the league, ratings are down from last year and analysts are predicting network losses that could top the estimated \$40 million lost in 1991.

ESPN's baseball losses this season could approach \$45 million, according to Jessica Reif, an analyst with Oppenheimer & Co.

Baseball ratings on ESPN this season have dipped to a 1.6, down from a 1.8 rating at this point last year. A

continued ratings shortfall throughout the season could prove problematic for ESPN, which sold advertiser guarantees based on last year's numbers. ESPN also did not see increased revenue from advertisers this year because the network sold MLB spots at essentially the same rates as last year, according to Ed Durso, executive vice president, network marketing and general counsel.

At least one factor that continues to work against baseball on ESPN is competing games on the superstations, particularly WTBS-TV Atlanta's telecasts of the championship Braves team, said David Alworth, Major League Baseball's executive director,

broadcast. ESPN has also faced stiff competition from the increasingly popular National Basketball Association telecasts.

ESPN has to tell MLB by Nov. 1 if it does not want to pick up an option to extend the contract into the 1994 and 1995 seasons. If ESPN does not notify MLB by that time, the "negative option" will automatically renew the contract for two years at some increase in fees. ESPN's Durso says the network is interested in renewing and extending the deal at a reasonable price.

Any conversations with MLB on network deals will not begin in earnest until sometime this fall, according to Alworth. ■

IT'S ROOT, ROOT, ROOT FOR THE OUT-OF-TOWN TEAM

WTBS rallies fans against attempt to legislate blackouts of some superstation games

By Rich Brown

In an unusually aggressive move to rally support in Washington, Turner Broadcasting last week urged viewers to protest legislation that would restrict the ability of superstations to telecast major sports events.

More than 17,000 viewers responded to the campaign, which aired over the July 29 weekend during Atlanta Braves telecasts on superstation WTBS-TV Atlanta. Turner quickly set the campaign in motion after learning that an effort was underway to push through an amendment to S. 12 that would black out superstation telecasts in markets where they conflict with local baseball telecasts. Among the concerns raised by Turner executives would be the potential difficulties in having to provide alternative programming to blacked-out markets.

During the July 29 and Aug. 2 Braves telecasts, WTBS Sports announcers Skip Caray and Don Sutton told viewers that politicians were trying to secretly pass legislation that could affect their ability to watch games. "We may be going through the pennant race with many of you missing a lot of it," Caray said.

Caray urged viewers to write to

lawmakers, adding, "assuming they can read." The network also told viewers that if they called a special toll-free number, Turner would pay to send telegrams directly to their senators and representatives. Turner wound up sending 6,000 telegrams, according to a spokesman.

"On behalf of the Braves and TBS, we thank our fans from the bottom of our hearts—you are the ones who have beaten the backroom push for baseball blackouts," TBS Chairman Ted Turner said in a statement released last Tuesday. "We don't want to put our fans to any trouble unless it's absolutely necessary, so for now our announcers are going to get back to announcing, and stop asking you to write Congress."

MLB's David Alworth, executive director, broadcast, said the Turner campaign was misleading to viewers because it did not make it clear that the proposal would affect only duplicate programming.

"The Turner organization misrepresented this as a blackout issue that would take away telecasts from cable viewers," said Alworth. "This is not a blackout issue. It wouldn't restrict the superstation from continuing to offer the game to the majority of the market."

Turner's action followed months of increasingly aggressive activity against the superstations by MLB, which argues that superstation telecasts dilute the value of local and network games. Baseball has been a strong advocate of congressional repeal of the cable compulsory license, which allows copyrighted MLB games to be retransmitted nationwide at low copyright fees. In June, the MLB implemented a language change for local broadcast contracts that would allow a team to terminate its contract with a station if any game broadcasts are transmitted "by any means" to more than 200,000 homes outside the team's territory. Despite those efforts, the latest attempt to rush a blackout amendment by the Senate-House conference caught superstations by surprise.

"We don't know what we're responding to because the MLB was unable to find a sponsor to bring their supposed issue before the House or the Senate in open scrutiny," said Shaun Sheehan, a Washington lobbyist with Tribune Co., owner of superstation WGN-TV Chicago. Sheehan said he endorsed Turner's effort in rallying viewers against the legislation.

"We're prepared to go on the air as well; we just haven't pushed that button yet," said Sheehan. ■

Broadcasting

Radio

STRATEGIC MAKES ITS MOVE IN SAN DIEGO

Steering away from average quarter hour and cost per point, AccuRatings signs up 14

By Peter Viles

Strategic Radio Research, the Chicago firm that hopes to establish itself as an alternative to Arbitron, has unveiled plans to roll out its "Strategic AccuRatings" service in San Diego with 14 stations as clients.

SRR's new service is taking aim at two of the benchmarks of radio ratings and advertising: the concepts of average-quarter-hour listenership and cost-per-point pricing.

"The AQH approach is antiquated and not in radio's best interest," says Kurt Hanson, SRR president. "It's left over from the days when radio programs were 15 minutes long and audiences switched stations every 15 minutes to follow their favorite shows."

Instead, SRR will report ratings in terms of cume within broad dayparts, and is encouraging stations to steer advertising agencies away from cost per point as a pricing system.

"Highlight the unique selling environment that only your station offers," SRR says in its pitch to stations. "If AccuRatings helps you keep your unit rate \$.50 higher, that alone will insure that AccuRatings will pay for itself."

Paul Palmer, vice president and general manager of KFMB(AM-FM), a new SRR client, calls cost-per-point pricing "an addiction we have to break."

"The agencies set it up, and we bought into it," he says.

The firm, which earned its reputation by providing programing research to stations, is offering a telephone call-out service with a higher sample size and a lower cost than Arbitron's diary-based system. In San Diego, for example, SRR is promising at least 5,000 completed phone interviews per



Strategic Radio President Kurt Hanson

quarter, with interviews beginning last week. Arbitron's winter ratings report for San Diego was based on about 2,200 diaries.

According to SRR, the San Diego-

area stations that have already signed up are KFMB(AM-FM), KPOP(AM)-KGB(FM), KKLZ(AM-FM), KCBQ(AM-FM), KIFM(FM), KSDO(AM)-KCLX(FM), and XHRM(FM), all in San Diego, and KIOZ(FM) Oceanside and KKOS(FM) Carlsbad.

SRR also plans to issue weekly, faxed ratings reports—a risky service given the radio industry's frequent complaints about the volatility of Arbitron's monthly trend reports. SRR will also include qualitative research in each quarterly report, another departure from Arbitron's ratings-only service.

SRR's strategy is clear: to win acceptance and support from radio stations first and then try to influence the advertising community's buying decisions later. "Our approach on this is we're going to try to encourage agencies to look at it, but our clients on this are going to be radio stations," Hanson says. "We're working for them." ■

ALL-SPORTS ARRIVES IN D.C.

WTEM has Redskins football, but is that enough?

By Peter Viles

Washington's WTEM(AM), the nation's newest all-sports station, is shaping up as a closely watched test case for the format.

So far, WTEM, which switched to an all-sports format on May 24, is challenging conventional wisdom that says an all-sports station can thrive only if it has baseball play-by-play and a strong signal.

With a 5,000-watt signal during the day, the station existed as an afterthought until this spring, simulcasting

classical music that made co-owned WGMS(FM) a successful station.

Then, after much market research, WGMS(AM) announced in February it was changing its call letters from WGMS to WTEM, and changing the format to all-sports.

And in a move that made Washington broadcasters take notice, WTEM lured the Washington Redskins away from their long-time radio home, WMAL(AM), for a reported \$3.5 million per year.

Now comes the hard part: building listenership and selling ads. WGMS

(AM), in the final days of its classical format, barely showed up in the winter Arbitron book, registering a .4 share (total week, AQH, persons 12 plus). But WTEM didn't show at all in the spring book, which included slightly less than one month of its all-sports programming.

WTEM general manager Steve Goldstein says he was not surprised and is not particularly concerned about WTEM's failure to show up in the Arbitron survey. And rival general managers in Washington say the poor showing probably won't hurt WTEM's ability to sell time during Redskins broadcasts.

"We really didn't have much concern for the first book, knowing that we would only have about three weeks [of all-sports format] in it," Goldstein says. "Our most important concern at that point was building a radio station and getting it on the air."

"This station is barely two months old, and I think it will mature," says consultant Scott Meier, who helped develop programming for WTEM. "They built this with a three- to five-year plan in mind. It's not pie in the sky. They're very serious."

Goldstein says he does not expect ratings miracles, but does expect the station to find a strong following among men aged 25 to 54 and the advertisers that want to reach them. Of the format in general, he says: "It's not a dramatic overnight success, but it really does chip away at a very good niche and it's a great environment for advertising."

The station is owned by Washington-area businessmen Steven and Mitchell Rales, who purchased the AM/FM combination in 1988. While the FM station remains a successful music station, it will be used for a simulcast of Redskins games this season.

Goldstein said the decision to use an FM simulcast was based on promotional possibilities and had nothing to do with WTEM's relatively weak signal. "It was the promotional opportunity of a lifetime staring us in the face," he says.

WTEM's programming consists largely of fast-paced, upbeat sports talk shows mixed with play-by-play.

"The mission that we have for all of our dayparts is a very strong dose of personality," Goldstein says. "I've listened to a lot of sports product. When it's all content-driven, it can be

very dry. Our objective is to have foreground personalities, very opinionated personalities, that will bring forward the content."

WTEM's lineup includes *Washington Post* columnist Tony Kornheiser, CBS-TV sportscaster James Brown and former Redskin Jean Fugett. Morning drive is anchored by veteran Washington personality Paul Harris; sportscaster Kevin Kiley and Rich "The Coach" Gilgallon fill afternoon drive. For Redskins games, WTEM hired WMAL's much-loved announcing trio of Sonny Jurgensen, Frank Herzog and Sam Huff.

In addition to the Redskins, WTEM carries the CBS Sports package, which includes Major League Baseball games and several syndicated programs and is airing Westwood One's coverage of the Olympics.

WTEM is known to be interested in carrying the Baltimore Orioles, whose games are carried in Washington on

WTOP(AM) and will remain there through the 1993 season. If WTEM wants the contract, it will likely have to outbid WTOP, and probably WMAL and WWDC as well.

One rival general manager in Washington speculated that WTEM may eventually switch to a stronger signal, reasoning that its programming will eventually become too valuable to waste on a weak signal.

Goldstein acknowledges that a stronger signal would help the station if it were broadcasting Orioles baseball games, but both he and Meier said the current signal is strong enough for now.

"The signal is not a problem," says Meier. "Granted, it's not a 50,000-watt clear channel. But the area we want to service is Washington. We're not trying to service Baltimore and Richmond.... The bottom line is: because it's a specific format, people will seek it out." ■

KATZ, INTEREP TEAM FOR POLITICAL DOLLARS

The Katz Radio Group and the Interep Radio Store are joining forces in a unified effort to convince the Bush and Clinton campaigns to use national spot radio advertising in the presidential campaign.

Interep President Les Goldberg and KRG President Gordon Hastings recently met with officials from both campaigns to pitch radio's strengths and efficiencies as a medium.

In a joint press release—itsself unusual for the rival rep firms—Hastings and Goldberg both said they look forward to working together on other joint presentations. Both rep presidents also stressed that the effort to attract political dollars was aimed at increasing pressure on total commercial inventory.

According to Radio Expenditure Reports, the two major presidential campaigns spent about \$3.4 million on radio advertisements in 1988, and all national and state campaigns spent a total of \$21.2 million—more than half of it after Oct. 1.

—PV

RIDING GAIN

ABC NEWSWIRE

ABC Radio reports that nearly 300 of its affiliates were on line when the network rolled out its ABC NewsWire on Monday (Aug. 3). ABC said 400 stations had requested the new service, and all 400 would be receiving it by week's end. Partners with ABC in the 24-hour hard-copy service are Gannett New Media and Reuters America Inc.

SYNDICATED 'MAD DOG'

Chris Russo, the opinionated sports commentator known to WFAN(AM) New York listeners as "Mad Dog," is launching a daily, syndicated program called "Chris Russo's Mad Dog Minute." The show, syndicated by Mad Dog Productions, will consist of Russo's humorous commentaries on the sporting world and other topics. The program begins Sept. 7.

Washington

CAMPAIGN MAKES BEDFELLOWS OF GORE, WIRTH

Retiring Democratic Senator Tim Wirth joins Clinton team

By Randy Sukow

The intriguing possibility of a public dispute over communications policy between two of the highest figures in Bill Clinton's presidential campaign was raised with the appointment of Senator Tim Wirth (D-Colo.) a co-chairman of the Clinton-Gore campaign for the western states.

Wirth, for years the leading Senate Democrat in opposition to cable reregulation (especially program access), joins a campaign team with vice presidential candidate Senator Al Gore (Tenn.), one of the leading Senate Democrats advocating cable reregulation (especially program access).

By the middle of last week, the Senate had still not named conferees on this year's cable reregulation (S. 12/H.R. 4850), and Wirth was said to be one of the anti-bill senators with a hold on the announcement. (Neither Wirth nor Gore could be reached for comment last week.)

The delays were a source of grave concern to cable bill advocates last week. Congress is set to begin a long recess for the Republican National Convention and its annual August break starting this week (Aug. 13-Sept. 8). Adjournment for the 102nd Congress is scheduled for the first week in October, leaving little time for conference and final enactment of a cable bill, especially if President Bush vetoes it as promised.

"We can't afford to lose a single day," said Martin Franks, vice president, Washington, CBS Inc. "Every day that we lose is one day closer to victory for cable."

Assuming prompt selection of conferees and a rapid agreement on a conference report with strong, S. 12-like program access, some believe reregulation opponents may attempt to use procedural delays on the floor of the



Cable supporter Wirth (l) and cable critic Gore (r) are united by Clinton candidacy.

Senate to derail the bill. This could potentially create the spectacle of a hotly contested Senate floor debate between the Democratic vice presidential candidate and the Democratic campaign's co-chairman.

But a Gore aide said such a confrontation "is highly unlikely...Frankly, Tim Wirth and Al Gore are close personal friends. I can't imagine there being a confrontation." He said that Gore will be campaigning throughout the fall and that it would be unlikely he would return to Washington to participate in a procedural fight that could

be easily managed by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

Gore and Wirth clashed during last January's debate on the Senate cable television reregulation bill (S. 12). At the time, Gore was the champion of S. 12's program access provisions, while Wirth, with co-sponsors Bob Packwood (R-Ore.) and John Kerry (D-Mass.), led an attempt to pass an S. 12 substitute bill that would have removed the program access provisions (BROADCASTING, Feb. 3).

"This is not about rate regulation...This is not about service," Wirth said, attacking S. 12 last winter. "This is about an attack on the new guy on the block—the cable television industry...S. 12 wants to regulate the industry in such a way that it is not going to have the resources to make CNN more sophisticated to compete against the evening broadcasters."

Gore replied directly to Wirth, saying the real issue is competition among multi-channel TV program providers, which could not exist without program access. "The behavior of [the cable] industry has dramatically

CAPUTO JOINS HILLARY CLINTON STAFF

Coinciding with Tim Wirth's appointment to Bill Clinton's presidential campaign, Wirth's former press secretary, Lisa Caputo, was named press secretary to Clinton's wife Hillary. Caputo, 28, left Wirth's office earlier this year to coordinate vice presidential media operations during the Democratic National Convention in New York last month.

-RMS

demonstrated that the bill's program access provisions—and the competition it stimulates—have everything to do with cable rates. Competition holds rates down. When the competition is eliminated, the rates go up," Gore said.

The same disagreement over program access prompted Wirth to block Senate consideration of an earlier cable reregulation effort in September 1990. Gore and Wirth negotiated a compromise a couple of weeks later, but they were unable to win enough support for the compromise to bring it to the Senate floor before the end of the 101st Congress (BROADCASTING, Oct. 15, 1990).

"We have known each other for many years, and his close association with Al Gore further reflects the pow-

er of this ticket," Bill Clinton said in the July 31 press release announcing Wirth's appointment.

The Wirth-Gore relationship goes back to the late 1970's and early 1980's when they served together on the House Energy and Commerce Committee. As chairman of the House Telecommunications Subcommittee, Wirth was a key architect of the 1984 Cable Communications Policy Act.

"They've been fighting over this gentlemanly for over 10 years," the Gore aide said. Gore has never considered Wirth's actions "obstructionist," said the aide, who placed most of the blame for the demise of the 1990 bill on the White House and several Republican senators.

Gore and Wirth have traditionally been closer on issues other than com-

munications. Both have extensive experience with environmental legislation. Gore was one of the Senate's representatives at the Earth summit in Rio de Janeiro earlier this year. Wirth, according to the Clinton-Gore campaign, will participate in forming environmental positions for Clinton. Wirth's other main activity will be to coordinate campaign events and efforts throughout the western half of the country, meeting with governors and other elected officials in those states.

Wirth entered the Senate in 1987 after 12 years in the House. Last spring he announced he would not run for re-election this year, citing dissatisfaction with the leadership of President Bush and the ideological stalemates in Congress. ■

HOUSE PASSES 6 A.M.-MIDNIGHT INDECENCY BAN

Communications attorneys say provision will be struck down by courts

By Randy Sukow

The House of Representatives last Tuesday (Aug. 4) sent the White House a bill to ban "indecent" programming on all commercial radio and TV stations and most noncommercial stations except the "safe harbor" hours of midnight to 6 a.m. According to administration officials, the President will sign the bill.

Broadcast lawyers believe the courts, which have declared past congressional and FCC indecency bans unconstitutional and stayed an FCC attempt at a 6 a.m.-midnight ban citing a lack of supporting evidence, will eventually strike the latest ban as well.

Public Broadcasting Authorization bill (H.R. 2877/S. 1504), the legislation containing the indecency ban, passed by voice vote. The bill also authorizes up to \$1.1 billion in funding for the Corporation for Public Broadcasting over three years (1994-96) and provisions designed to treat what several Republican congressmen perceive as liberal bias in CPB-funded news programs.

The House originally passed H.R. 2877 last fall. The bill passed last week was H.R. 2877 as amended by the Senate.

Conservative Senate Republicans delayed action on the CPB authoriza-

tion for several months, protesting the amount of funding in the bill as well as the content of several CPB-funded radio and TV shows. A compromise was finally struck and the bill passed two months ago, 84-11.

One element of the compromise was the indecency ban, which was proposed by Senator Robert Byrd (D-W.Va.). It passed 93-3, with no senator rising to oppose it during debate

(BROADCASTING, June 8).

One House member, Energy and Commerce Chairman John Dingell (D-Mich.), did rise last week to say "the Byrd amendment is clearly unconstitutional. The courts have spoken."

Dingell cited *Action for Children's Television v. FCC*, a 1991 case decided by the Court of Appeals in Washington, which struck down a 24-hour indecency ban approved by Congress

SMALLER HYPHENATED MARKETS PROTECTED

The FCC last week issued a declaratory ruling reaffirming that smaller hyphenated markets are allowed non-duplication protection on cable systems.

Acting on a request by Midwest KKAL Corp., licensee of KAAL(TV) Austin, Minn., the commission said it is entitled to protection on the cable system serving Algona, Iowa, owned by WestMarch Cable Group Inc.

The network non-duplication rules allow local TV stations to require that a cable system, upon notification, not carry network programs as broadcast by any other station if the local stations hold the non-duplication rights. Specifically, any local station can assert its rights in a zone extending 35 miles from the station's community of license. In small markets, the station can assert its rights not only through its specified zone but also through a secondary zone extending 20 miles beyond the 35-mile zone, for a total zone of 55 miles.

There are over 40 hyphenated smaller markets that the commission said it treats the same as hyphenated major markets. Said the FCC: "Nothing in the rules requires discrimination in favor of major market licensees by permitting only those licensees to assert protection throughout hyphenated markets." ■

in 1988. "The adoption of this amendment simply repeats the action of the Congress in 1988," Dingell said. Any rulemaking proceeding undertaken by the FCC to comply with the Byrd amendment would be a waste of mon-

ey; the ban is "preordained to fail," Dingell said.

But at the same time Dingell held no illusions that his words would change the substance of the bill: "I am a realist. If we were to have a separate

vote on this amendment, the outcome would be obvious.

"After all, it is August of an election year, and no one wants to go on record as supporting indecent programming." ■

COMMISSION SAYS PHASE OUT TV MARTI, RFE/RL

Forbes accuses presidential commission of 'astounding myopia'

By Joe Flint

One week after narrowly avoiding elimination, TV Marti—the Voice of America's government-backed programming service to Cuba—was stung by a presidential commission that called for the elimination of the service. The commission also recommended the elimination of Radio Free Europe/Radio Liberty.

The U.S. Advisory Commission on Public Diplomacy, a bipartisan, presidentially appointed citizens panel established by Congress to oversee international broadcasting, said that "unlike Radio Marti, which has an important Cuban audience, TV Marti is not cost effective, and its resources should be directed to more productive broadcasting initiatives."

Currently, 3%, or \$25 million (appropriations plus carryover balances), is available for TV Marti in government funds.

"The darn thing is just not cost effective," said Tom Korologos, the commission's chairman, who added that the "sad thing from the perspective of the Cuban on the street is that it [TV Marti] has Castro jamming Radio Marti. Maybe we can cut it off and get our radio broadcasting back."

USIA Director Chase Untermeyer does not agree with the findings on TV Marti and counters that the complaints about the jamming of Radio Marti "neglect to mention that it is jammed on AM, but gets through on shortwave."

Pointing to support from the White House and Capitol Hill, Untermeyer said that "when the day comes that Castro falls, TV and Radio Marti are going to be enormous and powerful forces in the country, and I see them serving a transitional role in getting free TV and radio planted in Cuba."

Two weeks ago, the House of Representatives voted to eliminate the full

\$12.6 million in funding proposed for TV Marti, but then reversed itself in a second vote (BROADCASTING, Aug. 3).

The commission called for the dismantling of Radio Free Europe and Radio Liberty (RFE/RL), which, it said, "have served the country well, but with political changes, their programs increasingly resemble those of the Voice of America.

"Their phaseout shouldn't happen overnight but it should happen; the taxpayers do not need to fund this duplication."

The commission also recommended enhancing the Voice of America rather than creating a Radio Free China and for terminating the construction of a shortwave station in Israel.

Malcolm S. Forbes Jr., chairman of the Board for International Broadcasting (BIB), which oversees RFE/RL, accused the commission of "astounding myopia."

Said Forbes: "The blunt truth that the Advisory Commission willfully ignores is that no other media organization in the world provides these countries with as much information about what is happening within their borders and about their neighbors as

RFE/RL." Democratic leaders in Eastern Europe, Forbes said, "repeatedly ask the U.S. to continue RFE/RL broadcasts. They 'look to RFE/RL as a Gibraltar-like rock of enlightenment and credibility during an extremely critical, difficult time.'"

Forbes also pointed to Polish President Lech Walesa's recent statement that "perhaps if Radio Free Europe had broadcast all these years to Yugoslavia we would not have bloodshed there today. Things would have been different." Forbes told BROADCASTING that RFE/RL has already cut its broadcasts in Poland, Hungary and Czechoslovakia by 70% and has reduced its personnel there. In response to Korologos's citing a 1990 article in *The Washington Post* in which Forbes said that RFE/RL will not abandon those countries until they have solid democratic leadership including independent judiciary, military, police and independent media, the BIB chairman said, "If he read the newspapers he would know that the criteria, especially effective independent media, are not being met, and that's why leaders there want us to continue broadcasting. Perhaps he should visit those areas one of these days." ■

TELCO ADVISORY FROM MADISON AVENUE

One major New York advertising agency believes that the FCC's recent decision promoting a video dialtone will result in telephone company marketplace dominance that will siphon both advertising and subscription revenue from cable and deflate ad pricing. A Backer Spielvogel Bates research paper by Senior Vice President Craig Gugel concluded further that the FCC will likely rewrite or amend the Cable Act of 1984 to allow telephone companies to produce and own up to half of the programming they will ultimately carry over newly installed fiber optic cables.

Gugel also said that the FCC's ruling will result in smaller-system operators being bought out by larger MSO's. "The FCC move could theoretically make telcos one-stop shops for...new services ranging from transmission of commercial broadcast signals and video-on-demand to audience polling/ measurement and electronic delivery of magazines and newspapers," he said.

Considering the magnitude of cable's drubbing on Capitol Hill, it's not surprising there is some

grousing about National Cable Television Association President Jim Mooney's performance (or lack of it). From all indications, the grousing has not risen to a level that might jeopardize his job. However, sources say, Mooney's request last spring to begin renegotiations on a new contract was rebuffed by the association's executive committee, which said it wanted to wait until after the legislative battle before discussing his future. The sources say Mooney's current contract, which has made him one of the highest-paid trade association executives in Washington, expires next year.

Mooney receives kudos for his work from peers in the Washington lobbying community. CBS's Martin Franks says Mooney has made "chicken salad from chicken s—" in holding off onerous reregulation as long as he has. If any NCTA members want to point the finger, adds Fox's Preston Padden, they should review their rate increases over the past several years.

The battle isn't over. If a veto of the cable legislation is sustained, Mooney will be the genius he was in 1984 when he ably guided passage of the Cable Act. Negotiations on that new contract could move along briskly.

Fox Broadcasting President Jaime Kellner boldly predicted a few weeks ago the U.S. Court of Appeals in Chicago would overturn the FCC's new fin-syn rules, permitting Fox to move ahead with plans to expand its weekly prime time schedule to more than 15 hours. (As long as it stays below 15 hours, Fox is exempt from the fin-syn rules, which, in essence, prohibit networks from engaging in syndication to the extent Fox does.)

But was Kellner's prediction mere wishful thinking? Diane Killory thinks so. The former FCC general counsel is one of the Hollywood attorneys opposing the networks' effort to repeal the rules through the court and arguing to make them more restrictive.

The networks want the court to review the record and determine on its own that the new rules are unwarranted, she says. But her reading on the court indicates the court will stick to the question of whether the FCC decided the issue based on the record and did not, as the law prohibits, act in an "arbitrary and capricious" manner. "It's going to be a very tough battle for the networks to convince the court that the FCC decision to dramatically deregulate with safeguards was arbitrary and capricious," she says.

Either Jim Quello or Ervin Duggan could well be the next chairman of the FCC, if only on an acting or temporary basis. It all depends on Clinton prevailing this November. If he does, come Inauguration Day, FCC Chairman Al Sikes might resign or opt (possibly under pressure from the Clinton White House) to serve the remaining five months of his term as a mere commissioner. In either case, it creates the need for an interim chairman to serve until Clinton nominates and Congress confirms a permanent chairman. One of the agency's two sitting Democrats would be tapped to fill the role.

Early betting is that Quello would get the nod. The handicappers feel Clinton would be inclined to give him

Washington Watch

the honor as a reward for his 18 years of FCC service through Democratic and Republican adminis-

trations and the pendulum swings of regulation. When the Carter-appointed Charles Ferris stepped aside after Reagan was inaugurated in 1981, Robert E. Lee was tapped to cap his 28-year career as acting chairman until the confirmation of Mark Fowler.

Of course, nothing says Sikes has to go. In 1977, the incoming Jimmy Carter allowed Republican Richard Wiley to serve several months until Ferris was ready to take the helm.

FCC Commissioner Ervin Duggan and Sherrie Marshall made for the door following the FCC's open meeting last week, joining much of Washington on its traditional August hiatus. Duggan, who is vacationing with family in Georgia, expects to be back Aug. 24. Marshall's office would not discuss the duration of her vacation or her whereabouts.

Commissioner Jim Quello also left town after the meeting, but not on his own time. He went to the annual convention of the Michigan

Association of Broadcasters, where he and his friend House Energy and Commerce Committee Chairman John Dingell (D-Mich.) are to speak. Commissioner Andrew Barrett has no vacation plans for the month, but will be on the road periodically for five speaking engagements.

Chairman Al Sikes leaves Aug. 20 for an extended part-business, part-pleasure tour of Australia. At the invitation of the Australian government, he will be meeting and speaking to media industry groups and government officials, including Bob Collins, the minister of the Department of Transport and Communications. From Aug. 29 on, he and his wife will be on their own to explore the continent. He is due back right after Labor Day, Sept. 8.

As it turns out, the retirement of 90-year-old Raymond Wilmotte did not make 78-year-old Commissioner Jim Quello the most senior FCC employe. FCC spokeswoman Maureen Peratino points out the title correctly belongs to Ramses Mina, a network engineer in the Common Carrier Bureau. He is 83. What's more, Josephine Kerns, who staffs the bureau's reference room and has been with the commission since 1936, and a receptionist in the Mass Media Bureau who asked not to be identified can also call Quello their junior.

The Federal Communications Bar Association 1992-93 luncheon season begins with Commissioner Ervin Duggan on Sept. 23 and concludes with American Lawyer publisher and Court TV founder Steven Brill next June 24. In between: Oct. 22, Bill Weiss, chief executive officer of Ameritech; Nov. 19, Nina Totenberg of National Public Radio; Jan. 21, Judge Ray Randolph of the District of Columbia Court of Appeals; Feb. 18, ABC newsman David Brinkley; March 18, Rick Cotton, general counsel, NBC; April 29, Amos Hostetter, chief executive officer, Continental Cablevision, and May 25, Al Neuharth, former chief executive of Gannett, now head of the Freedom Forum.

The annual dinner honoring the chairman of the FCC (Alfred C. Sikes) will be held Dec. 8. White House Chief of Staff Sam Skinner and former FCC Chairman Newton Minow (of Sidley & Austin) are expected to be on hand. ■



Business

CABLE BONDS HOLD UP, DESPITE POSSIBILITY OF REREGULATION

MSO's load up on cheaper debt; future competition still seen posing difficulties

By Geoffrey Foisie

Billions of dollars in cable debt have held up well over the past few weeks, despite the specter of reregulation. Many bonds—those issued by operators with manageable debt—have even gone up in price. If reregulation does occur, most large MSO's are in better financial shape to weather a revenue slowdown than a year ago.

While some cable notes were off by 10% or more following the House's recent passage of legislation, many of the MSO issues were up in price. Mark Grotevant, a securities analyst for Shearson Lehman, said issues from Viacom, Comcast, Century Communications and Continental Cablevision were all up at least a dollar over the past month. Some of the more highly leveraged MSO's, including Cablevision Industries and Cablevision Systems, have had price declines. The latter's price weakness may reflect investor concern about Cablevision Systems' \$50 million exposure to losses from the Triplecast and its exposure to potential DBS investment.

One reason investors have stood by cable debt is that declining long-term interest rates make these high-yield securities attractive. Meanwhile, lower interest rates have encouraged many MSO's to issue new debt, taking the proceeds and buying back existing debt bearing a higher coupon interest rate.

Bob Kricheff, head of high-yield research for First Boston, said in a recent report that eight of the nine major U.S.-based MSO's have re-

financed, and the total industry has replaced over \$1 billion in existing high-yield debt with notes bearing interest rates roughly four percentage points below the old debt. New cable debt this year, roughly \$3.8 billion, has accounted for one of every six dollars in total U.S. high-yield proceeds so far this year.

MSO's have also renegotiated bank agreements at better terms and, in some cases, attracted additional equity investments. The net financial result, said Kricheff, is "some combination of lowered interest expense, lowered amortization schedules, increased liquidity and longer overall maturities in their debt structures."

Financial engineering is only part of the MSO story, said Kricheff. He said cable operators' profit margins will continue to improve, with better plant helping reduce maintenance and service costs.

But Wall Street is not completely ignoring the potential impact of potential reregulation. Grotevant said that whereas the costs of retransmission fees would likely be passed to the consumer, the access of third parties to cable programming would likely spur additional investment by the industry's competitors, such as DBS. That, in turn, said Grotevant, might force cable operators themselves to invest more than they would otherwise: "...it implies continued levels of investment to higher channel capacity and addressability, and that may limit credit quality improvement to some operators. Therefore, our net investment outlook is that capital expenditures will restrain credit but the better capitalized larger cable companies should be able to do well." ■

CABLE DEBT ISSUED TO DATE IN 1992

Company	Type of offering	Amount (millions)	Interest Rate	Maturity Date
Cablevision Industries Corp.	Sr.Nts.	300.0	10.750%	01/30/02
Tele-Communications Inc.	Sr. Debs.	600.0	9.800%	02/01/12
Century Communications Corp.	Sr.Nts.	200.0	9.750%	02/15/02
Viacom International Sr.	Sub.Gtd.Nts.	150.0	9.125%	08/15/99
Cablevision Systems Corp.	Sr.Sub.Nts.	275.0	10.750%	04/01/04
Tele-Communications Inc.	Sr.Nts.	200.0	9.250%	04/15/02
Tele-Communications Inc.	Sr.Debs.	150.0	10.125%	04/15/22
Rogers Communications	Sr.Debs.	250.0	10.875%	04/15/04
Adelphia Communications Corp.	Sr.Nts.	400.0	12.500%	05/15/02
Viacom International	Sr.Sub.Rcst.Nts.	100.0	8.750%	05/15/01
Continental Cablevision	Sr.Sub.Debs.	300.0	11.000%	06/01/07
Continental Cablevision	Sr.Sub.Nts.	100.0	10.625%	06/15/02
Tele-Communications Inc.	Sr.Debs.	100.0	9.875%	06/15/22
Comcast Corp.	Sr.Sub.Nts.	300.0	10.625%	07/15/12
Jones Intercable	Sr.SubDebs.	160.0	11.500%	07/15/04
Rogers Cablesystems	Sr.Sec'd Nts.	250.0	9.625%	08/01/02

TV STATION PROFITABILITY: HALF FULL OR HALF IN THE RED?

By Geoffrey Foisie

The vast majority of TV stations showed positive cash flow in 1991. In the National Association of Broadcasters' annual Television Financial Report, released last week, network affiliates reported a mean average margin of 33% and independent stations generated 18% cash flow on every dollar of net revenue.

But the NAB, which has several pending regulatory matters before Congress and the FCC, chose to emphasize the negative side of the numbers in a news release accompanying the report. And indeed, including interest expense and non-cash charges due to depreciating assets (neither of which are factored into cash flow), at least one-third of television stations showed a pre-tax loss. The loss was particularly noticeable among the independent television station communi-

ty, where the mid-ranked property showed a \$315,000 pre-tax loss, although generating \$604,000 in positive cash flow.

Interest expense for the average affiliate station increased slightly, both absolutely and as a proportion—roughly 10%—of total expense. The same was true for independent television stations, for whom interest costs represent just under 6% of total expense.

Mark Fratrick, vice president, economist, NAB, said the numbers reveal that operators responded to the economic downturn: "Television stations saw early on what was happening and tried to cut back and economize where they could. Average total expenses went down in 1991, but not enough to account for the decline in revenue. Among departments cutting expenses were engineering, and advertising and promotion."

The mean average of general and

administrative costs for independent stations increased slightly to 24.7%, while the mean average of program and production costs slipped slightly to 51.5%. The same changes showed up in the results for affiliate TV stations.

Other changes from the prior-year results included the split between local and national advertising revenue. For independents, the proportion of revenue allocated to local advertisers decreased slightly, to 52.7%. For affiliates, the local proportion of dollars increased, from a 49% mean average to a 51.3% average.

The difference may be at least partly attributable to the growing weight of the Fox network on the results for independents. With the expansion and success of that programming, the Fox affiliates, which are classified by the NAB as independents, are in a better position to attract national spot advertising revenue.

The mean average compensation revenue from ABC, CBS and NBC to network affiliates was 4.2% of total gross revenue, compared with 4.4% in 1990. ■

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Changing Hands

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

WFTW(AM)-WKSM(FM) Fort Walton Beach, Fla. □ Sold by Specter Broadcast Corp. to New South Communications Inc. for \$1 million cash. Seller is headed by John K. McGill and Stephen J. Hannon, and has no other broadcast interests. Buyer is headed by F.E. Holladay, and also owns WZHT(FM) Troy, Ala.; KMLB(AM)-KJLO(FM) Monroe, La., WSYE(FM) Houston and WALT(AM)-WOKK(FM) Meridian, both Mississippi. WFTW has news/talk format on 1260 khz with 2.5 kw day and 106 w night. WKSM has adult rock and roll format on 99.5 mhz

with 50 kw and antenna 500 feet above average terrain. *Broker: Media Venture Partners.*

WPZA(AM)-WAMX(FM) Ann Arbor, Mich. □ Sold by Washtenaw Broadcasting Co. to MW Blue Partnership for \$750,000. Seller has no other broadcast interests. Buyer is owned by assignor, which is 33% general partner, and limited partner WSJM Inc. (67%), and headed by Robert Murthum and Gayle Olson, respectively. Murthum has interests in WSJM(AM)-WIRX(FM) St. Joseph, Mich., and in permittee of KZDC(FM) Willard, Mo. WPZA has AC format on 1050 khz with 5 kw day and 500 w night. WAMX has jazz format on 107.1 mhz with 3 kw and antenna 260 feet above average terrain.

WGLB-AM-FM Port Washington, Wis. □ Sold by WGLB Inc. to Wisconsin Great Lakes Broadcasting Inc. for \$300,000. Seller is headed by Howard J. Fuys, and has no other broadcast interests. Buyer is headed by Mark Heller, who has 40% interest in WTRW(AM) Two Rivers, Wis. WGLB(AM) has big band format on 1560 khz with 250 w day. WGLB-FM has new AC format on 100.1 mhz with 3 kw and antenna 180 feet above average terrain.

For other proposed and approved sales see "For the Record," page 55.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$0 □ 0

FM's □ \$10,000 □ 1

AM-FM's □ \$2,250,000 □ 3

TV's □ \$0 □ 0

Total □ \$2,260,000 □ 4

1992 to Date:

AM's □ \$134,994,163 □ 134

FM's □ \$148,312,409 □ 143

AM-FM's □ \$198,108,346 □ 99

TV's □ \$1,184,301,620 □ 39

Total □ \$1,665,716,538 □ 415

For 1991 total see Jan. 27, 1992 BROADCASTING.

STATION SALE FALLS THROUGH

Force II Communications' bid for KKCW(FM) Portland, Ore., from Trumper Communications for \$21 million ("Changing Hands," Jan. 20) fell through after missing the June 30 deadline to close on the deal, according to Force II's Norman Feuer.

"It was a matter of financing and timing," Feuer said. "We thought we could do a bridge loan until we put all the pieces together, and the bridge money has dried up." He added that it was in the best interests of the station and staff not to seek an extension.

The station was to be part of the merger of Robert F.X. Sillerman's broadcast interests (BROADCASTING, March 23), consolidating with Force II and Capstar Communications to form CF Media, which is expected to be complete by Oct. 31.

"It's still not easy out there," Feuer said. "We can all see signs of the economy improving, and yet the bottom line is this isn't where it should be. It's the same thing for the financial climate." -JG

SOLD!

WFTW-AM/WKSM-FM, Ft. Walton Beach, Florida has been sold by Specter Broadcasting Corporation, to New South Communications, Inc., Frank E. Holladay, President for \$1,000,000.

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Advertising Marketing

BLACK CLOUD OVER RETAIL HAS SILVER LINING FOR LOCAL TV

Year-to-date spending up 21% over last year as stores turn to TV to attract customers

By Sharon D. Moshavi

Department store advertising spending on local TV increased for the first half of 1992, despite a continued slump in the retail market. Oddly enough, the weakness of the economy has contributed to that increase. With retailers desperately trying to attract customers, some are turning to television advertising, a vehicle they may not have used before.

According to data compiled by Arbitron's MediaWatch, department store spending on local and spot television was \$51.5 million in the second quarter, an increase of 17.3% over the same period last year. Year-to-date spending has increased more than 21%, to \$83.9 million.

In contrast, department store newspaper advertising is down 7% to 8% this year, according to analyst Joseph Ronning of Brown Brothers Harriman. A small part of it seems to be caused by increased expenditures on local and spot TV.

In pure dollars, newspaper expendi-

tures by department stores drastically outweigh those for local television. For example, Macy's spent \$160 million on newspaper advertising in 1991, compared to \$13.5 million for spot TV, according to the Standard Directory of Advertisers. While there is little danger that TV will erode a large part of the newspapers' base, the possibility exists for a significant increase in retail broadcast spending.

The reason is that "there has been a more prevailing view over the past few years that retailers have to try something new to stimulate sales," says Steve Kernkraut, an analyst for Bear Stearns. Also, newspaper readership has decreased, encouraging retailers to look for other mediums, according to Kernkraut.

It is notable that spending is up for the first half of the year, considering that Macy's, one of the largest department stores, filed for bankruptcy protection in January and has cut TV spending by 43%. But some other large chains have increased spending. Sears spent \$18.8 million on local and

spot TV the first six months of 1992, an 82% increase over the period last year. Montgomery Ward raised its spending 243% to \$17.9 million for the first half of 1992, and has made a "big, big" spot buy for the third and fourth quarters, according to Kathy Saunders, general sales manager, KDAF(TV) Dallas.

Many department store chains with smaller budgets also increased TV spend-

ing this year. Stores such as Burdine's in Florida, Strawbridge & Clothier in Philadelphia and May Co. in Chicago have spent more than \$1 million each so far this year on TV (see chart), up significantly from the same six months last year.

According to Strawbridge's Burt Chapman, director of advertising, previous lower-level spending has been because "we, like a lot of other full-line department stores with a dominance in print, have not really utilized TV the way we should." The weak economy is changing attitudes. "The answer why is obvious: when things are difficult, people are more open to change," he says.

The results of using more TV have been "mixed," according to Chapman. At least for the rest of the year, Strawbridge will continue its beefed-up TV spending and, after that, will evaluate its effectiveness.

Local TV is also starting to see increased spending, although to a lesser degree, from discount department stores. Those chains, which have not been as hard hit by the recession as retail department stores, are generally even more dependent on newspaper advertising and circulars. According to Arbitron's MediaWatch, local and spot TV spending by discounters was \$40.6 million for the first six months of the year, up 17.9% over the first half of 1991.

Wal-Mart, with the largest budget, spent \$11.9 million on local and spot TV advertising the first half of the year, a 20% increase over the same period last year. K-Mart spent \$7.8 million, an increase of 24%. Marshall's was up 120%, to \$2.1 million for the first six months. And Ames Department Stores went from nearly nonexistent TV spending in the first half of 1991 to expenditures of \$5.3 million for the first half of the year.

What happens with TV department store advertising the rest of the year does not seem to be contingent on improvement in the economy. But if the first half of the year is prologue for the second, a bad economy might continue to bring department store advertising to television. ■

DEPARTMENT STORES IN LOCAL ADVERTISING

Store	Jan.-June 1992	% Change from Jan.-June 1991
Sears	\$18,824,000	82%
Montgomery Ward	17,934,600	243%
Macy's	8,491,700	-43%
Mervyn's	6,509,300	1%
J.C. Penney	1,893,500	-4%
May Co.	1,447,600	29%
Broadway	1,010,400	-37%
Burdine's	1,220,000	163%
Strawbridge	1,137,600	75%
Abraham & Strauss	962,000	-34%
Marshall Field's	928,700	6%
Woodward & Lothrop	376,800	90%
John Wanamaker	371,000	38%

Source: Arbitron's MediaWatch

Technology

LAWSUITS FLY IN AND OUT OF SKYPIX

HSN says \$6.2 million loan past due; CLI claims \$980,000 owed for digital decoders, calls Greenberg counterclaim 'frivolous'; creditors ask for appointment of trustee

By Peter Lambert

Principals and creditors of SkyPix—the proposed digital direct-to-home satellite television service—have taken each other to federal and local courts in at least three states so far this month. The list of plaintiffs, all of them once partners in what was to become a digital pay-per-view movie jukebox in the sky, may grow longer.

In the latest development in the odyssey of SkyPix—still in dry dock a year and a half after its original target date for national launch—Home Shopping Network took the company and its founder, A. Frederick Greenberg, to court in Pinellas County, Fla., Aug. 3, charging them with failing to repay \$6.2 million that HSN loaned to SkyPix last year. Northwest Starscan Limited Partnership, which claims rights to digital video compression technology first developed by Compression Laboratories Inc. (CLI), and which holds an interest in SkyPix Joint Venture, L.P., was also named in the complaint.

The suit came several business days after Greenberg—who HSN says personally guaranteed repayment—asked the New York State Supreme Court for a declaratory judgment on the note. HSN attorney Pat Anderson, of Rahdert & Anderson in St. Petersburg, Fla., said the loan agreement included a stipulation that any litigation would take place only in Pinellas County. She characterized Greenberg's New York suit as a "pre-emptive strike [and] a dodge. The \$6.2 million came due Aug. 1, and they did not pay," she said.

In early 1991, HSN Chairman Roy

Speer tentatively committed \$30 million in services and cash to SkyPix's 80-channel, Ku-band satellite plan (BROADCASTING, March 18, 1991), but by late summer had withdrawn from the deal, saying Starscan and SkyPix had failed to "achieve the agreed-upon milestones."

CLI says Starscan's \$44.8 million suit is 'frivolous and totally without merit, and the company will vigorously contest.'

At the same time, Starscan filed a \$44.8 million suit against San Jose, Calif.-based CLI, which asks for a refund of \$22,000 paid to CLI for what Starscan claims were unacceptable digital satellite decoders. Starscan also asks another \$220,000 in related costs and expenses, as well as \$44.6 million in alleged lost opportunity damages.

CLI, which says Starscan owes \$980,000 for the decoders, called the action "frivolous and totally without merit, and the company will vigorously contest." In a prepared statement, CLI President and Chairman John Tyson said Starscan and SkyPix signed off on the decoders last September and agreed to pay the remaining balance by June 15, 1992. Tyson called Starscan's suit "an obvious attempt...to impede CLI's demand for the monies owed to us."

Tyson also suggested the suit may be connected with yet another action,

filed in the United States Bankruptcy Court in Seattle, brought by other creditors calling for involuntary bankruptcy proceedings against SkyPix.

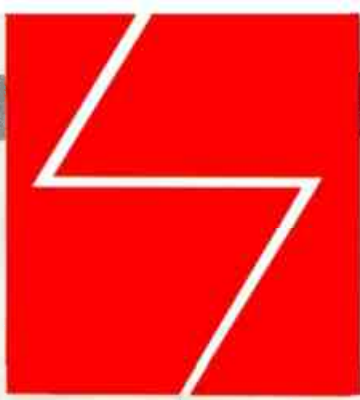
The plaintiffs, according to reports in Satellite Business News, include former SkyPix Corp. President Brian McCauley, former SkyPix Joint Venture President Richard Selvage and other executives no longer employed by those companies, as well as SkyPix retailing trainer National Satellite Technology Institute, receiver manufacturer Kaul-Tronics Inc. and joint venture partner SVI Systems.

CLI and HSN may or may not join those Seattle plaintiffs in asking for appointment of a trustee to replace Greenberg and his brother Richard at the companies' helms.

McCauley is the target of an \$80 million suit filed in June by SkyPix with the New York Supreme Court, alleging he violated nondisclosure agreements and made statements to the press and others detrimental to SkyPix. In response to the Seattle suit, SkyPix describes Selvage as a "disgruntled former employe" who owes the company \$70,000 on a personal loan. Neither could be reached for comment.

SkyPix spokeswoman Judy Bernstein said all former employes have been paid in full, and the creditors involved in the Seattle suit are being paid as debts come due.

Meanwhile, SkyPix continues to deliver eight test channels on one SBS-6 satellite transponder, and it still aims to use 10 transponders on that bird to launch an 80-channel, digital satellite-to-home service and to deliver consumer receiver decoders to market by "mid-fall." ■



A DIFFERENT KIND OF WASHINGTON SUMMIT

Two weeks before Election Day, thirty-one industry and government leaders will have their say about the future of the telecommunications industry.

They will gather at the Omni Shoreham Hotel for INTERFACE VI, a joint presentation by Broadcasting Magazine and the Federal Communications Bar Association (FCBA).

In addition, several hundred others, deeply concerned about mass media regulation and policy, and the financial and economic well-being of the broadcasting and cable industries, will be on hand to listen to, analyze and question the speakers and panelists on the issues explored during this critical, one-day seminar.

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Broadcasting/Cable
INTERFACE VI: A Blueprint for the Future
October 21, 1992
Omni Shoreham Hotel, Washington, D.C.

- 8:00-8:45 a.m. Informal breakfast
- 8:45-8:50 a.m. *Welcome:* FCBA President Bob Beizer, Sidley & Austin
- 8:50-9:00 a.m. *Introduction and Overview:* Don West and David Persson, *Broadcasting*, and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
- 9:00-9:30 a.m. *Keynote Speaker:* Frank Biondi, Viacom
- 9:30-10:15 a.m. *Congressional Staff Panel:*
- David Leach, House Committee on Energy and Commerce
 - Antoinette Cook, Senate Committee on Commerce, Science and Transportation
 - Gina Keeney, Senate Committee on Commerce, Science and Transportation
- 10:15-10:30 a.m. Break
- 10:30-11:30 a.m. *Industry Leaders Panel*
- Jim Dowdle, Tribune Company
 - Brian Roberts, Comcast
 - Jay Kriegel, CBS
 - Horace Wilkins, Southwestern Bell
 - Leslie Moonves, Lorimar Television
- 11:30-12:30 p.m. *Industry Economic Forecast Panel*
- Douglas McCorkindale, Gannett
 - John Tinker, Furman Selz
 - Steve Rattner, Lazard Freres
 - John Reidy, Smith Barney
- 12:30-2:00 p.m. *Luncheon Speaker:* Alfred Sikes, FCC Chairman
- 2:00-3:00 p.m. *FCC Commissioners Panel*
- Andrew Barrett
 - Ervin Duggan
 - Sherrie Marshall
 - Jim Quello
- 3:00-3:30 p.m. *Debate:*
- Eddie Fritts, NAB vs
 - Jim Mooney, NCTA
- 3:30-3:45 p.m. Break
- 3:45-4:45 p.m. *Media Delivery Futurists Panel*
- John Abel, NAB
 - Wendell Bailey, NCTA
 - Irwin Dorros, Bellcore
 - Stan Hubbard, Hubbard Broadcasting
- 4:45-5:00 p.m. *Closing Speaker:* Greg Chapados, Administrator of NTIA, Department of Commerce
- 7:00 p.m. Hall of Fame Awards Dinner

*Speakers, panelists and times are subject to change.

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Interface VI is just the beginning of a very special day. Immediately following the seminar, Broadcasting Magazine will present its Second Annual Hall of Fame Awards Dinner at the Omni Shoreham Hotel. Proceeds to benefit the International Radio and Television Foundation.

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For Hall of Fame only, please make check payable to: BROADCASTING 1992 Hall of Fame.

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Broadcasting 

PHILIPS/SARNOFF GROUP GRANTED HDTV RETESTS

ACATS Chairman Wiley says February 1993 selection of finalist still on target

By Peter Lambert

Two weeks ago, Brian Hogstrom, senior technician for General Instrument's Advanced Television Lab, helped prepare the Channel Compatible DigiCipher for shipment from San Diego to the Advanced Television Test Center (ATTC) in Alexandria, Va. But that second of two HDTV systems proposed by GI and the Massachusetts Institute of Technology will have to wait up to another two weeks to become the sixth and final system to enter testing.

Last Tuesday, Aug. 4, after Richard Wiley, chairman of the Advisory Committee on Advanced Television Services, gave the go-ahead, ATTC began an estimated nine days of retesting Advanced Digital HDTV, the system that entered the center June 15 and was to have left July 29.

Wiley said the extension of time should not delay the advisory committee's February 1993 target date for selection of a finalist for field testing.

On advice from ATTC and working party officials, Wiley found retesting warranted because test results up until then may have been skewed by an implementation error—rather than a design flaw—in the system designed by the Advanced Television Research



GI's Brian Hogstrom packs Channel Compatible DigiCipher for shipment.

Consortium (ATRC, comprising Philips Laboratories, Sarnoff Research, Thomson Consumer Electronics and NBC). On the last day of scheduled testing, ATRC found it had installed the wrong tuner filter, which it said allowed reception of excessive bandwidth (BROADCASTING, Aug. 3). That led to the last-minute request for more time to repeat tests.

Wiley and his committee approved similar retesting of Zenith/AT&T's Digital Spectrum Compatible HDTV earlier this year when that proponent

discovered a flawed integrated circuit chip that, according to the proponent, needed replacing to accurately reflect performance (BROADCASTING, May 11).

Like Zenith/AT&T, the consortium will foot the \$25,000-a-day bill to retest. Additionally, the special committee to be impaneled by Wiley next February will retain the option to base its selection of a finalist on original test results if it decides retesting was not justified.

For now, Wiley says he expects "no undue controversy" over granting the extension without first gaining full advisory committee approval. "Time is vital to us, and I believe that, with the Zenith precedent, the committee will understand my decision," he said.

Undecided at press time was whether cable retesting was also warranted. If it were, said Wiley, "I think we're still inside two weeks" to complete retesting.

Additionally, ATRC's delay may have hurt its chances for an extension of its test period to cover "non-core" tests, which were excised from the test schedule when it entered ATTC 12 days late. Wiley said ATRC had not renewed that request since the filter problem arose. ■

SATELLITE FOOTPRINTS

WTN BUYS STARBIRD

Worldwide Television News acquired 100% interest in Starbird Satellite Services, a mobile satellite newsgathering operation based in Europe. Already half-owner of Starbird, WTN purchased the other 50% share from British Aerospace Communications, which will continue to provide satellite time and engineering back-up. Starbird trucks offer two-camera production, vision mixing and captioning and Betacam SP recording, editing and transmission.

DIRECTV DISTRIBUTION

Hughes Communications direct broadcast satellite

subsidiary DirecTv started a 10-month project to construct one of two broadcast distribution centers, this one in Castle Rock, Colo. Designed to downlink programming from multiple fixed service satellites, then uplink to DirecTv's 120-watt DBS bird, the center will staff 10-15 people per shift and include eight receive-only earth stations and up to four 13-meter uplinks. A second center is planned for Los Angeles, where pay-per-view movies and original programming will be uplinked, says David Baylor, vice president of operations for DirecTv.

AT THE MOVIES

Intertel Communications subsidiary Teleport Denver Inc. and Jade Pointe Productions of Tampa, Fla., say they have reached agreements with more than 25 television stations to carry programming from the American Entertainment Network. Intertel says it expects to sign more than 200 low- and full-power affiliates (and generate at least \$3 million revenue) in the next 12 months from a 4,700-title library of "movies, classic serials, children's programming, sports and first-run syndication features." It is uplinking the service via Hughes Communications' Galaxy VI.

FOOTBALL '92



THE BILLION DOLLAR SEASON

Broadcasting and cable will pay more than \$1 billion for pigskin action this fall; BROADCASTING market survey shows \$49 million will come from local radio

By Steve McClellan

No one knows what the final standings will be, but the professional and major college football teams will all be winners this season in one sense. They will get to divvy up more than \$1.06 billion in payments for TV and radio rights to their games.

The breakdown: about \$923 million in network payments to the National Football League, \$91 million for college and World League TV pacts, \$11 million for local preseason NFL broadcast TV rights and, according to an exclusive BROADCASTING market-by-market survey, \$49 million for local radio rights (see chart, pages 40-41).

The survey shows radio payments up 18% from a year ago, when the rights totaled \$41,398,000, according to league-supplied evidence in an anti-trust suit brought against it by the New York Jets' Freeman McNeil.

Also up 18% are 1992 payments for national NFL rights. Those for TV college pacts and local TV preseason NFL are roughly comparable to last year.

BROADCASTING's 1992 radio figures, based on dozens of interviews with broadcast and team executives and other sources, represent a 38% increase from 1990, when the NFL teams earned \$35,427,000 in local radio rights fees, according to data supplied by the league in the McNeil case. The 1990 total was down slightly from the \$37.2 million in radio rights earned in 1989, according to the league's market-by-market breakdown of radio revenues for the year.

The Chicago Bears are now tops in the NFL for local radio rights, which for 1992 will total a minimum of \$4 million. WGN(AM) is the Bears' rights-holder. There's a tie for second place, with the Dallas Cowboys and the Washington Redskins earning \$3.5 million from radio rights to their games. The Cowboys are carried by KVIL(AM).

The Redskins will be carried by WTEM(AM) and co-owned WGMS(FM), which shook up the Washington market earlier this year, outbidding longtime Skins rights-holder WMAL(AM) (see story, page 25). Rounding out the top five are the Los Angeles Raiders, which will earn \$3.1 million from

KFI(AM), and the New York Giants, which will earn about \$2.5 million in a deal with WNEW(AM).

Rightsholder WGN and the Bears signed a new deal effective with the 1992 season. The estimated \$4 million per year the Bears will earn was what it took for the incumbent to fend off an aggressive bid for the Bears by WLUP(AM). The winning bid from WGN is a revenue-sharing deal with a guaranteed minimum.

Clearly WLUP's interest helped the Bears get a record bid from WGN. And according to WLUP(AM) general manager Larry Wert, the station's interest in the Bears has not abated. "We took a real hard look, and we'll continue to work hard to win the confidence of that franchise," said Wert, indicating that the station would make another bid in three years when the contract is up again.

In 1989, Dallas was tops in the radio rights category, with a deal that brought in slightly over \$3 million that year. Washington was second with over \$2.7 million in payments from radio, and the Los Angeles Raiders were third with over \$2.5 million. Rounding out the top five were Chica-

go, \$2.4 million and San Francisco, \$2.3 million.

Four years ago the bottom five in the radio rights category were New England (\$205,000); Houston (\$352,000); Green Bay (\$560,000); Indianapolis (653,000), and Buffalo (708,000).

The average radio rights fee for 1992 is \$1.75 million. In 1991, according to numbers supplied by the league in the McNeil case, the average local radio revenue per team was \$1,479,000. In 1989, the average radio rights fee was about \$1,330,000.

Local preseason television rights are all over the lot, but in most cases are far below the values of the radio rights in those markets. The number of games available in a given market varies from one to four, depending on how many games are picked up for network carriage.

But at least up to this year, local preseason TV rights appear to be growing despite the tough advertising sales environment. The league has supplied numbers in the McNeil case indicating that local preseason TV rights in 1989 totaled a little more than \$8.3 million or an average of roughly \$298,000 per team. In 1990, those revenues totaled \$11,022,000 and grew slightly in 1991, to \$11,192,000, for an average of about \$400,000 per team.

In 1989, according to court records, local preseason rights per team ranged from zero, in the case of the Minnesota Vikings, to over \$1.2 million for the Denver Broncos.

Reached last week, Roger Ogden, general manager of KCNC-TV Denver, said he thought that number was high, but did acknowledge that Denver radio and preseason television rights tend to be among the highest in the country, due to local enthusiasm and ratings for the Broncos. (A Broncos-Cleveland Browns game holds a Nielsen record 90 share for a local telecast.)

In conversations with the team and station executives, it appears that preseason television rights for 1992 haven't gone up this year, and may have dropped slightly given the difficult sales environment, especially for televised sports. Execs were reporting per-game rights fees of between \$50,000 and \$150,000, depending on market size.

Meanwhile, rights fees for national broadcasts to NFL and college football games are tied to multiyear pacts that

kicked in a year or two ago. The big three and TNT and ESPN are entering the third year of four-year pacts with the NFL. Combined, the five networks are putting up \$3.65 billion for NFL rights over four seasons.

CBS is paying \$1.060 billion, or

about \$265 million on average per year. However, the contracts are structured so that all the networks pay less per year in the early part of the contract and more in the latter part of the pact.

ABC is paying \$900 million over

THE 1992 LOCAL

NATIONAL FOOTBALL CONFERENCE

Team	TV				RADIO				
	Flagship	# of TV pre-season games	# of stations in network	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	1989 rights in millions	1992 rights in millions
EASTERN DIVISION									
Dallas Cowboys	KDFW-TV ¹	4	24	—	KVIL(AM)	100	2/3	\$3.1	\$3.5
New York Giants	WPIX-TV	3	0	1/1	WNEW(AM)	30+	4/6	\$1.8	\$2.5
Philadelphia Eagles	WTNH-TV	3	1	4/5	WPSW(AM)	17	1/4	\$1.2	\$2.0
Phoenix Cardinals	KTVN-TV	4	0	2/3	KTAR(AM)	15	5/6	\$1.2	\$1.7
Washington Redskins	WTTG-TV	3	9	N/A	WTEM(AM) WORS-FM	93	N/A	\$2.8	\$3.5
CENTRAL DIVISION									
Chicago Bears	WMAQ-TV ²	2	9	—	WGN(AM)	60-70	1/3	\$2.4	\$4.0 ³
Detroit Lions	WKBD-TV	4	4	1/1	WWJ(AM)	43	1/3	\$1.7	\$1.5
Green Bay Packers	WBAY-TV	4	3	3/3	WTMJ(AM)	51	N/A	\$1.6	\$1.7
Minnesota Vikings	WCCO-TV	3	0	1/1	KEEY-FM	92	2/3	\$1.2	\$1.5
Tampa Bay Buccaneers	WTOG-TV	4	1	1/3	WQYK(AM)	30	2/5	\$1.7	\$1.0
WESTERN DIVISION									
Atlanta Falcons	WSB-TV	4	0	1/3	WSB(AM)	79	1/3	\$1.9	\$1.4
Los Angeles Rams	KCBS-TV	3	0	1/3	KMPX(AM)	20	3/4	\$1.6	\$2.0
New Orleans Saints	WWL-TV	1	4	11/12	WQUE(AM)	60	1/3	\$1.8	\$1.0
San Francisco 49ers	KPIX-TV	3	6	3/4	KGO(AM)	50	3/3	\$2.3	\$2.3

¹ Cowboys retain rights, sell time and place telecast on 25 stations, including KDFW-TV.

² Bears retain rights, sell time and place telecasts on 10 stations, including WMAQ-TV, which is in second year of three-year deal to produce games.

³ Bears expect to net estimated \$4 million a year under three-year revenue-sharing deal with WGN.

N/A—Not Available

the life of the pact for *Monday Night Football*, and NBC is paying \$872 million. ESPN and TNT will pay \$409 million each.

According to the league, it received \$782,873,000 in network television rights payments in 1991, or

\$27,960,000 per team. That figure is expected to jump 18% to \$923,790,000, or \$34 million per team.

The networks have all said they will not make any money on the existing contracts and earlier this year pro-

posed to the league a \$200 million rebate from the current contract, in exchange for a two-year rights extension that would cover the 1994 and 1995 seasons. In April, the team owners, by a narrow margin, voted to shelve the plan until later in the year, hoping for some signs of life in the economy in the meantime.

But network executives say privately that the team owners better think seriously about significant relief for the networks from the current contract, or they can expect to face drastically reduced rights offerings for the next round of contract talks.

"The plan on the shelf makes sound business sense," said one network executive.

"If the owners don't address it—and many are in favor of it, including the league front office—then the rights for 1994 and '95 are going to be affected."

Meanwhile the sports marketplace remains a buyer's market due to an overabundance of inventory for sports generally, coupled with the bearish economy. "There are still an awful lot of rating points looking for money to support them," said Jerry Dominus, executive vice president, J. Walter Thompson.

"The automotive category may be a little healthier for sports, but past that I'm not aware of any major category growth."

Other agency executives agreed. However, several reported that Turner was setting the pace with its NFL package and, with aggressive pricing, was close to selling out.

Pricing on *Monday Night Football* is about flat compared with last year, with units going for around \$258,000. According to Marvin Goldsmith, president, sales and marketing for ABC-TV, *MNF* is close to 80% sold.

"Given the current environment, we are quite pleased with sales for both *Monday Night Football* and the college package," which includes both the College Football Association and the Big 10-Pac 10, said Goldsmith.

Based on the strong performance of ABC's college ratings last year, the network is getting unit price gains of about 15% (to \$63,500) and is about 75% sold. "A lot of our success on the college level is due to our regionalizing a lot more of the games last year than were done the year before," said Goldsmith. ■

FOOTBALL LINEUP

AMERICAN FOOTBALL CONFERENCE

Team	TV				RADIO				
	Flagship	# of TV pre-season games	# of stations in network	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	1989 rights in millions	1992 rights in millions
EASTERN DIVISION									
Buffalo Bills	Empire ¹ Sports Net.	1	—	—	WGR(AM)	27	3/4	\$.7	\$.9
Indianapolis Colts	WTHR(TV)	4	0	1/1	WNDE(AM) ² WFBQ(FM)	15	—	\$.7	\$.8
Miami Dolphins	WCIX(TV)	3	0	1/1	WIOD(AM) WQBA(AM) ³	25 0	2/3 1/5	\$1.8	\$1.5 \$.5
New England Patriots	WLVI-TV	3	0	1/2	WBZ(AM)	15-20	2/3	\$.2	\$1.4
New York Jets	WPXI(TV)	4	0	1/1	WCBS(AM)	0	5/5	\$1.0	\$1.5
CENTRAL DIVISION									
Cincinnati Bengals	WKRC-TV	4	2	2/3	WKRC(AM)	28	2/3	\$.8	\$1.2
Cleveland Browns	WOIO(TV) ⁴	3	0	—	WHK(AM) WMMS(FM)	54	2/3	\$1.3	\$1.8
Houston Oilers	KHOU-TV ⁵	3	14	—	KTRH(AM)	40	3/5	\$.4	\$1.5
Pittsburgh Steelers	WPXI(TV)	3	2	3/3	WTAE(AM) WVTV-FM	30	3/3	\$1.1	\$1.3
WESTERN DIVISION									
Denver Broncos	KCNC(TV)	4	0	2/6	KOA(AM)	60	4/7	\$1.8	\$2.0
Kansas City Chiefs	KMBC-TV	3	10	1/3	KCFX(AM)	65	1/2	\$.8	\$1.2
Los Angeles Raiders	KCAL-TV	4	0	2/3	KFI(AM)	22	4/4	\$2.6	\$3.1
San Diego Chargers	KGTV(TV)	3	0	2/3	XETRA(AM)	0	2/5	\$1.4	\$1.3
Seattle Seahawks	KING-TV	4	0 ⁶	2/3	KIRO(AM)	60	3/5	\$1.4	\$2.5

¹ Empire, regional cable sports network, holds rights to Bills, permits noncommercial WNEO-TV to simulcast.
² Sports Marketing Inc. holds rights to Colts, syndicates games to WNDE(AM)-WFBQ(FM) and 15 others, which receive some inventory.
³ WQBA is Spanish-language station.
⁴ Browns retain rights, sell time and place games on WOIO(TV).
⁵ Raycom holds rights to Oilers in third year of five-year deal and syndicates games to KHOU-TV and 14 other stations.
⁶ Prime Sports Northwest, regional cable network, telecasts Seahawks games in region outside of Seattle.

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NEW BIG EAST, JP SNAGGING SEC PUT KICK IN SYNDICATION

Syndicators hope new matchups mean new stations

By Mike Freeman

The formation of the Big East football conference, boasting such national powers as University of Miami, Syracuse University and University of Pittsburgh, and Jefferson-Pilot Teleproductions' snagging of the broadcast rights to the Southeastern Conference (SEC), has given college football conferences a much-needed shot in the arm by providing additional TV exposure and revenue for their member schools. It comes at a time when the ranks of syndicated football packagers may be at their thinnest ever.

Miami, a perennially top-ranked college power, joined the Big East when that conference was formed last season, and Big East Associate Commissioner Tom McElroy believes there is additional interest in the fledgling conference because Syracuse and Pitt are rated high in preseason college polls. Outside of the Northeast and Southeastern regions, where the Big East schools are located, McElroy says such major markets as Chicago,

Denver and Phoenix are, in most cases, planning on picking up individual games out of the Big East's 12-week broadcast schedule.

However, the College Football Association's all-encompassing rights contract with ABC Sports and sister division ESPN often leads the Big

"Syndicated football packagers may be at their thinnest ever."

East, and other leading football conferences, to surrender their top conference matchups to both networks. Still, McElroy claims that the Big East conference is the largest regional ad hoc network, with 37 stations and 28% of the U.S. cleared. Top markets, which have strong allegiances to the long-time Big East domination in basketball, have crossed over into football with WABC-TV New York, WPVI-TV

Philadelphia, WCVB-TV Boston and WBFS-TV Miami among the major market stations set to clear game telecasts.

Station deals, says McElroy, are "dictated by the size of the market and the demand for our product in a particular market," so a combination of cash and barter advertising arrangements are negotiated individually (by station sales agent Group 5 Sales). "Every one of the deals has a barter load of 13 minutes [per hour], with the degree of local barter time varying according to the amount of inventory the station wants to retain. Then it becomes a function of how much of a rights fee a station can pay to have more control of its inventory," McElroy says.

The same sort of big market/small market approach is used by Jefferson-Pilot Teleproductions, which is entering its eighth season of Atlantic Coast Conference football.

Jefferson-Pilot has been distributing Southeastern Conference basketball packages since 1986, but Hull says conference officials saw the "benefit of coupling basketball and football into a package" for stations in the region to acquire. The SEC, which previously had an exclusive license with Turner Broadcasting System, has made a southern march into 53 markets, representing 20% of the U.S. Top station clearances below the Mason-Dixon line are WAGA-TV Atlanta, WSVN-TV Miami, WDSU-TV New Orleans, WAVE-TV Louisville, WVTM(TV) Birmingham and KATU-TV Little Rock.

This season the SEC will expand to 12 teams, with Arkansas and South Carolina the latest additions to one of the nation's most competitive conferences. Jefferson-Pilot will also be offering a 12-week schedule, possibly with two or three regional games each weekend during the November sweeps period, according to Hull.

Raycom is one of the few long-time sports packagers left in syndication, returning with a similar 12-week package of Southwest Conference games to an ad hoc barter network of 21 stations in Texas. Also, Raycom has taken the lead in syndicating high-profile bowl games. First off is the The Disneyland Pigskin Classic (Stanford vs. Texas A&M), which airs Aug. 26, 9 p.m. (ET), followed by The Kick-Off Classic (Iowa vs. N.C. State) on Aug. 29 and The Freedom Bowl (to be announced) in December. ■

NFL'S NETWORK RADIO FUTURE UNCERTAIN

The NFL's network radio contract, estimated by industry sources to be worth \$7 million per year, has turned into an expensive headache for the rightsholder, CBS Radio. When CBS Radio Networks surprised the radio industry earlier this year with the announcement that it was cutting its staff by 15%, the network laid much of the blame on the \$20 million per year it pays in rights fees to Major League Baseball and the NFL. "Basically what has happened is the sports marketplace has become quite depressed," says Robert Kipperman, vice president and general manager, CBS Radio Networks. "A lot of network radio [advertising] money has gone into cable television, and the money just isn't out there to support the kind of rights fees we're currently paying." Kipperman says the same dynamic is at work on the local level and that some stations are saddled with unprofitable football contracts. Under its current contract, which expires after the 1995 Pro Bowl, CBS has exclusive national broadcast rights for NFL games. This year, CBS will air 45 games, including 17 Monday night games and all post-season games. Westwood One's Mutual Broadcasting System also broadcasts some NFL games, but its contracts are made with individual NFL teams. It's not clear whether any network will compete with CBS for future broadcast contracts with the NFL. ABC's ESPN Radio Network, which launched this year, is an obvious possibility, but ABC has said it is wary of high sports rights fees in all sports.

-PV

CABLE LOOKS TO BREAK EVEN ON BALL GAMES

Optimism comes despite ad slump and string of costly rights packages

By Rich Brown

Despite a continued ad slump and a string of expensive rights packages, national cable rightsholders ESPN and TNT could once again approach breakeven on their pro and college football schedules.

Turner Broadcasting this season enters the third of a four-year, \$450 million deal with the NFL that includes nine regular and three preseason games. Virtually all will air in prime time on Sundays, except one Friday night preseason and one Thursday night regular season game. TNT preseason started yesterday (Aug. 9) and wraps up with a Giants-Redskins matchup Nov. 1.

Among the changes expected will be the debut of Turner Sports announcer Gary Bender. The former ABC Sports personality takes over play-by-play duties previously handled by Skip Carey, who will concentrate on his work in the Atlanta Braves broadcasting booth. Also new to the network's coverage will be veteran Turner Sports announcer Bob Neal as host of *The Stadium Show*, TNT's NFL pre-, half- and postgame show.

Turner Broadcasting expects to come close to breakeven on its NFL package for the upcoming season, according to Don McGuire, senior vice president and executive producer. TNT will feel the pinch caused by a 30% increase in rights fees over last year while operator fees have remained steady, he says. "Our financial picture can't possibly be as rosy this year as it's been in the past," given the pinch, says McGuire.

Inventory on TNT's regular season games is 90% sold at prices even with last year, according to Mark Mariani, executive vice president, Turner Sports Sales. Turner is selling the games with projected 5.0 preseason and 8.4 regular season ratings, comparable to 1990 levels (TNT ratings last year dipped to a 7.3 rating due to a conflict with postseason baseball).

ESPN is expected to repeat its performance of last year and wind up the 1992 season near the break-even point. A healthy chunk of the costs incurred by the network's four-year, \$445.5 million deal with the NFL will

once again be covered by ESPN's 15-cents-per-subscriber NFL surcharge.

ESPN opened its preseason NFL schedule with the Aug. 1 American Bowl in Tokyo, one of three preseason games on the network. ESPN's nine-game regular season gets under way with Cincinnati at Chicago on Nov. 8. All but one regular season game will air on Sundays at 8 p.m. ET, including an AFC-NFC postseason matchup from Honolulu on Feb. 7. ESPN is entering the third of a four-year deal.

On the college football side, ESPN will present 40 regular season, seven bowl and three all-star games, beginning with the Sept. 3 prime time matchup between Oklahoma and Texas Tech. Coverage includes games from the CFA, Big Ten and Pac-10 conferences on Thursday evenings as well as Saturday afternoons and evenings. CFA games come to the cable network exclusively as part of a four-year, \$125 million deal.

The only other cable network football activity comes from USA Network, which is preparing to enter the second year of its renegotiated three-year deal with the struggling World League. The spring season football league last season plodded along with a 1.0 average rating over 10 exposures on USA, and its future as a league has been the subject of some speculation.

In addition to the national cable network deals, hundreds of college football games will be presented, mostly on a tape-delayed basis, on regional cable sports networks. The 4.2 million subscriber Prime Ticket Network, for example, will schedule 95 college games representing eight collegiate conferences from across the country, beginning with the Disneyland Pigskin Classic on Aug. 27. Similar arrangements have been made at Sportschannel, Madison Square Garden Network and several other regional cable sports networks nationally. ■

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ABC, SHOWTIME GET READY TO PAY BALL

Joint venture will test market for pay-per-view college games; ABC sports executives say affiliates appear to be warming up to idea

By Rich Brown

One of the more interesting developments on the football horizon this season will no doubt be ABC Sports' and Showtime Entertainment Television's groundbreaking effort to present a schedule of college games on pay per view. Broadcasters, viewers and lawmakers are all cautiously eyeing the experiment, which gets under way Sept. 5.

As planned, the agreement allows SET to distribute 30-35 college football games for the upcoming season on pay per view this fall. Each ABC affiliate will continue to air the best game for its particular market, while SET will offer supplemental PPV games from other regions of the country over 11 broadcast dates. For example, when the experiment kicks off on Sept. 5, KABC-TV Los Angeles will air USC at San Diego State, and area

residents will be able to watch the conflicting games—Texas A&M at LSU and Notre Dame at Northwest—on pay per view.

While ABC and SET have hammered out their PPV lineup through September, the remainder of the season will be selected six to 12 days ahead of schedule. The PPV games will carry a suggested retail price of \$8.95 for one game plus another dollar for those viewers interested in picking up more than one game. Some cable systems will also offer a season ticket in the \$60 price range. ABC and SET executives are anticipating an audience of up to 50,000 out of a potential 17 million homes for each game, with cable operators keeping about 45% of the revenue. The PPV telecasts will carry the games in their entirety, including commentary by ABC Sports announcers and advertising that would appear on the broadcast.

When ABC and Showtime outlined their joint PPV plan last May at the NCTA convention in Dallas, the usual concerns about sports migration to cable were raised by ABC affiliates and Washington lawmakers. House Telecommunications Subcommittee Chairman Edward Markey (D.-Mass.), who is among those keeping a close eye on the experiment, says the ABC-SET deal should be beneficial as long as it provides supplemental regular broadcast programming.

ABC affiliates appear to be a bit more suspect about the plan. In fact, an earlier attempt by ABC and SET to offer supplemental coverage via PPV of a game late last season was aborted when ABC stations raised concerns over the rushed plan. But ABC Sports executives say the affiliates seem to be warming up to the plan.

"The affiliates understand pay per view is a reality and maybe they should be exploring the options it affords," says an ABC Sports spokesman. "We know this is a business in which you have to be creative to succeed."

The experiment has its admirers among competing networks, which are also looking for innovative ways to deal with rising sports rights fees and shrinking ad dollars. Says Don McGuire, senior vice president, executive producer, Turner Sports: "This is like dipping your toe in the water, rather than jumping in without a life preserver as the Olympics did."

The ABC-SET experiment is important for pay per view because it will test buyer reaction to PPV events that contain advertising, and show viewers PPV can be a way to watch sporting events they would not otherwise be able to see, says Hugh Panero, vice president, marketing and pay per view, Time Warner New York City Cable Group, Queens division.

"It will help erase some of the irrational debate that goes on about some events going to PPV," says Panero. He also applauded the way SET has been marketing the games as a niche offering. Using that marketing approach, he says, ABC and SET will avoid the kind of disappointment that followed the heavily hyped PPV Olympics Triplecast. ■

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RADIO

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Future expansions have created a need for general sales manager/general manager candidates with a successful track record. Call Ray Quinn, President, Opus Media Group, 512-490-8360. EOE.

General manager: North America's highest rated AOR, WYMG, Springfield, Illinois. Fabulous facility with an outstanding staff in this state capital. Proper candidate should have high people skills, be organized, disciplined and a great motivator. Rush resume to Ed Christian, President/CEO, Saga Communications, 73 Kercheval, Grosse Pointe Farms, MI 48236. EOE.

Sales-oriented GM needed for small market operation in Carolinas. Reply to Box N-11. EOE.

S.E. GSM: 100,000 watt powerhouse looking for GSM with emphasis on developing local retail and young sales staff. You must be willing to get out into the trenches with your reps and develop the incredible amount of untouched local retail. \$11 Million Radio Market. Reply to Box N-12. EOE.

General manager: Small market/big potential. Must be proven sales leader, trainer, people and bottom line oriented. Good performance equals good money. Send resume to PO Box 73, Clearfield, PA 16830. EOE.

VP/GM, format leader in top 10 market. Outstanding opportunity for a dynamic leader with a successful track record. Must have sales and programming management experience in a multiple format environment. EEO employer. Send resume to Box N-13.

Sales manager: Successful Northern New England heritage AM station seeks group sales manager to develop AM with our two new FM's. Candidate must carry list; have demonstrated ability to train and motivate staff; will run sales meetings; supervise sales staff. We need a team leader who can plan ahead and work well with people. Great opportunities to share in the success of a growing and dynamic radio group. A minimum of 5 years radio sales management desired. Experience in selling combo sales concept preferred. Must be able to package and sell full-service AM-FM with music FM. Competitive pay and excellent incentives for performance, plus quality benefit plan. Women and minorities encouraged to apply. EOE. Send resume and salary history promptly to Box N-14.

Business manager/CFO needed for growing Southeastern broadcast group. If you think like a manager and can work closely with the president of the company to deliver profits this is the job for you. Accounting degree required, CPA preferred. Excellent salary, stock options and great benefits. If you combine accounting expertise and management skills, send resume, references and earning history to Box N-15. EOE.

AM/FM combo in a Big Ten College Town seeks an experienced GSM to join a rising star. #1 18+, 18-34 & 25-54. Must carry list and have both track record and demonstrated ability to train & motivate sales staff. Outstanding performance rewarded with great incentives. Also seeking experienced A.E. for staff here and elsewhere in PA, WV, Ohio area group. Resume, references, salary history to GM, Box 888, State College, PA 16801. EOE.

Station manager — newstalk: Ambitious, sales oriented professional wanted. Texas major market. Good career opportunity with stable broadcaster. EOE. Resume: HSH, 6937 East Girard Avenue, Denver, CO 80224.

HELP WANTED SALES

Experienced salespeople needed for Florida small market station near Tampa. Must like and understand small market radio. Immediate openings. Big commissions to closers. Call 813-782-1418. EOE.

Experienced account representative with management potential to work in Northwest Florida at Urban radio station. Salary negotiable. Reply to Box N-2. EOE.

Looking for an exciting career opportunity? WLPO/WAJK has a full time opening for a bright, aggressive salesperson. You'll work from an established account list selling the radio time on the leading station in the market. Previous sales experience helpful but not required. We will train. Send resume to: Joyce McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE M/F.

Sales position with SM potential for productive sales person at major Southeast combo. Position requires sales list. Incentives above average. Send resume to Box N-10. EOE.

Florida FM looking for peak performing account executives who are willing to work hard in the Florida sunshine. Minimum 3 years broadcast sales experience in one of the top 50 markets. Must be self-motivated, team player, have a winning attitude. Send resume to: Box N-16. An equal opportunity employer.

One of my top salespeople is leaving for KISS-FM in New York City. I have an immediate opening for a qualified radio sales professional who can handle existing accounts and create new business. Fax your resume and compensation history to: Classic Rock WKFM, Syracuse, New York. 1-315-487-1526. 1022 Willis Avenue, Syracuse, NY 13204. WKFM is an EOE.

Move to Florida and make money. You are a radio pro who needs the security of a big company and the opportunity to be a #1 biller at a powerhouse AC. Fax resume to Eric Davis immediately 904-377-0985 or mail to WKTK, 1440 NE Waldo Road, Gainesville, FL 32601. KTK is an equal opportunity employer.

HELP WANTED TECHNICAL

Regional engineer: Metro Traffic Control is looking for a regional director of technical services to handle all engineering needs and oversight for our West Coast facilities. Job based out of Los Angeles and reports to the Corp. D.o.E. Send resumes to: David Foster, National Operations, Metro Traffic Control, 2700 Post Oak Blvd., Houston, TX 77056. EOE M/F.

Hall Communications has an opening in New Bedford, MA for hands-on chief engineer with minimum 3 years experience in AM, FM, remotes, RPU's Automation, PC literate. Must get along with people and have General Class license or SBE certification. Resume and salary needs to: Edd Monskie, Hall Communications, 24 South Queen Street, Lancaster, PA 17603. No calls. Hall Communications is an EOE. Women and minorities are encouraged to apply.

HELP WANTED NEWS

WHBC award winning computerized newsroom needs another aggressive experienced self-starter for anchor/reporter slot. T&R to Box 9917, Canton, OH 44711. No phone calls. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director: Midwest 50,000 watt AM full service station needs experienced AM PD. Must be bottom line oriented, have new ideas and willing to make changes. Send resume and salary history to General Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. No phone calls please. EOE.

Program director: For fresh Contemporary Jazz format. Must understand target audience 25-49, team management and research. Supervises music, operations, news and sports. Salary to mid 30's. Resume by August 21 to: David R. Anderson, WAER, Office of Human Resources, Skytop Office Bldg, Syracuse, NY 13244. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Strong administrator. Solid leader. No hot shot. Computer literate. Good planner. Detailed budgets & projections. Over 20 years as general manager including group. Presently VP-GM combo operation. Top 60 market. Prefer Southeast but will consider all. Reply to Box M-46.

Are you distressed? Overcome with anguish that your facilities are not meeting expectations? Then pick up your phone and talk with me. I am a very successful broadcaster with 34 years experience in all areas of sales, programming, engineering, production, promotion and motivation. I can get the job done! I am a very healthy 57 years young and ready to answer "the call". My record says you win if you pick up your phone and call now! 1-919-292-8964 Tom Armshaw— Greensboro, NC 22409.

Veteran, versatile broadcaster with solid sales, sales management experience seeks medium/metro GM of SM position. 305-424-2194.

General manager / general sales manager: Twelve years of radio management experience in both small and medium markets. Proven track record. Looking for a challenge that has realistic goals. Reply to Box N-17.

Bill James—your next GM: 15+ years radio management. Can do all. Sales/programming/management. Cost efficient. Wear many hats. 804-232-5197.

SITUATIONS WANTED ANNOUNCERS

Midwest: Over 20 years allround experience. Solid references. Very strong production. Many years news background. Writing and beat. Prefer Country or Easy Listening. 507-334-6678.

SITUATIONS WANTED NEWS

I'm no news bunny — years of experience at NBC (when it was NBC), AP, UPI, WGCI and other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

Sports reporter: 2 years commercial radio experience. Will also do news and/or sales, if needed. Doug 914-948-2491.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Top, nationally known movie critic seeks syndicator for long-running radio show featuring interviews with Hollywood & Broadway's biggest stars, showbusiness anecdotes, industry news. Agent: 212-307-1100.

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TELEVISION

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Director of TV operations for major market East Coast sports facility. Must have strong people, operations, production, technical, planning and budgeting skills. Salary \$50-60,000 based on experience. Reply to Box N-4. EOE M/F.

Local sales manager: Successful small market indy seeks experienced management professional. Requires a teacher with creative selling skills and a hands-on approach. Apply in confidence to Box N-5. EOE.

Sales management position: Dominant Southeast network affiliate. GM possibilities based on aggressive sales performance. Position requires daily outside sales contacts. Send resume to Box N-19. EOE.

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Assignment manager: Wanted, TV's best assignment manager. If you're an experienced assignment editor who knows television news, police scanners, computers, microwave, SNG and can work well with Chattanooga's largest news staff and a remote bureau, you're the person we're looking for. Individuals with extensive knowledge of the Tennessee Valley will receive priority consideration. Send your news philosophy, letter of introduction and resume to: Jim Church, News Director, WTVN-TV, PO Box 1150, Chattanooga, TN 37401. Equal opportunity employer.

One of the country's leading group owners is seeking an experienced, hands-on manager for its L.A. market O&O. If you're a people-person, can motivate and wear many hats, rush your resume and references to: Personnel, KHSC, 3833 Ebony Street, Ontario, CA 91761. No phone calls, EOE.

National sales manager: ABC affiliate seeking motivated individual to join sales team. Rep or national/regional sales experience preferred. Resume to Liz Mattox, General Sales Manager WCJB-TV, PO Box 147020, Gainesville, FL 32614-7020. EOE.

HELP WANTED SALES

Account executive: WECT is seeking an account executive with at least two years television sales experience. Applicant must have excellent communication skills, ability to negotiate and sell numbers of no. 1 station. Established list. Resumes only to GM, WECT, PO Box 4029, Wilmington, NC 28406. EOE.

Local sales manager: NBC affiliate is seeking aggressive, promotion oriented individual as local sales manager. Current manager or senior account executive wanting to move into management position. Candidate must possess skills in BMP, Columbia, promotion and value added sales. Send resume to John Chadwick, GSM, WTWO TV, PO Box 299, Terre Haute, IN 47808. No calls please. EOE.

Account executive: To sell at station designated rates the products of WTVH to any assigned list of advertisers and their agencies, develop new accounts and ensure proper scheduling, billing and service. High school graduate. College degree preferable, but not mandatory. Minimum of three years broadcast sales experience. Send resume to Peg McDermott, Local Sales Manager, WTVH, 980 James Street, Syracuse, NY 13203. EOE.

Account executive: KCRA-TV sales is seeking a qualified A/E. Applicants must have a minimum two years sales experience in electronic advertising sales. Send resume and salary requirement to: KCRA-TV, Attn: CPG/Sales, 3 Television Circle, Sacramento, CA 95814-0794. No calls will be accepted. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

Boston full power Telemundo affiliate seeks A.E. with solid agency and retail background. Successful candidate will be aggressive, organized, self motivated, and possess a creative mind with strong presentation skills. Bi-lingual ability helpful. All replies in strict confidence. Lehel Reeves/WHLL-TV 27, 440 Commercial Street, 3rd Floor, Boston, MA 02109. 1-800-241-6197. Fax 508-753-7241. WHLL is an equal opportunity employer.

HELP WANTED TECHNICAL

Assistant chief engineer: KETA-TV is seeking a professional with proven technical and leadership skills to supervise engineering staff. This hands-on position requires direct supervision in the installation and maintenance of studio and transmitter equipment. Will work with the director of engineering in planning and implementing station engineering projects. Send resume and references to Personnel, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113. EOE.

Television broadcast maintenance engineer: Service and repair UHF television transmitter and studio equipment including: Analog, digital and RF electronic equipment. Minimum four years hands-on maintenance experience plus two years technical school or military electronic training required. Send resume to (no phone calls, please) KUSI-TV, Personnel Dept (Maintenance Engineer), PO Box 719051, San Diego, CA 92171. EOE.

HELP WANTED NEWS

Sports director: I need a good communicator who enjoys live, enjoys developing off-beat sport stories and is a team player. No beginners. Send resume and non-returnable tape to Lloyd Winnecke, News Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE - M/F.

We are looking for an aggressive reporter who isn't afraid to "get in someone's face" to get the story. Must have a minimum three years reporting experience. Join this competitive and fast growing market. If you like it hot, you'll like it here. Non-returnable tapes and resume's to: Richard Urey, News Director, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

Join one of the fastest growing markets in America. Medium market covering major market news. 11pm producer. Must be energetic with ideas and a strong writer. 2 years experience producing newscast. Non-returnable tape and resume to: Michele Gors/Executive Producer, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

Entry level reporter. . . Send non-returnable tape and resume to: WOWL TV, 840 Cypress Mill Road, Florence, AL 35630. EOE.

RoboReporter: Seeking intellectual, curious, journalistically-correct highly motivated self-starter who is willing to work incredibly long hours (weekends plus 2 days Mon-Fri) at ridiculously low pay. Must also have a sense of humor and be fun to have around. No rookies. Our motto: "Play championship newsball today!" Tape and resumes to: Tim G. Gardner, News Director, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. EOE/M-F. Closing date 8/21. Don't call us, we'll call you.

Aggressive, serious news department needs responsible, accountable, organized number two to back up ND. Duties will include overseeing the desk, scheduling and series planning. Must have at least five years desk, producing or A.N.D. experience. Send resume and brief philosophy to Box N-20. EOE.

News producer: News leader in one of America's most beautiful markets needs dynamic producer to continue excellence of 6:00 p.m. newshour. One to two years experience on major, daily news show required. Must be excellent writer who engages viewers and makes news relevant to them. Strong organization and people management skills required, plus ability to work with reporters and employees from other station departments. Contact Mark Shafer, News Director, KSBY6, 467 Hill Street, San Luis Obispo, CA 93405. Absolutely no phone calls. EOE.

News photographer: Excellent, small-market, photo-journalism station in one of America's most beautiful markets needs aggressive, quality-minded, experienced photographer to join award-winning staff. Pretty pictures aren't enough. We need a strong storyteller who communicates news in a creative and human way. Fluency in Spanish a real plus. Contact Kelly Teel, Chief Photographer, KSBY6, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

Weekday anchor/reporter: Great station seeks long-lasting relationship with personality-packed journalist who genuinely cares for people and shows it on the air. If you can do that and complement our male anchor, rush resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, PO Box 816, Cedar Rapids, IA 52406. No beginners. EOE.

Assignment editor: Can you run, gun, and stun the competition with unmatched coverage? Can you help motivate news people and keep humanity in our news? Want a great opportunity with a great station? Then, rush your news philosophy with your resume and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, PO Box 816, Cedar Rapids, IA 52406. No beginners. EOE.

News promotion manager: Develop strategies and concepts for news promotions. Good writing and knowledge of current production techniques. At least three years experience in television promotions preferred. Resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, AL 36602. EOE, M/F.

Award winning, East Coast affiliate is looking for a weekend anchor/reporter candidate will have at least 1 year anchor experience at an affiliated station. Send resume and non-returnable 3/4" tape to Roger Follebout, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. M/F EOE.

Executive news producer: Northeastern NBC affiliate seeks highly motivated and creative executive producer to help oversee operations. If you have at least five years experience in TV news, send resume to: WNYT-TV, News Director, PO Box 4035, Albany, NY 12204. EOE. No phone calls.

Street reporters: Do you crave the lead story every night? Do you ride with the cops at midnight on your own time? Do you pride yourself on being tough but fair? Do you long to be a great writer and story-teller? Four "yes" answers could get you a good job. KOTV is a group-owned CBS affiliate in one of the most livable mid-sized cities in America. If you value good journalism and community service, send a non-returnable tape and resume to Scott Parks, News Director, KOTV, 302 S. Frankfort, Tulsa, OK 74120. No beginners or recent college graduates, please. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/writer/directors, associate producers and production/creative assistants needed. Hawthorne Communications, Inc., is a fast paced state-of-the-art ad agency with an in-house production facility producing infomercials and spots for Fortune 500 clients. This is an opportunity for growth with one of the country's leading infomercial producers located in a friendly midwestern community. Send resume, VHS reel to Allen Teague, Hawthorne Communications, PO Box 1366E, Fairfield, IA 52556. EOE.

KMPH Fox 26, no. 1 Fox affiliate and no. 1 independent in the country, is seeking to fill the position of creative services director. The position requires a minimum of three years promotion experience and the ability to manage a senior staff of writers/producers. The position also requires interfacing with the marketing staff to provide value-added promotions, on-air contests and produce station-owned events in the community. If you are a creative leader, please send your resume, references and non-returnable promotional reel to: Lise Markham, KMPH Fox 26, 5111 E. McKinley Avenue, Fresno, CA 93727. Applications will be accepted through September 4, 1992. No phone calls please. An EOE-M/F/H.

Staff director for Miami CBS O&O: Need creative, team player with 3 to 5 years experience directing fast-paced, complex newscasts. Hands-on experience with Grass Valley 300 switcher, ADO, Chyron Infit! and other state of the art equipment. Resume only to Director of Production Services, WCIX (TV), 8900 NW 18th Terrace, Miami, FL 33172. EOE.

Co-host: For a nightly entertainment and public affairs program magazine. Must have ability to write and produce stories. Three years on-air television news reporting and/or anchoring required. Experience as commercial talent helpful. Send resume and tape to: Human Resources, WHAS-TV, PO Box 1100, Louisville, KY 40201. EOE.

Story producer/reporter: For a nightly entertainment and public affairs program magazine. Must be able to research and write stories, as well as appear on-air. Three years on-air news reporting experience required. Send resume and tape to: Human Resources, WHAS-TV, PO Box 1100, Louisville, KY 40201. EOE.

Associate director, cultural, drama & arts programs: The Corporation for Public Broadcasting, a private non-profit corporation, is seeking an associate director to develop, implement, and support cultural, drama and arts programming in public television. Requires a bachelors degree or related experience; minimum 5 years experience in cultural drama and arts programming with special emphasis on program and script review for cultural documentaries, performance programming and television or theatrical film production; and a thorough knowledge of public television and/or independent feature filmmaking. A graduate degree or equivalent experience in a film production or screen writing; and/or experience as a producer, program executive or other top level position with a film production or broadcasting organization very helpful. If you meet these criteria, send your resume and cover letter including salary history to: The Corporation for Public Broadcasting, 901 E Street, NW, Washington, DC 20004. Attn: Ms. S.G. Kerry, Personnel Manager. AA/EOE

Immediate opening for art director: #1 NBC affiliate in top fifty market needs a creative, motivated designer who works well under pressure. Must be able to create strong graphics with quick turnaround. Responsible for design and layout of all station print materials, sets, and on-air graphics. Operation of electronic and paint/graphic systems. Desktop publishing experience preferred. Minimum of three years broadcast experience and college degree or equivalent. Strong design sense and ability to supervise staff artist(s) required. Send graphics samples and resume to: Kathryn Hansen, Promotion Manager, WYFF TV, PO Box 788, Greenville, SC 29602. No calls please. EOE.

Promotion producer/director: Seeking an enthusiastic, cutting-edge producer/director to oversee the production of on-air, sales and event promotions. Creative writing skills are essential. Applicants must have at least 2 years experience in television production or promotion or related field. Experience with television graphics and 3/4 inch editing a plus. Fox station experience also a plus. Send resume and tape to: Creative Services Director, Fox 23, KBSI, 806 Enterprise, Cape Girardeau, MO 63701. EOE/MF. No phone calls please.

Writer/producer needed in top 15 affiliate. Will be responsible for series, image, and some daily topical promotion. You'll have access to the resources you've always wanted in a top notch department. 2 years promotion writing and producing a must. You must be quick, creative and willing to have fun. Rush tape and resume to: Ted Nekic, On-Air Promotion Manager, KARE TV, 8811 Olson Memorial Highway, Minneapolis, MN 55410. Equal opportunity employer.

Television director/producer: WTVD is seeking a television director/producer with a minimum of 3 years experience who can direct and switch fast paced news programs. Operational knowledge of Grass Valley 300 switcher, Grass Valley Kaleidoscope, Chyron CG and Harris Still Store is essential. We are looking for a creative person with the ability to handle special projects program producing. No calls. Send resume and non-returnable tape to: Jeffrey Hester, Senior Director, WTVD-11, PO Box 2009, Durham, NC 27702. A Capital Cities/ABC, Inc. owned station. EOE.

Wanted: Paintbox operator with strong conceptual ability to work in one of the fastest growing markets in the country. Will design and produce on-air graphics for news, promotions, and commercial clients. Must be creative and able to work under pressure while meeting daily deadlines. Must have at least three years of experience in broadcast design and paintbox operation, Dynatech DP Animator preferred. Knowledge of Chyron Superscribe, Abekas A-66, and Beta editing preferred. Ability to work with layout and design of print materials preferred. Rush resume and work samples, by August 15, to Donna M. Dube, Director of Promotions, KTNV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE.

TV talk host: Major broadcast company seeks youthful rising star who identifies with issues facing teens and young adults. Candidate must feel comfortable in front of camera, stand out in a crowd and be easy to talk to. EOE. Send resume and VHS demo to: TV Talk Host, Suite 6000, 1855H Deerfield Rd., Highland Park, IL 60035.

Writer/producer: Creative self-starter with 2 years experience in TV promotion or news, good writing, editing skills and post production experience in 3/4" and Beta. Variable assignments include special projects and station image campaign. College degree required. Send resume and non-returnable tapes to WDTN, Personnel Department, PO Box 741, Dayton, OH 45401. EOE.

Graphic designer: Top rated NBC affiliate in St. Louis has opening for experienced television artist. Qualified applicants should have strong design and creative abilities, traditional layout, paste-up, signage productions skills and computer/video experience. BA graphic design. Will work with two other designers on a wide variety of projects and media, including video hardware. Send resume: Human Resources, KSDK-TV5, 1000 Market, St. Louis, MO 63101. No calls. EOE.

Senior-on-air promotion producer: WTLV is in search of a top-notch producer familiar with all phases of hands-on production. You're passionate about promos and ready to demonstrate your supervisory skills. You'll work very closely with news managers, oversee our on-air look, and create eye-catching promos. Gannett owned/NBC affiliate. EOE. Send tapes and resumes to Roz Fields, VP Programming/Promotion, 1070 East Adams St., Jacksonville, FL 23302.

SITUATIONS WANTED MANAGEMENT

Network TV engineer seeking FM station for lease w/option to buy. Interested in Florida but will consider other area. 914-964-5639.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer looking to return to TV. Studio maintenance, live trucks, UHF/VHF, construction and supervisory experience. Can run a department. Call Jim 301-881-8017.

Working major market chief engineer, 25 years experience, studio & transmitter wants to move West or Southwest. All markets considered. Reply to Box N-21.

SITUATIONS WANTED NEWS

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

Female sports videographer looking for a sports position with progressive station. Experience and NPPA awards. Relocation not a problem. Tammy 703-955-4807.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Revenue! Income! Legal tender! Keep it rolling in. Commercial producer seeks position in Chicago area. Call Chris 708-345-1262.

Top NYC writer/producer/director (37 years old) of 100's (yes 100's) of retail and other commercials including GNC and TV shows etc. Can make big money for your station or company. 212-687-0963 (will travel or relocate for right opportunity).

MISCELLANEOUS

Tape critique and job search counsel by Bill Slatter, former NBC talent scout. Quick turnaround. Affordable. 601-446-6347.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director-corp. communications/P.R.: Major media co. seeking experienced, professional director to manage all phases of corp. communications and P.R. — shareholder and investor relations (a must), in-house publications, press relations, financial reporting, analyst and Sr. mgmt. meetings, promo. events and agency relations. A highly "visible" position — must have polished interpersonal and organizational skills at officer and bd. levels. Excellent comp. and benefits package in desirable S.E. location. Send resume to Box N-18. EOE.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

Used videotape—cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

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

AM/FM transmitters: BE/CCA/Continental/Harris/McMartin/RCA/TTC, 1-50KW, Transcom, 800-441-8454.

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.

Klystrons: Now leasing new & used! Most types available. Pauza Company 615-238-4200.

Transmitters: UHF, VHF, most bands. Pauza Company, 615-238-4200.

FS-30 stereo generator, excellent condition, \$2,205.00. Call 806-372-5130.

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Autogram IC-10B factory refurbished and ready for operation, \$4,500.00. Call 806-372-5130.

Broadcast Electronics FM-20000B transmitter, excellent condition. Call 806-372-5130.

Moseley 505 STL System, late model, certified for new rules, good condition. Call 806-372-5130.

Videotape—lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Betacam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video 800-238-4300.

Audio board, used, excellent condition. ADM BCS 2443 stereo broadcast/production board. Used for post production only. KSEE24 209-454-2424.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems 602-582-6550.

TELEVISION

HELP WANTED TECHNICAL

Manager of Engineering

KDFW, Channel 4 in Dallas needs a Manager to assist our Director of Engineering & Operations. Responsibilities will include direct supervision of all studio operators and maintenance personnel, as well as being part of the team planning and implementing long range projects.

If you are currently in Engineering Management and are ready to move up, send a resume to:

James G. Withers
Director of Engineering/Operations
KDFW-TV, 400 N. Griffin St.,
Dallas, TX 75202
No calls, please. EOE.

HELP WANTED MANAGEMENT

MANAGER OF FINANCIAL ANALYSIS

Major New York area T.V. Station seeks an energetic manager with 3 to 5 years experience in financial analysis. Responsibilities will include analyzing financial results and writing corresponding reports; budget preparation and analysis; maintenance of the program inventory amortization database; participation in monthly closings and reforecasts.

Your background should include strong analytical skills with some knowledge of Accounting. An MBA is desirable with a concentration in Finance preferred. Excellent communications skills a must and previous Broadcast/Media experience a plus. Strong computer skills utilizing LOTUS necessary, coupled with the ability to face changing challenges and deadlines.

If you're ready for a challenging high visibility position with growth potential, send your resume with salary history to:

Director, Human Resources BC6
Box 0801FA, c/o Suite 501, 1500 Broadway, New York, NY 10036
Equal opportunity employer m/f

HELP WANTED SALES

Director of Research and Sales Development KTRK-TV

The #1 network affiliate in Houston seeks a Director of Research and Sales Development with a strong background in sales and programming research. The candidate must have at least 5 years experience in local market television research, i.e. Nielsen and Arbitron, preferably in a metered market, with technical knowledge of research methodology. This position also requires applied knowledge of various custom and qualitative research tools such as NSI Plus, A.I.D., MRI, Scarborough or similar services. Strong writing skills are mandatory and PC skills are highly desirable. The individual selected will work hands-on with sales and station management and interface with rep research and marketing services. For consideration, please send resume to: Jim Keeley, KTRK-TV, P.O. Box 13, Houston, TX 77001. Equal Opportunity Employer M/F/H/V.



HELP WANTED PROGRAMING PROMOTION & OTHERS

SEGMENT PRODUCER



GOOD COMPANY

We need a versatile pro with experience who can produce both Oprah-style "panels" and Regis and Kathie Lee type demonstrations of fashion, makeovers, etc. The ideal candidate also knows how to produce field packages. Predecessor moved to Oprah. Please send letter and resume (no tapes yet, please) to:

Jackie Frey
KSTP-TV
Good Company
3415 University Ave.
Minneapolis, MN 55414

EOE

EXECUTIVE PRODUCER

We are a group owned CBS affiliate in America's East Coast City by the Bay. We are seeking a highly motivated and creative hands-on news manager.

If you have at least three years of line producing experience and one year of news management experience, we want to see your work.

Please send a resume, tape and writing samples to:
Dave Roberts
Associate News Director
WBAL-TV
Baltimore, MD 21211

WBAL-TV
HEARST BROADCASTING

Women and minorities are encouraged to apply.

Blind Box Response???

Box Letter-Number
1705 DeSales St., NW
Washington, DC 20036

Please Do Not Send Tapes!

**HELP WANTED PROGRAMING
PROMOTION & OTHERS CONTINUED**

**YOU WANT TO
MAKE A NAME
FOR YOURSELF?**

The #1 television station in San Diego is looking for post production people who are tops at the editor/ switcher/dve/ paintbox and can light/shoot as well. We want capable, articulate, charismatic team builders who can lead our commercial and promotional efforts.

Resumes and non returnable tapes (no calls) to:
Mike Biltucci
KGTV
P.O. Box 85347
San Diego, California 92186



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PROGRAMING SERVICES

NWN TV LOCAL TELEVISION
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NATIONAL WEATHER NETWORK OFFERS CUSTOMIZED TV WEATHERCASTS FOR INDEPENDENT, AFFILIATE & PUBLIC TV STATIONS NATIONWIDE VIA SATELLITE 7 DAYS PER WEEK.

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CALL EDWARD ST. PE' AT 601-352-6673 FOR INFORMATION.

RADIO

HELP WANTED MANAGEMENT

Radio Local Sales Manager

Southern Maine's top Adult radio station seeks an experienced LSM. SAGA station. A leader with skills and vision. Min. 3 yrs local radio sales. CRMC desired, formal sales training, computer savvy. Resume and cover letter to: GSM, WMGX 93.1, 200 High Street, Portland, ME 04101 (207) 774-4561. Equal Opportunity Employer. Strictest Confidence.

HELP WANTED NEWS

Business Sports Lifestyles

The StandardNews Group is looking for Writers, Producers, and air staff to join an aggressive innovative Washington Bureau supporting our four new national radio news services.

BA required, MA preferred, and five years major market or network experience, including national affairs reporting or producing.

These are extraordinary opportunities for the right people to perform in an environment which fosters excellence and challenges the status quo.

Cover letter, resume and tape to the attention of Forrest Boyd, 2111 National Press Building, Washington, DC 20045. EOE.

HELP WANTED NEWS CONTINUED

News writers/editors/anchors:

WBZ News Radio 1030, New England's source for news and information, is currently recruiting for news openings. 3-5 years medium to major market experience preferred. Computer skills and aptitude with standard broadcast equipment essential. No phone calls, please. Send resume to:

Emily Barsh, WBZ News Radio 1030
1170 Soldiers Field Road, Boston, MA 02134.
WBZ News Radio is an Equal Opportunity Employer

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California Broadcasters Association

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We offer a competitive salary and excellent benefits. For consideration, please send your resume, including non-returnable samples of your work, to: **Bank One, Columbus, Patti Cotter, 800 Brookside Blvd., Columbus, OH 43271-0610.** An equal opportunity employer m/f/d.

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S.C.	Class A	800,000
S.C.	Class A Combo	550,000
Georgia	Class C	400,000
Alabama	Class A	375,000
Georgia	Class A Combo	300,000
Alabama	Class A	275,000
Miss.	Class A Combo	250,000
Georgia	Metro AM	165,000
Georgia	Metro AM	150,000

The Thorburn Company
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Cumming, Georgia 30130
Bob Thorburn, President
(706) 781-8740

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

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

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

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

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

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

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

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

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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

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

For subscription information call 1-800-323-4345.

Date Book

Highlighted listings indicate major meetings

AUGUST

Aug. 9-11—Arkansas Broadcasters Association annual convention. Red Apple Inn, Heber Springs, Ark. Information: (501) 227-7564.

Aug. 11-14—Idaho Cable Television Association summer convention. Shore Lodge, McCall, Idaho. Information: Shirley Chambers, (208) 345-5660, or Steve Hawley, (208) 377-2491.

Aug. 12—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Paul Sagan, vice president, news and programing, Time Warner New York City News Channel. Copacabana, New York. Information: (212) 768-7050.

Aug. 13-16—West Virginia Broadcasters Association 46th annual convention. Greenbrier, White Sulphur Springs, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

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

Aug. 19—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Sonny Fox, president, Sonny Fox Productions. Copacabana, New York. Information: (212) 768-7050.

Aug. 23-26—Cable Television Administration and Marketing Society annual national conference. San Francisco. Information: (301) 206-5393.

Aug. 26—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Richard Ramirez, senior vice president, Univision Station Group. Copacabana, New York. Information: (212) 768-7050.

Aug. 28—Deadline for producer entries in the 14th annual National CableACE Awards competition sponsored by National Academy of Cable Programming. Information: Howard Marcantel, (202) 775-3611.

Aug. 29—Academy of Television Arts and Sciences 44th annual prime time Emmy Awards non-televised ceremony. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Aug. 30—Academy of Television Arts and Sciences 44th annual prime time Emmy Awards, to be televised on Fox TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

SEPTEMBER

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 Convention Center, New Orleans. Information: (202) 429-5300.

Sept. 9-12—National Association of Telecommunications Officers and Advisors 12th annual conference. Omni Mandalay at Las Colinas, Irving, Tex. Information: Renee Winsky, (202) 626-3160.

Sept. 12-14—National Association of Broadcasters 100-plus exchange. New Orleans. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 13-16—Advertising Issues Forum, sponsored by Association of National Advertisers. Speakers include Brandon Tartkoff, chairman, Paramount Pictures Corp., and Burt Manning, chairman and CEO, J. Walter Thompson. Ritz-Carlton, San Francisco. Information: (202) 785-1525.

Sept. 15-17—Great Lakes Cable Expo regional trade show. Cleveland Convention Center. Information: Kimberly Maki, (517) 482-9350.

Sept. 17-18—42nd annual Broadcast Symposium, sponsored by Broadcast Technology Society of Institute of Electrical and Electronics Engineers. Hotel Washington, Washington, D.C. Information: (703) 591-0110.

Sept. 17-19—Nebraska Broadcasters Association annual convention. Midtown Holiday Inn, Grand Island, Neb. Information: Richard Palmquist, (402) 333-3034.

Sept. 17-20—Viewers for Quality Television sixth annual convention. Beverly Garland Hotel, Los Angeles. Information: (703) 425-0075.

Sept. 22—National Academy of Cable Programming seventh annual fall forum luncheon, "Cable's Coverage of the Election." New York Hilton. Information: Jay Galvan, (202) 775-3611.

Sept. 23-26—Radio-Television News Directors Association conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*, and Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes*. San Antonio, Tex. Information: (202) 659-6510.

Sept. 24-25—National Association of Minorities in Cable and National Cable Television Association sixth annual urban markets seminar. New York. Information: (202) 775-3669.

Sept. 26-27—North Carolina Association of Broadcasters annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards, (919) 821-7300.

Sept. 30—Deadline for entries in *The Ohio State Awards*. Any independent producers, cable outlet, or broadcast organization that produced and broadcast a radio or television program that aired

ERRATA

AT&T is scheduled to launch the Telstar 401 satellite (aboard a General Dynamics rocket) for ABC and PBS in October 1993, not May 1993 as reported July 27. Also, ArianeSpace is contracted to launch GE Americom's Satcom C-3, not C-4, which is to be launched by McDonnell Douglas.

The name of a Unistar Radio Networks executive was misspelled in the August 3 issue. Unistar's president, sales, is David Landau.

between July 1, 1991, and June 30, 1992, are eligible. Information: Phyllis Madry, (614) 292-0185.

OCTOBER-DECEMBER

Oct. 1-4—Women in Communications national professional conference. Chicago. Information: Laura Rush, (703) 528-4200.

Oct. 4-6—Minnesota Cable Communications Association annual meeting. St. Paul Hotel, St. Paul. Information: (612) 641-0268.

Oct. 6-8—Mid-America Cable TV Association 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

Oct. 7-10—National Broadcast Association for Community Affairs annual convention. Loews L'Enfant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

Oct. 8-10—Minnesota Broadcasters Association 43rd annual convention. Radisson Arrowwood Resort, Alexandria, Minn. Information: (612) 926-8123.

Oct. 9-11—Oregon Association of Broadcasters annual convention. The Riverhouse, Bend, Ore. Information: (503) 257-3041.

Oct. 10-12—Tennessee Association of Broadcasters annual convention. Radisson Read House, Chattanooga. Information: (615) 399-3791.

Oct. 10-13—Association of National Advertisers annual meeting and business conference. Home-stead, Hot Springs, Va.

Oct. 12-14—Kentucky Cable TV Association annual convention. Marriott Resort, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

Oct. 12-16—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: Jan Sharkey, (609) 848-1000.

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

Oct. 16-17—Missouri Broadcasters Association fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

Oct. 19—Seventh annual John Bayliss Broadcast Foundation annual media roast, honoring Dr. Ruth Westheimer, former radio talk show host. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

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

Oct. 27-29—LPTV annual conference and exposition, sponsored by Community Broadcasters Association. Tropicana, Las Vegas. Information: (800) 225-8183.

For the Record

As compiled by BROADCASTING from July 27 through July 31 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KXHW(FM) Marked Tree, AR** (BALH920722GG; 93.7 mhz)—Seeks assignment of license from Marked Tree Media Partnership to B & H Broadcasting Co. for \$10,000. Seller is headed by John Allen, and has no other broadcast interests. Buyer is headed by general partners Earl N. Hodges and O.L. Bayless, and has no other broadcast interests. Filed July 22.

■ **WPZA(AM)-WAMX(FM) Ann Arbor, MI** (AM: BAL920722HX; 1050 khz; 5 kw-D, 500 w-N; FM: BALH920722HY; 3 kw; ant. 260 ft.)—Seeks assignment of license from Washtenaw Broadcasting Co. Inc. to MW Blue Partnership for \$750,000. Seller has no other broadcast interests. Buyer is owned by assignor and general partner Washtenaw Broadcasting Co. Inc. (33%), and limited partner WSJM Inc. (67%), headed by Robert Murthum and Gayle Olson, respectively. Murthum has interests in one AM and two FM's. Filed July 22.

■ **KKTO(TV) Santa Fe, NM** (BALCT920723KF; ch. 2; 89.1 kw-V; 8.91 kw-A; ant. 2,000 ft.)—Seeks assignment of license from Coronado Communications Company to KGSW-TV Inc.; price was not included in application. Seller is headed by James E. Rogers. Parent company Sunbelt Broadcasting Co. is licensee of 3 TV's. Buyer is headed by John E. Hayes, and is owned by Providence Journal Broadcasting Co., headed by Jack C. Clifford. Providence Journal is also licensee of five TV's.

■ **WSFL-AM-FM New Bern, NC** (AM: BTC920723GH; 1380 khz; 5 kw-D; FM: BTCH920723GI; 106.5 mhz; 100 kw; ant. 915 ft.)—Seeks transfer of control from Howard A. Wilcox and George G. Beasley to Brad A. Beasley for \$200,000. George Beasley has attributable interests in 4 AM's, 10 FM's and 1 TV. Brad Beasley is son of George, and has attributable interests in two FM's. Filed July 23.

■ **WGLB-AM-FM Port Washington, WI** (AM: BTC920722GE; 1560 khz; 250 w-D; FM:

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—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; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

BTCH920722GF; 100.1 mhz; 3 kw; ant. 180 ft.)—Seeks transfer of control from WGLB Inc. to Wisconsin Great Lakes Broadcasting Inc. for \$300,000. Seller is headed by Howard J. Fuys, and has no other broadcast interests. Buyer is headed by Mark Heller, and has interests in WTRW(AM) Two Rivers, WI. Filed July 22.

Actions

■ **WKSJ-AM-FM Prichard, AL** (BAL920513GL; 1270 khz; 5 kw-D, 103 w-N; FM: BALH920513GM; 94.9 mhz; 100 kw; ant. 410 ft.)—Granted assignment of license from Capitol Broadcasting Corp. to Franklin Communications Partners Ltd. for \$8.125 million. Sale includes WCAW(AM)-WVAF(FM) Charleston, WV, and WRKA(FM) St. Matthews (Louisville), KY. Seller is headed by Kenneth S. Johnson, and is also licensee of WCAW(AM)-WVAF(FM) Charleston, WV, and WRKA(FM) ST. Mathews, KY. Buyer is headed by Morton I. Hamburg, and is backed by general partner WESHAM Broadcasting Co. (1%) and limited partners WESHAM Corp. (48.51%) and Excelsior Communications (50.49%). Action July 16.

■ **KKLC(FM) Susanville, CA** (BAPH920417HB; 96.3 mhz; 25 kw; ant. 328 ft.)—Seeks assignment of CP from Antelope FM Partnership to Dale A. Ganske for \$100. Seller is headed by Larry G. Fuss, who also has interests in one AM and five FM's. Buyer is partner in assignor; he is also permittee of WYZM(FM) Waunakee, WI, and has inter-

ests in applicant for new FM at Laramie, WY. Action July 17.

■ **KRKY(AM)-KRKM(FM) Granby-Kremmling, CO** (AM: BAL920323EA; 930 khz; 4.5 kw-D; FM: BALH920323EB; 152 w; ant. 1,096 ft.)—Granted assignment of license from Grand Lake Broadcasting Inc. to The Hays Group Inc. for \$54,000. Application for earlier sale of station to Grand Broadcasting Corp. was dismissed ("For the Record," Feb. 17). Seller is headed by Robert L. Kern, and has interests in WOCD(TV) Amsterdam, NY. Buyer is headed by Page Perry, and has no other broadcast interests. Action July 22.

■ **WWKQ(AM) Cocoa, FL** (BAL920422EF; 860 khz; 1 kw-D, 121 w-N)—Granted assignment of license from Christian Radio Communications Inc. to Walker Broadcasting Inc. for \$267,106 ("Changing Hands," May 11). Seller is headed by Regina Wooley, and has interests in WHOF(AM) Wildwood, FL. Buyer is headed by Keith and Kit Walker, husband and wife, and has no other broadcast interests. Action July 23.

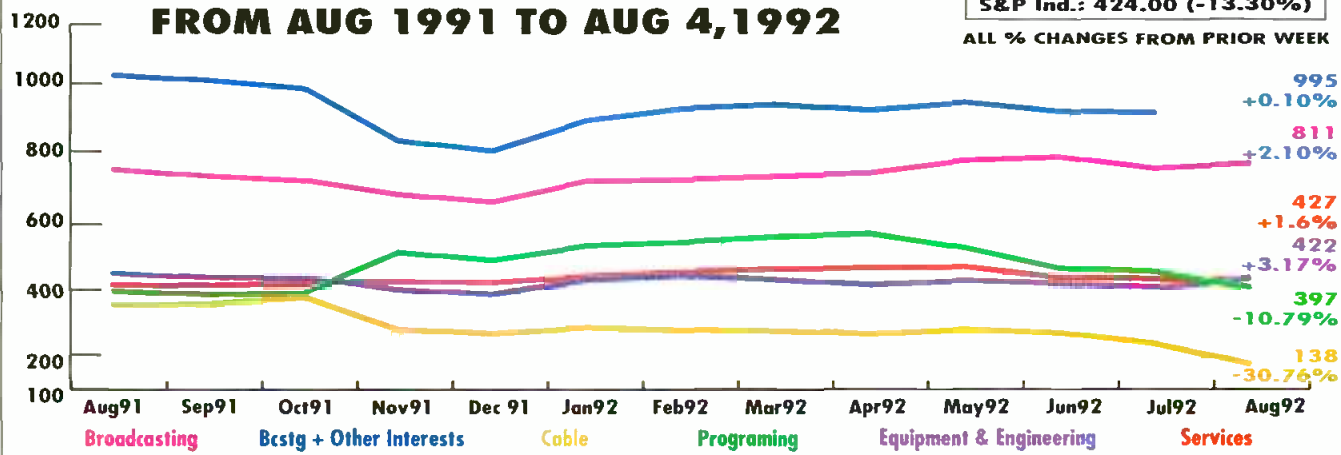
■ **KSLO(AM)-KOGM(FM) Opelousas, LA** (AM: BTC911219EB; 1230 khz; 1 kw-U; FM: BTCH911219EC; 107.1 mhz; 3 kw; ant. 205 ft.)—Granted transfer of control within KSLO Broadcasting Co. Inc.; assignment is inheritance. Transferor is L.A. Koenenn Jr., executor, transferring 90% of interest. Transferees are Wandell Allegood, et al. Action July 23.

■ **WKZB(FM) Drew, MS** (BALH920529GS; 95.3 mhz; 3 kw; ant. 344 ft.)—Granted assignment of license from Gattelli Broadcasting Co. Inc. to Eddie Bond for \$5,000. Seller is headed by Jeffrey A. Levingston, chapter 7 trustee, and has no other broadcast interests. Buyer has interests in WVIM-FM Coldwater, MS. Action July 20.

■ **KZPF(FM) Ozark, MO** (BTCH920513HY; 92.9 mhz; 3 kw; ant. 1,076 ft.)—Granted transfer of control of licensee Ozark Mountain Broadcasting Inc. for \$68,000. Seller is Dorothy S. Lemmon, who is selling her 80% of licensee. Buyer is Gary W. Lynch, who will be 100% owner of licensee. Action July 16.

■ **KFRU(AM) Columbia, MO** (BAL920603EC; 1400 khz; 1 kw-U)—Granted assignment of license from KFRU Inc. to Columbia AM Inc. for \$448,841, assumption of debt. Seller is headed by Bill Weaver, and has no other broadcast interests. Buyer is headed by Alan M. Germond. Principals James D. Baugher (7.5%) and John E. Ott (5%) own licensee

STOCK MARKET PERFORMANCE AVERAGES FROM AUG 1991 TO AUG 4, 1992



of KWHN(AM)-KMAG(FM) Fort Smith, AR. Action July 21.

■ **WFXN(AM) Goldsboro, NC** (BAL920608EH; 1300 khz; 1 kw-D, 50 w-N)—Granted assignment of license from Freedom Baptist Church of Goldsboro to Creative Broadcasting Co. for \$100 and assumption of seller's note of \$114,750. Seller is headed by T.D. Worthington, and has no other broadcast interests. Buyer is headed by Willie Strickland, and has no other broadcast interests. Action July 22.

■ **WJTP(AM) Newland, NC** (BAL920701EB; 1130 khz; 1 kw-D)—Returned assignment of license of J.T. Parker Broadcasting Corporation for \$100,000; application is filed in order to reflect dissolution of corporation. Licensee will convert from North Carolina corporation to Tennessee corporation. Assignor is headed by J.T. Parker, et al. Assignee will be headed solely by Parker. Assignment includes WLRV(AM) Lebanon, VA (see below). Action July 21.

■ **WKKE(AM) St. Pauls, NC** (BAL920604EA; 1080 khz; 5 kw-D)—Granted assignment of license from Jesse A. Cowan to Ferriss Y. Locklear for \$73,989. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action July 22.

■ **WCWA(AM)-WIOT(FM) Toledo and WZRZ(FM) Hamilton, OH** (WCWA: BTC920403GT; 1230 khz; 1 kw-U; WIOT: BTCH920403GU; 104.7 mhz; 50 kw; ant. 540 ft.; WZRZ: BTCH920403GV; 96.5 mhz; 19.5 kw; ant. 810 ft.)—Granted transfer of control of assignment of license from Reams Broadcasting Corp., debtor-in-possession, to Alt-RBC Holding Ltd.; transfer reflects reorganization of Reams Corp. as result of bankruptcy. Transfer includes WZRZ(FM) Hamilton, OH (see below). Seller is headed by Frazier Reams Jr., and has no other broadcast interests. Buyer is headed by Brian McNeill. Directors Craig L. Burr and William P. Egan each hold .771% ownership interest in MSO Continental Cablevision. They also own 20% limited partnership interest in licensee of WBMQ(AM)-WIXV(FM) Savannah, GA. They also have interests in licensee of KCHL(AM)-KKYX-FM San Antonio, TX. Action July 21.

■ **KRAD(AM)-KJFK(FM) Perry, OK** (AM: BAL920618EC; 1020 khz; 400 w-D, 250 w-N; FM: BAL920618ED; 105.1 mhz; 1 kw; ant. 328 ft.)—Dismissed app. of assignment of license from Andover Corporation Inc. to David B. Dolezal for \$200,000. Seller is headed by W. Robert Morgan Sr., and has no other broadcast interests. Buyer has no other broadcast interests. Action July 23.

■ **KORC(AM) Waldport, OR** (BAL920420EE; 850 khz; 250 w-D)—Granted assignment of license from KBBM Radio Inc. to Jarvis Communications Inc. for cancellation of promissory note issued to Edward C. McElroy Jr. Seller is headed by Rod Wolfe, executor, and has no other broadcast interests. Buyer is headed by Matthew J. Jarvis, and has no other broadcast interests. Action July 21.

■ **WWCC(AM)-WDNH(FM) Honesdale, PA** (AM: BTC920512GG; 1590 khz; 2.5 kw-D; FM: BTCH920512GH; 95.3 mhz; 3 w; ant. 256 ft.)—Granted transfer of control from WHD Broadcasting Corp. to Theresa A. VanOrden and John P. Duda for \$38,000. Seller is headed by George J. Schmitt, and has no other broadcast interests. Buyers have no other broadcast interests. Action July 22.

■ **WLRV(AM) Lebanon, VA** (BAL920701ED; 1380 khz; 1 kw-D, 63 w-D)—Returned assignment of license of J.T. Parker Broadcasting Corporation (see WJTP(AM) Newland, NC, above). Action July 21.

NEW STATIONS

Applications

■ **Harkers Island, NC** (BPH920720MB)—Hope Communications Inc. seeks 100.3 mhz; 100 kw; ant. 129 m. Address: P.O. Box 248, Morehead City, NC 28557. Applicant is headed by Robert VanderSys, and has no other broadcast interests. Filed July 20.

■ **Lake George, NY** (BPH920714MB)—Janine L. Algar seeks 98.5 mhz; .36 kw; ant. 397.1 m. Address: P.O. Box 6312, Jersey City, NJ 07306. Applicant has no other broadcast interests. Filed July 14.

■ **Pine Knoll Shores, NC** (BPH920720MA)—WMBL Inc. seeks 102.3 mhz; 6 kw; ant. 100 m. Address: 4217 Woodberry Street, University Park, MD 20782. Applicant is headed by Randall A. Hanson, and has no other broadcast interests. Filed July 20.

■ **Tiptonville, TN** (BPH920717MA)—Wenk of Union City Inc. seeks 101.3 mhz; 25 kw; ant. 100 m. Address: 1729 Nailling, Union City, TN 38261. Applicant is headed by William H. Latimer III, and is licensee of WENK(AM) Union City, TN, WWKF(FM) Fulton, KY. Filed July 17.

■ **Appleton, WI** (BPED920720MD)—Evangel Ministries Inc. seeks 91.9 mhz; 3.3 kw; ant. 94 m. Address: Call Sign: 1909 W. Second Street, Appleton, WI 54914. Applicant is headed by Kenneth D. Ellis, and is licensee of two FM's. Filed July 20.

■ **Boonville, MO** (BPH920715MA)—Big Country of Missouri Inc. seeks 93.9 mhz; 6 kw; ant. 100 m. Address: Radio Hill Road, Boonville, MO 65233. Applicant is headed by Richard L. Billings, and is licensee of KWRT(AM) Boonville, MO. Filed July 15.

■ **Harkers Island, NC** (BPH920720MF)—East Coast Communications Ltd. seeks 100.3 mhz; 100 kw; ant. 150 m. Address: 112 Quarterdeck, New Bern, NC 28562. Applicant is headed by general partner Anthony L. McSwain and limited partner Ronald W. Benfield. Benfield also has interests in permittee of WZYH(FM) Oriental, NC. Filed July 20.

Actions

■ **Fort Kent, ME** (BPH891215MC)—Dismissed app. of University of Maine System for 88.5 mhz; 50 kw; ant. 150 m. Address: 65 Texas Ave., Bangor, ME 04401. Applicant is headed by Edward E. Winchester, and is licensee of 4 FM's and 10 TV's. Action July 22.

■ **Wilmington, NC** (BPED900910MB)—Granted app. of Coastal Communications Radio Inc. for 90.5 mhz; 1 kw; ant. 100 m. Address: Rte. 1, Box 203A, Castleton, VA 22716. Applicant is headed by James L. Oyster, who has interests in licensee of WSNR-TV Syracuse, NY. Action July 21.

■ **Greensboro, NC** (BP870928AA)—Granted app. of Triad Network Inc. for 1470 khz; 5 kw-D, 3.5 kw-N. Address: 1108 Grecale St., Greensboro, NC 27408. Applicant is headed by Walter C. Cockerham, and has no other broadcast interests. Action July 23.

■ **Fargo, ND** (BPED910911MA)—Dismissed app. of Lou Smith Ministries Inc. for 88.9 mhz; 8.3 kw; ant. 31 m. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Applicant is headed by Mary L. Smith, who has interests in five LPTV's and three AM's. Action July 20.

■ **Maumee, OH** (BPED910225MC)—Granted app. of Side Inc. for 89.3 mhz; 6.3 kw; ant. 98 m. Address: 9035 Salisbury Rd., Moulouva, OH 43542. Applicant is headed by James L. Oedy, and has no other broadcast interests. Action July 16.

FACILITIES CHANGES

Applications

■ **Camden, AR** KAMD(AM) 910 khz—July 2 application of Camden Radio Inc. for CP to reduce power to .125 kw night, 1 kw day, and change from DA to ND.

■ **Fayetteville, AR** KHOG-TV ch. 29—June 25 application of Sigma Broadcasting Inc. (BPCT920625KF) for CP to change ERP (vis): 1410 kw.

■ **Apple Valley, CA** KZXY-FM—July 7 application of Ruby Broadcasting Inc. for 102.3 mhz; mod. of CP (BPH-900802IC) to change antenna supporting structure height.

■ **San Diego** KSDO(AM) 1130 khz—July 9 application of Pacific and Southern Company Inc. for CP to eliminate critical array requirements for nighttime DA antenna.

■ **Denver** KDEN(AM) 1340 khz—July 9 application of Cashel Inc. for CP to change TL to 1601 Jewell Avenue, Denver; 39 41 01 - 105 00 25.

■ **Sharon, CT** WWPR(FM) 103.3 mhz—July 9 application of Radio South Burlington Inc. for CP to make changes; change ERP: 1.5 kw (H&V); ant.: 195 m. TL: existing A-1 Communications Inc. tower at corner of Smithfield and Perotti Roads, town of Northeast, NY.

■ **Dublin, GA** WKKZ(FM) 92.7 mhz—July 13 application of Kirby Broadcasting Company for CP to change antenna supporting structure height and ant.: 127 m.

■ **Reidsville, GA** WRBX(FM) 104.1 mhz—July 13 application of Reidsville Broadcasting Corporation for mod. of CP (BPH-871223MN) to make changes; change ERP: 5 kw H&V.

■ **Jonesboro, LA** KTOC-FM 104.9 mhz—July 10 application of Jackson Parish Broadcasting for CP to make changes; change ERP: 8 kw H&V; class C3 (per MM docket #84-231).

■ **Winslow, ME** WJBI-FM 95.3 mhz—July 7 and antenna John A. Bulmer for mod. of CP (BPH-880122MS as mod.) to make changes: ERP: 3.6 kw (H&V), ant.: 108 m. TL: 1.2 km NNW of intersection of Oak Grove Road and Tabor Hill Road, Vassalboro, Kennebec County, ME.

■ **Detroit** WMXD(FM) 92.3 mhz—July 7 application of Fritz Broadcasting Inc. for mod. of CP (BPH-900814ID) to make changes: ERP: 50 kw (H&V), ant.: 140 m., TL: 65 Cadillac Square, Detroit; change directional antenna pattern.

■ **Columbia, MO** KARO(FM) 101.7 mhz—June 22 application of Columbia FM Inc. for CP to make changes: ERP: 100 kw H&V, ant.: 184 m., TL: 2.7 km SW of Pierpont, MO, 50 km east of county route N, north of Bluefire Lane, Boone County, MO, and change class from C2 to C1 (per docket #86-103).

■ **Lebanon, MO** KTTK(FM) 89.9 mhz—July 6 app. of Lebanon Educational B/C Foundation for mod. of CP (BPED-831128AE) to make changes; change TL: southwest Lebanon, MO; tw. 34-N, range 16 west, Laclede County.

■ **Superior, NE** KRFS-FM 103.9 mhz—July 13 application of Superior Broadcasting Incorporated for mod. of CP (BPH-910703IF) to make changes; change ERP: 8.9 kw (H&V); change class to C3 (per MM docket #91-108).

■ **Lumberton, NC** WTSB(AM) 580 khz—April 5, 1990 application of Henry W. Hoot for CP to make changes in antenna system; change TL to: N315 degrees E and .68 km from intersection of Rt 72 and State Rd. 2202 Lumberton, NC 34 35 15 - 78 59 30 pet. for reconsideration.

■ **Portsmouth, OH** WPBO(TV) ch. 42—July 16 application of Ohio State University for CP to change ant.: 382 m.; antenna: Dielectric TFU-30J, (BT); (38-45-41.5 - 83-03-41).

■ **Beaverton, OR** KEZF(AM) 1040 khz—July 15 application of Educational Media Foundation Inc. for MP (BP830823AE) to increase power to 20 kw night, 2.2 kw day, change TL to Oaks Park, Portland, OR; make changes in antenna system and change from class B to class D; 45 28 24 - 122 39 36

■ **Somerset, PA** WVSC-FM 97.7 mhz—July 13 application of Ridge Communications Inc. for CP to make changes; change ERP: 3.5 kw (H&V); ant.: 131 m.

■ **Walterboro, SC** WNTC(FM) 100.9 mhz—July 10 application of Gresham Communication Inc. for CP to make changes, TL: 18 km northeast of Red Oak Church on Red Oak Hwy., northeast of Cottageville, SC; 32 58 55 - 80 27 06, and to change class: C3.

■ **Madisonville, TN** WYGO(FM) 99.5 mhz—July 2 application of Major Broadcasting Corporation for mod. of CP (BPH-900518MT) to make changes; ERP: 2 kw H&V, ant.: 148.8 m. and TL: approx. 1.1 km WSW of Roy Knob.

■ **Ruckersville, VA WXZY(FM)** 92.1 mhz—July 10 application of Ridge Broadcasting Corporation for CP to make changes; change frequency to 101.9 mhz; ERP: 6 kw H&V; ant. 68 m.; TL: 5 mi. west of Stanardsville, VA, off Rt. 626 on Snow Mountain (Greene Co.).

■ **Logan, WV WLOG(AM)** 1230 khz—June 9 application of Southern W. Va. Coll. College FN Inc. for CP to correct ground elevation and coordinates to 37 51 21 - 81 58 44.

■ **Mannington, WV WTUS(FM)** 102.7 mhz—July 7 application of Joseph D. Powers for CP to make changes: ERP: 3.21 kw (H&V), ant.: 138 m., TL: .95 km northeast of Monongah, Marion County, WV.

Actions

■ **Crescent City, CA KCRE-FM** 94.3 mhz—Granted app. of Pelican Bay Broadcasting Corp. (BPH-9008141F) for CP to make changes to ERP: 6.2 kw H&V. Action July 13.

■ **Milford, DE WAFL(FM)** 97.7 mhz—Granted app. of Prettyman Broadcasting Co. of DE (BPH-9112271B) for CP to make changes: ERP: 6 kw (H), 5.8 kw (V). Action July 9.

■ **Green Cove Springs, FL WJBT(FM)** 92.7 mhz—Granted app. of UNC Media of Jacksonville Inc. (BMLH-911120KA) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action July 15.

■ **Americus, GA WISK-FM** 97.7 mhz—Granted app. of Sumter Broadcasting Co. Inc. (BPH-9204101E) for CP to make changes; change ERP: 25 kw (H&V); ant.: 92 m.; change class to C3 (per MM docket #91-224). Action July 15.

■ **Liberty, KY WKDO-FM** 98.7 mhz—Granted app. of Carlos D. Wesley (BPH-9201211B) for CP to make changes; change ERP: 25 kw H&V. Action July 6.

■ **Zeland, MI WJQK(FM)** 99.3 mhz—Granted app. of Beacon Bcing Co. of West Michigan (BMLH-900426KD) for mod. of license to increase ERP: 5.1 kw H&V (per docket #88-375). Action July 15.

■ **Windom, MN KDOM-FM** 94.3 mhz—Dismissed app. of Windom Radio Inc. (BMLH-900329KH) for mod. of license to increase ERP: 5-7 kw H&V (per docket #88-375). Action July 10.

■ **Ebenezer, MS WZBR(FM)** 103.9 mhz—Granted app. of Jimbar Enterprises (BMPH-9201161D) for mod. of CP (BPH-900424ME) to make changes: change ERP: 6 kw (H&V); TL: Midway Crossroads in Yazoo County, MS. Action July 6.

■ **Birch Tree, MO KBMV-FM** 107.1 mhz—Granted app. of Jack G. Hunt (BPH-9104291E) for CP to make changes: change freq: 107.1 mhz; (per MM docket #90-411) ERP: 16.2 kw (H&V); ant.: 124 m.; TL: 6.92 km (4.3 mi.) NE of Mountain View, MO, and 2.1 km (1.3 mi.) ENE of intersection of state routes OO & ZZ; change to class C3 (per MM docket #90-411). Action July 9.

■ **Moberly, MO KWIX(AM)** 1230 khz—Granted app. of KWIX Inc. (BP-910612AB) for CP to make changes in antenna system. Action June 23.

■ **Berlin, NJ WNJS-FM** 88.1 mhz—Granted app. of New Jersey Public Bcing Authority (BMPED-9205141A) for mod. of CP (BPED-891122MF) to make changes; change ERP: .002 kw (H) .085 kw (V); ant.: 115 m. Action June 18.

■ **Cincinnati WCIN(AM)** 1480 khz—Granted app.

of Carl W. Shye Jr. (BP-910826AI) for CP to reduce pwr to .114 kw-1 kw and make changes in antenna system. Action July 17.

■ **Junction City, OR KZTU(AM)** 650 khz—Returned app. of Jerry J. Collins (BMP-920521AD) for MP (BP880503AE) to change city of lic. to Eugene, OR; change frequency to 660 khz; make changes in antenna system and change TL to Game Farm Rd., Eugene, OR; 44 06 03 - 123 03 06. Action July 20.

■ **Beaufort, SC WAGP(FM)** 88.7 mhz—Dismissed app. of Community Bcing Corp. of Beaufort Inc. (BMPED-9203121G) for mod. of CP (BPED-9008131A) to change ERP: 6 kw H&V; TL: 5.6 km SW of Beaufort, SC, off of RPR 280, 2.1 km S of Broad River Road. Action July 10.

■ **Bluffton, SC WLOW(FM)** 106.3 mhz—Granted app. of DHA Broadcasting Inc. (BPH-9110081I) for CP to make changes; change ERP: 68.9 kw (H&V); ant.: 299 m. TL: 2 km west of Bluffton, S.C. off hyway 46; change to class C1 (per MM docket #90-536). Action June 22.

■ **Belle Fourche, SD KBFS-FM** 95.9 mhz—Forfeited and canceled app. of Lovcom Inc. (BPH-890210MG) for new FM; ERP: 3 kw H&V, ant.: 100 m. (pet. for recon. filed 7-9-92); call sign deleted. Action June 12.

■ **Belton, TX KOOC(FM)** 106.3 mhz—Granted app. of Sheldon Communications Inc. (BPH-9202241E) for CP to make changes; change ERP: 11.5 kw (H&V); change class to C3 (per MM docket #91-276). Action June 18.

■ **Carthage, TX KGAS-FM** 104.3 mhz—Granted app. of Hanszen Broadcasting (BMPH-9202121A) for mod. of CP (BPH-901113MB) to make changes; change TL: approx. 1.7 km S of Rt. 79, 2.24 km SE of Rt. 79 and Rt 1970 intersection in Delray, TX. Action June 22.

■ **Frona, TX KGRW(FM)** 95.1 mhz—Forfeited and canceled app. of Lois B. Crain (BPH-880628MF) for new FM; ERP: 3 kw H&V, ant.: 87 m., 34 39 28 - 102 43 35; pet. for recon. filed 7-9-92. Call sign deleted. Action June 12.

■ **Lockhart, TX KFIT(AM)** 1060 khz—Granted app. of KFIT Inc. (BMP-900405AS) for MP (BP890522AF) to change city of license to Sunset Valley, TX. Action June 23.

■ **Rusk, TX KWRW(FM)** 97.7 mhz—Granted app. of E. H. Whitehead (BPH-9203181E) for CP to make changes; change ERP 14.50 kw H&V; class C3 (per MM docket #91-243). Action July 17.

■ **Coalville, UT KCUA(FM)** 92.5 mhz—Granted app. of Gene Guthrie (BMPH-9101221H) for mod. of CP (BPH-871005MH as mod.) for changes; ERP: .11 kw H&V, ant.: .323 m., TL: 9 Main Street, Coalville, pet. to deny dismissed 4-692. Action July 9.

■ **Derby Center, VT WMOO(FM)** 92.1 mhz—Granted app. of Steele Communications Company Inc. (BPH-9201031C) for CP to make changes: ERP: 2.24 kw (H&V), change to class 3, make modifications to directional antenna (per docket #91-80). Action July 14.

■ **Tacoma, WA KMTT-FM** 103.7 mhz—Granted app. of Entertainment Communications Inc. (BPH-9106261C) for CP to make changes; change ERP: 57 kw (H&V); ant.: 714 m., TL: West Tiger Mountain, 6 km SE of Issaquah, King County, WA (employ directional antenna). Action July 8.

■ **Moundsville, WV WRKP(FM)** 96.5 mhz—Granted app. of RKP International Corp. (BPH-9109261G) for CP to make changes; change ERP: 1.45 kw (H&V). Action July 14.

■ **Prairie du Chien, WI WPRE-FM** 94.3 mhz—Dismissed app. of Prairie Broadcasting Co. (BMLH-891206KF) for mod. of license to increase ERP: 1.67 kw H&V (per docket #88-375). Action June 23.

■ **Racine, WI WHKQ(FM)** 92.1 mhz—Granted app. of Vision Broadcasting Inc. (BMLH-911011KG) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action July 1.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	11,212	1,429	12,641
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	1,497	193	1,690
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	1,277	967	2,244
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

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.

ACTIONS

■ **Established** new procedures for resolving conflicts between rulemaking petitions to amend FM Table of Allotments and applications for new FMs, or for changes in facilities. (MM docket #91-348, report DC-2170, by Commission July 16 by R&O [FCC 92-329].)

■ **Proposed** one-step processing procedure for certain modifications to existing FM authorizations. Specifically, Commission seeks comment on whether licensees and permittees should be allowed to request by filing only an application, upgrades on adjacent and co-channels, modifications to adjacent channels of same class, and downgrades to adjacent channels. (MM docket #91-159, report DC-2172, by Commission July 16 by NPRM [FCC 92-330].)

■ **Proposed** policies, procedures and technical criteria to be used in allotting channels for advanced television (ATV) service. Included in this action was "draft" proposal for ATV Table of Allotments. (MM docket #87-268, report DC-2177, by Commission July 16 by second further NPRM [FCC 92-332].)

■ **Relaxed** its "hard look" approach to processing applications to construct commercial FM broadcast stations. Commission retained current FM filing standards, but will give FM applicants chance to correct otherwise fatal errors and omissions in their applications. (MM docket #91-347, report DC-2173, by Commission July 16 by R&O [FCC 92-328].)

■ **Jacksonville, AR** Terminated proceeding ordering Richard L. Ramsay, trustee, licensee of KOKY-(AM) Jacksonville, AR, to show cause why his license should not be revoked. (MM docket #92-43 by Order [DA 92-896] adopted July 6 by Chief, Mass Media Bureau).

■ **Paradise Valley, AZ** Affirmed Review Board's grant of Scottsdale Talking Machine and Wireless Co. Inc.'s application for new FM on channel 290A. (MM docket 88-410 by Order [FCC 92-302] adopted July 1 by Commission).

■ **Carmel, CA** Conditionally granted application of J&M Broadcasting Co. for new FM on channel 238A; denied or dismissed competing applications.

(MM docket #90-48, by Decision [FCC 92R-53] adopted June 29 by Review Board).

■ **Avon Park, FL** Granted petition for special relief; granted application of Andrew L. Banas to assign the license of station WAPR(AM) Avon Park, FL, to Pearl Lee. (MM docket #92-40 by MO&O [DA 92-934] adopted July 9 by Chief, Mass Media Bureau).

■ **East Moline, IL** Notified WLLR(FM) that it is apparently liable for forfeiture of \$12,500 for violation of Commission's rules regarding contests. (By Letter [DA 92-912] adopted by Chief, Mass Media Bureau).

■ **Evansville, IN** Remanded proceeding to ALJ to resolve financial and misrepresentation issues against Evansville Skywave Inc., permittee for FM on channel 298A, and issuance of Supplemental Initial Decision. (MM docket 88-403 by MO&O [FCC 92R-47] adopted June 11 by Review Board).

■ **Grand Rapids, MI** Conditionally renewed licenses of seven radio stations, over various objections. (By MO&O and NAL [FCC 92-276] adopted June 23 by Commission).

■ **Lebanon, OH** Granted application of McMurray Communications for new FM on channel 247A; denied application of William L. Carroll. (MM docket #90-344 by Decision [FCC 92R-57] adopted July 8 by Review Board).

CALL LETTERS

Applications

Existing AM

WAFU(AM) WARB America First Communications Inc.; Covington, LA

Grants

New FM's

KCQV(FM) Mid-Valley Broadcasting Co.; Arthur, ND
 KIKR(FM) Tri-State Broadcasting; Asbury, IA
 KNCD(FM) NCD Broadcasting Co. Inc.; Columbia, MO
 KNWY(FM) Washington State University;

Yakima, WA
 KWAN(FM) Gerhard J. Hanneman; Gualala, CA
 KWDA(FM) Bayou Broadcasting Inc.; White Hall, AR
 WCOU(FM) Family Life Ministries Radio Inc; Warsaw, NY
 WSLJ(FM) St. Lawrence Univ.; Watertown, NY
 WXAA(FM) Donald L. Jones; Smithville, GA
 WXAB(FM) Community Broadcasting Co. Inc.; McClain, MS
 WXYQ(FM) American Broadcast Financial Corp.; Manistee, MI

New TV's

KWDK(TV) Korean-American Missions Inc.; Tacoma, WA
 WXAE(TV) Dominion Broadcasting Inc.; Toledo, OH

Existing AM's

KAWA(AM) KKAP Robert L. and Charlene Aldredge; Floydada, TX
 WGVU(AM) WMAX Grand Rapids State University; Kentwood, MI
 WZMC(AM) WFKB Milligan College; Colonial Heights, TN

Existing FM's

KFLL(FM) KKAP-FM Robert L. and Charlene Aldredge; Floydada, TX
 KMMX(FM) KLSC West Texas Broadcasting Co. Inc.; Lamesa, TX
 KYKC(FM) KZDB Central Oklahoma Communications Co.; Byng, OK
 KZTO(FM) KHUM Shaffer Broadcasting Systems Inc.; Ottawa, KS
 WBZX(FM) WMGG North American Broadcasting Co. Inc.; Columbus, OH
 WCFB(FM) WWLV Chapman S. Root Revocable Trust; Daytona Beach, FL
 WFGV(FM) WXJI Haith Broadcasting Corp.; Grand Rapids, MI

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Fates Fortunes

TELEVISION

Edward Masket, executive VP, administration, MCA Television Group, Universal City, Calif., assumes additional responsibility on interim basis for duties of former Universal Television executive VP, administration, Irv Sepkowitz ("Fates and Fortunes," July 27).

Bill Sheinberg, VP, creative affairs, MTM Television, Studio City, Calif., named senior VP, programming.

research, named VP, affiliate research and marketing.

Al Ovadia, senior VP, Twentieth Century Fox Licensing and Merchandising, Beverly Hills, Calif., named president.

Kathy Quattrone, director of schedule management, PBS, Alexandria, Va., named VP, programming.

Richard Cisek, chairman, management board, Children's Theatre Co., Minneapolis, joins United States Satellite Broadcasting there as director, performing arts programming.

utive, Bender, Goldman and Helper, Los Angeles, named manager, consumer television division.

Appointments at A.H. Belo Corp., Dallas: **David Lane**, senior VP, broadcast division, president/general manager, WFAA-TV Dallas, named group president, television stations; **James Parham**, VP, station manager, WFAA-TV Dallas, named VP, program development, broadcast division.

Appointments at Stephen J. Cannell Productions, Hollywood: **Robert Rabinowitz**, freelance producer, joins as executive script consultant, *The*



Bill Sheinberg



Susan Law



Andy House



Nancy Budd



David Lane

Susan Law, executive assistant, Columbia Pictures Television, Los Angeles, named director, syndication programming.

Jeanie Bradley, VP, current programs, comedy, Columbia Pictures Television, Los Angeles, named senior VP, current programs, comedy.

Andy House, director, production, TriStar Television, Los Angeles, named VP, production.

Appointments at NBC International, New York: **Mike Perez**, VP, international sales, named VP, international sales and distribution; **Matthew Ody**, VP, Reeves Entertainment Group, Los Angeles, joins as VP, international sales; **Sergio Getzel**, manager, international sales, named director.

Appointments at ABC, New York: **Larry Hyams**, director, prime time audience analysis, named VP; **Michael Nissenblatt**, director, affiliate

Michael Keith, adjunct professor, communications, Marquette University, Milwaukee, joins Museum of Broadcast Communications, Chicago, as chairman, education department.

Nancy Budd, senior VP, BBDO, Los Angeles, joins FCB Entertainment there as VP, marketing.

Dominick Morra, manager, communications, Broadcast Promotion and Marketing Executives, Los Angeles, named director.

Jeffrey Glaser, executive assistant, Alliance Communications, Los Angeles, named manager, development.

Marilyn Wilson, director, development, dick clark productions, Burbank, named VP.

Ron Miziker, producer, joins dick clark corporate productions, Princeton, N.J., as senior producer.

Shawn Blake, senior account exec-

Commish; **Christina Covino**, assistant to executive producer, named staff writer, *The Commish*.

Bob Mackowiak, promotion manager, WLOS-TV Asheville, N.C., elected chairman, ABC-TV Marketing Advisory Board.

RADIO

Richard Lorenzo, director, ABC Direction Network, New York, named director, ABC NewsWire.

Ted Jakubiak, VP, sales manager, Unistar Radio Network, Chicago, named VP, Midwest sales.

John Hiatt, president, owner, KCHL(AM)-KMMX-FM San Antonio, joins KLTR-FM Houston, as VP, general manager.

Sina DeVito, communications assistant, CBS Radio, New York, named assistant manager.

Alan Tobkes, VP, sales development, radio station services, Arbitron, New York, elected secretary-treasurer, Radio and Television Council, there.

Mark Dempsey, sales manager, Gannett Broadcasting, Dallas, joins WYUU-FM St. Petersburg, Fla., as general sales manager.

Taylor Carr, morning news host, KARN(AM) Little Rock, Ark., joins KMBZ(AM) Kansas City, Mo., in same capacity.

Janet Pilarski, account executive, Tracy-Locke Advertising, Baltimore, joins WRQX-FM Washington, D.C., as advertising, promotion director.

Fred Beaton, chairman, CEO, KIEV(AM) Glendale, Calif., elected to board of directors, Southern California Broadcasters Association.

Networks, New York, joins Katz Hispanic Radio there as network sales manager.

Jeff Weinand, senior account executive, Katz Radio, Los Angeles, named manager.

Edward D'Abate, Western regional manager, SIS Radio Network, Dallas, joins Katz Hispanic Radio, Los Angeles, as sales manager.

Glenda Beasley, local sales manager, Trumper Communications, Charlotte, N.C., joins Katz Radio, Dallas, as account executive.

Elizabeth Flynn, account executive, WCCM(AM)-WCGY-FM Lawrence, Mass., joins Christal Radio, Boston, in same capacity.

William Tichenor, account executive, Katz Radio, Dallas, joins Christal Radio there in same capacity.

nue analyst; **David Duennebier**, encryption engineer, named supervisor, encryption services; **John Eberhard**, manager, encryption services, named manager, technical services; **Ken Fischer**, transmission technician, named encryption engineer; **Joe LeBlanc**, senior maintenance technician, named systems engineer; **Ed Potter**, maintenance technician, named senior maintenance technician; **Jim Servies**, manager, systems engineering, named director; **Lynn Wenstrom**, network operations, traffic controller, named senior network operations, traffic controller; **Chuck Pagano**, manager, engineering project development, named director; **Maria Manware**, secretary, production, New York, named special events coordinator; **Peter Fredlund** and **Charles Samataro**, studio technicians II, named stu-



James Parham



John Hiatt



Mark Dempsey



Madeline Berger



William Heimann

Johnny Williams, air personality, WNIC-FM Detroit, joins WQAL-FM Cleveland in same capacity.

Barry Beck, host, KUBE-FM Seattle, joins WVTY-FM Pittsburgh as co-host.

Jim O'Connell, regional sales manager, WYNF-FM St. Petersburg, Fla., named general sales manager.

Bill Roswell, assistant news director, KYW(AM) Philadelphia, named news director.

Bobby Knight, evening air personality, WROO-FM Jacksonville, Fla., named music director.

Sam Nelson, program director, WJMO(AM) Cleveland, joins WVKO(AM) Columbus, Ohio, in same capacity.

Glenn Corneliess, manager, Katz Radio, New York, named VP, manager.

Laura Hagan, Eastern general sales manager, CBS Hispanic Radio

CABLE

Appointments at ESPN, Bristol, Conn.: **Madeline Berger**, manager, special markets, named director; **Mary-Jo Matava**, account executive, affiliate marketing, special markets, named senior account executive; **Lee Durham**, account executive, Detroit, named director, advertising sales; **Susan Quinn**, sales steward, New York, named sales analyst; **Christine Watkins**, director, client development, named VP, new business development; **Mike Soltys**, manager, programing information, named director, communications; **Diane Lamb**, communications coordinator, named manager, programing information; **Ed Peterson**, controller, named VP, controller; **Margaret Salvoski**, affiliate revenue analyst, named senior affiliate reve-

dio technicians III; **Glenn Scanlon** returns as transmission technician; **Fred Tullock**, assistant chief engineer, WTXX-TV New London, Conn., joins as transmission technician; **Neil Goldberg**, freelance producer, joins as producer; **Michael Cunningham**, remote technician, Videocom Satellite Associates, Dedham, Mass., joins in same capacity; **Alexander Brown**, television sales manager, NBA International Ltd., New York, joins as VP, international sales.

Thomas Leonhardt, senior training consultant, Training Resources Group, Alexandria, Va., joins Community Antenna Television Association, Fairfax, Va., as training consultant.

Appointments at The Learning Channel, Bethesda, Md.: **Lori McFarling**, senior manager, educational outreach, marketing development, named director, sales strate-

Stephanie Brownlee, senior sales executive, Prevue Networks Inc., Tulsa, Okla., named manager, Canadian markets.

Appointments at Harron Communications Corp., Frazer, Pa.: **Terry Hicks**, general manager, United Artists Cable, Annapolis, Md., joins as regional manager, New England region; **Andy Walton**, marketing manager, Delaware Valley region, named regional general manager.

Appointments at Bay Cable Advertising, Hayward, Calif.: **Judith Currier**, director, retail sales, named director, sales; **Aurelius Sofia**, national sales manager, San Jose Sharks, San Jose, Calif., joins as regional sales manager, San Francisco; **Jamie Fritz**, sales manager, Cable Advertising of Metro Atlanta, Atlanta, joins as regional sales manager, South Bay.

ADVERTISING

Appointments at DDB Needham, Washington, D.C.: **Jesse Ford**, senior account executive, DDB Needham, New York, joins as account supervisor; **Terri Ehlert**, account coordinator, named account manager.

Mary Carragher, associate, Sidley and Austin, Chicago, joins Foote, Cone and Belding there as VP, corporate general counsel.

Kristan Early, associate producer, Backer Spielvogel Bates, Columbus, Ohio, joins SBC Advertising there as business affairs manager.

Dave Michalak, senior VP, W.B. Doner, Detroit, named senior VP, creative director.

Gail Carlson, production assistant, KCTA-TV St. Paul, joins Pierce Thompson and Associates Inc., Minneapolis, as account executive.

John Pihl, account executive, Edelman Public Relations, San Francisco, joins Capener, Matthews and Walcher, San Diego, Calif., in same capacity.

William Heimann, former senior VP, director, media operations, DDB Needham, Chicago, joins The Haworth Group Inc., Minneapolis, as general manager.

Hillary Fabian, art director, D'Arcy Masius Benton and Bowles,

FORMER CBS EXECUTIVE JOHN APPEL DIES

John D. Appel, 59, former deputy general counsel, CBS, New York, and more recently a professor at the Benjamin N. Cardozo School of Law of Yeshiva University, Manhattan, died Aug. 3 of cancer at Tisch Hospital of New York University Medical Center. He joined CBS in 1961 and was named assistant general attorney for contracts and rights in 1967 and deputy general counsel in 1968. In 1977, he was given responsibility for all legal matters relating to Washington and government affairs. Appel was considered among the most significant CBS insiders during the period of intense governmental and judicial scrutiny (pre-deregulation), and played key role in affecting the company's legal posture. He left CBS in 1980 to join Western Union as VP, general counsel. Born in Chicago in 1933, Appel graduated from the University of Michigan in 1953 and from its law school in 1956. He is survived by his wife, Barbara, two sons, a mother and a sister.



Appel in 1968

New York, joins Griffin Bacal Inc. there in same capacity.

WASHINGTON

Michael Gloukhov, international radio broadcaster, Bulgarian service, Voice of America, Washington, D.C., named chief, Bulgarian service.

TECHNOLOGY

Janine Anderson-Bays, manager, investment relations, COMSAT Corp., Washington, D.C., named director, investment relations.

Appointments at Titan Satellite Corporation, San Diego: **Scott Shultz**, director, sales, PRIMETIME 24, New York, joins as director, sales, marketing; **Michael Meltzer**, VP, sales, marketing, General Instrument, VideoCipher Division, San Diego, joins in same capacity.

Ken Wiedeman, VP, professional tape division, Sony Recording Media of America, New York, elected to board of directors, ITA, New York.

David Curran, national accounts manager, South Central region, Best Power Technology Inc., Needah, Wis., named director, corporate sales.

Laura Tyson, sales manager, Denon America, Parsippany, N.Y., joins Broadcast Supply West, Tacoma, Wash., as sales representative.

Tim Smith, assistant manager, SWA Inc., Portland, Ore., joins Global Access Telecommunications Services, Boston, as satellite coordinator.

Yvette Lubinsky, sales representative, Red Car, Los Angeles, joins RicherEven Time in same capacity.

Karen Schweikher, manager, corporate communications, Ampex Corp., Redwood City, Calif., named director.

Lawrence Spokony, wireless system manager, Jerrold Communications, Hatboro, Pa., named manager, international marketing.

Robert Humphries, VP, technical operations, Warner Cable, Houston, joins Harron Communications Corp., Frazer, Pa., as VP, engineering.

DEATHS

Bob Nelson, 38, radio personality, died Aug. 2 en route to Vail Valley Medical Center of cardiac arrest and respiratory failure after being struck by lightning while playing golf at Willow Creek Golf Course, Eagle-Vail, Colo. Nelson worked at KQMT-FM (formerly KWLI-FM Eagle, Colo.). He also worked for KVMT-FM (now KSKE(FM)) Vail, from 1983 through 1987, and at KRVV(AM) (now KSKE(AM)) Vail. Survivors include his wife and son.

R. KEVIN TANNEHILL

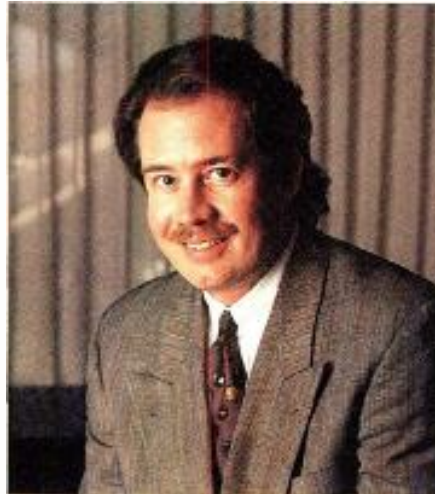
Two years ago, Hollywood industry watchers had written off MTM Enterprises—once the leading independent TV supplier with the Mary Tyler Moore monogram and the Grant Tinker and Steven Bochco touch—as a studio that had failed to keep pace with changing marketplace realities. Few studio mavens paid heed to the hiring of veteran syndication sales executive Kevin Tannehill to establish a first-run sales division and revitalize off-network sales in 1989 under then-struggling new owner TVS (Television South of Great Britain).

Although MTM had never fully exploited its vast library of off-network series, turning over the distribution rights to Jim Victory Television during MTM's most productive years, Tannehill held faithful to a seven-year vision to revive Hugh Wilson's off-beat cult favorite, *WKRP in Cincinnati* (which CBS canceled in 1982), as the building block for the newly restructured MTM Television Distribution division.

Not only has *The New WKRP* proved itself, with just above a 6 rating average this season, it has Tannehill charting an ambitious course with three new first-run projects in development for next season.

As recently as last October, rumors were circulating that TVS was going to divest itself of MTM when it lost its bid to win a UK broadcast license, which cast serious doubt on TVS's future in the broadcast business. Those rumors were further fueled when TVS sold its 50% interest in the MTM/CBS Television Center studio lot. But Tannehill, as a Los Angeles media analyst puts it, "cast the die for TVS's future" in the U.S. television business.

The MTM sales president quickly turned a series of deals, creating a core business that rivals its network production counterpart: reacquiring the entire MTM series library from Jim Victory Television; establishing a home video label in an exclusive retail sales arrangement with Walmart stores, and completing a five-year cable licensing deal with Nickelodeon



(BROADCASTING, July 13).

The last two deals, according to industry sources, guarantee a long-term revenue stream of over \$40 million to MTM's coffers. And Tannehill is counting on an even larger revenue stream from the likely fall 1994 off-network sitcom launch of CBS's *Evening Shade*, which independents are said to be looking forward to with some anticipation.

Tannehill began his sales career almost 20 years ago. He had from the outset a fan's "fondness" for MTM's early network staples (*The White Shadow*, *Lou Grant*, *Hill Street Blues*, *The Bob Newhart Show*), but Tannehill says he particularly "fell in love" with *WKRP*, and was "deeply disappointed" with CBS's schedule shuffling and subsequent cancellation of the series in 1982.

In 1984, while serving as executive vice president of Hubbard Entertainment, a programing sales division of Minneapolis-based Hubbard Broad-

casting, Tannehill took notice of *WKRP's* off-network performance, despite what he believed was its "premature" entry into syndication.

"This was a time when a number of first-run sitcoms, like *Marblehead Manor*, *Charles in Charge* and, later, *Mama's Family*, were being launched successfully in syndication," Tannehill says. "I actually approached the executives at MTM when I was at Hubbard about acquiring the rights to *WKRP*, but they didn't really know much about syndication and thought I was just some nut from Minnesota."

In fall 1989, top Hollywood executive headhunter Brad Marks and then-MTM Enterprises Chairman James Gatward recruited Tannehill, then vice president of sales and marketing at Group W Productions, for the MTM syndication post.

Creating programing franchises was nothing new to Tannehill. While at Group W, he had taken note of a cult comic book, *Teenage Mutant Ninja Turtles*, and grabbed the distribution rights. After Group W Broadcasting Chairman Burton Staniar "greenlighted" the production of six *Ninja Turtles* episodes, says Tannehill, the show became an "instant hit" in syndication, spawning two successful live-action theatricals.

Tannehill's love of traveling to stations around the country and "completing deals" has applied to his personal life as well. While at Hubbard Entertainment, says Tannehill, he met his wife, Karen, then a sales executive at Hubbard's KSTP(AM) Minneapolis, and "consummated the ultimate deal." ■

President, MTM Television Distribution, Studio City, Calif.; b. June 2, 1951, Chicago; bachelor's degree, journalism, University of Missouri, 1973; administrative assistant, advertising publicity, Worldvision Enterprises, New York, Sept.-Dec. 1973; promotion manager, Worldvision, New York, 1974-75; account executive, New York and Los Angeles, 1975-78; Northwest division manager, Paramount Domestic Television, Los Angeles, 1978-79; central division manager, Chicago, 1979-81; vice president, central region manager, Chicago, 1981-84; executive vice president, Hubbard Entertainment, Minneapolis, 1984-85; vice president, sales and marketing, Group W Productions, Los Angeles, 1985-89; present position since November 1989; m. Karen Olsensky, Sept. 1986; children—Caitlin, 5, Joseph, 4.

In Brief

Republican California Governor Pete Wilson's office filed comments at the Justice Department last week urging it to oppose the lifting of the consent decrees that prohibit the big three networks from syndicating and acquiring a financial interest in programming.

Last May, Justice filed a memorandum in the U.S. District Court in Los Angeles (where the issue will be settled) tentatively agreeing to modifications of the decrees. Also filing in support of retaining the consent decrees were the Coalition to Preserve the Financial Interest and Syndication Rule and the Association of Independent TV Stations.

Bidding on Malrite debt securities was said to have picked up last week in expectations that the company would announce the sale of at least one of its properties.

Specifically, more than one source said Malrite Chairman Milton Maltz was in active negotiations to sell WOIO-TV Cleveland for an estimated \$30 million to Sinclair Broadcast Group. Maltz told BROADCASTING, "There is no deal on the table, nothing has been signed" and added he has been talking with many station groups, both radio and television, in anticipation of changes in the station ownership limits. David Smith, president of Sinclair, said he neither confirms nor denies acquisition rumors "as a matter of practice." Fox affiliate WOIO-TV's license is up for renewal in October, and more than one group owner is said to have taken a close look at the station recently at the invitation of Malrite's investment banker, Shearson Lehman Brothers.

The FCC cleared the way last week for Cox Communications to acquire a controlling interest (50.1%) in Teleport-New York, the non-dominant common carrier on Staten Island, where Cox already

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 26. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune12.0/228/99
2. Oprah Winfrey Show10.0/231/99
3. Star Trek9.1/245/99
4. Entertainment Tonight7.3/191/96
5. Married...With Children7.2/176/93
6. Current Affair6.8/180/95
7. Wheel Of Fortune-wknd6.3/184/81
8. Cosby Show6.1/201/97
9. Sally Jessy Raphael5.4/215/98
10. Geraldo5.1/171/97
11. Hard Copy5.1/179/94
12. WKRP In Cincinnati5.0/236/98
13. Love Connection4.8/193/93
14. Donahue4.7/229/99
15. Baywatch4.6/149/87

owns a cable system. In approving the sale, the FCC rejected the U.S. Telephone Association's petition to reject the sale, saying it has "consistently interpreted its pre-existing rules and the cross-ownership prohibition to apply only to traditional local exchange common carriers within their local exchange tele-

phone service areas.... The Commission has consistently limited the ban to traditional landline local exchange telephone companies with monopoly control of bottleneck facilities. Since Teleport has no such facilities in the franchise area of Staten Island Cable, the Commission concluded that it is not a common carrier for purposes of the statutory ban."

Worldwide media conglomerate Bertelsmann Music Group and Thursday Night Concerts have entered into a joint venture, Semaphore Entertainment Group, to produce pay TV events here and abroad. Newly named CEO Robert Meyrowitz said SEG plans to be involved in all types of pay-per-view events, beginning with *Connors vs. Navratilova: The Battle of the Champions* live from Caesars Palace Las Vegas on Sept. 25. Also on tap is an Oct. 9 pay-per-view special from Knoxville, Tenn., *Return of the No Hats*, featuring country stars Travis

OLYMPICS GIVE NBC AFFILS SWEEPS BOOST

The last 10 days of the Nielsen July sweeps (NSI, July 9-Aug. 5) were heavily skewed in favor of the NBC O&O stations, largely due to the nearly wall-to-wall Olympic coverage. Overnight metered sweeps averages for the full Monday-Sunday sign-on-to-sign-off rotations in the nation's top three markets follow.

New York—WNBC-TV, 6.2 rating/16 share (up 35% in rating from July 1991); WABC-TV, 5.8/16 (down 11%); WCBS-TV, 3.8/11 (down 17%); WNYW-TV, 3.8/10 (down 7%); WPIX-TV, 3.6/10 (up 6%), and WWOR-TV, 3.5/10 (down 5%). WNBC's prime time Olympic telecasts averaged a top-ranked 12.8/22, a 29% share boost over its second-place July 1991 average.

Los Angeles—KNBC-TV, 6.4/17 (up 31%); KABC-TV, 5.8/15 (up 21%); KCBS-TV, 4.0/10 (down 7%); KTTV-TV, 3.7/10 (up 16%); KCAL-TV, 3.3/9 (up 22%); KTLA-TV, 3.2/8 (up 7%); KCOP-TV, 2.8/7 (up 4%). KTLA's 7-9 a.m. independent news block marked its first anniversary with a second-ranked 3.1/13, improving its rating by 106% (up 86% in share).

Chicago—WLS-TV, 7.8/21 (down 6%); WMAQ-TV (NBC), 7.6/20 (up 38%); WBBM-TV, 4.9/13 (up 11%); WGN-TV, 4.3/11 (down 16%); WFLD-TV, 3.2/8 (down 9%); WPWR-TV, 2.4/6 (even); WGBO-TV, .9/2 (even). —

Tritt and Marty Stuart. The SEG partnership supersedes Meyrowitz's Thursday Night Concerts, which produced PPV concerts.

Florida stations WOKV-FM Jacksonville and WHVE(FM) Orlando are on the block. Star Media Group Inc. is handling the sale of WOKV-FM, part of an LMA with WOKV(AM)-WKQL(FM) Jacksonville, which was purchased for \$3.75 million last May. Media Venture Partners is asking \$7 million for the 100 kw Orlando station, which also covers Daytona Beach and the Cocoa-Melbourne areas.

The Federal Election Commission was deadlocked last week on a petition by EZ Communications, a Fairfax, Va.-based radio group, to allow broadcasters to provide federal candidates with advertising time free or at significantly discounted rates without being classified as illegal corporate campaign contributions under the 1971 Federal Election Campaign Act (FECA). FEC staff drafted an "advisory opinion" accepting the EZ petition based on FECA "exemption for broadcast news media commentary." But three of six commissioners opposed the proposal, claiming it opened opportunities for excessive corporate backing of candidates. A final vote on the EZ petition is expected during the FEC's next public meeting this Thursday (Aug. 13).

The FCC continues to put personal communications services (PCS) on the fast track, issuing a further proposal to relocate current users of the 1.85-2.20 ghz so the spectrum can be used for emerging technologies. The commission proposed using five fixed microwave bands above 3 ghz for current users—mostly fixed microwave users.

The FCC last week proposed allocating 1610-1626.5 and 2483.5-2500 of mhz spectrum for low earth orbit satellites (LEO's)—systems designed for two-way communication—and did not award a pioneer's preference to any of the five applicants. The issue of a pioneer's preference for LEO's became controversial in the last few weeks because of trade reports that FCC Chairman Alfred Sikes was pressuring other com-



CNBC is now being delivered via personal computers. NBC Cable provides a commercial-free live version of the cable network, along with investor meetings and other taped financial presentations, to roughly a dozen corporate institutional investors and Merrill Lynch. The service, called Private Financial Network, is sold and marketed by IBM and Video Programming Services (VPS), an affiliate of New York-based video-conferencing company Private Satellite Network. The PFN signal, digitally compressed, is sent via satellite primarily to roof-top dishes, where it is processed by a receiver/decoder. The signal is then fed to personal computers with color monitors via either a local area network or a direct coaxial cable. An IBM tuner, either as a separate unit or as a board installed in the computer, allows the television picture to be seen either as a full-screen picture or a window (see photo above).

PFN charges a monthly fee of \$43 for each PC receiving the service, which is available weekdays, 8 a.m. to 5 p.m.

missioners to award Motorola Inc.—one of the five applicants—the coveted preference. Another applicant, TRW Inc., filed suit to try to stop the FCC from issuing preferences.

Sikes said reports that he was pushing Motorola were the work of "Oliver Stone-like reporters" in search of a conspiracy. FCC Commissioner James Quello said there was no pressure applied to him to favor one applicant over another. "Let's lay that to rest," he said.

Ad agency sources say NBC will ask \$900,000 per 30 second spot in the 1993 Super Bowl, up from \$850,000 for the 1992 game. However, as in the past, by far most advertisers in the game pay less than the full-unit price because they buy it within a larger package of spots. "You can count the number of clients who buy a single unit in the game on one hand," said one agency executive.

Though there won't be a formal announcement, Buena Vista Televi-

sion has sold superstition WTBS an off-network Empty Nest package that will kick in year four of the over-the-air syndication run. As part of its marketing plan for the show, BVT offered stations the option of taking a three-year barter package for Nest, or a traditional six-year run, in anticipation of a cable deal. Stations have syndex rights to the show, which debuts in syndication in fall 1993, for the first three years only.

Senator Edward Kennedy (D.-Mass.) last week introduced a \$50 million "Ready to Learn Television Act" to provide grants for children's educational programming and fund a "Ready to Learn Channel" for distribution on Telstar 401. The Public Broadcasting Service has purchased a 20-channel capacity on the satellite, scheduled to be launched in October 1993.

Warner Bros. Domestic Television Distribution, which signed a distribution services deal less than two weeks ago with Howard Schultz's Lighthearted Entertainment and equity partner Chris-Craft/United Television station group, **has signed at least 16 markets for Bedroom Buddies six-week "pre-view" test run beginning Aug. 10.** WWOR-TV New York, for which Chris-Craft/United's sister company, BHC Communications, is awaiting FCC approval for purchase, joins five C-CUT-owned stations—KCOP(TV) Los Angeles, KBHK-TV San Francisco, KUTP(TV) Phoenix, KMSP-TV Minneapolis and KMOL-TV San Antonio—participating in the test. WBTD President Dick Robertson also confirmed that WPWR-TV Chicago, WGBS-TV Philadelphia, wxON-TV Detroit, WFXT(TV) Boston, WOIO(TV) Cleveland, WDZL-TV Miami and KSTW-TV Tacoma, Wash., picked up the late-fringe strip late last week on straight cash terms. Forty episodes have already been produced, and Robertson says he is going to go back to incumbents "first" when, as seems likely, the show goes national next season.

Cable advertising rep firm National Cable Advertising reported \$25 million in spot cable billings during the first half of 1992, a 35% increase over the same period last year. Total 1992 billings are projected at a 50% increase over 1991 billings.

Editorials

SLIP SLIDIN' AWAY

The FCC, after taking comments and reply comments, after holding hearings and doing studies, after deliberating and voting, decided to raise the ownership caps on radio to 30/30 to give the industry a competitive boost in tough times. Unfortunately, the Congress, which has gotten few brownie points for its lawmaking of late, is trying its hand at policymaking by intimidation, apparently intent on mucking up those waters as well. Threats by Michigan Democrat John Dingell and South Carolina Democrat Fritz Hollings to strike pre-emptively with a bill freezing the radio limits at their current level is just the latest example of bullying from the Hill (see below).

The FCC's policymaking should be based on what is best for the industry and its audience, not on what will appease the Congress. The political reality is, unfortunately, that the FCC, and the industry, needs whatever portion of the loaf it can get. As a result, FCC Chairman Al Sikes floated an alternative plan that would have raised the cap to 18 initially, gradually working up to the 30-station limit over a number of years. That, too, was too much of the loaf for the Congress. Sikes's compromise to a 25-station cap also fell short.

The compromise now looks to be 18 stations, with an eventual upgrade to 20. More than crumbs, perhaps, but far less than the policy experts at the FCC deemed appropriate.

Unlike failed thrifts and foreign countries, broadcasters weren't looking for a dime, only a little breathing room. Congress, in its finite wisdom, appears no more in touch with the economic realities of the broadcasting business than it is with the economic realities of covering one's own checks (Dingell bounced only 48).

We hope the 18-station cap is loaf enough for the moment. But hope, like appeasement, is hardly the foundation of sound communications policy.

THE SIKES FOOTNOTE

The main event at the FCC last week was the Report and Order on radio ownership. But a companion Further Notice of Proposed Rulemaking deserves attention. Still another initiative of Chairman Al Sikes, it would permit owners to exceed the national ownership limits if they implement "incubator" programs to aid small businesses or minorities (with technical assistance, loan guarantees, direct financial assistance and/or training).

The idea is not only laudable but practical. Broadening the nation's broadcast ownership base has been an elusive telecommunications policy goal for decades; whether this

plan would work where others have fallen short only time will tell. But there's only an upside.

The Sikes suggestion provides an incentive for enlightened self-interest that serves the public interest as well. That's a win/win situation at anybody's FCC.

IT'S BAAACK

Congress has taken another stab at micromanaging communications policy and end-running the courts with an indecency ban. Last week, the House passed a CPB authorization bill that included an amendment banning indecent programming from 6 a.m. to midnight. When the FCC tried that back in 1988, narrowing its traditional safe harbor of 10 p.m.-6 a.m., the courts invalidated the move for lack of evidence (evidence that has yet to be provided). The Congress's attempt at a 24-hour ban met an even stronger rebuff in the courts, where it was ruled unconstitutional. Broadcast lawyers believe, and we agree, that this latest gambit will also fail to pass judicial muster.

John Dingell, who elsewhere on this page is correctly identified as a leading proponent of the legislation-by-intimidation school, broke form with his surprisingly accurate assessment of this latest piece of gamesmanship. Saying the amendment was "clearly unconstitutional," Dingell, the realist, also pointed out why Congress could not be expected to do the right thing: "If we were to have a separate vote on this amendment [it was adopted by voice vote], the outcome would be obvious. After all, it is August of an election year, and no one wants to go on record as supporting indecent programming." Put another way: Given the choice between political expediency and protecting the Constitution, don't put any money on the latter.

What a way to run a railroad.



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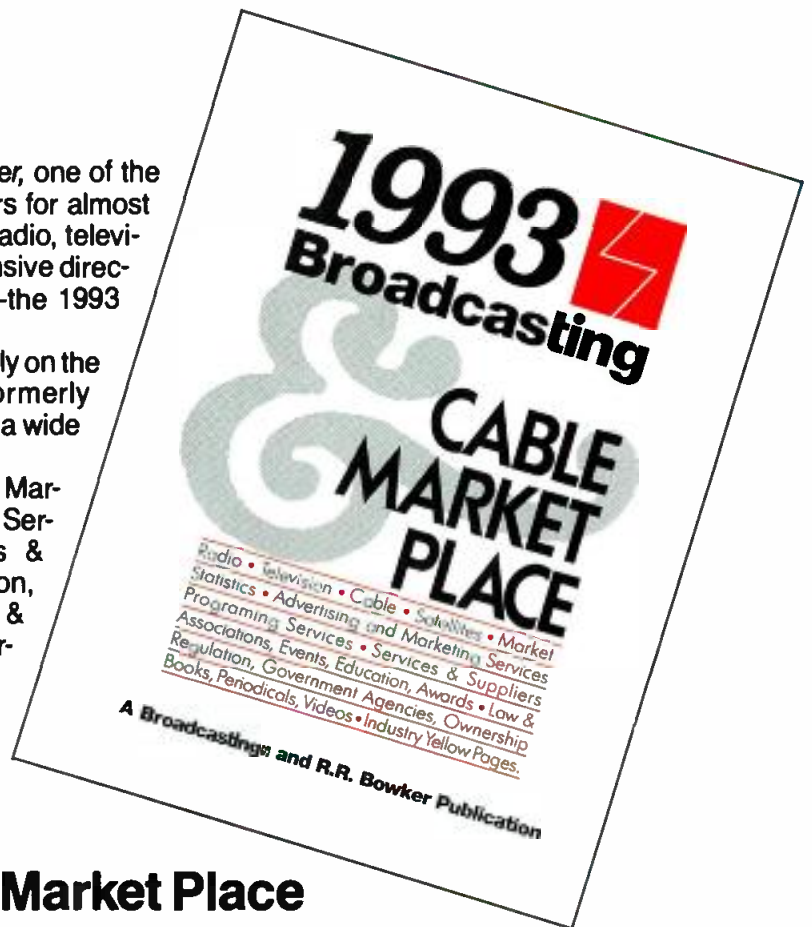
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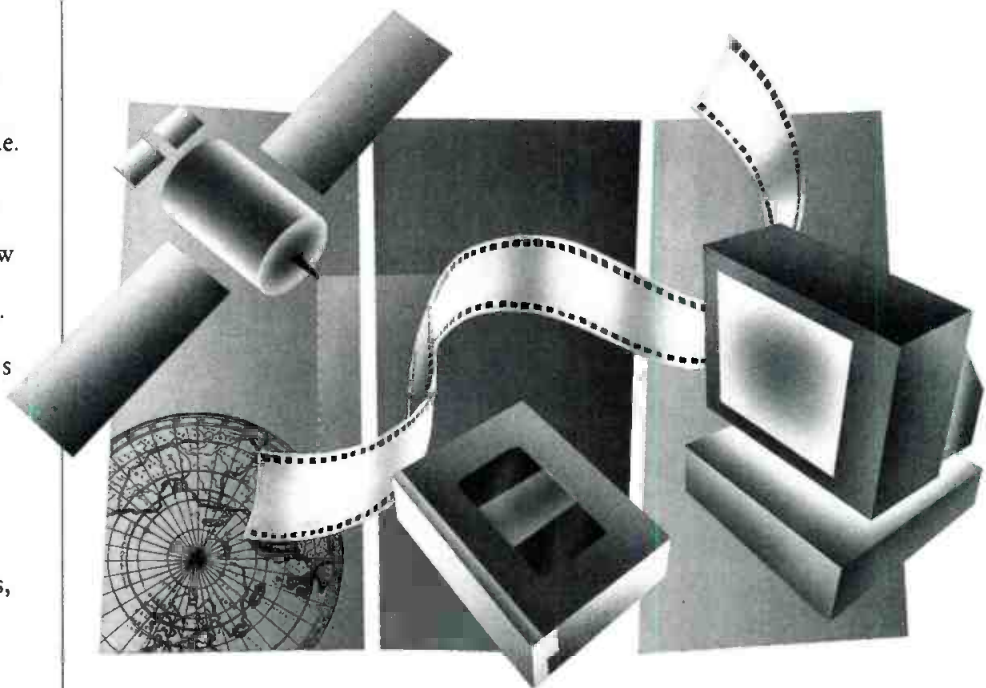
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