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- **ADVANCED TELEVISION: MORE THAN HDTV / 3**
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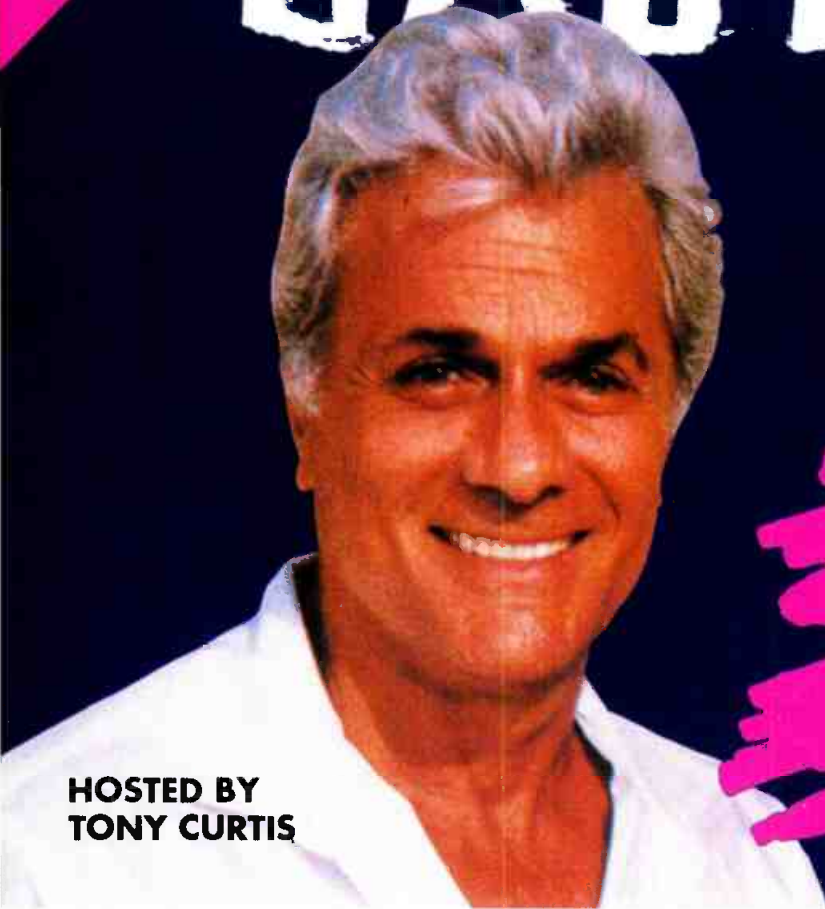
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# Top of the Week



## HDTV'S MULTIPUZZLED PROSPECT

*With cable and DBS preparing to reap rewards from both digitally compressed NTSC and HDTV markets, broadcasters battle for transition options*

By Peter Lambert

**A** new picture of the coming digital television revolution has begun to emerge in the latest rounds of HDTV comments submitted to the FCC—a picture in which broadcasters find themselves locked into HDTV while cable and other multi-channel competitors exploit two paths to the digital TV market.

Since it permits dramatic compression of video signals, digital is the key to transmitting the widescreen (16:9 aspect ratio), high-resolution (1,000-plus lines) signals of HDTV. But it also permits the squeezing of multiple pictures that are each somewhat better than today's narrow-screen (4:3), standard-resolution (525 lines) NTSC picture, and it facilitates the introduction of ancillary interactive and data transmission services.

Convinced that the market for HDTV will be slow in coming, cable and direct broadcast satellite operators will put digital TV to work to improve standard NTSC picture quality and increase channel capacity. Once that is accomplished, HDTV can be gradually introduced in rhythm with consumer interests.

But as things now stand, legal and regulatory obstacles could give broadcasters no such option during what many say will be a 20-year transition.

Robert Rast, head of HDTV development for General Instrument, outlined three possible digital TV futures. In two of them, broadcasters lose.

If digital NTSC ultimately pre-empts HDTV and dominates the market, "the broadcaster is disadvantaged; he has no path," says Rast. The broadcaster also "has a problem" if both

NTSC and HDTV survive, because he is limited to just HDTV. But if consumers ultimately embrace HDTV, as he believes they will, the broadcaster at least has a path.

For now, in their quest for more time and flexibility to compete in an interim hybrid market, broadcasters may be gaining important support from the manufacturers who stand to benefit from both the cable-compression and HDTV markets.

Although Maximum Service Television lambastes the Electronic Industries Association's support of the FCC's five-year HDTV startup deadline, EIA has urged the FCC to consider "mid-course corrections" at a review in the fifth year (1998), which is four years before the deadline to simulcast NTSC and HDTV programming

Continues on page 12

# INFINITY, JEFFERSON-PILOT FIRST TO TAKE ADVANTAGE OF NEW RADIO RULES

By John Gallagher

**I**nfinity Broadcasting and Jefferson-Pilot Communications dived headlong into the new radio station trading marketplace created by the FCC's rule changes permitting ownership of two FM's and two AM's in a market and allowing a group to own 18 AM's and 18 FM's nationally.

Infinity spent \$100 million last week to acquire WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta from Cook Inlet Radio Partners. Infinity already owns WJMK(FM) Chicago, an oldies station, and WBCN(FM) Boston, an AOR-formatted station.

Jefferson-Pilot Communications bought KRXY-AM-FM Denver for an estimated \$5 to \$7 million from Capital Cities/ABC; JPC already owns KYGO-AM-FM.

Infinity and Jefferson-Pilot are the first companies to take advantage of

the FCC's recently relaxed duopoly rule, which go into effect next month.

"The FCC gave us the opportunity to expand into these markets, so we took advantage of that opportunity," said Infinity President Mel Karmazin, adding that "we would like to own every great radio station in America, but the government will only let us have 18." Infinity spent \$70 million on WFAN (AM) New York last December, financed partly by a public stock offering of \$100 million a week later. The stock originally sold for about \$17.50 per share and is now going for about \$20, or approximately 10½ times cash flow. The average multiple is currently six to seven times cash flow.

"In the short period that they've owned WFAN, they've shown that they've been able to take advantage of economies of scale in having...a second powerful station serving the same target demographic," said UBS

Securities analyst Ed Hatch, noting that the same situation will now exist in Boston, with Infinity owning two rock stations. "It makes you very valuable to advertisers, being able—in one shot—to deliver a large share of the marketplace." He added that Infinity's advertising revenue overall was already about 5% above radio advertising for the market as a whole.

Jefferson-Pilot Radio President Clarke Brown said, "It's the first shot we fired as a result of the new rule changes," and the company is looking at buying more stations in its other markets. Jefferson-Pilot owns 5 AM's, 5 FM's and 2 TV's, as well as a college sports syndicator.

The sale, brokered by Richard A. Foreman Associates, drops Capcities' radio holdings to 10 AM's and 9 FM's.

Format consultant Walter Sabo further explained the ramifications of the deals in terms of advertising revenue. "Finally, the industry will focus on the fact that our competition for dollars is television and print. We can no longer spend most of our time selling against each other for what amounts to 9-10% of total advertising spent in America. As an industry, we're going to do a better job of bringing new money into the marketplace." ■

# VIACOM, TIME WARNER BURY THE HATCHET

By Rich Brown

**T**hree years after being hit with a \$2.4 billion antitrust lawsuit by competitor Viacom International, Time Warner has reached a settlement with the company that calls for greater cooperation between the media giants and an apparent end to one of cable's most bitter feuds.

News of the settlement should be welcome relief to pro-cable lobbyists in Washington, whose job had not been made any easier by the messy lawsuit. Among other charges in the suit, Viacom accused Time Warner of using its cable systems in New York City and elsewhere to intentionally block out pay services that would compete with Time Warner's own Home Box Office pay-TV channels.

In essence, HBO was charged with using its muscle to knock Viacom pay services Showtime and The Movie Channel out of business. According to Viacom, HBO was allegedly trying to

accomplish that goal by intimidating cable systems into not carrying the competing pay services and placing a lock on movie suppliers in Hollywood.

Many of the terms reached in last week's settlement focused on improving distribution and marketing for Viacom's pay services.

Among the terms:

- An amended affiliation agreement for wider distribution of Viacom's Showtime and The Movie Channel on Time Warner's cable systems.

- An agreement for joint "multipremium" marketing campaigns by Showtime and HBO to help bolster the sagging pay-TV business.

- An increase in advertising purchases by Time Warner companies on Viacom's MTV Networks—including MTV, VH-1 and Nickelodeon/Nick at Nite—over the next five years.

- The purchase of Viacom's Milwaukee cable system by Time Warner at a price said to be in the area of \$95 million. Industry observ-

ers say the transaction makes sense, given that Viacom has been trying to sell the system for some time and Time Warner already owns a neighboring system. The purchase is expected to be completed by early 1993.

- A license between MTV Networks and the Warner Music Group for the exhibition of music videos on MTV and VH-1.

- Time Warner will pay Viacom an estimated \$75 million in cash.

Both Viacom and Time Warner are winners in the settlement, according to John Reidy, an analyst with Smith Barney Harris Upham & Co. Relatively few dollars changed hands on the settlement, he says, and neither side offered an admission of liability. Most important, the matter appears to be resolved.

"It's rare that you have something that is good for everybody," Reidy says of the settlement. "But I think the industry would have been even happier if we hadn't had this battle." ■

## BVT PITCHES AFFILIATES

*Offers ratings data on strength of kids shows*

By Mike Freeman

**H**aving dropped its antitrust suit against the Fox Children's Network (BROADCASTING, Feb. 3) after nearly two years, and apparently recognizing that Fox affiliates will likely run FCN programming in pattern from 3-5 p.m. on weekdays, Disney, under Buena Vista Television President Bob Jacquemin, is mounting a major campaign to attract network affiliates to its two-hour weekday *Disney Afternoon*.

Jacquemin and the Buena Vista sales staff have hit the road with a campaign outlining "dramatic" gains he says *Disney Afternoon* has made in some of the 29 markets where affiliates are stripping it in traditional adult early fringe time slots.

Jacquemin estimates that 50-60 incumbent Fox affiliates have renewed *Disney Afternoon* for the 1993-94 through 1994-95 seasons.

"I would love to remain on the independents [now mostly Fox affiliated stations], but if a station is conceivably going to carry the animation from another supplier, we would have to respond to market conditions like any other distributor," Jacquemin says. Buena Vista is presenting ratings research suggesting that its programming on 55 non-Fox affiliates provides strong counter-programming to competing affiliates airing *The Oprah Winfrey Show* or *Donahue* in early fringe.

Although the report notes a "growing trend" in the number of affiliates airing weekday animated programming, only 25% of the 55 stations that carry Disney or other supplier programming are in the top 100 markets, and 24 of the 29 *Disney Afternoon* affiliates are in market sizes 105-210. Based on the numbers from airings of Disney programs on affiliates, BVT, using February 1992 Nielsen sweeps research (NSI), claims that *Darkwing Duck* averaged a 9.1 rating among the kids 2-11 demo group on 22 affiliates; *Tale Spin*, a 7.2 rating (26 affiliates), and *Chip 'n' Dale's Rescue Rangers* a 6.8 rating (7 affiliates). ■

## DIGITAL'S SPLIT SCREEN / 3

Although digital technology gives broadcasters an efficient medium in which to transmit advanced pictures, it also gives their cable and DBS competitors a means to multiplex NTSC signals.

## NO BOUNCE / 11

GOP harmony was good news for the party but bad news for network executives hoping for a ratings boost from convention coverage.

## NO WAIVER / 18

Two San Francisco affiliates that have shifted prime time back an hour were denied a waiver last week that would have allowed them to test pulling network late-night programming into the closing prime time hours. The FCC said a similar waiver granted KCRA-TV Sacramento is sufficient for a test.

## NO FEAR / 19

An ABC affiliate in San Diego, tackling the pay-per-view assault head on, plans to heavily promote the network's PPV college football coverage and feed one game per week to local cable.

## CTAM CONVENES / 22

The Cable Television Administration and Marketing Society, meeting in San Francisco



Convention bounce is all Bush's (p. 11).

this week, will be looking at ways to boost cable's consumer appeal.

## NEGLECTED BY THE FCC / 25

The failure of the FCC to incorporate a higher limit for minorities in its radio ownership caps was the latest signal for minorities that the commission is indifferent to the need for creating minority opportunities.



## AUTO RATINGS / 28

Employing a two-foot antenna mounted along selected roadside locations, KBE Broadcasting by Design offers clients data on which stations commuters are listening to.

## FCC OK'S WWOR SALE / 32

The sale of Pinelands, parent company to WWOR-TV New York, to BHC Communications was approved last week by the FCC. The commission, however, will hold a hearing on allegations that holdings by BHC principal Mario Gabelli put him in violation of various ownership rules.

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# PAY-PER-VIEW'S FUTURE IS HERE

*Some subscribers to Time Warner's top-secret 150-channel system in Queens appear to prefer multiplexing to high-density pay per view; they also cite money and viewing habits as reasons for no or low buy rates*

By Geoffrey Foisie

One hundred and fifty channels will play in Peoria, but for how many people remains a question mark. In this case, Peoria is the New York City neighborhood of Whitestone, Queens, and the assessment is based on conversations with a dozen residents who subscribe to the country's first high-density pay-per-view experiment, Quantum. The anecdotes related by Quantum subscribers should be of concern to an industry expecting a rapid pay-per-view payback on fiber optic improvements that may run into billions of dollars.

(The 12 interviews with Quantum subscribers cited in the accompanying story were winnowed from 300 phone calls made by BROADCASTING to homes in Whitestone last week. The results, although illuminating, are concededly unscientific. Several factors, in addition to people being unavailable or unwilling to talk, led to the low response rate. Time Warner's



Half-price coupons for Quantum subscribers are one way it hopes to build PPV movie buy rates.

Brooklyn-Queens cable system has a penetration rate of less than 50%, so that many people reached were non-subscribers. Many of those reached who were subscribers had less expensive basic or standard service and thus were not eligible for Quantum. Finally, Quantum itself is still being installed in Whitestone and does not yet pass all homes in the neighborhood.)

One surprising result of the BROADCASTING survey is that high-density

pay-per-view acceptance is being hindered by the "multiplexing" of pay-TV channels such as HBO. In the Quantum system, a full 63 channels are devoted to pay per view—six to promotion and 57 to programming—but an additional three channels have been added to HBO and Cinemax so that now, varying versions of HBO are carried on three channels and Cinemax on two channels.

One resident of Whitestone (a multiethnic, comfortable, largely working-class neighborhood), Georgia Angelakis, said: "HBO is a bargain now with three channels; we pay the same amount as before and are very happy with it." Her family, she added, also orders two pay-per-view movies a month.

But the Angelakis household is a high-volume pay-per-view user compared with most of the dozen other Quantum subscribers BROADCASTING located. Despite door-to-door marketing efforts to homes where Quantum was first installed in late winter and early spring, almost all households

## TIME WARNER'S OWN QUANTUM SURVEY

The important thing to keep in mind when looking at any preliminary findings on the Quantum system is that this is a work in progress, say Time Warner executives. The pioneering system is playing host to a myriad of marketing tests, and any substantial data on the company's findings are not likely to be released until the operation grows and then stabilizes sometime next year. "We're introducing viewers to interact with their TV in a more intimate manner than before," says Hugh Panero, vice president, marketing and pay per view, Time Warner New York City Cable Group, Queens Division. "That process is something that takes awhile to develop a culture for."

A recent Time Warner telephone survey of 300 of its Quantum subscribers found that close to 90% of the customers are satisfied with PPV service, says Panero. One-half of those surveyed are ordering more PPV than they did before they had Quantum, he says, and a majority of respondents ordered more than one PPV movie per month. Quantum's surveying of its customers also found that a lot of people would order more PPV if they were given a volume discount, an

idea Time Warner is working on, says Panero. As for multiplexing, he agrees with BROADCASTING's findings that Quantum subscribers have been "overwhelmingly" satisfied with the multiple HBO and Cinemax channels. Panero is also quick to point out that the acceptance curve of Quantum technology by consumers is pacing higher than that of Time Warner's earlier introduction of impulse technology to the Queens neighborhoods.

"You have to evaluate these types of projects over time," says Hal Richardson, senior vice president, worldwide pay television, Walt Disney Television. "It takes a period of time to re-educate the consumer."

As Richardson sees it, Quantum's pay-per-view success has to be measured relative to the rest of the industry. While Quantum's pay-per-view numbers have not been tremendous, he says, they have outperformed buy rates at other systems around the country. "Anything that does better is a welcome change," says Richardson. Richardson says that Quantum customers will use the pay-per-view channels more as they become more accustomed to the service. ■

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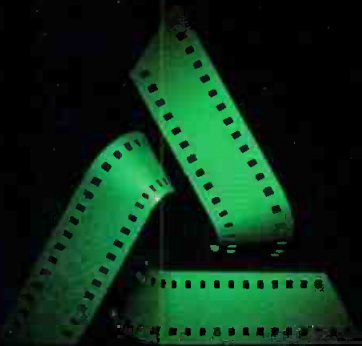
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said they either had never ordered pay per view or had used it only once or twice since they began receiving Quantum several months ago.

The Clancy household was also enamored with multiplexing: "I tried the pay per view the first day we got it [Quantum] but don't bother with it now, even though that is probably what they gave this box to us for. I didn't have Cinemax before but use the [extra] channels [they also have HBO] now and like it very much." The one family contacted in the survey that said they ordered pay-per-view movies more than twice a month received neither HBO nor Cinemax.

All of those polled said the pay-per-view technology—similar to programming a VCR—was easy to use.

There are at least two main differences between the pay per view on Quantum and that on the 75-channel system. One is an increase in the movies available at any one time (15 versus 4) and the other is an increase in the number of start times, with "hit" movies every half hour versus every two hours on the 75-channel system.

Quantum subscribers' reasons for not using pay per view, in addition to satisfaction with multiplexing, fell into two other categories: price and viewing habits. Comments by some Quantum subscribers suggested that even at \$3.95, recent hit movies may be too expensive to make consumers switch from video stores. Time Warner prices less-recent hit movies at \$2.95, children's movies at \$1.95, "art" and foreign films at \$3.95, adult movies at \$4.95 and action films at either \$2.50 or \$3.95.

Other oft-cited reasons for not using the pay-per-view feature of Quantum were lifestyle and viewing habits. More than one person said: "I'm just not a movie person" or "my husband only watches sports." And some people said they didn't have enough time. One resident gets up at 6 a.m. every morning to open his popular barber shop on Manhattan's Upper East Side, and doesn't return each evening until 9 p.m.: "I think it [pay-per-view] is a good thing, but I've only ordered it once."

The general impression was that younger people are more likely to watch pay-per-view movies. One woman, trying to explain why the pay-per-view feature was not used, said: "My son just moved out of the house. He was the movie fan." ■



## BEST-LAID PLANS

**A**n expectant collection of cable industry customers and Hughes Communications executives celebrated with a festive space-age party in Orlando, Fla., last Wednesday, anticipating the next-day launch of the Galaxy I-R communications satellite atop a General Dynamics Atlas Centaur rocket at Cape Canaveral. But it was not to be; bad weather postponed the launch until Friday night. "This is a prudent business," explained Ben Weir, the Atlas program manager, adding that "if you have \$150 million sitting out there, you make your decision, you don't look back, you don't look over your shoulder." If the Friday opportunity was missed, General Dynamics was to try again on Saturday, but if unsuccessful would have to wait a week for another launch window.

The Hughes 376 satellite is the second of two next-generation birds dedicated to cable TV program distribution. Once aloft, it will be parked alongside Galaxy I to await its expected demise in 1993, after 10 years of service. Among the celebrants (l-r): Doug McGinnis, Turner Broadcasting; Charles Dutcher, CONUS Communications; Steve Petrucci, president of Hughes Communications; Andy Goldman, Univision; Kirsten Roth and Jerry Farrell, Galaxy Satellite Services, and Eddy Hartenstein, DirecTV Inc. (Hughes's DBS venture). —DW

## WLUP(AM) GOES TO COURT

*Station refused to pay indecency fine in protest of decision*

By Joe Flint

**T**he Justice Department, with the FCC's backing, filed suit in U.S. district court in Chicago last week against Evergreen Media and its Chicago property WLUP(AM) for indecency.

The charge stems from Evergreen's refusal to pay a \$6,000 fine for broadcasts cited by the commission as indecent—broadcasts aired on WLUP's *Steve and Garry Show* and the *Kevin Matthews Show* in August 1987 and March 1989. One included a discussion of former Miss America Vanessa Williams's photo spread in *Penthouse*. The other consisted of a telephone caller's rendition of a song titled "Kiddie Porn." ■

In issuing the fine, the FCC said it found all the broadcasts fit "squarely within our definition of indecency. Each of the passages describes sexual or excretory activities or organs, specifically oral-genital contact, sexual activity with a child and anal intercourse." The Communications Act does not allow Evergreen to appeal the fine, leaving the station no means to challenge it other than refusal to pay the fine. (Evergreen was denied reconsideration of the forfeiture order.) "Clearly, this is not an issue of forfeiture. To us it is about inconsistent and arbitrary censorship and we think that is wrong," said Larry Wert, WLUP vice president/general manager.

WLUP has 30 days to reply to the suit. ■

# NO CONVENTION BOUNCE FOR BIG THREE

*Lack of dissent translates into lack of ratings punch for Republican gathering*

By Sharon D. Moshavi

**T**V journalists headed to Houston last week thinking that conflict within the Republican Party might add news value to the convention and maybe even raise ratings. They were wrong on both counts.

"To my surprise, the dissent in the party was contained early in the convention. It turned into a smooth and seamless show faster than I imagined," said John Chancellor, co-anchor of NBC's coverage. NBC cut out of the convention Tuesday night at 11:03 p.m. ET—two-thirds of the way through Texas Senator Phil Gramm's keynote address—in time for local newscasts and a live *Tonight Show*.

Although many view today's conventions as a spectacle of style rather than an arena for substantive politics, some said the GOP meeting was short on both. "The biggest surprise is they failed to do a bang-up show early on," said Harry Smith, co-anchor of *CBS This Morning*, midway through the convention.

The network press did not treat Bush kindly during much of the convention, according to an analysis by the Center for Media and Public Affairs. The nonprofit, nonpartisan think tank said 39% of the *ABC World News Tonight* reports evaluating President Bush during the convention were positive, compared with 63% for Governor Bill Clinton during the Democratic convention. Robert Lichter, director of the center, says he thinks the "unbalanced news coverage" reflects not a liberal bias by the electronic media but rather an anti-incumbent and anti-frontrunner sentiment. "Even though he's running behind, Bush is generally considered the frontrunner because he's the incumbent," Lichter said.

Despite that negative coverage, Bush got some of the convention bounce many analysts expected. A *CBS/New York Times* poll taken last week had him pulling within 11 percentage points of Clinton.

The three-network average nightly ratings for the convention were 5.7, down 8% from 1988's Republican convention and down 2% from last month's Democratic convention, thus continuing

a 20-year trend in which the incumbent party's convention attracts lower ratings than the challenger's.

CNN's ratings were lower than last month's. It averaged a 2.3 nightly rating in its cable universe, down from its 3.0 during the Democratic convention. PBS's ratings also dropped: it averaged a 3.4 rating last month, compared with a 3.0 rating last week.

There was at least one bit of good news for the media covering last week's convention: depending on the organization, logistical costs were down between 20% and 50% com-

where the broadcasters have left off." NBC and PBS continued their joint coverage arrangement, which Chancellor dubbed a success: "It had given us the one thing TV journalists feed on: time."

Among the subtractions to TV's coverage were 100 local stations that elected to skip both New York and Houston. Their absence meant increased business for organizations that package news for them. NBC NewsChannel, covering its first convention, put out 40 packages a day for NBC affiliates, said Ken Highberger,



*The networks set up shop in the Astrodome to cover what they hoped would be a newsy convention. Joining them were C-SPAN, Comedy Central, MTV and news packaging services. One hundred fewer TV stations attended, compared to four years ago.*

pared with New York.

The convention landscape has been unalterably changed in terms of who covers it. Sharp cutbacks in broadcast network programming have been met by a plethora of national cable outlets—veterans CNN and C-SPAN were joined this year by MTV and Comedy Central—ready to provide their own brand of coverage. Ed Turner, CNN's executive vice president in charge of newsgathering, said the cable network makes no claim to having radically changed convention coverage, but rather is "picking up

director of operations. And the Republicans' own operation, the Special Features Network, set up an average of 50 live interviews per day between convention attendees and stations across the country, said Russ Hodge, its executive producer. The service also sent out taped interviews, conducted by Hodge, with the Bushes and Quayles.

The Democrats kept themselves on TV with constant rebuttals to the Republicans' remarks. They broke precedent by airing text-only commercials in the Houston and Washington markets, and the airplay they received in news reports proved substantially more valuable than the \$50,000 spent for the airtime. The Democrats also ran an infomercial, a variation of the biographical film produced by Linda Bloodworth-Thomason for the New York convention, on WWOR-TV New York, Nostalgia and CNBC. ■

*Compared with the Democratic convention, the media's logistical costs were down between 20% and 50%.*

## HDTV PUZZLE

Continued from page 3

100% (2002) and 10 years before the cut-off of NTSC (2008). EIA members, of course, want to continue selling NTSC sets and, at the same time, see HDTV grow.

"Certainly the issue raised [by multichannel NTSC] is, will NTSC be around longer?" says Wayne Luplow, advanced TV division vice president for Zenith Electronics.

Sony Corp.'s July comments are more certain: "Vigorous perpetuation of...digital multichannel NTSC will continue to thrive via cable and DBS delivery, regardless of what might happen with terrestrial NTSC broadcasting." On the way to HDTV domination, it adds, "consumers...will ponder the wisdom of investing in a relatively cost-effective NTSC receiver (in contrast to the more expensive ATV [advanced television] alternative)."

Considering these issues, EIA's Advanced TV Committee debated, but ultimately rejected, urging the FCC to consider extending its flexibility to permitting broadcasters to use their second ATV channels to deliver HDTV in prime time and multiple digital NTSC signals by day.

For now, the FCC proposal specifically forbids multichannel broadcasting on the second channel. FCC Chairman Alfred Sikes reaffirmed that position in an interview with BROADCASTING last week: "On the surface, that does not strike me as advanced television" (see story, page 12).

The National Cable Television Association, perhaps concerned about the prospect of multichannel competition from broadcasters, argued in comments to the FCC last week that giving broadcasters four years to simulcast constitutes a grant of "a free second channel" to subsidize creation of new programming services, contrary to the Supreme Court's 1945 *Ash-backer* decision as establishing the right of all comers to apply for new spectrum.

Broadcasters themselves acknowledge they must develop a market for advanced TV, but argue that creative programming will be necessary to draw consumers. However, few are now including multichannel broadcasts in their creative plans.

Howard Miller, senior vice president for Public Broadcasting Service, finds discussing multichannel broadcast "inappropriate at this point in time. If you throw that level of complexity into the mix right now the most likely outcome would be chaos"—including market confusion and potential *Ash-*

*backer* challenges.

Michael Rau, senior vice president for technology at the National Association of Broadcasters, says with proliferation of digital NTSC in the market, "you are gradually taking away reasons for consumers to adopt HDTV." Although he says the NAB has discussed multichannel NTSC internally, it has no plans to propose it.

At bottom, says Rau, the introduction of digital NTSC by cable "goes more to the length of time advanced TV will take [to develop]—not a five- to 10-year process, but 10 to 20 years minimum. It is another reason for the FCC to adopt more flexibility."

Joel Chaseman, member of the NAB's ATV Task Force and the FCC's Advisory Committee on ATV, believes market realities mean the FCC will be unable to achieve either NTSC-ATV simulcasting or the elimination of NTSC "until sometime after 2010. Nobody's talking about [HDTV] taking over in the '90s." In the meantime, he says, broadcasters will be free to fully exploit HDTV, making it "so superior there simply won't be any turning back." ■

**For More Late-Breaking News, See "In Brief," Pages 56 and 57**

## WHAT MULTICHANNEL MEANS TO SIKES

It's unlikely the FCC will allow broadcasters to use their second HDTV channels for a multichannel digital NTSC service, said FCC Chairman Alfred Sikes, but it might be persuaded to permit their use for other "advanced" services beyond HDTV.

"I've heard people talk interactive TV in the context of, say, game shows," Sikes told BROADCASTING. "I've heard people talk about saying we might use four channels to send four different camera angles. That clearly would be advanced television. There would only be a few in the world that, if you could choose a camera angle that you want, would say you're not in a whole new world of television."

The ability to define a service as "advanced" is critical to its being permissible on the second channel. The FCC plans to award each incumbent TV station a second TV channel on the condition that it be used for advanced TV—an upgrade of the station's existing service. Without the condition, the FCC might be forced by law to make the channels available to all applicants.

Citing the legal restriction, Sikes said that simply squeezing several compressed digital TV signals with

quality comparable to today's NTSC signals (in number of lines) "does not strike me as advanced television" and, thus, would probably not be permissible.

Sikes left the door open for multichannel service, but just a crack, saying he would "listen to evidence about it." He added that no evidence has yet been offered. "I haven't had a single broadcaster, nor to my knowledge has there been a single petition filed, that has said we want...to divert for the [HDTV path]."

Sikes also said he is open to giving stations more time to implement HDTV, which broadcasters have been demanding and supporting with whatever evidence they can muster. "I don't have a closed mind on it."

But if Sikes's mind is closed on anything, it's the idea of allowing broadcasters to keep their original NTSC channel after the final switch has been made to HDTV. "The first channel has to come back into the general spectrum at some point," he said. —MAJ



Who's  
in it with us,  
Henry?



"The Sting", in Universal Pictures List of a Lifetime II

★  
**John Belushi**



**Gregory Peck**

**Jacqueline Bisset**

**Sean Penn**

**Richard Dreyfuss**

**Anthony Quinn**

**William Friedkin**

**Paul Newman**

**Julie Andrews**

**Jack Nicholson**



★  
**Sally Field**

**Anthony Perkins**

**Clint Eastwood**



**Richard Pryor**

**Alan Alda**

**Robert Redford**

**John Wayne**

**Carl Reiner**

**Alfred Hitchcock**

**Steve Martin**

★  
**Richard Gere**





John Landis

Steven Spielberg

Burt Reynolds



Jackie Gleason

George Lucas

Oliver Stone

Arnold Schwarzenegger



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# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

## NO NEW TESTS

Test all the HDTV systems again? The idea was proposed by the AT&T-Zenith team, but turned down Friday (Aug. 21) by Advanced TV Advisory Committee Chairman Richard Wiley. Although AT&T suggested giving each proponent the chance to pay for only a few more days back at the Advanced TV Test Center to demonstrate ongoing improvements (taking about three weeks total), Wiley determined that to be impractical. Instead, he is appointing a technical panel to assess written documentation of improvements in November. Wiley is also notifying Special Panel members to plan to meet the second week in February 1993 and to pass on their choice of a winning HDTV system to the Advisory Committee, which he has scheduled to meet Feb. 22-26.

ATLANTA

## PUSHING A BILLION

About that \$600 million figure that's been floated as a possible rights figure for the 1996 summer Olympic games in Atlanta, Richard Pound, head negotiator for the International

## FCC PUTS OFF PTAR

It's off again. Disney's hope of the FCC's launching a rulemaking to repeal PTAR's off-network prohibition at the commission's Sept. 17 meeting were dashed last week when Commissioner Jim Quello circulated a memo asking colleagues to put off the proceeding until after the elections, or at least after fin-syn court arguments Oct. 2. In the middle of the growing debate over the prohibition, Quello has been the key to action on it. Communications attorney Dick Wiley, who has been pushing hard for the rulemaking on Disney's behalf, felt he had the votes of Quello and Commissioner Ervin Duggan to go along with those of Chairman Al Sikes and Commissioner Sherrie Marshall for action on Sept. 17. But it all came apart when Quello began having the second thoughts that culminated in his memo. An aide to Duggan said her boss had never made a commitment to act on Sept. 17, only to go along if that is what everyone wanted to do. Wiley took the setback in stride: "We are disappointed, but hope it will come up in October or November." Quello's reasons for the change are unclear, but congressional interest was apparently a factor. The FCC last week received a second letter from Senator Paul Simon (D-Ill.) urging postponement. -NAJ

Olympic Committee, responds: "I assume that is Atlanta's estimate of what will be 60% of a total TV rights figure of \$1 billion." That total includes rights paid by countries around the world for rights to their territories. The Atlanta Olympic Organizing Committee gets 60% of the total take to finance the games. Citing huge rights increases for other countries, Pound said it is possible that the total could reach \$1 billion without an increase in the U.S. rights.

LOS ANGELES

## 'BUSTED' ROMANCE

*Busted* will be the next project to come from the Fox Television Stations Group. The half-hour comedy game show may be positioned either with Fox choosing to roll the show out slowly on the Fox owned stations or be sold directly into national syndication. *Busted*, geared to teens, features several pairs of best friends who test their knowledge of each other

## GERBER OUT IN FIRST-RUN REVAMP AT VIACOM

In a continuing downsizing of the first-run syndication sales division, Viacom Enterprises has fired Michael Gerber, president, first run international distribution and acquisitions, and has not renewed the contracts of at least three other sales executives, according to several sources. According to one source, Dennis Gillespie, president of off-network sales, will oversee renewals of off-network and first-run product, while Debbie Beece, from Viacom's MTV Networks, will move over to handle international distribution and acquisition.

Sources say that the continuing downsizing of the syndication division, instituted by Viacom Chairman Sumner Redstone, is geared toward combining divisions, since its lucrative off-network distribution deal with Carsey-Werner Productions, which brought over the record revenue-generating *Cosby Show*, ends with

the launch of *Roseanne* this coming season. In the first-run area, weekly action-adventures *Lightning Force* and *Super Force* have not been renewed for production. Several sources also said that slow-rollout talk show *Montel Williams*, while successfully building ratings, is still being "deficit financed," and estimates are that Viacom may have to wait up to two years before recouping its investment. Viacom's difficulties in developing other first-run strips may have lowered Gerber's stock, and sources said his fate was sealed once Neil Braun replaced Henry Schleiff as chairman/CEO of Viacom's entertainment group.

According to a source, the sales executives whose contracts were not renewed are Sean Deneny, VP, general sales manager, first run, and account executives Glen Hagan and David Steinfeld. -MF



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Sol Talshoff (1904-1982)

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# Monday Memo

**“The increasing use of VNR’s reflects a growing interdependency between television news and public relations.”**

**W**hile reading a recent issue of a leading entertainment weekly, I couldn’t help but notice the cover story labeled “Fake News,” with a subhead that read “A Special Report: What we see isn’t always news—it’s public relations.” The article maintained that not all of the footage carried on television news-casts was shot by station personnel, and that some video is actually lifted from video news releases (VNR’s). This led the author to generalize that since such material is prepared by public relations professionals, much of the news on television is “fake.” Articles like this that are overly simplistic actually miss the point of the true relationship between journalists and public relations practitioners, doing a disservice to both broadcast news and public relations.

It’s not news to say print and broadcast journalists rely on public relations professionals. But to make the assumption that information or materials provided by public relations practitioners is “fake news” leads the public to believe what they see on TV news is not real or true.

Honorable public relations practitioners do their jobs and represent their organizations openly and forthrightly, with the understanding that we work in the best interests of our companies and clients. But the fact that we represent organizations with vested interests in issues or developments is no excuse to regard the entire profession of public relations as suspect. Part of our charge is to help our clients better navigate through the sometimes rough waters of media relations.

Public relations professionals expect to be challenged by the media. This comes with the territory. We know that in cases where there are two sides of an issue, the other side should

receive the same fair hearing we want. In the end, though, we rely on the journalist to make sure that what is delivered to the public is fair, thorough and balanced reporting.

While I do not believe the use of video news releases by television news operations is the presentation of “fake news,” I do feel that the increasing use of VNR’s reflects a growing interdependency between television news and public relations.

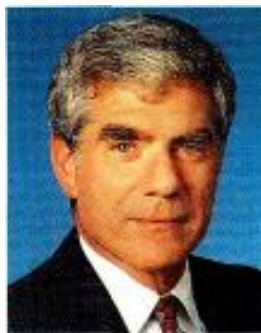
As public relations practitioners, we serve as facilitators, helping journalists by providing them with usable and credible VNRs and B-roll, background information, interviews and contacts.

For an individual, an organization or a business wishing to be heard, public relations professionals who understand the media provide a valuable and necessary service. But, as

in all industries, some practitioners and firms make questionable decisions.

Professional communicators have the rare privilege to inform and sometimes educate mass audiences. This privilege carries with it some very serious responsibilities. For credibility is the key to long-term business success in the communications industries.

We cannot allow the public to conclude when television journalists turn to public relations practitioners for assistance that they are creating “fake” news. As professional communicators, journalists and public relations practitioners must be willing to hold their facts up to the highest scrutiny, have their positions challenged and attribute their sources. We have to encourage the public to be smart consumers of information. We have to set higher standards for ourselves so that in the end, the public comes to expect more from us. ■



BY DAVID DROBIS, CHAIRMAN-  
CEO, KETCHUM PUBLIC  
RELATIONS, PITTSBURGH

# Television

## FCC TURNS DOWN KRON, KPIX WAIVER REQUESTS

*Commission says no because it doesn't want flood of requests to shift prime time; it feels KCRA Sacramento test is sufficient to study market reaction*

By Mike Freeman

Last Tuesday the FCC voted 5-0 to deny San Francisco affiliates KRON-TV and KPIX(TV) waivers of the prime time access rule, which were considered critical elements to their ongoing test of shifted 7-10 p.m. prime time lineups. The waiver denial was expected to be viewed as a major setback for NBC, which reportedly pinned its hopes on being able to move *The Tonight Show* up a half-hour to the higher HUT-level 10:30 p.m. hour on KRON.

Since the adoption of PTAR in 1970, prime time hours in Eastern and Pacific time zones have been designated as 7-11 p.m. (6-10 p.m., Central and Mountain zones). However, since KRON and KPIX rolled back prime time by an hour, without a PTAR exemption their respective networks have been frozen out of 10:30-11 p.m. because of the three-hour prime time limit on network programming.

By previously granting a PTAR waiver to NBC affiliate KCRA-TV Sacramento, which began its 7-10 p.m. prime time rollback last September, the FCC believed that the waiver requests from KRON and KPIX were unnecessary because of a formal test in Sacramento. "The commission feared granting the petitioners' requests because it could open up the floodgates to similar waiver requests," the FCC's ruling noted.

In earlier replies to the PTAR waiver requests, a number of syndicators had expressed fear that it could lead the FCC to consider the overall repeal or amending of the prime time access rules, which have built-in protections for first-run programming in the prime access (6-8 p.m.) slots on network affiliates in the top-50 markets. The lat-

est FCC ruling is said to be perceived as a victory for the Hollywood production and syndication community, although The Walt Disney Co. and other prolific producers of off-network programs have been lobbying for repeal of PTAR.

KRON President and General Manager Amy McCombs, in a statement said

*"The commission feared granting the petitioners' requests because it could open up the floodgates to similar waiver requests."*

### FCC ruling

that the Chronicle Broadcasting-owned station "share[s] NBC's disappointment" in not receiving the PTAR waiver, "which would have allowed us to move *The Tonight Show with Jay Leno* to 10:35 p.m." McCombs add-

ed: "However, we have been pleased with *The Tonight Show's* performance at 11 p.m. and will keep it there. We are now reviewing our options for the 10:30 p.m. time period."

NBC let its disappointment in the FCC ruling be known in a general statement. "It is stunning that an FCC which says it wants to help broadcasters successfully adapt to today's rapidly changing marketplace would undermine such an experiment aimed at helping broadcasters better understand those changes," read the statement, which one NBC source believed to be at least partially written by NBC President Pier Mapes.

"We're disappointed with the commission's ruling because it hinders the cooperative efforts NBC, KRON and the community have jointly undertaken, and will make it more difficult to understand the influence lifestyles have on viewing habits."

Association of Independent Television Stations (INTV) President James Hedlund made it known that the independent station community does not share NBC's point of view that a waiver is in the best interest of all

## GOOD TALK IN JULY

Despite the glut of talk shows and the negative impact of Olympic coverage on their ratings, nearly all of the major talk show strips registered year-to-year July sweeps time period rating increases in the 25 Nielsen metered markets. *Geraldo* turned in a 4.5 rating/15 share average in July (NSI, July 9-Aug. 5), which represented the largest rating increase—15%—over July 1991 (3.9/13). King World Productions' top-rated *Oprah Winfrey Show* turned in the second largest increase with a 10.0/28 average, up 10% from the year-ago sweeps (9.1/25).

The other strips: *Regis & Kathie Lee*, 4.1/16 (up 8%); *Maury Povich*, 4.5/14 (up 7%); *Jerry Springer*, 3.9/13 (up 5%); *NightTalk with Jane Whitney*, 2.3/13 (up 5%); *Cristina*, 2.7/10 (up 4%); *Montel Williams*, 2.4/10 (no change); *Donahue*, 5.8/19 (down 6%), and *Jenny Jones*, 2.2/8 (down 19%).

—MF

broadcasters. "INTV fully supports the commission's decision," he said. "There was no need to waive the PTAR in these cases. The waiver requests were nothing more than the networks attempting to shave off one half hour from the current access period. The FCC is correct that granting the waivers would open the floodgates for similar requests resulting in a de facto change to the PTAR."

But sources at competing stations say that McCombs didn't lobby the FCC very vigorously because the "specter" of a waiver denial meant the station would retain control of 10-11 p.m., where it has been airing an expanded hour-long newscast.

(It has been widely reported that KRON's waiver request was part of a tradeout deal with NBC, in return for receiving the network's blessing for instituting the prime time shift last February.)

KRON's 10 p.m. newscast, though pre-empted the last two weeks of the July Nielsen sweeps (due to NBC's extended Olympic coverage), averaged a 5.0 rating/9 share (NSI, July 9-23), a 17% drop in rating and 40% decline in share from its former 11 p.m. newscast (6.0/15) in the July 1991 sweeps. It should be noted, however, that with even slightly lower ratings for its 10 p.m. newscast, KRON has double the number of local advertising avails it can sell with an hour newscast.

As for KPIX, a Westinghouse-owned CBS affiliate, the station's hour-long 10 p.m. newscast was adversely affected by NBC's Olympic telecasts, turning in a 6.3/17 July sweeps average, down 10% in rating and 29% in share from its year-ago 11 p.m. newscast (7/17).

KPIX President and General Manager Carolyn Wean, in a statement released by a station spokesman, said that while she found it "surprising" the FCC did not grant this waiver "in a deregulatory environment," the station is "committed to serving our viewers with a quality hour news program from 10 to 11 p.m."

The station spokesman said that immediate plans are to continue running CBS's *CrimeTime After PrimeTime* at 11 p.m., at least for the duration of the prime test (which the station has CBS's commitment to continue through June 1993). CBS officials were unreachable for official comment. ■

## ABC AFFIL TO PROMOTE PPV

*KGTV(TV) San Diego tests viability as distributor*

By Steve McClellan

**W**hile some ABC affiliates have expressed concern with the network's new college football pay-per-view package, KGTV (TV), the ABC affiliate in San Diego, will take a hands-on role in distributing and promoting the games to local cable systems.

In fact, the San Diego market will represent a test within the larger national PPV test because local cable operators will bypass the Showtime Event Television feed of the games in favor of a feed from the network by way of KGTV.

KGTV, owned by McGraw-Hill Broadcasting, is planning extensive on-air promotion of the games, including a weekly poll where viewers will have a choice to call in and vote for their choice of what game they want to see on PPV. The choices will be offered during the early evening Monday sportscast, with results reported in the 11 p.m. newscast.

In addition, the station plans to air a weekly schedule of spots promoting the games, which are being packaged under the name *Option Play*. According to Don Lundy, program director at KGTV, the station pressed ABC to allow it to get involved because many transplanted southern Californians have college allegiances across the country. "We always get calls from viewers requesting games other than those supplied by the network that week," said Lundy. One poll, he said, revealed an equal number of viewers (16,000) wanting to see a regional

contest as preferred to see a game in another part of the country.

Starting Sept. 5, when the package kicks off, KGTV will feed one *Option Play* PPV game to five area cable systems, including Cox, Southwestern, American Cablevision, Dimension and Jones Intercable.

"We already have a really good relationship with the cable systems" in the market, said Lundy. He said that KGTV is in the second year of an arrangement where the station provides local cut-ins for the CNN Headline feeds carried by Southwestern and Cox.

KGTV has not decided yet whether it will simply insert the same commercials it sells in the regional over-the-air game in the PPV contest or use the time for promoting the station's programs, or some combination.

According to Lundy, the station will split ABC's take of revenue from the San Diego market. "We see it as a breakeven experiment to see if viewers take advantage of the diversity and to see if the station's role as distributor is viable."

It took some convincing on the part of McGraw-Hill President Ed Reilly to get ABC to OK KGTV's participation as distributor of the PPV games. "They were skeptical at first as to whether we, or any affiliate, would want to be involved in a real positive way," said Reilly.

According to Reilly, McGraw-Hill's position is that PPV is going to be a factor in future distribution of events, regardless of what affiliates think of the medium. ■

## CALLING THE OPTION PAY

**S**teve Solomon, senior vice president, ABC Sports, said last week that ABC would consider its *Option Play* college football PPV package a success if it draws at least 25,000 orders each week. The package spans 11 weeks, so by Solomon's definition, the network will define *Option Play* as a success if 275,000 subscribers sign up. "The costs are so minimal that 25,000 to 50,000 [weekly buys] would be an economic success," said Solomon. If ABC attains its minimal goal, the package would generate 275,000 subscribers at \$8.95 each, or a total of \$2,461,250. Cable operators would get about 45% of the take, leaving ABC and Showtime Event Television to split the difference. Scott Kurnit, president, Showtime Event Television, said over 16 million addressable homes will have access to one PPV game; 11 million, a choice of two games, and 5 million to 6 million will be offered three games. A season package is \$59.95. ■

## GRUNDY TARGETS EUROPEAN BARTER

Division will develop sponsored programs

By Steve McClellan

**G**rundy Worldwide has set up a new barter and program sponsorship division in London, headed by Rod Large, former head of the broadcast advertising division at Aegis Carat, the Paris-based media buying firm. Large will report to Bill Mason, president, Grundy Europe.

The move comes as Grundy and others prepare to exploit growing advertising opportunities in Europe with the growth of commercial TV there, and in other countries where consumerism is growing.

"Right now, barter in Europe is rather like a mythological beast," said Large. "Some days it's there and some days it's not. It's not established, and a station takes advantage of it as an act of desperation only when it's short of cash but feels it needs a certain program to retain market share."

But Large said he believes the barter business in Europe will grow with the continuing fragmentation of the media. As state control of media outlets continues to diminish, he said, stations will be "more dependent on advertising and less dependent on government subsidies."

Growing consumerism will also drive the broadcast advertising market forward in other parts of the world, including Eastern Europe and Asia, areas that Large has targeted as opportunities. "India has a middle class that is 100 million people strong, and 70% of them watch color TV. They buy cars and drink Coca-Cola. So wherever the consumer product industry goes, advertising follows—and not long after, the programers show up."

In addition to cultivating the barter market, Large says his division will focus on developing sponsored programs. Many of the new shows will be developed adaptations of shows from the existing Grundy library of over 15,000 hours. In Spain, for example, Grundy will launch a new game show, *Presto! Presto!*, early next year that is based on an existing game show called *Hot Streak*. ■

## BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

### Tartikoff on Tartikoff

Paramount Pictures Chairman **Brandon Tartikoff** has penned (with author Charles Leerhsen) an anecdotal account of his decade at the helm of NBC Entertainment (due out in October from Turtle Bay Books). He recounts some of the strange program pitches he had from such notables as Marlon Brando and Frank Zappa. He also talks about some misgivings he had about certain casting decisions (Don Johnson of *Miami Vice* and Michael J. Fox of *Family Ties* are two examples). Writing about *Saturday Night Live*, Tartikoff recalls that the sketch that gave him "the most grief" was a game show parody, "Jew, not a Jew." Guest star Tom Hanks played a game show host, and panelists had to guess whether famous celebrities were Jewish or

not. Penny Marshall, who is Italian and not a Jew, was one of the celebs. "It was funny," wrote Tartikoff, who is Jewish. "But was it antisemitic? All week long I agonized over the question." The skit made it to air and the network got a lot of angry calls. "The one I remember best was from my mother," recalled Tartikoff. "She said, 'I'm embarrassed to call you my son. That was the most antisemitic thing I've ever seen.' Then she paused. 'Besides, I always thought Penny Marshall was Jewish!'"

### Never mind

*Baby Got Back*, a paean to women's buttocks by rapper Sir Mix-A-Lot, showed up on MTV at about 5 p.m. last Sunday, despite an earlier statement that it would not air the controversial video prior to 10 p.m. According to a spokeswoman, MTV decided it was OK to show it at

that early hour because it was among the featured nominees for MTV's upcoming music video awards.

### Netcam

Some of us thought we had seen everything when CBS News last week introduced its "Schieffercam" (our term), a small camera attached to correspondent **Bob Schieffer's** headphones that was used to cover the floor of the Republican convention. Now USA—the network that brought us the football helmetcam—plans to unveil its latest innovation, the tennis "netcam," later this month as part of its U.S. Open coverage. Two lip-stick-sized cameras will be placed in the middle of the net facing in either direction, each with the ability to pan 180 degrees. The technology will be exclusive to USA, which will be sharing coverage of the U.S. Open with CBS.

## RUSSIAN 'CHILD'S PLAY'

**M**ark Goodson Productions and European distributor Freemantle said last week they would co-produce a Russian version of the Goodson game show *Child's Play* for the Moscow-based Russian Television Network (RTN). The weekly show will air Fridays at 8:30 p.m. starting Sept. 4. RTN reaches 100 million people, and according to Freemantle President Paul Talbot, a "passable" rating for the show is 5% of that figure. The show was sold for barter. According to Talbot, local advertisers include a Russian stockbroker, a telemarketing company and woodworking products company. Freemantle's share of time will be sold by EC Television, the Interpublic subsidiary set up to sell barter and other advertising in Europe. Freemantle is also 80% owned by Interpublic. Talbot said the company plans to increase its activity in Eastern Europe. "We're in business in Russia from this day forward," he said. "This is not an experiment." Game show popularity has grown substantially in Western Europe over the years, and Talbot said he expects similar growth in Eastern Europe. Currently, Pepsi is the only regular Western advertiser in Russia. "In time, you'll see other western clients, and we expect to have a roster of shows for them to buy," he said. ■

# Broadcasting's Ratings Week Aug 10-16

|                     | <b>ABC</b>                   | <b>CBS</b>                 | <b>NBC</b>                  | <b>FOX</b>                  |
|---------------------|------------------------------|----------------------------|-----------------------------|-----------------------------|
| <b>MONDAY</b>       | <b>9.0/16</b>                | <b>11.1/20</b>             | <b>12.5/22</b>              | <b>NO PROGRAMING</b>        |
| 8:00                |                              | 34. Evening Shade 9.4/18   | 21. Blossom 10.9/21         |                             |
| 8:30                | 41. NFL Preseason            | 32. Major Dad 9.6/17       | 6. Blossom 12.8/23          |                             |
| 9:00                | Football—New Orleans         | 9. Murphy Brown 12.5/21    |                             |                             |
| 9:30                | Saints vs. Chicago Bears     | 17. Designing Wmn 11.3/19  | 6. NBC Monday Night         |                             |
| 10:00               | 9.0/16                       | 13. Northern Exposure      | Movies—Settle the Score     |                             |
| 10:30               |                              | 11.8/21                    | 12.8/22                     |                             |
| <b>TUESDAY</b>      | <b>12.1/22</b>               | <b>10.0/19</b>             | <b>7.0/13</b>               | <b>NO PROGRAMING</b>        |
| 8:00                | 11. Full House 12.2/24       | 24. Rescue: 911 10.4/20    | 76. Quantum Leap 5.4/10     |                             |
| 8:30                | 2. Home Improvmt 14.8/27     |                            |                             |                             |
| 9:00                | 1. Roseanne 16.0/28          | 30. Freshman Dorm*         | 70. Reasonable Doubts       |                             |
| 9:30                | 4. Coach 14.2/24             | 9.7/17                     | 6.1/11                      |                             |
| 10:00               | 55. Civil Wars 7.7/14        | 27. Northern Exposure      | 32. Dateline NBC 9.6/18     |                             |
| 10:30               |                              | 10.0/19                    |                             |                             |
| <b>WEDNESDAY</b>    | <b>6.6/12</b>                | <b>9.8/18</b>              | <b>10.2/18</b>              | <b>10.3/18</b>              |
| 8:00                |                              |                            | 19. Unsolved Mysteries      | 21. Beverly Hills 90210     |
| 8:30                | 62. ABC Movie Special—       | 45. CBS Special Movie—     | 11.1/21                     | 10.9/20                     |
| 9:00                | Backfield in Motion 6.9/12   | White Fang 8.6/15          | 15. Seinfeld 11.4/19        |                             |
| 9:30                |                              |                            | 35. Wings 9.2/16            | 30. Melrose Place 9.7/16    |
| 10:00               | 72. Civil Wars 5.9/11        | 11. 48 Hours 12.2/23       | 37. Law and Order 9.1/17    |                             |
| 10:30               |                              |                            |                             |                             |
| <b>THURSDAY</b>     | <b>7.0/13</b>                | <b>11.7/21</b>             | <b>8.6/15</b>               | <b>7.8/14</b>               |
| 8:00                | 69. Who's the Boss? 6.3/13   | 18. Top Cops 11.2/22       | 64. A Diffrent World 6.8/13 | 41. Simpsons 9.0/18         |
| 8:30                | 70. Growing Pains 6.1/11     |                            | 43. Cosby 8.8/16            | 68. Parker Lewis 6.4/12     |
| 9:00                | 80. Homefront 4.9/9          | 8. Street Stories 12.7/22  | 15. Cheers 11.4/20          | 54. Beverly Hills 90210     |
| 9:30                |                              |                            | 29. Wings 9.8/17            | 7.8/14                      |
| 10:00               | 28. Primetime Live 9.9/18    | 19. Bodies of Evidence     | 58. L.A. Law 7.3/13         |                             |
| 10:30               |                              | 11.1/20                    |                             |                             |
| <b>FRIDAY</b>       | <b>9.8/21</b>                | <b>6.7/14</b>              | <b>8.0/17</b>               | <b>4.9/11</b>               |
| 8:00                | 35. Family Matters 9.2/21    | 67. Visitors from the      |                             | 77. America's Most Wanted   |
| 8:30                | 37. Step By Step 9.1/20      | Unknown 6.6/15             | 37. Matlock 9.1/19          | 5.3/12                      |
| 9:00                | 45. Dinosaurs 8.6/18         |                            |                             | 77. Sightings 5.3/11        |
| 9:30                | 52. Perfect Strangers 8.1/16 | 65. CBS Friday Movie—      |                             | 85. Rachel Gunn, R.N. 3.8/8 |
| 10:00               | 13. 20/20 11.8/24            | Moonstruck 6.7/14          | 73. I'll Fly Away 5.8/12    |                             |
| 10:30               |                              |                            |                             |                             |
| <b>SATURDAY</b>     | <b>6.2/13</b>                | <b>4.8/10</b>              | <b>7.5/16</b>               | <b>7.5/16</b>               |
| 8:00                | 82. Just Desserts 4.5/10     |                            | 60. Golden Girls 7.2/16     | 56. Cops 7.5/17             |
| 8:30                |                              |                            |                             | 52. Cops 2 8.1/17           |
| 9:00                | 73. Human Target 5.8/12      | 81. NFL Preseason          | 48. Empty Nest 8.4/17       | 58. Code 3 7.3/15           |
| 9:30                |                              | Football—Cleveland Browns  | 47. Nurses 8.5/17           | 62. Code 3 6.9/14           |
| 10:00               | 48. The Commish 8.4/17       | vs. New York Giants 4.8/10 | 65. Sisters 6.7/14          |                             |
| 10:30               |                              |                            |                             |                             |
| <b>SUNDAY</b>       | <b>9.2/17</b>                | <b>13.8/25</b>             | <b>9.5/17</b>               | <b>6.2/11</b>               |
| 7:00                | 75. Life Goes On 5.7/12      | 5. 60 Minutes 13.8/29      | 56. Secret Service 7.5/16   | 86. Bill & Ted 3.2/7        |
| 7:30                |                              |                            |                             | 84. True Colors 4.1/8       |
| 8:00                | 37. Am Fun Home Vid 9.1/17   | 10. Murder, She Wrote      | 25. I Witness Video         | 48. In Living Color 8.4/16  |
| 8:30                |                              | 12.4/23                    | 10.3/19                     | 43. Roc 8.8/16              |
| 9:00                | 23. ABC Sunday Night         |                            |                             | 48. Married w/Childn 8.4/14 |
| 9:30                | Movie—Jewel of the Nile      | 3. CBS Sunday Movie—       | 26. NBC Sunday Night        | 61. Herman's Head 7.0/12    |
| 10:00               | 10.6/18                      | Good Night, Sweet Wife     | Movie—Tremors 10.1/17       | 79. Down the Shore 5.2/9    |
| 10:30               |                              | 14.4/25                    |                             | 82. Down the Shore 4.5/8    |
| <b>WEEK'S AVGS</b>  | <b>8.6/16</b>                | <b>9.9/19</b>              | <b>9.1/17</b>               | <b>7.1/16</b>               |
| <b>SSN. TO DATE</b> | <b>11.1/19</b>               | <b>12.4/21</b>             | <b>11.8/20</b>              | <b>7.5/13</b>               |

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

## Cable

## CTAM WINDS UP FOR SERVICE PITCH

*At conference this week in San Francisco, cable industry focuses on consumer issues*

By Rich Brown

**F**inding ways to better communicate with and serve cable's customers will be on the minds of the more than 1,600 attendees at the annual Cable Television Administration and Marketing Society conference this week (Aug. 23-26) in San Francisco.

Regulatory uncertainty and the impending threat of competition from direct broadcast satellite and other developing media are likely to make customer service a particularly hot issue at the show, according to Char Beales, who will be making her CTAM conference debut as president and chief operating officer of the organization.

"The focus is on how we can more effectively communicate and serve the customer," says Beales. Many of the panels will address that issue, including one session on how to use research to better understand consumers and another on how to build more effective promotions. The latter, titled "Honey, There's Nothing on the Tube Tonight—Increasing Cable's Value to Consumers Through Programing Promotion," will be headed by Whitney Goit II, Arts & Entertainment Network sales and marketing executive vice president.

Appropriately titled "Building Bridges to the Consumer," this week's conference at the San Francisco Hilton is expected to be well attended. Pre-registration figures by Monday of last week had already outpaced last year's total registration of 1,591.



One goal of the organizers has been to bring in some speakers from outside the cable industry to share their customer satisfaction strategies and discuss how they can be applied to the cable business. Experts from such fields as fast food, lodging, airlines, motion picture production and network television are scheduled, including Peter Chernin, president, Fox Entertainment Group; Darryl Hartley-Leonard, president, Hyatt Hotels Corporation; William McKnight, vice president, marketing, Alaska Airlines, and Tom Elrod, senior vice president, marketing, Walt Disney Attractions Inc.

Most of the players from outside the cable industry will speak during the

dozen general sessions, which include "Taking Customer Service to New Heights," "Restoring Customer Confidence—and Beyond" and "Responding to Competitive Challenges by Responding to Customers' Changing Needs."

In addition to the general sessions, there will be seven breakout sessions focusing on such topics as tiering, pay-TV growth strategies, pay-per-view sports marketing and digital audio services. New to the conference this year will be eight how-to marketing management seminars. Also for the first time at CTAM, attendees will receive a complimentary copy of its annual case study digest.

Chairman of the conference is John Cooke, president of The Disney Channel. Cooke is also incoming chairman of CTAM, a position currently held by Showtime President Matt Blank. Next year's conference, scheduled to be held in Atlanta, will be co-chaired by Barry Elson, senior vice president of operations for Cox Cable, and Paul Beckham, president of Turner Cable Network Sales.

#### **Tiering spreads apace**

For many of the attendees at this week's CTAM conference, tiering has become a logical way to add new services while maintaining the price on a basic package. Even those MSO's that have been slow to embrace tiering as a marketing strategy are now looking to package some cable channels on a separate pay level.

"It's clear that the mid 1990's will

be different from the late 1980's in terms of how we package our product," says John Clark, senior vice president, marketing and programming, Cencom Cable Associates. "We will need flexibility in both basic and pay offerings."

*"It's clear that the mid 1990's will be different from the late 1980's in terms of how we package our product."*

**John Clark, Cencom Cable**

At present, most of Cencom's efforts in tiering have focused on offering a "lifeline" service of a few selected channels offered at a lower price than the standard basic service. But the company has its eye on other tiering possibilities.

"It's difficult to go too far down the path until the political situation has stabilized," says Clark.

Tele-Communications Inc., the nation's largest MSO, is among those operators that are embracing the idea of offering additional channels on an à la carte basis. The reasoning, as outlined by TCI President John Malone at the National Cable Television Association convention last May, is that cable operators cannot continue to add new basic services and raise basic rates in the current political environment.

"I see more and more dollar-a-month kinds of services," Malone told NCTA attendees. Turner Broadcasting President and Chairman Ted Turner agreed that basic cable subscriptions have been stretched about as far as they will go: "I don't think we can raise the basic fee over \$20, so services will have to be tiered." Tiering, as CTAM's Char Beales describes it, "has spread as a tactic quite rapidly."

Cablevision Industries has been testing tiers on some of its systems since the beginning of the year, according to Mike Egan, vice president of programming. Much of the testing has been focused on tiered packages

offering sports programming and The Disney Channel. Response by consumers to the tiered packages so far has been "favorable but not overwhelmingly favorable," he says. "Tiering," says Egan, "is clearly in the cards."

Among others that have joined the growing list of tiering MSO's is Adelphia Communications Corp., which recently rolled out a \$5.95 tier as part of a rebuild on two of its systems. At this point, says marketing and programming director John Adduci, it is too early to tell just what kind of impact tiering will have on its systems. But the company is already finding more success in marketing the tier door-to-door than by mailer and telemarketing, he says.

Among those MSO's that have been tiering for a while, Falcon Cable TV has built its business over the last two years to now include tiered packages on roughly half its systems. Typically, the company tries to tier its program offerings by group, such as sports, news/information, or music/entertainment.

Agreeing that tiers should be niche-oriented is MSO Scripps Howard, which is planning to test some tiers on its systems next year. The company is in the difficult process of researching its subscribers and trying to figure out how to introduce tiered service. Wayne Vowell, Scripps's director of marketing and programming, says he is concerned about undermining the basic tier but that he has to tier in order to cover the cost of new cable services.

"I'd put them on full basic if they'd help me over that hurdle," says Vowell. "If they're not going to do that, I have no alternative but to put them on a tier."

Multivision Cable TV Corp. is looking to develop a digital tier once compression technology takes hold, says Ewan Mirylees, vice president, sales and marketing. In the near term, he says, the company is looking at putting The Disney Channel in a tier with a mini-pay channel such as Flix or a startup network like The Sci-Fi Channel or The Cartoon Network.

"You have to be very careful to

take services now on basic and move it to a tier," says Mirylees. "There may be exceptions to the rules, but they are few."

### **Learning from the Triplecast**

This week's CTAM convention in San Francisco will mark the first real opportunity for the nation's cable operators to gather together and reflect on the recently completed pay-per-view Olympics Triplecast. While the much-maligned effort fell far short of its goal—it attracted fewer than 500,000 subscribers—many operators have found a silver lining in the pay-per-view experiment.

"The operators feel it was an enormously positive experiment," says CTAM President Char Beales. "It spread addressability, which is going to help the category in the future."

Indeed, top MSO 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 in preparation for the Triplecast.

Aside from building addressability, one of the greatest impacts the Triplecast is likely to have had on the business was in building awareness of pay per view, says Skip Harris, Falcon

*"The operators feel [the Triplecast] was an enormously positive experiment. It spread addressability, which is going to help the category in the future."*

**Char Beales, CTAM**

Cable TV vice president, marketing, a sentiment echoed by several operators.

"We made real good use of our barker channel," says Mike Egan, Cablevision Industries vice president of programming, pointing to another positive result of the Triplecast. "It forced us to really concentrate on how to use that thing."

**Continued on page 46**

**CTAM**

# READY, SET...ANOTHER NEW CABLE NETWORK

*Learning Channel hopes to spin off block of preschool programs into 24-hour service*

By Rich Brown

**Y**et another new basic cable network is taking form with *Ready, Set, Learn!*, an upcoming six-hour block of preschool programming on The Learning Channel that the network hopes to spin off into its own 24-hour service.

"If you want to call this a channel in incubation, that's quite fair," says Greg Moyer, senior vice president of the programming group for TLC parent Discovery Networks. By introducing the service as part of an existing network, the company will be taking a somewhat more conservative approach to launching a new service than others have in these days of limited channel capacity and regulatory uncertainty.

Moyer, who says the block is designed to grow into a 24-hour preschool network once compression takes hold, says they don't plan to initiate a separate hard feed until late 1993 or 1994. For now, operators carrying TLC will have the option of taping the six-hour block and running it four times daily on a separate channel.

As planned, TLC will telecast its six-hour block of original programming



*Children's singer/songwriter "Rory" will host six half-hour shows for Learning Channel's 'Ready, Set, Learn!'*

from 6 a.m. to noon on weekdays. The service, aimed at children ages 2-6, will debut on Dec. 28. The programs will be commercial-free, al-

though there are plans to open the block up to corporate underwriters and foundation underwriters in the form of billboards and support campaigns that reach communities, parents, daycare associations and preschools through TLC affiliates and direct marketing.

Revenue will also come from *Ready, Set, Learn!* products, such as books and videotapes, as well as TLC operator fees. There will be no change in the TLC rate card to operators, according to network officials.

Discovery executives declined to specify what the startup costs would be in developing the preschool programming but did acknowledge there would be a short-term "revenue hit."

Affiliate sales Vice President Bill Goodwyn says the new block should be attractive to the estimated 5 million households with preschoolers who do not currently subscribe to cable. The network hopes the programming block will also be appealing to daycare providers around the country. Nationally, according to the network, there are now more than 16.5 million homes with children under six years old.

Featured on *Ready, Set, Learn!* at launch will be six half-hour shows hosted by children's singer/songwriter "Rory." Of the five series that have so far been announced, three are U.S. premieres and two are cable premieres. Included are *The Magic Box*, a co-production with New Zealand TV that teaches reading fundamentals; *Join In!*, about social interaction; *Bookmice*, a reading show featuring puppets, live action and animation; *Kitty Cats*, a lesson-based show starring four puppets, and *Zoobilee Zoo*, the Emmy-nominated children's series starring Ben Vereen and others. Moyer says the new TLC block is designed to carry both original and acquired programming.

As an industry, says Moyer, television has been "a little lax" when it comes to introducing new preschool programming. Many of the venerable preschool shows on PBS are 20 years old, he says. TLC's preschool block was inspired by a national call to action by The Carnegie Foundation for the Advancement of Teaching's *Ready to Learn: A Mandate for the Nation*, set forth in 1990. ■

## NICK SPLICES OFF MORE CHANNELS

**J**ust as the Learning Channel was announcing its plans for a new cable network devoted to preschoolers, pioneering cable kids programmer Nickelodeon announced plans for some new networks of its own.

Beginning next year, Nickelodeon plans to test several new cable services on select systems owned by parent company Viacom. Based on consumer response to the test channels, which will use current trademarks and programming, Nickelodeon executives say they could launch a new cable network by late 1993. A 24-hour version of Nickelodeon's Nick at Nite sitcom block or an expanded version of its Nick Jr. block are said to be among the possibilities.

Testing will be done with programming already in Nickelodeon's catalog, including its recently completed acquisition of 650 hours of the MTM library and a large portion of the Jim Henson library.

"Our success with original production, such as 'Nick Toons,' coupled with our recent acquisitions, particularly the Jim Henson and MTM libraries, put us in a competitive position to create one, or several, carefully targeted channels," says Geraldine Laybourne, president, Nickelodeon.

MTV Networks, which oversees Nickelodeon, also continues to move forward with its plans to spin off its MTV music video network into additional cable services. That testing is scheduled to kick off later this year. ■



# Washington

## MINORITIES SEE AN INDIFFERENT FCC

*Failure to allow bump in ownership limits coupled with declines in industry employment*

By Joe Flint

**E**arly on in its drafting of new radio ownership limits, the FCC considered allowing all broadcast groups to own up to 50 AM's and 50 FM's and minority-owned groups to acquire several more.

Yet when the the FCC succumbed to congressional pressure and adopted lower caps of 18 AM's and 18 FM's earlier this month, the "bump" for minorities was gone. To proponents of policies aimed at boosting minority ownership in broadcasting, it seems the FCC only likes policies that will do little good, not ones that might actually increase the number of minority-owned stations.

For minority broadcasters and their lobbying groups, the story of the radio rules is part of the FCC's "benign neglect" toward boosting minority ownership and employment in broadcasting that began when President Reagan appointed Mark Fowler chairman of the FCC in 1981 and continues today under Bush-appointed Chairman Alfred Sikes.

"Sikes has not lived up to the potential that we had anticipated," said James Winston, executive director of the National Association of Black Owned Broadcasters. "There were a lot of things on the agenda that we thought he was going to use to enhance minority opportunities which have not come about."

An aide to Chairman Sikes declined to comment for this story.

Critics of the FCC's minority policies point to the current level of black ownership in the media as concrete evidence of the FCC's indifference.

In 1976, there were 30 minority-owned radio stations and one TV station in the United States. The number

ballooned during the Carter administration to 140 radio stations and 10 TV's, but slowed considerably in the last 12 years. Currently, according to NABOB, there are 182 minority-owned radio stations and 15 TV stations. Also, employment figures for minorities in broadcasting dropped for the first time last year, according to

the commission's employment reports.

Besides the radio rules, minority advocates are alarmed about the FCC's plans to revise the comparative hearing process for awarding broadcast licenses and its decision to give incumbent broadcasters first crack at the new channels opening up on the



### TELECOMMUNICATIONS AGREEMENTS SIGNED

**C**all it the Everything *and* the Kitchen Sink Treaty. On Aug. 11, in Queretaro, Mexico, (l-r) Andres Caso Lombardo, secretary for communications and technological development for Mexico, Ambassador Bradley Holmes, director of the State Department's Bureau of International Communications and Information Policy, and FCC Chairman Alfred Sikes signed 10 bilateral telecommunications agreements covering radio, wireless TV, DBS, mobile and cellular radio and common-carrier paging services. An AM agreement allows use of the expanded (1605-1705 khz) band without any required coordination; FM agreement revisions allow additional stations to operate at reduced power with limited antenna height or other interference protections, and a wireless cable TV agreement opens previously frozen assignments within 80 kilometers of the U.S.-Mexico border. The treaty, says Holmes, adds up to "a dramatically different environment that should open up significant blocks of spectrum...in a way that helps advance broad U.S. objectives consistent with Mexico's interests. The publics in both nations will benefit."

-PDL

expanded AM band.

Policies such as the 14/14 station limit for minorities and the tax certificate program—which allows a seller of a property to a minority buyer to defer capital gains tax as long as the money is reinvested in another property within two years—may have done some good.

A BROADCASTING study of tax certificates last year examining the ownership of the 24 top FM stations and AM-FM combinations in the top 50 markets and the 21 TV stations bought using certificates found the majority still owned or controlled by the original minority buyers. Since 1976, when the tax certificate program started—241 stations have changed hands with the aid of a certificate.

However, not many properties are currently selling at a gain, and changes in the tax certificate have been proposed by a consortium of minority broadcasters represented by former NAB general counsel Erwin Krassnow. The consortium asked the commission to form a working group with the IRS to find ways to broaden the policy, including permitting reinvestment in partnerships and in publicly held companies that hold stations through subsidiaries.

As for the 14/14 limit, only two minority broadcasters—Ragan Henry and Bishop Willis—took advantage of it. No non-minority broadcasters at the 12/12 limit ever invested in a minority-controlled broadcaster.

Also, during the eighties, several hundred FM stations were awarded in the 80-90 docket but, according to Winston, only a “handful” went to minority broadcasters. There was, he acknowledged, a problem with minority fronts—groups with a minority head but little else—seeking stations through the comparative hearing process, but that “has been overstated in terms of who actually obtained licenses.” The commission, he said, has been effective at exposing front groups.

As for the new rules that encourage investment in small as well as minority businesses, and Sikes’s incubator program that would allow a group owner at the ownership limit to get a waiver for investing in a small business, David Honig, a lawyer who often represents the National Association for the Advancement of Colored People and the National Black Media Coalition, said non-minority small

businesses do not have the same difficulties getting money. Said Honig: “This gives a group owner a chance to do business with his daughter or nephew rather than a minority.”

Winston points to the commission’s plan to set aside space on the expanded AM band (1605-1705 khz) for current full-time AM broadcasters as an example where a minority preference plan could have been put in place with



NABOB's James Winston

limited effect on current broadcasters.

Said Winston: “The FCC should have given preference to existing daytime-only minority broadcasters. The problem is the number of eligible full-time broadcasters is greater than the number of allotments, as is the number of daytime-only broadcasters. The only place for flexibility was for daytimers that are minority-owned where it would have alleviated to some degree the problems for daytimers who were the folks crying for the expanded band in the first place. Now none of them—minority or non-minority—are getting a preference.”

The latest challenge to FCC policies designed to help minorities, according to Winston and others, appears to be the revamping of the commission’s comparative hearing process. Last March, the FCC asked for comments on what the criteria should be to choose among competing applicants for broadcast licenses. Specifically, the commission wants direction on whether to eliminate the integration credit that favors applicants promising to own and manage the station, and whether finders and service continuity preferences should be adopted.

Minority broadcasters fear that if the integration criteria and other aspects of the hearing process are eliminated, the move would undermine the

U.S. Supreme Court’s decision in the *Metro Broadcasting* case, in which the commission’s minority-preference policy was affirmed. NABOB said in comments filed at the FCC that if the minority preference is limited to integrated minority owners, the commission “will find itself inundated with non-minority owners asserting that they will hire minority managers and seeking to receive the same minority preference which would be awarded to minority-owned applicants.”

That won’t happen, sources at the FCC say. One official pointed out that if Sikes wanted to do that, why would the FCC have supported the Justice Department’s asking the Supreme Court to pass on a case questioning the constitutionality of awarding minority preferences (and go against the Bush administration) at a time when there may be enough votes on the court to overturn the case. Others counter that the votes are not at the commission to overturn the preferences.

On a personal level, some such as Honig feel they are simply not being viewed as serious constituents. As an example, Honig pointed to a petition he filed in Sept. 1990 on minority ownership policies with “non-controversial” improvement suggestions that has not yet been given a file number. “The average wait,” he said, “is 45 days,” although there is no set time limit. He said he would just as soon get the petition rejected than have it sitting there without a file number. “The commission is saying, ‘We don’t matter,’” said Honig.

Recently, a group including Honig, Media Access Project head Andy Schwartzman and former FCC commissioner Henry Rivera and others tried to set up meetings with Sikes and the four other commissioners to discuss minority-related policies in general and the then-pending radio ownership rules. Only Commissioner Andrew Barrett made time for them.

Barrett told BROADCASTING that with regard to the radio ownership rules, NABOB “got the best they could possibly get. It’s easy to blame the commission; they also have to look in the mirror and ask ‘did they put forth the best effort?’”

One area where the commission gets high marks from minority lobbyists is equal employment enforcement. “I give them credit for that; where they have done good work they need to be commended,” said Winston. ■

**FCC Commissioner Andrew Barrett** was at the Republican National Convention last week, but only on the periphery. He flew down for a Tuesday night dinner in honor of Illinois Governor Jim Edgar hosted by Ronald Gidwitz, president of Helene Curtis Industries Inc. For Barrett, it was mostly an opportunity to mix with friends and pals from his home state of Illinois. The invited included former Governor Jim Thompson, House Minority Leader Bob Michel and Representative Henry Hyde.

**"I live on airplanes,"** says Rick Neustadt. The former telecommunications policy adviser in the Carter White House was making the point that between his work for the Clinton campaign and his entrepreneurial broadcasting ventures, he doesn't check in at home (Santa Monica, Calif.) much these days. Neustadt says he was aboard the Clinton bandwagon last Thanksgiving and was active in California delegate selection and on the platform committee. A few weeks ago, he found himself on CNN with Lou Dobbs representing Clinton's economic policy.

Neustadt is co-founder and board member of Gannett's *USA Today* Sky Radio, which is planning to broadcast live news and sports to commercial airliners via satellite. And, he says, he and some partners are closing in on the purchase of radio stations in Los Angeles and Houston with the intention of converting them to a Spanish-language format.

**Yet another early Clinton supporter** is well-known children's television advocate (and sometime broadcasting antagonist) Peggy Charren. Reached at her home on Martha's Vineyard Charren says the fundraising she has been doing for the Arkansas governor is motivated not so much by what good she thinks Clinton might do for television but by what good she knows the ticket will do for the country. "Clinton and Gore are very bright, and this country needs somebody with brains to run it," she says. What Bush doesn't understand is that "worrying about the environment and infrastructure doesn't put people out of work," she says. "It puts people to work."

**If telcos take advantage of the FCC's new video dialtone rules** and charge programers to deliver their services to homes across new broadband networks, the Association of America's Public Television Stations believes its members are entitled to discounted rates from the telcos. The federal government has historically granted privileges to non-commercial programers who serve the public interest, says AAPT's Vice President Richard Grefe, and it should continue to do so as it plots the future of mass communications.

AAPTS plans to petition the FCC to modify its rules and include what Grefe calls "access at preferential rates" for public TV. It appears to have substantial support for the idea. FCC Commissioner Jim Quello, in a statement released with the video dialtone order, argued for reduced rates for all broadcasters—commercial and noncommercial. And Commissioner Ervin Duggan, in his statement, was clearly sympathetic. "As these [video dialtone] systems begin to take form, perhaps their designers can build in some provision for continued free access to broadcast

television signals, particularly in the case of public television."

Still picking apart the FCC order last week, the National Association of Broadcasters had nothing to say about whether it would join the call for discounts for broadcasters. That and what else the association may ask for on reconsideration is still under internal discussion and will not be settled until next month's board meeting.

**KCBS-TV Los Angeles becomes the latest TV station to** attract an FCC complaint from candidates for alleged lowest-unit-rate overcharges. A bipartisan group led by California Governor Pete Wilson charged that CBS O&O's "market-driven pricing system" resulted in candidates paying more than its most-favored commercial advertisers in violation of rules. Meanwhile, Georgia candidates beefed up their year-old complaint against Cox's WXIA-TV Atlanta with affidavits alleging the station continued to violate the rules during the 1992 primaries.

To the chagrin of candidates and their attorneys, the FCC last December pre-empted the courts from deciding lowest-unit-charge complaints, promising to aggressively enforce the rules. To date, however, it has yet to act on any of the complaints that have begun piling up; there are now about a dozen. Milt Gross, head of the FCC's political broadcasting office, couldn't say when the first precedent-setting action would pop. "It's being worked on," he says.

**While most Democratic congressmen were home last week** trying to convince voters to send them back to Washington next year, House Telecommunications Subcommittee member Dennis Eckart (D-Ohio), who is stepping down after a 12-year career in the House, was free to go to Houston to do political analysis at the Republican convention for home-district TV station WEWS(TV) Cleveland. Eckart, 42, best known to broadcasters as the leading House advocate for retransmission consent in this year's cable reregulation bill (S. 12/H.R. 4850), has been a regular, unpaid commentator for the station since spring and will continue in the role through the election.

He's "telegenic" and "one of the most insightful students and observers of politics that I've ever met," said WEWS News Director John Ray. "He has a perspective on the entire political process—what it takes to put a campaign together and what goes on in the conventions—that we have found extremely valuable."

**FCC Commissioner Ervin Duggan** last week stepped forward as a critic of the FCC's new approach to calculating fines, a system in which each violation carries a base fine that can be adjusted depending on certain mitigating or aggravating circumstances. In a prepared statement (Duggan was still on vacation last week), the commissioner said he had "misgivings about the possible mechanistic use of these guidelines" and, like fellow Commissioner Jim Quello, "the unfairness of requiring small businesses to pay fines that may be beyond their ability to pay." He urged a return to the commission's old case-by-case approach. ■



# Washington Watch

Edited By Harry A. Jessell

# Radio

## COMPANY MEASURES LISTENERSHIP IN CARS

*Other researchers doubt the accuracy and value of Actual Radio Measurement's data*

By Peter Viles

It's the kind of information broadcasters would love to get their hands on: a survey of thousands of radios that shows exactly what stations people are listening to and when they're listening, without a diary or telephone call.

In three southwestern markets, that information is being gathered by KBE Broadcasting by Design, a research firm that measures actual radio listenership in cars via a highly sensitive roadside antenna. For its first-ever Dallas survey this summer, the company says it had a sample of 18,000 cars.

But as fascinating as the information is, other radio researchers dismiss the data, saying there is no way to project it accurately over an entire market, and it is of little value in making advertising decisions anyway.

"It's fairly useless from an advertiser standpoint because you don't know who's in the car listening," says Gerry Boehme, senior vice president, director of research, Katz Radio Group.

"You don't know their age or their sex, and advertisers need to know that information," Boehme says. "It's also debatable whether you can pick locations that are reflective of the entire population."

Adds Kurt Hanson, president of Strategic Radio Research: "It isn't a comprehensive report. You're only getting maybe a fifth to a quarter of radio listening."

Undaunted, KBE President Karl Baehr describes his new service, Actual Radio Measurement (ARM), as a "revolutionary, commonsense, electronic radio survey system."

"The fact is, we're a very mobile society," Baehr says. "The fact that we are getting in-car listenership is

| ARM vs. ARBITRON<br>IN DALLAS |                           |                      |
|-------------------------------|---------------------------|----------------------|
| FM STATIONS ONLY              |                           |                      |
| 6 a.m.-10 a.m., Monday-Friday |                           |                      |
| Station                       | Arbitron Rank<br>(Spring) | ARM Rank<br>(Summer) |
| KSCS                          | 1                         | 1                    |
| KVIL                          | 2                         | 7                    |
| KPLX                          | 3                         | 3 (tie)              |
| KKDA                          | 4                         | 2                    |
| KJMZ                          | 5                         | 6                    |
| KTXQ                          | 6                         | 3 (tie)              |
| KKWM                          | 7 (tie)                   | 10                   |
| KEGL                          | 7 (tie)                   | 11                   |
| KDMX                          | 9 (tie)                   | 8                    |
| KYNG                          | 9 (tie)                   | 3 (tie)              |
| KLUV                          | 11                        | 9                    |
| KOAI                          | 12                        | 14                   |

valuable because it gives you drive-time figures, which represent the highest value of radio advertising sold. It's very basic information and it's very difficult to argue with.

"It doesn't rely on top-of-mind awareness," he adds. "That is an inherent problem with diary and call-out surveys. They can be skewed by promotions and advertising campaigns."

KBE conducted its first surveys this spring in Lubbock, Tex., and Albuquerque, and added a Dallas survey this summer. KBE plans fall surveys in Houston, Phoenix, Denver, San Francisco and San Antonio, as well as new surveys in the three previous markets.

Surveys are conducted using a two-foot-long high-gain antenna, a digital frequency scanner, and a computer. When cars pass by the antenna, the ARM system reads the frequency the car radio is tuned to—if the radio is on. One big drawback so far: ARM has not developed a system sensitive enough to monitor AM listening, so the surveys thus far are FM-only.

Before conducting a seven-day market survey, ARM scouts each market for appropriate roadside locations. Among the factors it considers: population centers such as universities, ethnic neighborhoods and military bases, as well as business districts and heavy traffic areas.

Baehr stresses that ARM is not intended to replace more comprehensive measurement services such as Arbitron. "Arbitron is an industry standard by which all other services are judged," he said. "We view ourselves as an add-on."

Baehr says KBE has three station clients in Albuquerque and two in Lubbock, and is now seeking clients in Dallas, using the summer Dallas survey. In addition, he says, eight advertising agencies subscribe to ARM.

He says the biggest selling points for ARM, besides its uniqueness in measuring actual listenership, are the size of the samples and the speed with which the data are turned into completed surveys.

He promises detailed information to clients within 72 hours of the completion of a survey. As for sample sizes, the Albuquerque survey consisted of 9,400 samples, Lubbock consisted of 6,500, and Dallas consisted of 18,100.

For now, other researchers remain skeptical. Katz's Boehme says the most intriguing aspect of ARM's service is its use of a monitoring device that makes diaries unnecessary. Boehme says the real breakthrough will take place if such a device can be constructed for personal use, so that a known person's radio listening could be monitored electronically, without a diary.

"Perhaps the technology can be adapted in a different manner," he says. "Passive measurement is a very interesting idea." ■

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# COUNTRY EXTENDS ITS LEAD IN THE

ABC-owned WLS-AM-FM Chicago said to be contemplating a move to country format.

By Rich Brown

The country music format has reached its highest audience level ever and has increased its margin over all other programming, according to a just-released analysis of the spring 1992 Arbitron average market format shares conducted by Katz Radio Group.

"And country doesn't look like it has peaked yet," says Gerry Boehme, senior vice president, director of research, Katz Radio Group. The country format showed a 16.1 audience share, up from 13.2 in 1991 and 11.6 in 1990.

Part of the growth is attributable to country artists who are successfully making the crossover into mainstream music, says Boehme, while another important part of its growth has been in the rising number of stations carrying the format.

Just last week, word got out that Capital Cities/ABC was considering switching its Chicago stations WLS-AM and WLS-FM from all-talk to country sometime next month. According to columnist Robert Feder of *The Chicago Sun-Times*, plans call for WLS to end its current talk simulcast and split off into separate country outlets, both geared to listeners ages 25-54. That would place the stations right in line to compete with the city's only existing country station, WUSN-FM Chicago, which enjoyed a record 5.5 audience share in the spring book.

The news comes as little surprise to Boehme, who points out that such a move would make Chicago only the latest market to see a rise in the number of stations formatting country music. In Dallas-Fort Worth, for example, KYNG(FM) has joined the competition with KSCS(FM) and KPLX (FM). In Orlando, he says, NewCity Communications is preparing to launch another country-formatted sta-

*"There's still going to be an audience for CHR, but it won't be as high as it was before because of the fractionalization of the format."*

Gerry Boehme  
Katz Radio Group

tion to complement its existing country station in the market, WWKA(FM).

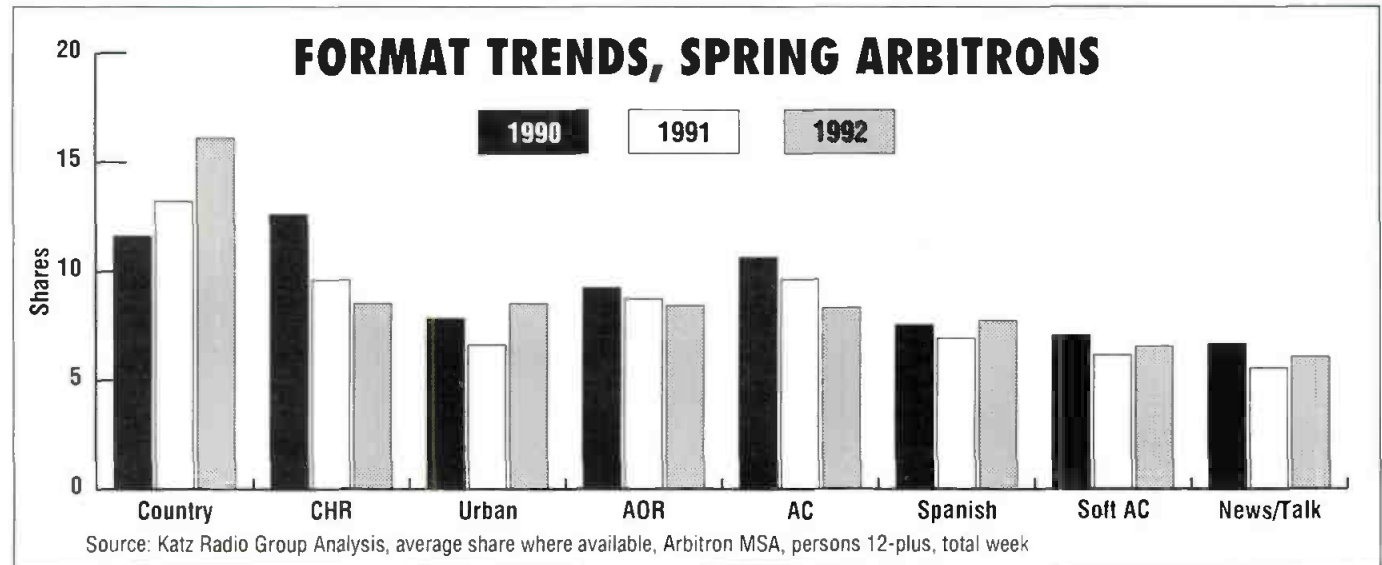
Looking to other formats, Boehme says that contemporary hit radio, the closest competitor to country, has seen its share drop for the same reason that country has seen a rise.

"A lot of the markets that had multiple CHR formats now only have one or two," says Boehme. The CHR format, which had an 18.8 share of the

ger declines in the spring book was adult contemporary, which fell from 9.6 to 8.3 in a year-to-year comparison. Boehme says the drop was most likely due to a shift in listeners ages 18-49 from AC to the increasingly popular country format.

Among other formats, a year-to-year comparison shows urban rising from 6.6 to 8.5; AOR dropping slightly from 8.7 to 8.4; Spanish climbing from 6.9 to 7.7; soft AC rising from 6.1 to 6.5, and news/talk growing its share from 5.5 to 6.0.

Several other formats that had been growing in the past—such as gold, soft AC and classic rock—appear to have flattened out a bit, which Boehme says could indicate they have reached the point of maturity. Older-skewing formats like easy listening, big band and MOR lost 12-plus share in the recent book. ■



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# Business

## WWOR SALE TO BHC CLEARS FCC

*But commission will review investor Gabelli's media holdings for possible violations*

By Geoffrey Foisie

**T**he sale of WWOR-TV New York parent company Pinelands for \$310 million received all but final FCC clearance last week.

The commission unanimously approved the station transfer on Tuesday, but did not immediately release the official order. Until it does, Pineland's would-be buyer, BHC Communications, said it will not close on the \$18-per-share tender offer.

But the market apparently accepted the transaction as a "done deal," and Pineland's stock closed Wednesday at the \$18 bid price.

In approving the deal, the FCC granted a temporary waiver of its one-to-a-market rule prohibiting new local radio-TV combinations. The waiver was needed because BHC principal Mario Gabelli's extensive broadcast holdings include interest in two New York radio stations (WRKL[AM] New York City and WXPS-FM Briarcliff Manor).

The FCC dismissed a petition to deny the sale filed by Garden State Broadcasting, which had challenged the station's license renewal. But it ordered a hearing on allegations first raised by Garden State that Gabelli's holdings put him in violation of various rules limiting broadcast ownership. According to a BHC filing, Gabelli has interests in between 22 and

27 TV stations.

But Gabelli told BROADCASTING that there may be confusion about some of his holdings, especially those in group owners controlled by a single shareholder. He acknowledged there was a problem with his radio station ownership: "The fact is that I bailed out a friend and now I don't know what to do with the 20% holding.



Maybe I'll put it into a charitable trust. But I see it as a technical problem, not an issue of national policy."

FCC attorney Steve Sewell said the hearing will attempt to ascertain the full extent of Gabelli's holdings and what rules he is violating. Based on information the FCC now has, he said,

he is in apparent violation of the one-to-a-market rule, the 12-station national TV ownership cap and the prohibitions against owning a TV station and cable system and more than one TV in the same market.

If the hearing confirms the violations, Sewell said, the FCC could order divestitures. But, he said, "I would hope there will be voluntary compliance." The FCC said the grant of a permanent waiver of the one-to-a-market rule to BHC for New York would depend on the outcome of the hearing.

Among Garden State's arguments for denying the sale was that its license challenge of WWOR-TV was still pending in a federal appeals court. The FCC said the litigation is no cause for holding up approval of the deal, but warned the parties to proceed to closing at their own risk.

Garden State had also accused Pinelands of covering up Gabelli's pre-sale interest in Pinelands. But the FCC said it found "no evidence that this was done with any intention to deceive the commission."

Assuming BHC takes over Pinelands, it will have its work cut out for it. The station reported a loss of advertising share, to 18.4% of the New York market from 20.4%. The company cited "softer ratings in certain key dayparts" (early fringe, prime and baseball).

Since the New York TV advertising market itself was down (see page 33), WWOR-TV's net advertising revenue declined 11.8% in the second quarter and 10.6% for the first half. With barter revenue also off, total second-quarter station revenue dropped 12.3%, to \$45.9 million.

Although operating costs declined some, second-quarter cash flow dropped more than 50%, from \$13 million to \$5.3 million. ■

### COLORADO OK

**T**he FCC has granted the application of group owner Chase Communications to build a UHF on ch. 22 in Fort Collins, Colo., which will be a satellite of Chase's Denver Fox affiliate KDVR(TV). Chase put the station on the block and is said to be in negotiations with Renaissance Communications to buy KDVR and three other Fox affiliates from Chase (BROADCASTING, June 29). It remains to be seen whether the now-granted permit for the satellite will speed up the pending deal. In granting Chase's application, the FCC denied Tribune-owned KWGN's petition against Chase's request.



# CABLE VENTURES COMPETE WITH STATIONS FOR TIGHT DOLLARS

*Ad spending on New York 1 and New York Interconnect expected to come from broadcasting budgets*

By Sharon D. Moshavi

**T**he two cable ventures set to launch in New York in the next few months will try to take their share of the market's ad dollars. But any success may mean bad news for broadcasters already feeling the twinge of a bad local economy.

Advertising agency executives are fairly bullish on both New York 1 News, the 24-hour news channel Time Warner begins airing Sept. 8, and the New York Interconnect, which pulls together 45 cable systems and creates four buying zones within the DMA (designated market area). It is expected to launch sometime in the fourth quarter.

The arrival of the two new media "will change the marketplace," says Jean Pool, senior vice president, director of local broadcast, J. Walter Thompson.

Few expect the entities to attract incremental dollars or bring new advertisers to the television fold. The economy is too bad for the former, and New York 1's price and the interconnect's emphasis on large regional buys—rather than system-by-system—are likely to discourage the latter.

Pool and others think the two will take money away from New York broadcast stations. Although the amounts will not be significant right away, even a bit will hurt, given the current economic state.

The New York market continues to wallow in the bad economy. Says one station executive: "There was actually an ad for Chia Pet on Oprah. That's something I've never seen before." Yet July was the first month the station made its sales quota, the executive says.

According to Ernst & Young numbers supplied to stations, ad spending in the \$1 billion-plus New York market was down slightly for the first six months of 1992. Nationwide, according to the Television Bureau of Advertising, ad spending was up 3.2%. Second-quarter ad spending in New York

was down 2% over 1991, compared with an increase of 2.4% nationwide.

Projections from advertisers and stations for the rest of the year are not optimistic. They are hoping that, at best, spending remains flat compared with last year. The last thing stations in the market need, they say, is more competition.

To date, New York 1 has sold ad time in excess of \$1 million, according to Phyllis Kessler, general sales manager. Without any ratings to show potential advertisers, New York 1 is selling its concept, she says. One buyer, who requested anonymity, said his agency is projecting a .5 to .7 rating in New York 1's cable universe, and that the news channel's projections are slightly higher. Buyers say 30-second spots are being sold for between \$200 and \$800.

New York 1 is particularly appealing for early morning, 6-9 a.m., according to Marilyn Oliveri, broadcast buy supervisor, NW Ayer. She predicts it may erode some of Fox's early morning share, however slightly, and get some broadcast dollars in the process. Oliveri is interested in the channel for some packaged-goods clients.

Irv Tumpowsky, senior vice president, director of local broadcasting, Young & Rubicam, is looking at the channel for such clients as New York Telephone, the Lincoln-Mercury Dealers Association and Holiday Inn. If those advertisers choose to buy, the money will come out of their local broadcast budgets, Tumpowsky says.

Advertiser interest in New York 1 is not universal, however. "I just don't think there's a place for it in the market. Radio already fills that news niche," says Palma Dorazio, associate director of local broadcast, BBDO. She also believes it is overpriced, given that broadcast spots, reaching three to four times the audience, are not much more expensive (a buyer puts the average cost of a 5 p.m. news spot at the broadcast stations in the market—excluding the highly rated ABC affiliate—at \$900).

Dorazio is more bullish on the inter-

# SOLD!

KZVE-AM/KXTN-FM, San Antonio, Texas has been sold by TK Communications, Inc., John Tenaglia, Principal to Spectrum Broadcasting Corporation, John Palmer, Principal for \$12,650,000.

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connect. The ease of buying time, and the ability to buy one or more of four zones—New York City, Long Island, New Jersey, and Westchester, N.Y./Fairfield County, Conn.—make it more likely that local cable will fit into her media buying plans. J. Walter Thompson's Pool likens the interconnect to having another station in the market.

Buyer Oliveri of NW Ayer says that an easier cable buy does not automatically mean her clients will spend more on cable. "We realize business will not walk through the door just by constructing an interconnect," says Paul Freas, president, TKR Cable and chairman of the interconnect.

Projections are that the interconnect will have revenues of over \$50 million in five years. Interconnect rep Cable Networks Inc. is trying to attract advertisers by selling "clusters" of spots on programming of different genres, such as sports, movies and kids TV.

Even if cable ventures such as these take only a small share of broadcast dollars, "it makes a big difference, and stations are worrying about it," says Jeanne Cini, VP-local sales manager, Fox-owned WNYW-TV.

"All TV stations are looking at the niche they want to have when cable grows. In the next couple of years, we'll all be looking for shares in a whole different pie." ■

## POLITICAL ADS: MORE TROUBLE THAN THEY'RE WORTH?

By Joe Flint

**A**lthough most broadcasters welcome election years because of the political ad spending windfall, 1992 may be one year they want to forget. If stations are not being bombarded with controversial ads featuring aborted fetuses, candidates are seeking nontraditional spots that have the potential to wreak havoc on programming schedules.

While the controversy over anti-abortion ads has generated much publicity and resulted in a request at the FCC to ban or at least limit the times when such ads can run, the question over commercial lengths is probably as big a burden, and relief is now being sought from that as well at the commission.

The National Association of Broadcasters is seeking a declaratory rule-making that TV stations do not have to provide legally qualified candidates for federal office with program time in increments other than those that the station normally sells to advertisers or that it normally programs.

If the commission won't do that, NAB requests that stations not be re-

quired to sell such time during programming not produced by itself (i.e., network and syndicated programming).

There has been confusion on this issue, with some candidates seeking five- and 10-minute spots instead of traditional 30- and 15-second ones. The Clinton campaign, the NAB said, has asked for 13-minute blocks of time.

The commission ruled in *Carter-Mondale* that licensees "must take into account the needs of candidates in affording reasonable access." And, in *Ed Noble for U.S. Senate Committee*, the commission ruled that if candidates ask for five-minute spots far enough in advance, licensees "may have to go so far as to pre-empt one-half hour of network time, air the spot and fill the remaining 25 minutes with local programming or with other candidates' programming."

Those passages, the NAB argued, have "led some to conclude that licensees cannot refuse to sell odd-length programs to candidates in any time period, so long as the request is not made at the last minute." That, the association said, is a "misinterpretation of the fundamental intent of the FCC's reasonable access decisions." ■

## Changing Hands

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

**WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta** □ Sold by Cook Inlet Radio Partners Ltd. to Infinity Broadcasting Corp. for \$100 million (see "Top of the Week").

**KPDX(TV) Vancouver, Wash. (Portland, Ore.)** □ Sold by Columbia River Television Inc. to Cannell Communications Ltd. for \$15 million. Seller is headed by Jack F. Matranga and has no other broadcast interests. Buyer is headed by William A. Schwartz and is licensee of two TV's. Schwartz is also director of licensee of five AM's and six FM's. Cannell Communications is broadcasting affiliate of Cannell Studios, television program producer headed by Stephen J. Cannell. KPDX is

Fox affiliate on ch. 49 with 2,612 kw visual, 216 kw aural and antenna 1,785 feet above average terrain. *Broker: Media Venture Partners.*

**WCTS-FM Minneapolis** □ Sold by Central Baptist Theological Seminary of Minneapolis to Radio 100 Ltd. for \$10 million. Seller has no other broadcast interests. Buyer is affiliate of VerStandig Broadcasting, headed by John VerStandig, and is licensee of four AM's and four FM's. WCTS-FM has religious format on 100.3 mhz with 92 kw and antenna 1,015 feet above average terrain. *Broker: Kalil & Co.*

**KCKC(AM)-KBON(FM) San Bernardino-Lake Arrowhead, Calif.** □ Sold by Arrowhead Broadcasting Corp. to

All Pro Broadcasting Inc. for \$5 million. Seller is headed by Jeannette and John R. Banoczi, husband and wife, and is also licensee of KUNA(AM)-KBZT(FM) Indio-La Quinta, Calif. Buyer is headed by Willie D. Davis, and is ultimate licensee of one AM and three FM's. Davis also has interests in CP for KMVP(AM) Commerce City, Colo. KCKC has country format on 1350 khz with 5 kw day and 500 w night. KBON has oldies format on 103.9 mhz with 38 kw and antenna 2,538 feet above average terrain. *Broker: Cliff Gill Enterprises Inc.*

**WIBF-FM Jenkintown, Pa.** □ Sold by Fox Broadcasting Co. to Jarad Broadcasting Co. Inc. for \$3.4 million. Sell-

er is headed by Elaine B. Fox and has no other broadcast interests. **Buyer** is headed by Ronald J. Morey and is licensee of WDRE-FM Garden City, N.Y. WIBF-FM has religious, ethnic format on 103.9 mhz with 340 w and antenna 1,000 feet.

**WVLR(FM) Appomattox, Va.** □ Sold by LBS Broadcasting Inc. to L-R Radio Group Inc. for \$1.24 million. **Seller** is headed by James A. Pounds and has no other broadcast interests. **Buyer** is headed by John Broomfield, who is vice president of Ragan Henry Broadcasting Group, licensee of one AM and two FM's; president Ragan Henry has interests in 8 AM's, 15 FM's and 1 TV. L-R Radio Group shareholder Keith E. Putbres (22%) has interests in licensee of WREL-AM-FM Lexington, Va. WVLR has top 40 format on 102.7 mhz with 22 kw and antenna 745 feet.

**WKWI(FM) Kilmarnock, Va.** □ Sold by Kilmarnock Broadcasters to Buffalo Broadcasters Inc. for \$715,000. **Seller** is headed by William D. Loudy, who has interests in WNNT-AM-FM Warsaw, Va. **Buyer** is headed by Thomas E. Davis and has no other broadcast interests. WKWI has AC format on 101.7 mhz with 3 kw and antenna 328 feet.

**WEYY-FM Talladega, Ala.** □ Sold by Radio Talladega Inc. to James H. and Laura A. Jacobs, husband and wife, for \$570,000. **Seller** is headed by Jimmy E. Woodard, who also has interests in WVOK(AM) Birmingham and WOXR(AM) Oxford, both Alabama. James Jacobs is general manager of WSYA-AM-FM Montgomery, Ala. WEYY-FM has country format on 92.7 mhz with 250 w and antenna 870 feet above average terrain.

**KIKM-FM Sherman, Tex.** □ Sold by Hawthorne Broadcasting Corp. to Hunt Broadcasting Inc. for \$500,000. **Seller** is headed by Steve Kahn and has no other broadcast interests. **Buyer** is headed by James G. Hunt and has no other broadcast interests. KIKM-FM has country format on 96.7 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: George Moore & Associates.*

**WARE(AM) Ware, Mass.** □ Sold by Ware Communications Corp. to Quadra Communications Inc. for \$400,000. **Seller** is headed by Joseph S. Dorison. Principal Richard L. Sadowsky has interests in KIEM-TV Eureka, Calif. **Buyer** is headed by Wayne R. Higney and has no other broadcast interests. WARE has

## PROPOSED STATION TRADES

*By volume and number of sales*

This Week:

AM's □ \$646,000 □ 3  
 FM's □ \$117,174,000 □ 13  
 AM-FM's □ \$5,085,000 □ 2  
 TV's □ \$15,000,000 □ 1  
 Total □ \$137,905,000 □ 19

1992 to Date:

AM's □ \$137,084,163 □ 146  
 FM's □ \$282,446,409 □ 161  
 AM-FM's □ \$217,144,346 □ 104  
 TV's □ \$1,199,301,620 □ 40  
 Total □ \$1,835,976,538 □ 451

For 1991 total see Jan. 27, 1992 BROADCASTING.

AC format on 1250 khz with 5 kw day and 2.5 kw night.

**WBAR(FM) Lake Luzerne, N.Y.** □ CP sold by Bulmer Communications of Glens Falls Inc. to Capital Media Corp. for \$271,000. **Seller** is headed by John Bulmer, who has interests in

three FM's and is permittee for new FM. **Buyer** is headed by Paul F. Lotters, who also owns WHAZ(AM) Troy, N.Y. WBAR is assigned to 94.7 mhz with 1.35 kw and antenna 478 feet above average terrain.

**KECO(FM) Elk City, Okla.** □ Sold by Ronca Broadcasting Co. to Paragon Broadcasting Inc. for \$260,000. **Seller** is headed by Ron Sewell and has no other broadcast interests. **Buyer** is headed by Cletis Killian. Principal Brooks Brewer is director of licensee of KOKL(AM) Okmulgee, Okla. KECO has country format on 96.5 mhz with 100 kw and antenna 500 feet above average terrain.

**KBIC(FM) Alice, Tex.** □ CP sold by Alice Broadcasting Corp. to Christian Ministries of the Valley Inc. for \$250,000. **Seller** is headed by Julius Germano, who has interests in LPTV station serving Las Vegas. **Buyer** is headed by Enrique Garza and is licensee of KRGE(AM) Weslaco, Tex. KBIC has C&W and Spanish format on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

Kelly Callan, Fred Kalil, Frank Higney,  
 Dick Beesemyer and Frank Kalil

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# 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.

We invite you to join us at this important event.

**INTERFACE VI: A Blueprint for the Future**

**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.

## A night to remember, too!

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.

This year, 20 new inductees will be honored by their colleagues. It's a glorious, memorable evening you will not want to miss.

### INTERFACE VI AND HALL OF FAME AWARDS

Special discounts are available to those individuals attending both the seminar and the Awards Dinner. Please fill out the coupon below containing the various price options.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Please check one:**

FCBA Member Interface VI Only  \$325  Individual Hall of Fame Only  \$425   
 (\$300 is tax deductible)

Individual Interface VI Only  \$375  Individual Both Events  \$725   
 (\$300 is tax deductible)

**Table rates for Hall of Fame Awards:**

A Tier  \$7000  B Tier  \$5500   
 (\$5750 is tax deductible) (\$4250 is tax deductible)

C Tier  \$4000   
 (\$2750 is tax deductible)

**Feel free to copy this coupon for each individual registrant.**

For seminar only, please make check payable to: Interface VI.

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

For both events, please make check payable to: Interface VI/1992 Hall of Fame.

Send coupon and check to: Ms. Joan Miller  
 Broadcasting Magazine, 475 Park Avenue South  
 New York, NY 10016

For more information, call (212) 340-9866

# Broadcasting

# Technology

## IN SYNC

### COUNTDOWN TO MSTV

On Thursday, Oct. 1, Capcities/ABC President Daniel Burke and FCC Chairman Alfred Sikes will address the Association for Maximum Service Television's sixth annual HDTV Update, "Countdown to Consensus." Also scheduled to appear as speakers and/or panelists at the ANA Westin Hotel in Washington for the event are Larry Irving, senior counsel for the House Telecommunications Subcommittee; Richard Wiley, chairman of the Advisory Committee on Advanced TV Service; network executives, and executives from each of the four HDTV proponents.

MSTV President Margita White said the update will focus on "critical checkpoints" concerning the transmission standard to be chosen, channel assignments and implementation conditions, all of which "will greatly impact how broadcasters best can plan for HDTV

at their stations." Registration is \$275.

### WIDER NET

Scientific-Atlanta reports fiscal 1992 net earnings of \$16.3 million (70 cents per share), up from \$1.1 million (5 cents per share) in 1991, when a \$14 million restructuring caused an \$8.3 million loss. Sales increased 18% (including a 36% fourth-quarter increase) over 1991, with instrumentation and international and digital audio sales leading growth.

### INTERACTIVE WINDOW

The FCC has set a Sept. 15-17 application window for over-the-air Interactive Video Data Service licenses in five more markets (numbers 6-10): Boston (with 2,109,700 TV households); San Francisco (2,215,400 HH); Washington (1,819,900 HH); Dallas

(1,750,200 HH), and Houston (1,445,500 HH). The FCC previously set Aug. 18-20 to apply for licenses in New York and Sept. 1-3 for Los Angeles, Chicago and Philadelphia.

### ATTC TAPS COMARK

Thomson CSF subsidiary Comark Communications Inc., Colmar, Pa., will provide a 60 kw inductive output tube (IOT) UHF transmitter for high-definition-TV field tests in Charlotte, N.C., next spring. The FCC Advisory Committee on Advanced Television Service selected Comark to begin next September to help install and test an NTSC modulator, upconverter, driver and IOT power amplifier and power supplies. The transmitter's peak visual power (55 kw) and peak aural power (5.5 kw) capability will be as great as for NTSC when operated in common amplification NTSC service.

-PBI

## SATELLITE FOOTPRINTS

### KEYSTONE CONTRACT

Paramount Pictures' Television Group has signed on for another three years of satellite distribution managed by Keystone Communications. Programs including *Entertainment Tonight*, *Star Trek: The Next Generation*, *The Arsenio Hall Show* and *Star Trek: Deep Space Nine* will migrate from Telstar 301 to 302 and, in late 1993, Telstar 401, all AT&T satellites.

### BI-OCEANIC CARRIER

Honolulu-based private international satellite system operator Columbia Communications says it will offer trans-Atlantic and trans-Pacific capacity in compressed digital video carrier increments. Users will be free to implement any

compression technology, and long-term customers will gain free access to transponder time to experiment with compression.

### GTE'S LIGHTER LOAD

GTE un-diversified itself, reaching a definitive agreement to sell GTE International Lighting for \$1.1 billion and assumption of debt to Munich-based OSRAM, a newly formed Siemens company. "Our future growth, profitability and enhancement of shareholder value lie within the telecommunications industry," said Charles Lee, GTE chairman and chief executive officer.

### EARTH STATION BOOM

Developing nations will spend

\$3.77 billion on satellite earth stations by 1996, up significantly from \$716 million spent in 1991, according to a study by Frost & Sullivan International, London. Those same nations will spend nearly \$1.4 billion per year to launch new satellites at about \$155 million per satellite.

The study concludes that the development of more powerful advanced satellites is contributing to more affordable earth stations. "The Asia/Pacific and Latin America regions have quickly adopted VSAT [very small aperture terminal] technology [but] the vast potential of Africa and the markets of Eastern Europe, including former Soviet Union republics, has yet to be exploited," says Frost & Sullivan.

-PBI

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**Radio sales manager:** Successful suburban Chicago FM seeks energetic professional to train, motivate and lead sales staff by example. Send resume, references and salary history to Bob Channick, WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

**General manager:** Granum Communications needs a proven leader for WBOS-FM, Boston. New facility and great staff. We are looking for an organized, experienced motivator to put us on top. Send resume and references to: Peter Ferrara, Granum Communications, 666 Fifth Avenue, 33rd Floor, New York, NY 10103. Granum Communications is an equal opportunity employer. M/F/H/V/E.

**Midwest regional sales manager:** The national spot sales representative for Christian-formatted radio expands with an opening in suburban Chicago. Successful radio sales and management veterans may send a resume in confidence to Salem Radio Representatives, 600 East Las Colinas Boulevard, Suite 560, Irving, TX 75039; fax 214-402-8200. EOE.

**Texas GSM:** Two top rated stations has opening for aggressive sales motivator and station leader. Two sales teams. Best staff in market. Management background in radio or agency would be beneficial. Send your resume in confidence to Box N-36. EOE.

**Northern New England combo** looking for general manager, sales manager, sales people and on-air talent. EOE. Send resume to Box N-37.

### HELP WANTED SALES

**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.

**Advertising sales:** WQRC-FM, Cape Cod's perennial market leader, is looking to fill an opening on its sales staff. Professional environment, excellent training. Account list available. Send letter and resume to Steve Colella, WQRC-FM, 737 West Main Street, Hyannis, MA 02601. EOE M/F.

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

**NH/Vermont FM-FM-AM** needs sales experience eager to work up into management. Rob Wolf, WMXR, Route 4, Taftsville, VT 05073. EOE.

**NJ 6kw coming top fifty** Monmouth Ocean market. Account rep career opportunity. WQNJ-FM, 800 Partridge Drive, Bridgewater, NJ 08807. EOE.

### HELP WANTED ANNOUNCERS

**Major market commercial** Classical music station seeking full-time announcer. Knowledge of Classical music and professional radio experience required. Send resume and tape to Dave Conant, WFLN, 8200 Ridge Avenue, Philadelphia, PA 19128. EOE.

### HELP WANTED NEWS

**News director/anchor**, for all news station. Must have minimum 5-years experience, ability to handle department, and build news operation. Send resume, salary requirements to Box N-31. EOE.

**Newscaster:** Minnesota Public Radio seeks an individual to compile, write, edit and voice newscasts for both the Classical music and news & information services. Ideal candidate will have 3-5 years experience as a broadcast journalist and on-air producer; solid writing skills; quality on-air sound; ability to handle a variety of presentation styles; experience operating broadcast audio equipment; college degree in related field desirable. Send letter, resume, and air check. No phone calls please. Human Resources/NewsCast, Minnesota Public Radio, 45 East Seventh Street, Saint Paul, MN 55101. AA/EEO employer.

**Respected small market AM/FM** looking for news/sports anchor-reporter. Board shifts may be required. Call Paul Lester, 914-858-6397 8:30-10:30 EST only. EEO.

**Growing Vermont radio station** needs news leader. Must do everything well: Write, edit, cut sound, deliver. EOE, females especially encouraged to apply. WCFR, Box 800, Springfield, VT 05156.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Radio program director:** WHEN, Syracuse Adult Contemporary/full service facility with wide area coverage of Central NY seeks experienced on-air familiar with power play or selector. Will direct experienced staff, coordinate network sports and create promotions. Must have strong leadership qualities. Send resume, tape and salary history to Dick Carr, General Manager, WHEN, Box 6975, Syracuse, NY 13217. EOE.

**Program director/air talent** for Northeast Ohio city successful AC. EOE. T&R to K. LaVallier, 150 South Fifth, Ann Arbor, MI 48104.

### SITUATIONS WANTED MANAGEMENT

**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.

**GM/GSM** top sales producer will train, motivate, close and increase revenues. Will carry list. Extensive experience medium to majors with corporate background of large group. 916-722-5500.

**Kentucky's Janet Lynch** 502-895-5888 seeks PD, daytime DJ opening. Management skills, 6 yrs. marketing, 3 yrs. PT announcing, research.

**Owner/GM/SM:** Done it all. 20 years experience. All market sizes. Reply to Box N-33.

**Midwest and south central stations!** 22 year radio veteran seeking GM/OM opportunity. Reply Box N-34.

**Let's build a winner!** GM/OM ready to help take your medium/small market station to next level. Dedicated to success! Ext. experience in programming/sales/management. Reply to Box N-38.

**What's your problem?** Need more sales, cash flow, better overall general management, a people person? Let my over 25 years of professional broadcast management deliver the results you want for your radio station(s). CRMC. Leader by example. Top 100 markets only. Southeast preferred. Presently employed. Reply to Box N-39.

**Quick fix solution** for troubled stations AM or FM. Instant cash plus proven ratings formula. Any management problem solved. 813-849-3477.

**Free consultations!** Answer any broadcast question... over 35 years experience including 10 years ownership. I'm seeking to relocate. Call Mark Prichard 407-340-4040.

### SITUATIONS WANTED PERSONALITY/TALENT

**Vienna's best is looking to move west:** A format change means I'm looking for an address change. Morning drive time personality with experience and a degree. Medium market or larger. No revolving doors, easy listening or heavy metal stations. Call 612-870-4500 after 7:00 p.m.

### SITUATIONS WANTED ANNOUNCERS

**DJ seeking employment** in Southern states, small/mid class mkt. One year experience. \$ open. 1-602-872-1805. Ask for Gary Moore.

**Good all-around broadcaster** seeks combo AM-FM in small-medium market will combine sales-announcer. Prefer MOR, Oldies, Country. No automation stations, please! Reply to Box N-35.

### SITUATIONS WANTED TECHNICAL

**Top 5 market CE** with excellent credentials seeks position with major station or group. Experienced in complete facility buildouts, large studio plants, RF installations, maintenance, computers, budgets, unions, networking, more. Also available for consulting on construction. Call Jim 301-881-8017.

**Free lance engineer:** Any job, anywhere. Great references. Expert with audio, RF, automation, transmitters, antennas/station construction. Domestic/international. 813-849-3477.

### MISCELLANEOUS

**Wanted:** Air time lease AM or FM metro NY area. Required signal coverage 25-30 mile radius from Central Manhattan. Tel: 818-246-5832; Fax: 818-246-5029.

## TELEVISION

### HELP WANTED MANAGEMENT

**WLSL-TV seeks seasoned** local sales manager. Must have ability to motivate staff and direct new business development. Send resume to James DeSchepper, General Manager, WLSL-TV, PO Box 2161, Roanoke, VA 24009. EEO M/F.

**Midwest affiliate seeking** creative services director. Manage, sell and create commercial video. Degree preferred. Send resume tape and resume to John Hurley, GSM, KHQA Television, 510 Maine St., Quincy, IL 62301. EOE.

**National sales manager:** Minimum three years rep or station management experience. Possess analytical, selling and people skills. Local contact with national accounts a plus. Growth opportunity. Resumes to: Matt Kreiner, VP/Station Manager, WLK-TV, PO Box 19011, Green Bay, WI 54307. (No phone calls). EOE.

### HELP WANTED SALES

**KXAN-TV, the NBC affiliate in Austin, TX** has an opening for a senior account executive. This position requires a minimum of 4 years of television sales experience. You must be able to demonstrate solid sales and negotiating skills. Preference will be given to candidates who also have marketing or vendor/co-op experience. Please include 3 business references. Resumes should be sent to Gwen Kinsey, Sales and Marketing Manager, KXAN-TV, PO Box 490, Austin, TX 78767. No phone calls please. EOE M/F.

**Account executive:** Be a part of a great team working for a growing station in beautiful New England. Fox affiliate in Providence, Rhode Island has an immediate opening for an account executive to take over senior list. If you have solid broadcast sales experience, send a resume to General Sales Manager, Fox 64, 33 Pine Street, Rehoboth, MA 02769. EOE.

**Account executive — WAVY TV:** Applicant must have 2+ years electronic media sales experience. Must have proven new and developmental sales background plus strong customer service skills. Familiarity with local market research a plus (ex: Stowell/Marshall). EOE employer. Contact: send cover letter and resume to Cheri Parsons, Local Sales Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please.

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

**Sr. account exec:** Top 50 market in Southeast seeking Sr. acct. exec. to be groomed as local sales mgr. 5 yrs. experience in media sales or media-oriented business; management experience; product knowledge of rating services and heavy emphasis on training and sales promotions is required. Qualified applicants submit resume to Personnel, PO Box 11847, Winston-Salem, NC 27106. EOE, M/F.

**Local sales person:** Entry level, college degree and sales experience preferred, must be a self-starter, energetic, professional, and have the desire to learn. Resumes accepted through September 14 to Judy Baker, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24203. EOE/M/F/D/V.

**Syndication sales:** Medium-sized TV production company and distributor seeks two A.E.'s - one for the Midwest and one for the East. Previous syndication or media sales a must. Send resume and salary history to: Box N-46. EOE.

### HELP WANTED TECHNICAL

**Chief engineer** for the move station in 103 ADI. Demonstrated ability to lead and motivate staff. Station has SNG, M-II, two satellite stations, and much more. Send resumes to Mike Smith, GM, KSFY-TV, 300 N. Dakota, Suite 100, Sioux Falls, SD 57102. EOE.

**Director of engineering:** The Museum of TV & Radio, the premiere publicly accessible television and radio archive and museum, is seeking candidates to manage our brand new broadcast quality technical facility. The Museum conducts extensive editing, projection, transfer, and automated playback operations, and is committed to remaining a technically advanced facility. Responsibilities include hands on supervision of operations and maintenance staff, and long range planning and budgeting. The director is a member of the Museum's senior management committee. Applicants must have substantial engineering management experience in broadcast or cable, and an engineering degree. Excellent salary and benefits. Send resume, with salary history to MT&R; 25 West 52nd Street; New York, NY 10019. Fax: 212-621-6700. Attn: Mr. Sharpless. No calls please. EOE.

**TV technical director:** Position requires experience in master control and production control rooms. Knowledge of Grass Valley Switchers, Sony Betacast, Harris Still Store, "on-air" automation, and transmitter remote control is necessary. Must be able to work under pressure. Send resume to: James Baker, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

**TV transmitter supervisor:** Expert self-starter to maintain seven transmitters for mid-market group station in growing southwest market. Excellent benefits and quality of life. Must have experience in TV RF. FCC General Class license. Resume and salary requirements to: Dir. of Eng., Box N-40. Closes August 28, 1992. EOE M/F.

**TV engineer:** Must have strong VHF transmitter skills, Sony 3/4" experience, FCC General Class license. Minimum 5 years experience. Resumes to Gary Kabrick, KNAZ/KMOH-TV, 2201 N. Vickey St., Flagstaff, AZ 86004. No calls. EOE.

**Maintenance engineer wanted** to service VHF TV transmitter and studio equipment. Minimum 4 years experience servicing analog, digital and RF equipment. Require 1st phone license and 2 years technical school or military electronic training. Application deadline is 9/11/92. Send letter of application and resume to KOLN/KGIN-TV, Personnel Coordinator, PO Box 30350, Lincoln, NE 68503. EOE.

**Broadcasting maintenance engineer:** Wanted for fast growing CBS affiliate in South Florida. Must be capable of maintaining studio and transmitter equipment. Must be capable of troubleshooting to component level. Two years maintenance experience required. Send resume and salary requirements to Personnel Manager, WPEC TV-12, PO Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employers, M/F.

**Assistant chief engineer:** WTTV-4 & WTTK-29 is seeking an assistant chief engineer. Experience with studio equipment, VHF & UHF transmitters, computers, automation, and SBE certification required. WTTV is MII based, using a MARC cart system, and has a 45 foot remote production facility. Direct inquiries to Fred Baumgartner, WTTV, 3490 Bluff Road, Indianapolis, IN 46217. EOE M/F.

### HELP WANTED NEWS

**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.

**Small market, CBS affiliate,** seeks a talented morning and mid-day co-anchor/weathercaster. Strong writing and presentation skills. Prior experience and degree preferred. Send tape, resume, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Specialty reporter:** Experienced journalist to handle specialties such as health, business and consumer issues. Applicant should be creative writer able to produce and edit longer segments. Two years experience and broadcast journalism degree preferred. Resumes and non-returnable tapes accepted through September 14 to Judy Baker, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24203. EOE/M/F/D/V.

**National motorsports program producer** seeks writer/reporter. Applicants must have deadline TV sportswriting experience. Send resume to: Patterson International, 6101 Idlewild Rd., Suite 110, Charlotte, NC 28212. EOE.

**News director:** Aggressive news leader to develop a talented staff of young journalists in a smaller but highly competitive market. Must possess strong assignment skills and be able to motivate people. Send resume and news philosophy to Box N-42. EOE.

**WTVC Newschannel 9** has the following position open: Producer. Education: Degree in broadcast communications. Experience: One year experience in television news preferred. An experienced broadcast writer with reporting skills, computer skills, people skills, and a desire to learn. Work in a 40-plus person newsroom, fully microwave and SNG-equipped. Minimum of one year broadcast experience and knowledge of Newstar computers. Contact Jim Church at 615-757-7331 to arrange an interview. WTVC Newschannel 9 is an equal opportunity employer.

**Top 40 O&O** in the Eastern part of the country seeking aggressive news producer for an anticipated job opening. Must have minimum 3 years newscast producing experience. Must be a quick, accurate and sharp writer. Solid news judgement a must. Send resume and references to: Box N-43. EOE.

### HELP WANTED PROGRAMMING 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.

**NY network television** news program seeks production manager. Minimum five years production experience mandatory. Expertise must include coordination of studio and remote facilities, knowledge of satellite transmissions, ability to budget, forecast and control production costs. Ability to work under pressure and good interpersonal skills required. Salary commensurate with experience. Generous benefits package. Send resume to Box N-41 or fax to 212-560-3102. EOE.

**Program/promotion director:** Midwest Fox affiliate. Take-charge, organized individual for scheduling, research and creative promotions. Community relations, on-air and production skills a plus. EOE. Reply to Box N-45.



**WLS-TV/Chicago** is seeking a weather graphics artist for news. Candidates must have computer graphics experience; a knowledge of KAVORIS or TIPS software preferred. Responsibilities include weather animations and graphics for news broadcasts. The ability to handle deadlines is a must. Interested candidates should send a resume and demo reel to Fran Preston, Director of Creative Services, WLS-TV, 190 N. State St., Chicago, IL 60601. No phone calls, please. EOE.

**Videographer/editor:** We want a shooter with a minimum of 3 years experience. Must be able to shoot and edit full packages and be extremely creative as well as aggressive. The right candidate is an editing ace as well. Send letter and resume (no tapes yet, please) to: Good Company, Attention: Dan Lenzmeier, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer M/F.

**Producer/director:** Seeking an experienced producer/director with heavy emphasis on news; possessing a production flair for commercials and special projects. Must be able to do own switching as well as work with technical director. Must be familiar with all phases of editing and control room/studio operations. Forward a complete resume (no calls) and salary requirements to Duane Bryan, Production Manager, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510 no later than September 4, 1992. EOE.

### SITUATIONS WANTED MANAGEMENT

**TV operations/program manager** with strengths in operations, production (local and network), and programing. Reply to Box N-27.

**Young experienced 90's style manager** seeking opportunity as OM/SM/PE or GM. Currently GM at small station. 10 years management including news, production, programing & local program development, broadcast & cable sales management, station start ups. Excellent people skills, effective trainer. Reply to Box N-28.

**Former general manager** of successful station that has been sold looking for a position in sales or management. Prefer under-performing station where creativity is required. Reply to Box N-44.

### SITUATIONS WANTED TECHNICAL

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

**25 years broadcast engineering:** 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply Box N-29.

### SITUATIONS WANTED NEWS

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

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**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).

**Recent MA grad** looking for entry-level syndication sales position; smart, aggressive with understanding of industry. 617-933-4910, Kevin.

### MISCELLANEOUS

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

**For the right read,** right on time and on budget, station and commercial video available. Secure your demo, call Peter K. O'Connell 716-836-2308.

## CABLE

### HELP WANTED SALES

**Account executive/advertising sales:** National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Washington, DC, Baltimore and P.G. County, MD market(s). 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041; Attn: Stuart Hoffman.

**Account executive/advertising sales:** National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Dallas/Ft. Worth markets. 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041; Attn: Stuart Hoffman.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Faculty position in journalism-broadcast news.** Position: Tenure track assistant professor in journalism/broadcast news. Duties: Teach three courses per semester including those designed for preparation for the media including newswriting and broadcast reporting as well as selected courses from the introductory sequence (Mass Media and Society, Writing for the Media, Ethics and Media Law). Possibilities for news production as an extra-curricular activity in the future. Program: The Center for Communication Arts, a component of the Meadows School of the Arts, has 24 full-time faculty teaching in five areas: television/radio, cinema, journalism/broadcast news, advertising, and public relations. Qualifications: Ph.D., or M.A. plus professional experience as an on-air journalist or producer in television/radio. Teaching experience preferred. Rank and salary: Open, negotiable, dependent upon qualifications and experience. Application: Send letter of application and current vita to: Journalism Search Committee, Center for Communication Arts, Southern Methodist University, Dallas, TX 75275. Deadline: December 1, 1992. Southern Methodist University is an affirmative action/equal opportunity/Title IX employer.

### EMPLOYMENT SERVICES

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

**Television, radio, cable** job search assistance. Executive to entry level, all positions. Free report. PO Box 1256, Port Richey, FL 34673-1256.

### 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.

**Buying quality broadcast video equipment:** Cash paid for major components (VTR's, VCR's, Camcorders, Switchers, DVE's) of broadcast video production and post-production equipment. Call Video Liquidators @ 407-851-7841.

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

### HELP WANTED MARKETING

**Intelligent Resources Integrated Systems, Inc.,** a leader in the development of professional video products for the microcomputer platform has the following positions open — **Marketing manager:** The ideal candidate should possess 3 years experience as a market manager for a small company. A B.S. degree in Marketing or Business Administration and exposure to video and graphics is required. Macintosh experience a plus. Responsibilities include: Assist in formulation and implementation of marketing plans; manage participation in national tradeshows; implement and track budgets; interact with potential customers. The ability to prioritize, organize a variety of projects simultaneously, and communicate effectively, both orally and in writing is essential. **Video products sales engineer:** The ideal candidate should possess 1-3 years experience in video engineering and have a Bachelor of Science Degree. Macintosh computer skills a big plus. Responsibilities include: Interaction with video and computer professionals; assist new customers by integrating our products into their video systems; provide ongoing sales support; assist engineering department with new product development. The ability to communicate effectively and persuasively, both orally and in writing, is essential. Some travel is required. We offer a health/dental benefit package and salary that is commensurate with credentials and experience. Please submit resumes including salary history to: Personnel Director, Intelligent Resources Integrated Systems, Inc., 3030 Salt Creek Lane, Suite 100, Arlington Heights, IL 60005 or fax 708-670-0585. No phone calls please! EOE.

### 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.

**2K Fresnel studio lamps** with C-clamps almost new \$250.00 ea. Sony Super Betamax dupe machines \$200.00 ea. Call Video Liquidators @ 407-851-7841.

**Why buy new?** 3/4" Sony videotape box of 10: \$39 + \$5 p&h. Guaranteed ten-pass or less. L. Stegmann, 39109 Guardino Dr. #229, Fremont, CA 94539.

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

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Immediate opening for radio pro who wants the opportunity to be the #1 biller at Cape Cod's fastest growing radio stations. Exclusive news and talk formats including Rush, Bruce and Larry plus CNN News. Fax resume to James Adams, WXTK FM/WUOK AM (508) 771-3420.

**SITUATIONS WANTED CONSULTANTS**

**ATTENTION RADIO STATION OWNERS**  
We now offer an affordable 30-day intensive on-site evaluation and customized Action Plan for your underperforming small/medium market Radio Station. Turn a profit. Call Debby at (508) 655-4240 to schedule a confidential appointment at Radio '92 in New Orleans.  
MASSmedia  
Nationwide Radio Management Services  
management@sales@programming@promotions

**BUSINESS OPPORTUNITY**

**YOU COULD BE A \$UPER \$TATION**

Link unprofitable radio stations in your area to your \$UPER \$TATION and make money. Call Dan Rau at Marti about PLAN A, (817) 645-9163.

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**HELP WANTED TECHNICAL**



**TELEVISION ENGINEERS**

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. These positions are in Los Angeles and Atlanta. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Mr. James H. Brown  
Corp. Engineering  
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P.O. Box 105366  
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TBS is an equal opportunity employer

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

**DIRECTOR of BROADCASTING TELEVISION**

A major NYC television station is seeking an experienced television professional to direct its Broadcast Services Department. This Director will have editorial and production responsibilities for the broadcast schedule, acquisitions, program development and related outreach efforts. Candidate must have a minimum of 10 years broadcasting experience and have demonstrated superior judgement and skills in editorial, scheduling and production matters. Candidate must also have excellent organizational, written and oral expression and International co-production experience.

Send resume with salary requirements in confidence to: Human Resources Department, P.O. Box 813, Radio City Station, New York, NY 10019. Equal Opportunity Employer.

**ALLIED FIELDS EMPLOYMENT SERVICES**

California Broadcast Job Bank  
For application information call (916) 444-2237  
California Broadcasters Association

**JOBPHONE**  
Inside Job Openings, Nationwide  
Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions  
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TV's Job Listing Leader Since 1986  
NO OUTLANDISH PHONE CHARGES  
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To subscribe call 800-237-8073/California 408-648-5200  
 THE BEST JOBS ARE ON THE LINE  
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**FINANCIAL SERVICES**

**EQUIPMENT FINANCING**  
• NEW OR USED  
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**Exchange National Funding**  
Mark Wilson  
(800) 275-0185

**FOR SALE EQUIPMENT**

**SAVE OUR PLANET, SAVE YOUR MONEY.**  
Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order: (800)238-4300

**50 Kw AM Transmitters**  
One Contential 317C-1 in good condition, optional/spare parts. One Harris MW-50A in good condition, optional/spare parts. One Gates MW-50 in good condition, optional/spare parts.  
Available now! Call 806-372-5130!

**WANTED TO BUY STATIONS**  
**IMMEDIATE CASH FOR LEASE LEASE PURCHASE. 30+ YEARS, IMPECCABLE CREDENTIALS. NE ONLY, FM PREFERRED. COMP. COMMUNICATIONS**  
PHONE/FAX: 516-722-4703

**CONNECTICUT INVESTOR SEEKS RADIO STATION: AM OR FM WITH LEASE OR PURCHASE OPTIONS. ALL FINANCIAL PROPOSALS CONSIDERED: 1-800-634-3010.**

**EARLY DEADLINE NOTICE**  
Due to the Labor Day Holiday the deadline for the September 14, 1992 issue is Friday, September 4, 1992.

**FOR SALE STATIONS**

**FM Class C  
WEST COAST**

Large metro area (Rank 50-75)  
Owners want to retire. Looking for ideas.  
Substantial downpayment required.  
**Reply to Box N-47**

**MOVING TO TV  
MUST SELL RADIO  
FLORIDA AM  
BEST OFFER  
OVER \$375,000.00  
(513) 677-8256**

**FOR SALE 50KW AM AND CLASS  
C FM IN FAST GROWING SOUTH-  
WESTERN TOP 50 MARKET CITY.  
SERIOUS BUYERS ONLY.  
P.O. BOX 25670,  
HONOLULU, HAWAII 96825.**

AM/FM *Florida*  
**HADDEN** and Associates  
Oriando  
407-365-7832

**OKLAHOMA**  
"C" FM - Fulltime AM  
Slightly over 1 time  
last years gross  
Priced at \$600,000 Cash

**Ralph E. Meador**

*R.E. Meador & Assoc*  
— MEDIA BROKERS —  
P.O. BOX 36  
LEXINGTON, MO 64067  
816-259-2544

**Blind Box Response???**

Box Letter-Number  
1705 DeSales St., NW  
Washington, DC 20036  
Please Do Not Send Tapes!

**IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF VIRGINIA  
Richmond Division**

**STATE STREET BANK  
AND TRUST COMPANY,  
Plaintiff,**

**v.  
PACO-JON BROADCASTING  
CORPORATION,  
Defendant.**

**Civil Action No. 3:91CV00414**

**RECEIVER'S NOTICE OF SALE**

PLEASE TAKE NOTICE that Charles E. Giddens, Receiver of Paco-Jon Broadcasting Corporation (the "Receiver"), intends to sell all of the assets, tangible and intangible, real, personal or mixed, used and/or useful in the operation of radio station WPLC-FM, excluding accounts receivable and cash (the "Assets"). The purchaser at the proposed sale is to be Mid-Atlantic Network, Inc. ("Mid-Atlantic"), and the sale will occur in accordance with the terms of the offer of Mid-Atlantic (the "Offer"). Counteroffers are hereby being solicited.

The terms and conditions of the Offer are set forth in the Letter of Intent, a copy of which may be obtained by interested purchasers by contacting the Receiver at the address shown at the foot of this notice. Under the Offer of Mid-Atlantic, the purchase price for the Assets is \$345,000 (the "Purchase Price").

The Buyer will receive a deed and bill of sale from the Receiver pursuant to an Order of the United States District Court for the Eastern District of Virginia.

**IN ORDER TO BE CONSIDERED, A COUNTEROFFER MUST BE FILED WITH THE RECEIVER PURSUANT TO THE PROCEDURE ESTABLISHED BELOW.**

All persons interested in bidding for the Assets must submit their counteroffers to the Receiver by the date set forth below and must appear at the hearing scheduled on the sale. The deadlines established below shall control any further bidding or counteroffers.

The counteroffer procedure established hereby is designed to encourage, not discourage, further bids for the Assets, and higher offers will be welcomed by the Receiver. Counteroffers accompanied by a deposit in the amount of twenty thousand dollars (\$20,000) are welcome, but must be submitted within the schedule times set forth below.

All interested parties are invited to submit counteroffers for the purchase of the Assets. Any counteroffer must be submitted in writing to the Receiver at the address shown below, before September 16, 1992, and filed with the Clerk of the District Court at U.S. Courthouse, Room 304, 10th and Main Streets, Richmond, Virginia 23219. To be considered as a qualified counteroffer, the counteroffer delivered to the Receiver must be accompanied by a deposit in the amount of twenty thousand dollars (\$20,000) in the form of a certified or bank check payable to Charles E. Giddens, Receiver. (Please write the appropriate tax identification number on the check.) At the hearing, any qualified counteroffer and the original offer will be requested to file a new written bid. The deposit of the successful bidder will be forfeited if the successful bidder fails to complete the purchase. All other deposits will be returned.

A hearing on counteroffers to the proposed sale, if any, and the authorization for the sale, will be held in the United States District Court for the Eastern District of Virginia, Richmond Division, U.S. Courthouse, First Floor Courtroom, 10th and Main Streets, Richmond, Virginia, on September 23, 1992 at 2:00 p.m. If you have submitted a counteroffer for the purchase of the Assets, you will be expected to be present at such hearing. The hearing may be continued from time to time by the Court without further notice.


**CHARLES E. GIDDENS,  
as Receiver for  
Paco-Jon Broadcasting  
Corporation**

**FOR INFORMATION CONTACT:  
Charles E. Giddens, Receiver  
c/o Media Venture Partners,  
1650 Tysons Boulevard, Suite 790  
McLean, Virginia 22102-3915  
(703) 827-2727**

**FOR SALE STATIONS CONTINUED**


**HOLT BROKERAGE HOLT**  
**Arthur Holt**  
**Bernie Fuhrmann**  
*Professionalism Since 1967*  
 215 - 821 - 9085  
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 RADIO • TV • LPTV  
 A Confidential & Personal Service  
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 4171 Dundee Rd., Suite 268, Northbrook, IL 60062  
**708--272-4970**



**SPORTSRADIO TAMPA BAY**  
**5 KW FULLTIME AM**  
 The Giants are coming and now is the time to get ready to bid. Station already loaded with top affiliations such as all CBS Sports, ESPN, Sunday & Monday NFL, Gator teams, Orlando "Shaq" Magic and five top talkmasters. Health forces immediate sale/lease. TERMS.  
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**REPRINTS**



**W**henever your company activities or products are reported in the pages of **Broadcasting**... whether in a feature article... in a news story... or an article on new products or technological innovations... we can custom-design a reprint for you to use in your sales, marketing, and public relations programs.

**Consider these many uses:**

- Mailing to your promotion list or customer list
- Distribution at trade shows or conventions
- As a leave-behind or sales tool for your sales staff
- As a public relations or public service release
- New product announcements

For details contact:  
**CAHNER'S REPRINT SERVICES**  
 1350 East Touhy Ave. Des Plaines, IL 60018  
 800-323-4958

**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. 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. 26**—*National Academy of Television Arts and Sciences* community service programing and public service Emmy Awards. Marriott Marquis Hotel, New York. Awards information: Trudy Wilson; Media information: Robert Blake or Robert Christie, (212) 586-8424.

**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-televized 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**—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards. Plaza, New York. Awards information: Trudy Wilson; Media information: Robert Blake or Robert Christie: (212) 586-8424.

**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 Tartikoff, 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. Informa-

tion: Kimberly Maki, (517) 482-9350.

**Sept. 16**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Alfred Sikes. Waldorf-Astoria, New York. Information: Maria De Leon, (212) 867-6650.

**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. 25-27**—*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 between July 1, 1991, and June 30, 1992, are eligible. Information: Phyllis Madry, (614) 292-0185.

## OCTOBER-DECEMBER

**Oct. 1**—*International Radio and Television Foundation* dinner. Moderator: John McLaughlin, NBC's The McLaughlin Group. Panel: Barbara Walters, ABC News. Additional panelists to be announced. Plaza, New York. Information: Maria De Leon, (212) 867-6650.

**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. Homestead, 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: Kil 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.

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

**Nov. 19-22**—*Society of Professional Journalists* national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

**Dec. 2-4**—Western Cable Show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (510) 428-2225.

## JANUARY 1993

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

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

## CTAM PREVIEW

Continued from page 23

Egan says the Triplecast proved helpful in showing systems how to quickly change the retail price of a PPV telecast, referring to the last-minute move by Triplecast organizers NBC and Cablevision Systems Corp. to cut its per-day price from \$29.95 to \$19.95 and offer a weekend package for \$29.95. It taught systems how to use their barker channels and local avails to drive home that kind of price change on a moment's notice, he says.

The Triplecast was also helpful, say some operators, in teaching systems how to better motivate and train employees to sell pay-per-view programming. As a program offering, some say the critically acclaimed Triplecast coverage demonstrated the potential for multichannel pay-per-view formats.

"It showed that pay per view can be different from broadcast coverage of the same event," adds John Clark, senior vice president, marketing and programming, Cencom Cable Associates.

Taking a somewhat different spin on the Triplecast is Multivision's Mirylees, who says the experiment was important in that it proved that many of the methods traditionally used in marketing pay per view remain among the more effective. Viewer reluctance to pay a high price for the Triplecast showed that there remains tremendous price sensitivity, he says. A survey of Multivision subscribers found that viewers also did not like being bothered about ordering the Triplecast weeks in advance, he says.

"The Triplecast people thought there was a different way to do it," says Mirylees. "There isn't."

### Making pay pay

Cable operators agree that something has to be done to stem erosion in the pay-TV category, but the debate will continue at CTAM over whether multiplexing, mini-pay services or something else entirely will be the salvation the industry is looking for.

"We're trying to re-evaluate our whole selling process," says John

Pascarelli, director of marketing, Cablevision Industries. "Subscribers are not buying the old story about pay television."

Pascarelli says Cablevision is doing "a little better than last year" on its pay-TV sales, not necessarily as a result of multiplexing or mini-pay channels but because of two-for-one-type deals where subscribers can get pay-TV channels HBO and Cinemax for the price of HBO.

Pay-TV subscriptions have stabilized in two markets where Cablevision Industries has begun experimenting with multiplexing HBO, says Pascarelli, but he questions the ease of implementing multiple pay-TV channels on today's limited-channel-capacity systems. Only a "handful" of Cablevision's 80 systems can now accommodate multiplexing, according to Pascarelli.

"It's still early," Pascarelli says of the company's initial pay-TV test results. "For us, a three- to four-month test isn't a solution."

At Cablevision Industries, multiplexing has so far proved to be a more positive success story for the MSO than the mini-pay service Encore, which he says the company is also testing. Similarly, Continental Cablevision's Ted Livingston, senior vice president, marketing, says the company has found multiplexing to be a more attractive option than mini-pay services.

However, a number of MSO's see a combination of both multiplexed pay-TV channels and mini-pay services as a way to help the sagging pay-TV industry. Multivision Cable TV Corp., for example, which has been multiplexing since February, also sees potential in mini-pay services Encore and Flix.

Multiplexing, says John Clark of Cencom Cable, may turn out to be "more of a 1995 product than a 1992 product." Some operators plan to sit and wait.

"We have not multiplexed anywhere yet because of channel capacity," says Skip Harris, Falcon Cable TV marketing vice president. "Our sense is to let the others test the new concepts." ■

## HEAD ENDINGS

### DOLAN BUYS ISLANDERS

Cablevision Systems Corp. Chairman Charles Dolan has reached an agreement to acquire 99% of the New York Islanders hockey team. Dolan will assume responsibility for the debt of the team, estimated at \$32 million, and a corporation owned by current owner John O. Pickett will continue to receive a share of the revenues from the cable contract.

### COMEDY CENTRAL PREVIEW NBC SLATE

Comedy Central will present a sneak preview of NBC's new fall comedy series on its daily entertainment and news program, *Short Attention Span Theater*, as part of a special joint promotion with NBC. The hour-long special, featuring Comedy Central's Brian Regan and NBC stars Paul Reiser and Malcolm-Jamal Warner, will feature exclusive clips of the upcoming NBC series and will debut on the cable network Sept. 12.

### BARKER HITCHED TO TRUCKERS' NETWORK

Former top CBS financial executive William G. (Pete) Barker Jr. has been named chief financial officer of the American Transportation Television Network, the upcoming ad-supported private network that will be carried by direct broadcast satellite to truckstops serving 3.5 million truck drivers daily. Barker, a 20-year veteran of CBS Inc., most recently served as chief financial officer for the CBS/Fox Company, the entertainment-based partnership in home video and studio operations. ATTN, headed by former Court TV executive producer and veteran broadcaster Steve Cohen, will become operational in October.

### CUT ROSE

The Learning Channel has decided to end an arrangement it has had since January to carry public TV station WNET-TV Secaucus (New York), N.J.'s nightly talk show *Charlie Rose*.



# For the Record

As compiled by BROADCASTING from August 10 through August 14 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WEYY(AM) Talladega, AL** (BALH920803HK; 92.7 mhz; 250 w; ant. 870 ft.)—Seeks assignment of license from Radio Talladega Inc. to James H. and Laura A. Jacobs, husband and wife, for \$570,000. **Seller** is headed by Jimmy E. Woodard, who also has interests in two AM's. James Jacobs is general manager of WSYA-AM-FM Montgomery, AL. Filed Aug. 3.

■ **KCKC(AM)-KBON(FM) San Bernardino-Lake Arrowhead, CA** (BAL920728EA; 1350 khz; 5 kw-D, 500 w-N; FM: BALH920728EB; 103.9 mhz; 38 w; ant. 2,538 ft.)—Seeks assignment of license from Arrowhead Broadcasting Corp. to All Pro Broadcasting Inc. for \$5 million. **Seller** is headed by Jeannette and John R. Banoczi, husband and wife, and is also licensee of KUNA(AM)-KBZT-FM Indio-La Quinta, CA. **Buyer** is headed by Willie D. Davis, and is ultimate licensee of one AM and three FM's. Davis also has interests in CP for KMVP(AM) Commerce City, CO. Filed July 28.

■ **KTHO(AM) South Lake Tahoe, CA** (BAL920729EB; 590 khz; 2.5 kw-D, 500 w-N)—Seeks assignment of license from Emerald Communications Corp. to Emerald Broadcasting Co. Inc.; asset purchase agreement will be filed as amendment in near future. **Seller** is headed by Christian C. Larson, who also has interests in KTMS(AM)-KHTY(FM) Santa Barbara, CA. **Buyer** is headed by Donald C. McBain, and has no other broadcast interests. Filed July 29.

■ **WFTW(AM)-WKSM(FM) Fort Walton Beach, FL** (BAL920730HV; 1260 khz; 2.5 kw-D; FM: BALH920730HW; 99.3 mhz; 3 kw; ant. 214 ft.)—Seeks assignment of license from Specter Broadcast Corp. to New South Communications Inc. for \$1 million ("Changing Hands," Aug. 10). **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 is also licensee of two AM's and three FM's. Holladay has interests in one AM and two FM's. Filed July 30.

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.

■ **WZQQ(FM) Hyden, KY** (BALH920804HP; 92.3 mhz; 2.42 kw; ant. 364 ft.)—Seeks assignment of license from Joey L. Dick to Leslie County Broadcasting Inc. for \$178,000. **Seller** has no other broadcast interests. **Buyer** is headed by Stuart Shane Sparkman, and has no other broadcast interests. Filed Aug. 4.

■ **WARE(AM) Ware, MA** (BAL920728EC; 1250 khz; 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Ware Communications Corp. to Quadra Communications Inc. for \$400,000. **Seller** is headed by Joseph S. Dorison. Principal Richard L. Sadowsky has interests in KIEM-TV Eureka, CA. **Buyer** is headed by Wayne R. Higney, and has no other broadcast interests. Filed July 28.

■ **WAMY(AM)-WAFM(FM) Amory, MS** (AM: 1580 khz; 1 kw-D; FM: BALH920803EB; 95.3 mhz; 3 kw; ant. 255 ft.)—Seeks assignment of license from Bob McRaney Enterprises to Stanford Communications Inc. for \$85,000. **Seller** is headed by Bob McRaney, and is also licensee of WROB(AM)-WKBB(FM) Westport, MS. **Buyer** is headed by Ed Stanford, and has no other broadcast interests. Filed Aug. 8.

■ **WQMA(AM) Marks, MS** (BAL920803EC; 1520 khz; 250 w-D)—Seeks assignment of license from United Southern Bank to CK Broadcasting Inc.; assignor is obtaining WQMA license via involuntary assignment from WQMA Inc. and will simultaneously assign license to CK Broadcasting. Principals of

CK Broadcasting own studios and equipment of WQMA. Assignee is headed by Charles R. Kendall, and has no other broadcast interests. Filed Aug. 3.

■ **KWQQ(FM) Hatch, NM** (BAPH920803HN; 101.1 mhz; 98 kw; ant. 1,122 ft.)—Seeks assignment of CP from Turquesa Corp. Inc. for \$50,000. **Seller** is headed by Robert G. and Charles E. Kimmell, brothers, and have no other broadcast interests. **Buyer** is headed by John E. Daniels, and has no other broadcast interests. Filed Aug. 3.

■ **WBAR-FM Lake Luzerne, NY** (BAPH9207027HX; 94.7 mhz; 1.35 kw; ant. 478 ft.)—Seeks assignment of CP from Bulmer Communications of Glen Falls Inc. to Capital Media Corp. for \$271,000. **Seller** is headed by John Bulmer, who has interests in three FM's, and is permittee for new FM. **Buyer** is headed by Paul F. Lotters, who owns interests in WHAZ(AM) Troy, NY. Filed July 27.

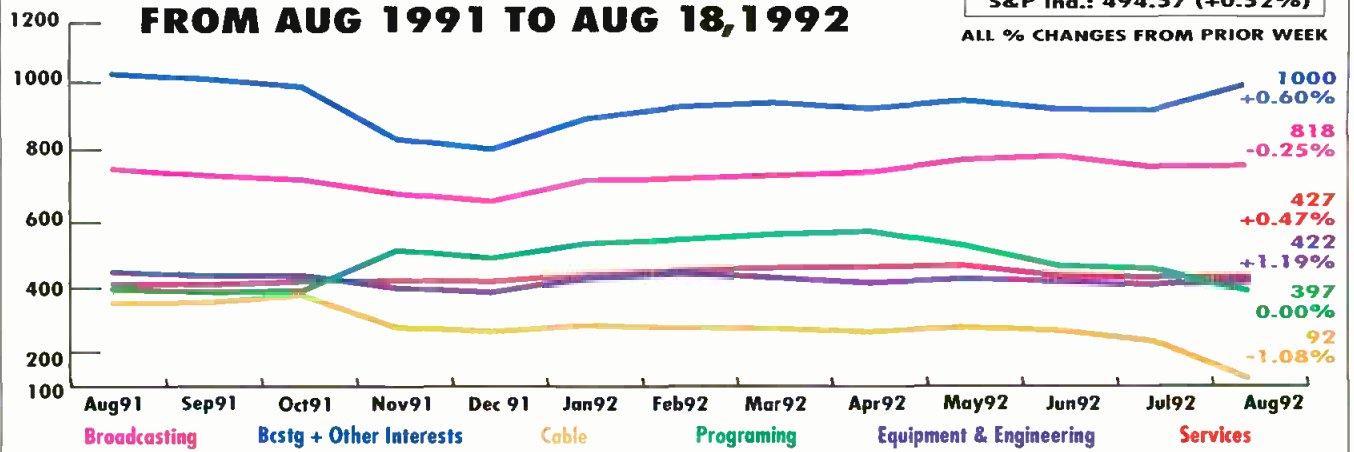
■ **WYDO(TV) Greenville, NC** (BTCCT920804KE; ch. 14)—Seeks transfer of control within licensee KS Family Television Inc.; Karl H. Stoll is assigning, as individual, four shares of stock to Frederick J. McCune, principal in corporation owned by Stoll, for \$4,000. Assignment will facilitate construction of station and help obtain financing. McCune has interest in licensee of WNHV(FM) Nags Head, NC, and is general manager of WBTB(AM)-WKQT(FM) Beaufort-Newport, NC. Filed Aug. 4.

■ **WIBF-FM Jenkintown, PA** (BALH920731HY; 103.9 mhz; 340 w; ant. 1,000 ft.)—Seeks assignment of license from Fox Broadcasting Co. to Jarad Broadcasting Co. Inc. for \$3.4 million. **Seller** is headed by Elaine B. Fox, and has no other broadcast interests. **Buyer** is headed by Ronald J. Morey, and is licensee of WDRE-FM in Garden City, NY. Filed July 31.

■ **WAIM(AM) Anderson, SC** (BAL920729EC; 1230 khz; 1 kw-U)—Seeks assignment of license from ABS Greenville Partners Ltd. to Palmetto Broadcasting Co. Inc. for \$80,000. **Seller** is headed by Kenneth A. Brown and Jon Sinton, and is also licensee of WROQ(FM) Anderson, SC. Brown and Sinton also have interests in two FM's. **Buyer** is headed by Brenda Woodson, and has no other broadcast interests. Filed July 29.

■ **WHPB(AM) Belton, SC** (BAL920803EE; 1390 khz; 1 kw-D)—Seeks assignment of license from B & J Broadcasting Inc. to CG & B Broadcasting Inc.

## STOCK MARKET PERFORMANCE AVERAGES FROM AUG 1991 TO AUG 18, 1992



for \$166,000. **Seller** is headed by Yvonne B. Fleming, and has no other broadcast interests. **Buyer** is headed by Cecil V. Clement, and has no other broadcast interests. Filed Aug. 3.

■ **KBIC(FM) Alice, TX** (BALH920803HH; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Alice Broadcasting Corp. to Christian Ministries of the Valley Inc. for \$250,000. **Seller** is headed by Julius Germano, who has interests in LPTV serving Las Vegas. **Buyer** is headed by Enrique Garza, and is licensee of KRGE(AM) Weslaco, TX. Filed Aug. 3.

■ **KIKM-FM Sherman, TX** (BALH920803HO; 96.7 mhz; 3 kw; ant. 265 ft.)—Seeks assignment of license from Hawthorne Broadcasting Corp. to Hunt Broadcasting Inc. for \$500,000. **Seller** is headed by Steve Kahn, and has no other broadcast interests. **Buyer** is headed by James G. Hunt, and has no other broadcast interests. Broker: George Moore & Associates. Filed Aug. 3.

■ **WVLR(FM) Appomattox, VA** (BALH920723GL; 102.7 mhz; 22 kw; ant. 745 ft.)—Seeks assignment of license from LBS Broadcasting Inc. to L-R Radio Group Inc. for \$1.24 million. **Seller** is headed by James A. Pounds, and has no other broadcast interests. **Buyer** is headed by John Broomfield, who is vice president of Ragan Henry Broadcasting Group, licensee of one AM and two FM's. President Ragan Henry has interests in 8 AM's, 15 FM's and 1 TV. LBS shareholder Keith E. Putbrey (22%) has interests in licensee of WREL-AM-FM Lexington, VA. Filed July 23.

■ **WKWI(FM) Kilmarnock, VA** (BALH920803HU; 101.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Kilmarnock Broadcasters to Buffalo Broadcasters Inc. for \$715,000. **Seller** is headed by William D. Loudy, who has interests in WNNT-AM-FM Warsaw, VA. **Buyer** is headed by Thomas E. Davis, and has no other broadcast interests. Filed Aug. 3.

■ **KPDX(TV) Vancouver, WA** (BALCT920803KF; ch. 49; 2,612 kw-V; ant. 1,785 ft.)—Seeks assignment of license from Columbia River Television Inc. to Cannell Communications Ltd. for \$15 million. **Seller** is headed by Jack F. Matranga, and has no other broadcast interests. **Buyer** is headed by William A. Schwartz, and is licensee of two TV's. Schwartz is also director of licensee of five AM's and six FM's. Cannell Communications is broadcasting affiliate of Cannell Studios, television program producer, headed by Stephen J. Cannell. Filed Aug. 3. Broker: Media Venture Partners.

#### Actions

■ **WKGL(AM) Huntsville, AL** (BAL920623EA; 1450 khz; 1 kw-U)—Granted assignment of license from Alabama Radio Inc. to Jennings Enterprises Inc. for \$100,000. **Buyer** is headed by William D. Jennings, and has no other broadcast interests. Action Aug. 7.

■ **KAH(AM)-KHLY(FM) Auburn, CA** (AM: BAL920515ED; 950 khz; 5 kw-D, 4.2 kw-N; FM: BALH920515EE; 101.1 mhz; 36.3 kw; ant. 577 ft.)—Granted assignment of license from Parker Communications-Sacramento Inc. to National Radio Partners Ltd. for \$12.75 million. Sale includes KTCJ(AM)-KTCZ(FM) Minneapolis (see "For the Record," July 27). **Seller** is represented by Elliot B. Evers, receiver. **Buyer** is headed by Arthur H. Kern and Alan S. Beck, and is licensee of KCEE(AM)-KWFN(FM) Tucson, AZ, and WUBE-AM-FM Cincinnati. Kern holds 51% of voting stock of licensee of WOCL(FM) Deland, FL. He also has 54% interest in licensee of WALK-AM-FM Patchogue, NY, and 51% voting stock interest in licensee of KMEN(AM)-KGG(FM) San Bernardino-Riverside, CA. Action August 7.

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

licensees of WGNE-FM Titusville, FL; WACO-AM-FM Waco, TX, and WVMX(FM) Stowe, VT. Action Aug. 7.

■ **WHEY(FM) Harlem, GA** (BAPH920529GR; 95.1 mhz; 6 kw; ant. 328 ft.)—Granted assignment of CP from T & M Broadcasting to GMR Broadcasting Inc. for \$38,000. **Seller** is headed by Thomas A. Ptak, who also owns WLOV-AM-FM Washington, GA. **Buyer** is headed by Frank Copsidas, Jr., who is 100% stockholder of licensee of WKQG(AM)-WWSK(FM) Milledgeville-Sparta, GA. Action Aug. 3.

■ **WFTG(AM)-WWEL(FM) London, KY** (AM: BAL920611HJ; 1400 khz; 1 kw-U; FM: BALH920611HK; 103.9 mhz; 3 kw; ant. 190 ft.)—Granted assignment of license from London Broadcasting Co. Inc. to F.T.G. Broadcasting Inc. for \$410,000. **Seller** is headed by Jack Mills. Shareholders Herman G. Dotson and Estate of Elmo Mills have interests in licensee of WNRG(AM)-WMJD(FM) Grundy, VA. **Buyer** is headed by Terry E. Forcht, and is subsidiary of ultimate licensee of WAIN-AM-FM Columbia, WHIC-AM-FM Hardinsburg, WTCW(AM)-WXXQ(FM) Whitesburg and WSP-AM-FM Paintsville, all Kentucky; WCVL-AM-FM Crawfordville, TN; WDBL-AM-FM Springfield, TN; ; WVLN(AM)-WSEI(FM) Olney, IL. Action Aug. 5.

■ **WSEQ(FM) Reidland, KY** (BAPH910913GO; 106.7 mhz; 3 kw; ant. 100 ft.)—Granted assignment of CP from Ladon Broadcasting Co. Inc. to WMOK Inc. for \$100,000. **Seller** is headed by Thomas S. Massie, and has no other broadcast interests. **Buyer** is headed by Gary G. Kidd, and is licensee of WMOK(AM)-WREZ(FM) Metropolis, IL. Kidd and Michele M. Kidd each own 25% of voting stock of permittee of new FM at Lutesville, MO. Action July 28.

■ **WHAK(AM) Rogers City, MI** (BAL920619EC; 960 khz; 5 kw-D)—Granted assignment of license from Presque Isle Radio Inc. to Ives Broadcasting Inc. for \$100,000. **Seller** is headed by Edward J. Heir. **Buyer** is headed by Robert M. Currier, who owns 49% of licensee of WHSB(FM) Alpena, MI. Action Aug. 4.

■ **\*WELU(TV) Aguadilla, PR** (BALET920131KE; ch. 32; 105 kw-V; 20.9 kw-A; ant. 967 ft.)—Granted assignment of license from Faith Pleases God Church to Healthy Christian Family Media Inc. for \$500,000. **Seller** is headed by Carlos Ortiz, and has interests in KMNZ(TV) Oklahoma City and LPTV's in Corpus Christi and Beaumont, both Texas. **Buyer** is headed by Norman O. Gonzalez, and has no other broadcast interests. Action July 31.

■ **KOGT(AM) Orange, TX** (BAL920618EA; 1600 khz; 1 kw-U)—Granted assignment of license from Klement Broadcasting Corporation to G-Cap Communications Inc. for \$250,000. **Seller** is headed by Richard Klement. **Buyer** is headed by Gary P. Stelly, and has no other broadcast interests. Action Aug. 7.

■ **KSEV(AM) Tomball, TX** (BTC920622EA; 700 khz; 2.5 kw-D, 1 kw-N)—Granted transfer of control of Sunbelt Broadcasting Co. for \$1 in stock transfer. W. Harold Sellers is transferring 620 shares to son Stephen T. Sellers. Licensee has no other broadcast interests. Action Aug. 4.

■ **WMNV(FM) Rupert, VT** (BALH920316HQ; 104.1 mhz; 1.5 kw; ant. 249 ft.)—Granted assignment of license from Radio Rachel to Family Broadcasting Inc. for \$55,000. **Seller** is headed by Peter Morton and Mary Morton, and has no other broadcast interests. **Buyer** is headed by Alexander D. McEwing, and is licensee of WGLY-FM Waterbury, and permittee of WGLV(FM) Hartford and LPTV W39AS Burlington, all Vermont. Action Aug. 7.

■ **WHTL-FM Whitehall, WI** (BALH920228HP; 102.3 mhz; 3 kw; ant. 450 ft.)—Granted assignment of license from Amercom Corp. to Trempealeau Broadcasting Corp. for \$160,000. **Seller** is headed by Richard L. Hencley, and has no other broadcast interests. **Buyer** is headed by Steven T. Moravec and Phoenix Media Group Inc. (100% ownership), and has no other broadcast interests. Action July 28.

■ **WHKE(TV) Kenosha, WI** (ch. 55; 750 kw-V; 75 kw-A; ant. 500 ft.)—Granted assignment of license

of LeSea Broadcasting Corp. to Lab Partners for \$1.35 million. **Seller** is headed by Peter Sumrall (vice president), and is also licensee of WHME-FM-TV South Bend and WHMB(TV) Indianapolis, both Indiana; KWHD(TV) Tulsa, OK; KWHD(TV) Castle Rock, CO, and KWHE(TV) Honolulu and KWHA(TV) Hilo, both Hawaii. It also has interests in two LPTV's. Certain principals of assignor also have interests in buyer. **Buyer** is headed by managing partner Dewayne Adamson, and has no other broadcast interests. Action July 29.

## NEW STATIONS

### Applications

■ **Marianna, AR** (BPH920804MC)—L.T. Simes II & Raymond Simes seek 105.3 mhz, 6 kw; ant. 100 m. Address: P.O. Box 2870, West Helena, AR 72390. Applicants have interests in KCLT(FM) in West Helena, AR. Filed Aug. 4.

■ **Waldo, AR** (BPH920805MA)—TeHo Inc. seeks 99.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 320, 2806 Country Club Lane, Hope, AR 71801. Applicant is headed by Bill Hoglund, and has interests in licensee of KVMA-AM-FM Magnolia, AR. Filed Aug. 5.

■ **Maroa, IL** (BPH920806MC)—Maroa Broadcasting Partnership seeks 107.3 mhz; 6 kw; ant. 100 m. Address: Rte. 8, Box 203A, Decatur, IL 62522. Applicant is headed by partners Joseph E. Lenhart and B. Thomas Burns; Burns owns licensee of WEFM(FM) Michigan City, IN. Filed Aug. 6.

■ **Edinburgh, IN** (BPH920804MB)—Edinburgh Radio seeks 102.9 mhz; 6 kw; ant. 100 m. Address: 9192 W. Tulip Drive, Columbus, IN 47201. Applicant is headed by Joyce and Keith L. Reising. Keith Reising has interests in licensee of WTRF(AM)-WRZQ-FM Greensburg, IN. Filed Aug. 4.

■ **Edinburgh, IN** (BPED920806MB)—Sabbath Inc. seeks 102.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Aug. 6.

### Actions

■ **San Carlos, AZ** (BPH910516ML)—Granted app. of Desert West Air Ranchers Corp. for 103.7 mhz; 3 kw; ant. 91 m. Address: P.O. Box 36717, Tucson, AZ 85740. Applicant is headed by Ted Tucker, and is permittee of three FM's and licensee of three LPTV's. Action Aug. 7.

■ **Earlilmart, CA** (BPED880826MB)—Granted app. of Earlilmart Educ'l Foundation Inc. for 93.5 mhz; 3 kw; ant. 100 m. Address: 12550 Brookhurst St., Ste. A. Garden Grove, CA 92640. Applicant is headed by Linda Ross, and has no other broadcast interests. Action Aug. 4.

■ **\*Bismarck, ND** (BPH910708MC)—Granted app. of J B Broadcasting Inc. for 101.5 mhz; 100 kw; ant. 351 m. Address: 23 Brookwood Ct., Princeton, NJ 08540. **Seller** is headed by Barbara Kelly, and has no other broadcast interests. Action Aug. 4.

■ **Bismarck, ND** (BPH910703MH)—Dismissed app. of Lori Turitto for 101.5 mhz; 100 kw; ant. 335 m. Address: 2401 N. 7th St., Bismarck, ND 58501. Applicant has no other broadcast interests. Action Aug. 4.

■ **Hartsville, SC** (BPH870629NC)—Granted app. of Hartsville Bog. Co. Inc. for 98.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 940, Hartsville, SC 29550. Applicant is headed by Hugh Campbell, and is licensee of WHSC(AM) Hartsville, SC. Action July 17.

■ **Jasper, TX** (BPH911226MF)—Granted app. of Rayburn Broadcasting Co. for 107.3 mhz; 3 kw; ant. 91 m. Address: 765 Hemphill St., Jasper, TX 75951. Applicant is headed by James M. Lout, and has no other broadcast interests. Action July 30.

■ **Jasper, TX** (BPH911226MD)—Dismissed app. of Jon Dee Communications for 107.3 mhz; 6 kw; ant. 100 m. Address: 904 Carlee, Brenham, TX 77833. Applicant is headed by Jon D. May and Michelyn M. May, and has no other broadcast interests. Action July 30.



■ **Ripley, WV** (BPED910930MC)—Granted app. of Lower Ohio Valley Educational Corp. for 90.7 mhz; 3 kw; ant. 100 m. Address: 1928 Washington Blvd., P.O. Box 473, Belpre, OH 45714. Seller is headed by Anthony L. Atkinson, and is permittee of WMBP(FM) Belpre, OH. Action Aug. 4.

■ **Summersville, WV** (BPED910524MA)—Granted app. of Mountain State Baptist Church for 90.5 mhz; 11 kw; ant. 289 m. Address: P.O. Box 7, Summersville, WV 26651. Applicant is headed by James Fellure, and has no other broadcast interests. Action July 30.

■ **Laramie, WY** (BPH910730MD)—Granted app. of Centennial Broadcasters for 104.5 mhz; 3 kw; ant. 290 m. Address: P.O. Box 90357, Atlanta, GA 30364. Applicant is headed by Steven D. King and Daryl L. Fredine; Fredine is 24% stockholder in licensee of WRPQ(AM) Baraboo, WI. Action July 31.

## FACILITIES CHANGES

### Applications

#### FM's

■ **Lake Havasu City, AZ** KZUL-FM 105.1 mhz—July 27 application of Mad Dog Wireless Inc. for CP to make changes, change ant.: 814 m.; TL: NW of Crossman Pear, 10 mi. NE of Lake Havasu City, correction of "as built."

■ **Oro Valley, AZ** KRKN(FM) 97.5 mhz—July 20 application of Christopher T. Maloney for CP to make changes: ant.: -4 m.

■ **Paragould, AR** KDXY(FM) 104.9 mhz—July 16 application of North Arkansas Radio Co. Inc. for CP to make changes; change ERP: 13.5 kw H&V; ant. 137 m.; TL: 320 m. north of SR 18, 2.775 km west of Needham, AR (per MM docket #90-321) class C3.

■ **Auberry, CA** KSLK(FM) 105.1 mhz—July 17 application of 105 Mountain Air Inc. for CP to make changes, ERP: .56 kw H&V and ant.: 600 m.

■ **Santa Rosa, CA** KZST(FM) 100.1 mhz—July 21 application of Redwood Empire Sterocasters Inc. for CP to make changes to ant. 74 m.

■ **Clearwater, FL** WXTB(FM) 97.9 mhz—June 3 application of Great American TV & Radio Co. Inc. for CP to make changes: ant.: 404 m., TL: 2.6 miles N of Tarpon Springs, Largo, FL, change class to C (per MM docket #88-501) pet. to deny filed 7-17-92.

■ **Palm Bay, FL** WEJF(FM) 90.3 mhz—July 24 application of Palm Bay Public Radio Inc. for mod. of CP (BPED-841113MA) to make changes; change ERP 2 kw H&V; ant. 90 m.

■ **Port Charlotte, FL** WVIJ(FM) 91.7 mhz—July 21 application of Port Charlotte Educ. B/C Foundation for CP to make changes; change ERP: 3.6 kw (H&V); ant.: 100 m.; TL: 213 m. west of U.S. Route 17, 1 km southwest of Fort Oden, FL.

■ **Venice, FL** WCTQ(FM) 92.1 mhz—July 17 application of Asterisk Radio Inc. for CP to make changes: ERP: 17.5 kw (H&V), ant.: 118 m., TL: 282 N. Auburn Road, Venice, class C3 (per MM docket #91-257).

■ **Honolulu** KAIM-FM 95.5 mhz—July 14 applica-

tion of Christian Broadcasting Association for mod. of CP (BPH-9109051L) to make changes; change: TL: Palikea Ridge, 6 km WNW of Waipahu, Honolulu Co., HI.

■ **Coeur d'Alene, ID** KETB(FM) 102.3 mhz—July 24 application of Communications Group Inc. for CP to make changes; change ant.: 114 m.; TL: approx. 5 km west of Coeur d'Alene at end of 4 Winds Rd.

■ **Sandpoint, ID** KJDE(FM) 102.5 mhz—July 24 application of Kennedy Broadcasting Inc. for CP to make changes; change TL: 212 North First Street, Sandpoint, ID.

■ **Springfield, IL** WQIB(FM) 90.5 mhz—July 24 application of Illinois Bible Institute for mod. of CP (BPED-901205MA) to make changes; change ant.: 850 m.; TL: 6.5 km north of Pawnee, IL, and 5.5 km east of Rt. 66.

■ **Battle Ground, IN** WVZE(FM) 98.7 mhz—July 13 application of WVZE Inc. for mod. of CP (BPH-891006MW) to make changes: ERP: 4.4 kw (H&V), ant.: 117 m., TL: 2510 South 30th Street, Lafayette, IN.

■ **Columbus, KS** KOCD(FM) 98.3 mhz—July 23 application of Saturn Communications Inc. for mod. of CP (BPH-910506IF) to make changes: ERP: 6.1 kw (H&V) ant.: 94 m., frequency: 105.3 mhz; class: C3 (per MM docket #90-453).

■ **Carrollton, KY** WIKI(FM) 100.1 mhz—July 14 application of WIKI Inc. for CP to make changes: ERP: 1.8 kw (H&V), ant.: 129 m., TL: 1.1 km north of intersection of Highway 1477 and Highway 1226, just west of 1477 in Trimble County, KY, frequency: 95.3 mhz; (per MM docket #88-31).

■ **Hawesville, KY** WLME(FM) 105.7 mhz—July 10 application of Joe L. Aldridge for mod. of CP (BPH-871201MA) to make changes, ERP: 2.6 kw H&V, ant.: 154 m.; TL: 5.7 km northwest of Pellville, KY, .25 km north of Indian Hills Road.

■ **Larose, LA** KMZM(FM) 100.3 mhz—July 17 application of Electronics Unlimited Inc. for mod. of CP (BPH-880630MP) to make changes, ERP: 6 kw H&V ant.: 97 m., and change TL: 11603 Highway 308, Lafourche Parish, LA.

■ **Alma, MI** New FM 90.9 mhz—July 27 application of New Alma College for mod. of CP (BPED-910903MA) to change TL: Tyler Student Center, Alma College, Alma.

■ **Spring Arbor, MI** WSAE(FM) 106.9 mhz—July 14 application of Spring Arbor College Communications for CP to make changes: ERP: 3.9 kw (H&V).

■ **Charleston, MO** KWKZ(FM) 106.1 mhz—July 14 application of Dianne Anderson mod. of CP (BPH-880324OG) to make changes to ERP: 34 kw H&V; ant. 178 m.; TL: .55 mi. N of junction of Hwy 61 and Rt. 77 near Moreley, MO (Scott Co.); class C2 (per MM docket 91-218).

■ **Newark, NJ** New FM 105.9 mhz—July 23 application of New Multicultural Broadcasting Inc. for CP to make changes; change ERP: 2.47 kw (H&V); ant.: 220 m., TL: Chanin Building, 122 East 42nd St., New York.

■ **Topsail Beach, NC** WZXS(FM) 103.9 mhz—July 13 application of Topsail Broadcasting Inc. for mod. of CP (BPH-870812MB) to make changes: ERP: 21.5 kw (H&V), TL: west of Thomas Landing Road, 6 km E of Holly Ridge, NC, class C3 (per MM docket #91-241).

■ **Oak Harbor, OH** WFUA(FM) 97.3 mhz—July 22 application of Oak Harbor Community B/C Inc. for mod. of CP (BPH-880816NJ) to make changes; change ERP: 1.15 kw (H&V) ant.: 162 m.; TL: site is 11 km WSW of Oak Harbor.

■ **Zanesville, OH** WCVZ(FM) 92.7 mhz—July 17 application of Christian Voice of Central Ohio for CP to make changes; change ERP: 16.15 kw (H&V); change ant.: 124 m.; TL: 13720 Township Road 203 Northeast, Perry County, OH; change class to B1; change community of license from Zanesville, OH, to South Zanesville, OH (per MM docket #89-51).

■ **Idabel, OK** KBEL-FM 96.7 mhz—July 23 appli-

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| Service            | ON AIR        | CP's <sup>1</sup> | TOTAL <sup>2</sup> |
|--------------------|---------------|-------------------|--------------------|
| Commercial AM      | 4,969         | 186               | 5,155              |
| Commercial FM      | 4,707         | 944               | 5,651              |
| Educational FM     | 1,557         | 290               | 1,847              |
| <b>Total Radio</b> | <b>11,233</b> | <b>1,420</b>      | <b>12,653</b>      |
| Commercial VHF TV  | 557           | 13                | 570                |
| Commercial UHF TV  | 583           | 164               | 747                |
| Educational VHF TV | 124           | 4                 | 128                |
| Educational UHF TV | 236           | 10                | 246                |
| <b>Total TV</b>    | <b>1,500</b>  | <b>191</b>        | <b>1,691</b>       |
| VHF LPTV           | 466           | 131               | 597                |
| UHF LPTV           | 818           | 841               | 1,659              |
| <b>Total LPTV</b>  | <b>1,284</b>  | <b>972</b>        | <b>2,256</b>       |
| FM translators     | 1,901         | 390               | 2,291              |
| VHF translators    | 2,512         | 80                | 2,592              |
| UHF translators    | 2,406         | 392               | 2,798              |

### CABLE

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

<sup>1</sup> Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.

<sup>2</sup> Construction permit. <sup>3</sup> Instructional TV fixed service. <sup>4</sup> Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

cation of Curtis L. Cochran for CP to make changes; change ERP 25 kw H&V; class C3 (per MM docket #89-195).

■ **Oklahoma City, OK KOQL(FM)** 101.9 mhz—July 10 application of Entertainment Communications Inc. for mod. of CP (BPH-9009061F) to make changes: ERP: 27 kw (H&V), ant.: 167 m., TL: 5005 South Shields Boulevard, Oklahoma City.

■ **Pittsburgh WDSY-FM** 107.9 mhz—July 22 application of Entertainment Communications Inc. for CP to make changes; change ERP: 17.7kw (H&V); ant.: 252 m.

■ **St. Marys, PA WKBI-FM** 94.3 mhz—July 15 application of The Elk-Cameron Broadcasting Co. for CP to make changes; change ERP 2 kw H&V; ant. 162 m. TL: on Bootjack Summit, near intersection of U.S. 219 and PA Rte 948, approx 5 km SE of Ridgway, PA; coordination with Canada as international class B1 allotment is requested.

■ **Middletown, RI WOTB(FM)** 100.3 mhz—July 23 application of Perry Comm. of Rhode Island Inc. for mod. of CP (BPH-910617IH) to make changes: change ERP 3.35 kw H&V; ant. 90 m.; install a non-directional antenna.

■ **East Ridge, TN WJRX(FM)** 107.9 mhz—July 15 application of Sattler Broadcasting Inc. for CP to make changes: ERP: 3.7 kw (H&V), ant.: 251 m., TL: Cumberland Road, Elder Mt., Tiftonia, TN, class C3 (per MM docket #92-31).

■ **Knoxville, TN WUTK-FM** 90.3 mhz—July 27 application of University of Tennessee for CP to make changes: ERP: .8 kw (V), ant.: 21.3 m. (V).

■ **Red Bank, TN WAWL-FM** 91.5 mhz—July 21 application of Chattanooga St. Tech. Comm. College for CP to make changes; change ERP: 6 kw (H&V); ant.: 100 m.; TL: Lot 59, Skyland Drive, Rossville, GA.

■ **Clarksville, VA WLCQ(FM)** 98.3 mhz—July 20 application of Clarksville Broadcasting Company

Inc. for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: US Hwy 58 1.5 km east of intersection with US Rte. 732 at Aaron's Creek in Halifax County, VA, change to class C3 (per MM docket #91-323).

■ **Tazewell, VA WTZE-FM** 100.1 mhz—July 27 application of Tazewell Broadcasting Co.; for CP to make changes; change ERP: 4 kw (H&V); ant.: 119.0 m.

■ **Colefax, WA KRAO(FM)** 102.5 mhz—July 14 application of Dakota Communications for CP to make changes; change ERP: 2.219 kw (H&V); ant.: 329 m.; TL: on Kamiak Butte, 200 ft. east of KWSU(TV) channel 10; change class to C3 (per MM docket #91-238).

**TV's**

■ **Norfolk, NE KXNE-TV** ch. 19—July 21 application of Nebraska Educ. Telecomm. Commission for MP (BPET-910116KF) to change ERP (vis): 1682.67 kw; ant.: 348 m., antenna: Andrew ATW 33H4-HTT2-195.

■ **Santa Fe, NM KKTO-TV** ch. 2—July 23 application of Coronado Communications Company for CP to change ERP (vis): 28.2 kw; ant.: 1275 m.; TL: Sandia Crest, Bemallilio County, NM (35-12-55 - 106-27-02) antenna: LDL ADCT2C5.4LD45ND1.

■ **Poughkeepsie, NY WTBY(TV)** ch. 54—July 3 application of Trinity Broadcasting of NY Inc. for CP to change antenna: Andrew ATW28H3-HTCX-54H, (DA)(BT).

**Actions**

**AM's**

■ **Granite City, IL WGNU(AM)** 920 khz—Granted app. of Norman Broadcasting Co. (BP-920410AC) for CP to move daytime TL between I-270 and State Rt. 157, 1.45 km east of intersection of I-270 and State Rte 111, Mitchell, IL, and reduce day power to 450 w. Action July 21.

■ **Springfield, MA WHYN(AM)** 560 khz—Granted app. of New England Radio Corp. (BP-910514AA) for CP to correct coordinates to 42 11 37 - 72 41 02. Action July 22.

■ **Lancaster, NH WLGW(AM)** 1490 khz—Granted app. of Michael W. Beattie (BP-920303AA) for CP to change TL to 100 Bridge Street, U.S. Route 2, Lancaster; 44 29 41 - 71 35 37. Action July 24.

■ **Madisonville, TX KMVL(AM)** 1220 khz—Granted app. of Hunt Broadcasting (BMP-920529AE) for MP (BP911204AC) to remove tower light beacon. Action July 24.

**FM's**

■ **Benton, AR KAKI(FM)** 107.1 mhz—Granted app. of Bridges Broadcasting Service (BPH-881017ICCP) for CP to make changes-frequency: 106.7 mhz (per MM docket #87-73); ERP: 9.5 kw (H&V); ant.: 341 m.; TL: atop Shinall Mountain, 12 miles NW of Little Rock, AR; change to class C2 (per MM docket #87-73). Action July 23.

■ **Mena, AR KOUA(FM)** 96.3 mhz—Granted app. of The Harlan Family (BMPH-920603IJ) for mod. of CP (BPH-881026MI) to make changes, ERP: 47.18 kw H&V, ant.: 401 m. and change, TL: Buck Knob (Mountain), Scott County, AR. Action July 29.

■ **Prairie Grove, AR KDAB(FM)** 94.9 mhz—Granted app. of Vinewood Communications Ltd. (BMPH-920218IF) for mod. of CP (BPH-900202MJ) to make changes; change ERP: 21 kw (H&V) ant.: 232 m.; change class to C2 (per MM docket #91-245). Action July 30.

■ **Victorville, CA KXGV(FM)** 88.5 mhz—Granted app. of Faith Communications Corporation (BMPED-910828MC) for mod. of CP (BPED-890802MK) to make changes, ERP: .055 kw H&V ant.: 912.9 m., TL: atop Quartzite Mtn Communication Site, Quartzite Mtn, 7.4 km north of interchange of Interstate 15 and State Route 18, Victorville. Action July 31.

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# COUNTRY EXTENDS ITS LEAD IN THE FORMAT FIELD

ABC-owned WLS-AM-FM Chicago said to be contemplating switch from all-talk

By Rich Brown

The country music format has reached its highest audience level ever and has increased its margin over all other programming, according to a just-released analysis of the spring 1992 Arbitron average market format shares conducted by Katz Radio Group.

"And country doesn't look like it has peaked yet," says Gerry Boehme, senior vice president, director of research, Katz Radio Group. The country format showed a 16.1 audience share, up from 13.2 in 1991 and 11.6 in 1990.

Part of the growth is attributable to country artists who are successfully making the crossover into mainstream music, says Boehme, while another important part of its growth has been in the rising number of stations carrying the format.

Just last week, word got out that Capital Cities/ABC was considering switching its Chicago stations WLS-AM and WLS-FM from all-talk to country sometime next month. According to columnist Robert Feder of *The Chicago Sun-Times*, plans call for WLS to end its current talk simulcast and split off into separate country outlets, both geared to listeners ages 25-54. That would place the stations right in line to compete with the city's only existing country station, WUSN-FM Chicago, which enjoyed a record 5.5 audience share in the spring book.

The news comes as little surprise to Boehme, who points out that such a move would make Chicago only the latest market to see a rise in the number of stations formatting country music. In Dallas-Fort Worth, for example, KYNG(FM) has joined the competition with KSCS(FM) and KPLX (FM). In Orlando, he says, NewCity Communications is preparing to launch another country-formatted sta-

audience just five years ago, came in with an 8.5 share in the most recent spring book. But there is a bright side to the CHR format in that its declining share appears to have stabilized. It looks like many of the stations that felt a need to bail out of the format to switch to urban formats have already done so, he says.

"There's still going to be an audience for CHR, but it won't be as high as it was before because of the fractionalization of the format," says Boehme. "The niche is smaller than it was, but it has stabilized."

The format showing one of the bigger declines in share in the spring book was adult contemporary, which fell from 9.6 to 8.3 in a year-to-year comparison. Boehme says the drop was most likely due to a shift in listeners ages 18-49 from AC to the increasingly popular country format.

Among other formats, a year-to-year comparison shows urban rising from 6.6 to 8.5; AOR dropping slightly from 8.7 to 8.4; Spanish climbing from 6.9 to 7.7; soft AC rising from 6.1 to 6.5, and news/talk growing its share from 5.5 to 6.0.

Several other formats that had been growing in the past—such as gold, soft AC and classic rock—appear to have flattened out a bit, which Boehme says could indicate they have reached the point of maturity. Older-skewing formats like easy listening, big band and MOR lost 12-plus share in the recent book. ■

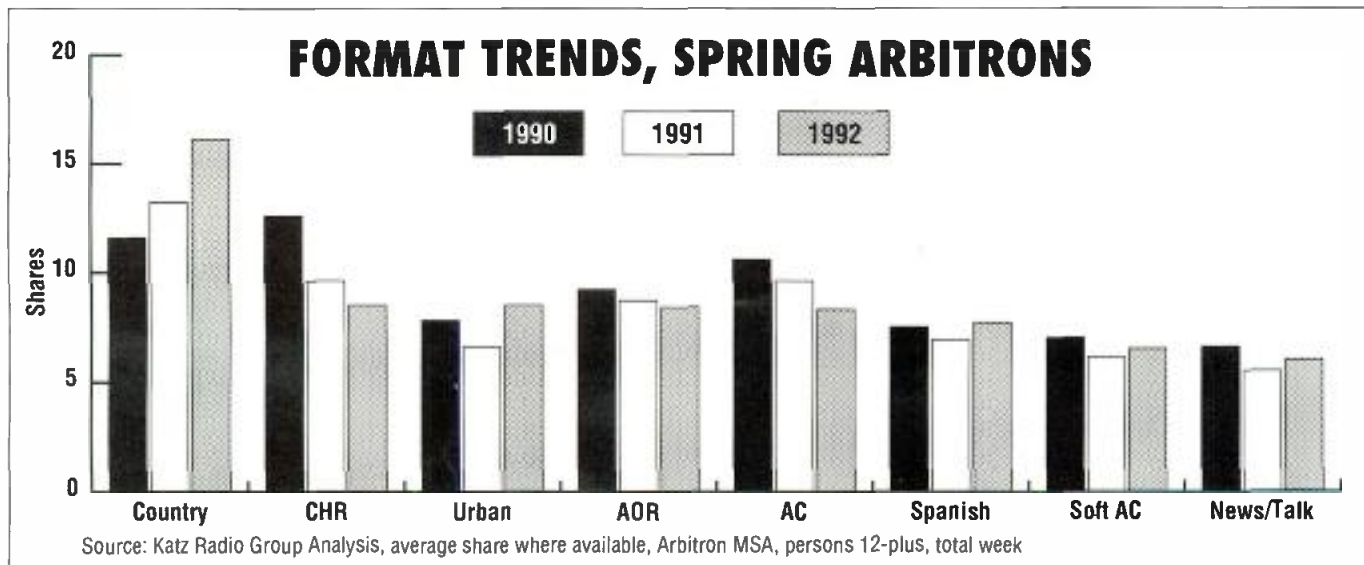
*"There's still going to be an audience for CHR, but it won't be as high as it was before because of the fractionalization of the format."*

Gerry Boehme  
Katz Radio Group

tion to complement its existing country station in the market, WWKA(FM).

Looking to other formats, Boehme says that contemporary hit radio, the closest competitor to country, has seen its share drop for the same reason that country has seen a rise.

"A lot of the markets that had multiple CHR formats now only have one or two," says Boehme. The CHR format, which had an 18.8 share of the



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## TELEVISION

**Richard Coveny**, president, Cine-Quest Entertainment, New York, joins Multimedia Entertainment there as executive VP.

**Dan McDermott**, VP, current programs, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP, current programs, specials.

**Mark Hasson**, VP, internal audit, Capital Cities/ABC, Inc., New York, named VP, assistant controller.

**Michael Hanel**, director, current programs, comedy, Columbia Pictures

television development.

**Ed Robertson** rejoins Katz Television Group, Los Angeles, as manager, religious program time sales unit.

**Thomas Maney**, account executive, Katz Independent Sports Sales, Los Angeles, named manager.

**Stephen King**, sales executive, Katz Independent Television, Los Angeles, named sales manager, Katz Independent Television, Chicago.

**Kaye Fox**, sales executive, Katz Independent Television, New York, named sales manager.

**Julie Girocco**, account executive, television station services, Arbitron,

Va.: **Will Philipp**, director, adult learning service, named director; **Stan Cahill**, director, adult learning service, business affairs, named director, marketing, business affairs.

**John Gibson**, anchor/reporter, *The West in America*, Sacramento, Calif., joins NBC News, Burbank, Calif., as correspondent.

**Bill Randy**, meteorologist, WTZV-TV Jacksonville, Fla., joins KETV-TV Omaha, Neb., in same capacity.

**Susan Levin**, development, research associate, Longbow Productions, Studio City, Calif., named manager, features, television development.



**Richard Coveny**



**Mark Hasson**



**Patricia Brown**



**Joanne Schenck**



**John Gibson**

Television, Los Angeles, named VP.

**Charles Segars**, director, program development, Viacom Enterprises, Universal City, Calif., joins CBS Entertainment, Los Angeles, as director, late night, non-network programming.

**Patricia Brown**, Midwest manager, Group W Productions Media Sales, Chicago, named VP, Midwest media sales.

Appointments at Alliance Communications Corp., Toronto: **Steven DeNure**, VP, development, named senior VP, creative affairs; **Lael McCall**, director, development, named VP, feature film development; **Susan Mines**, development executive, Paris, named director, development, Europe; **Christine Shipton**, production/development executive, CBC, Ottawa, joins as director,

Dallas, named regional manager.

Appointments at Outlet Communications, Inc. Providence, R.I.: **Joanne Schenck**, corporate personnel administrator, named corporate secretary; **Stephen Carlotti**, attorney, **Frederick Griffiths**, retired former VP, corporate affairs, Outlet, and **Solomon Yas**, former VP, human resources, all elected to board of directors.

**Olga DeJesus**, sound technician, news, WPVI-TV Philadelphia, named photographer.

**Susan Solano**, affiliate coordinator, promotions, Telemundo, New York, named media director.

**William Sheehan**, senior counselor, International Media Fund, Washington, rejoins Executive Television Workshop there as associate.

Appointments at PBS, Alexandria,

**Dirk Brinkerhoff**, VP, general manager, KTXA-TV Fort Worth, Tex., resigns.

**Lisa Colagrossi**, anchor/reporter, WALA-TV Mobile, Ala., joins WKYC-TV Cleveland as co-anchor/reporter.

Appointments at KVEA-TV Glendale, Calif.: **Don Buck Villafana**, local, agency sales manager, named national sales manager; **Gannon Gray**, senior account executive, named sales manager, Orange County, Calif.

Appointments at WSYX-TV Columbus, Ohio: **Tom Lawrence**, anchor, KNSD-TV San Diego, and **Bob Hetherington**, anchor, WUAB-TV Cleveland, join as co-anchors.

**Neal Morrison**, general sales manager, WBKO-TV Bowling Green, Ky., joins KLAX-TV Alexandria, La., as

general manager.

**David Kerley**, former anchor, KING-TV Seattle, joins KIRO-TV there as anchor/reporter.

**Mike Burgess**, station manager, KSAX-TV Alexandria, Minn., named VP, general manager.

**Mick Jensen**, executive producer, news, KVOA-TV Tucson, Ariz., named VP, news, public affairs.

## RADIO

**Elena Soto**, account executive, WYNY-FM New York, joins Katz Radio Group, New York, as VP, marketing, Hispanic radio.

Elected to National Public Radio board of directors: **Anthony Dean**, general manager, WUAL-FM Tuscaloosa, Ala.; **Eric DeWeese** (incumbent), president, WRFK-FM Baton Rouge, La.; **David Anderson**, direc-

grating supervisor; **Tim Jordan**, production director, named AM programming supervisor; **Tim Liotta**, sports editor, Associated Press, there, joins as sports director.

**Joann Urofsky**, program director, WAER-FM Syracuse, N.Y., joins WSFP-FM Fort Myers, Fla., as station manager.

**Mark Hamlin**, operations manager, air personality, WODZ(AM) WRVR-FM WEZI-FM Memphis, joins WEAZ-AM-FM Philadelphia as program director.

**Lee Logan**, program director, KNEW(AM)-KSAN-FM San Francisco, assumes additional responsibility as regional program director, Malrite Broadcasting, Cleveland.

**Steve Wright**, account manager, Swift-Eckrich, Detroit, joins WRIF-FM Detroit as retail marketing manager.

FM Zanesville, Ohio, named corporate program director; **Jeff Jirles**, morning announcer, WWKC-FM Caldwell, Ohio, named associate corporate program director.

**Lee Douglas**, former VP, affiliate relations, Unistar Radio Network, Colorado Springs, joins WOFX-FM Cincinnati as consultant-in-residence.

## CABLE

**Arthur Hill**, VP, programming, Comedy Central, New York, named senior VP, program planning, operations.

**Tony Bauer**, senior VP, western division, Twentieth Century Fox, Los Angeles, joins Turner Program Services, Atlanta, as VP, general sales manager.

**Jim Schoonmaker**, operations manager, Catspaw Productions, At-



Elena Soto



Jim Teeson



Tony Bauer



Virginia Syer



Bob Feldman

tor, general manager, WAER-FM Syracuse, N.Y.

**Jim Teeson**, former senior VP, affiliate relations, Unistar Radio Network, Colorado Springs, forms Teeson Media Services, Denver.

**Caroline McNabb**, news director, WSNX-FM Muskegon, Mich., joins WGUV-AM-FM Grand Rapids, Mich., as anchor/reporter.

**Steve Morris**, morning personality, KRTH-FM Los Angeles, joins KQQL-FM Minneapolis in same capacity.

**Michelle Stevens**, music director, WPST-FM Trenton, N.J., named program director.

Appointments at KRFC(AM)-FM San Francisco: **Janet Lautenberger**, account executive, WODS-FM Boston, joins in same capacity; **Mike Reilly**, music director, named FM pro-

**Peter O'Brien**, VP, general sales manager, KNEW(AM)-KSAN(FM) San Francisco, joins KIOI-FM San Francisco as general sales manager.

Appointments at KMTT-FM Seattle: **Jennifer Gilbert**, account executive, KRKO(AM) Everett, Wash., joins in same capacity; **Carol Sennstrom**, promotion coordinator, KTZZ-TV Seattle, joins as promotion director; **Sherri Jarvey**, account executive, KMGI-FM Seattle, joins in same capacity.

Appointments at WHIO(AM) Dayton, Ohio: **Lou Emm**, morning news anchor, named director, station relations; **Paul Keels**, sports director, morning news anchor, WCKY(AM) Cincinnati, joins as morning news anchor.

Appointments at AVC Communications; Cambridge, Ohio: **D.J. Helriggle**, morning announcer, WWJM-

lanta, joins Superstation WTBS(TV) there as director, operations, advertising, marketing.

**Steve Johnson**, senior reporter, Court TV, New York, named executive producer.

**JoAnne Somers**, president, Somers and Associates, Portland, Ore., joins Colony Communications, Providence, R.I., as manager, governmental affairs.

Appointments at E! Entertainment Television, Los Angeles: **Sarah Lesch**, freelancer, joins as director, public relations; **Elizabeth Cain**, publicity manager, Turner Broadcasting System, Atlanta, joins in same capacity.

**Joyce Smith Gietl**, manager, admissions, records, Mind Extension University: The Education Network, Englewood, Colo., named director.

Appointments at Home Sports Network, Irving, Tex.: **Jeff Hutcheon**, sales associate, M&M Mars, Dallas, and **Steve Wilson**, account executive, KTXH-TV Houston, join as account executives.

**Mark Biviano**, general sales manager, TCI Northeast Television Advertising, Cleveland, joins Cable Ad Net, Pittsburgh, as Cleveland regional representative.

**Virginia Syer**, new ventures associate, Landmark Communications, Norfolk, Va., joins The Family Channel, Virginia Beach, Va., as manager, video.

## ADVERTISING

**Michael Duffey**, treasurer, Outboard Marine Corp., Waukegan, Ill., joins Foote, Cone & Belding, Chicago, as VP, corporate treasurer.

**Arthur Heller**, executive VP, director, media, programing, marketing, Griffin Bacal Inc., New York, named executive VP, director, media and programing, worldwide.

Appointments at Bozell, Jacobs, Kenyon and Eckhardt, Irving, Tex.: **Nina Kersten**, assistant broadcast buyer, named broadcast buyer; **Heidi Leonards**, assistant broadcast media buyer, named broadcast media buyer; **Ronda Randell**, secretary, named media coordinator; **Lydia Coergine**, media coordinator, named assistant media buyer.

Appointments at Kelly, Scott & Madison Inc., Chicago: **Kristin Rappach**, media assistant, named ju-

## CONGRESSMAN MAKES NEWS

**R**epresentative Charles Luken (D-Ohio) will become the newest member of the WLWT-TV Cincinnati news team when he completes his term in January 1993. Luken announced June 29 that he will not seek re-election to Congress, saying he wants to spend more time with his family. The former Cincinnati mayor will be joining another former mayor of the city—WLWT anchor and syndicated talk show host Jerry Springer—in the news studio.



Raab



Brown



Woodbeck



Freeman

## FOUR PROMOTED AT ABC RADIO NETWORKS

**A**BC Radio Networks last week promoted Marty Raab to vice president, marketing, for all of ABC Radio Networks. Raab joined ABC's Satellite Music Network in 1989 and had been vice president, marketing, for the 24-hour-format company. Raab, who will be based in Dallas, will now oversee trade advertising, public relations and marketing, including affiliate support, for the ABC networks.

Other promotions announced last week at ABC Radio: Darryl E. Brown, from group vice president, affiliate marketing, to senior vice president, affiliate marketing, based in New York; Frank Woodbeck, from vice president, sales, Satellite Music Network, to vice president, affiliate marketing for ABC Radio Networks, with responsibility for western states; and Karen Freeman, from director of the ABC Information Network to vice president, affiliate marketing for ABC Radio Networks, with responsibility for eastern states.

-PV

nior buyer; **Debbie Freed**, media assistant, named planning assistant.

**Richard Giltner**, trade broker, Chicago Barter Corp., Chicago, named national media account executive.

## TECHNOLOGY

Appointments at Fairlight ESP, Sydney, Australia: **Andrew Bell**, audio product manager, named marketing manager; **John Lacken**, sales manager, Amber Technology, there, joins as international sales manager.

**Bob Feldman**, former news director, WMAR-TV Baltimore, joins Associated Press Broadcast Services, Washington, as marketing manager, technology services, broadcast division.

**Steven Schupak**, manager, program development, Comsat Video Enterprises, Washington, joins TV Answer, Reston, Va., as manager, video products.

**Dan Zimbleman**, former representative, Focusrite US Ltd., Wheaton, Ill., joins API Audio Products there as director, console sales.

**James Spaeth**, executive VP, Viewfacts, New York, joins ASI Market Research there as executive VP, ventures.

## DEATHS

**Oscar C. Hirsch**, 96, broadcast pioneer who established early radio and television stations in southeast Missouri and southern Illinois, died Aug. 17 of natural causes at Southeast Missouri Hospital, Cape Girardeau, Mo. In 1925 he started KFVS(AM) Cape Girardeau, Mo. In 1942 he established WKRO(AM) Flat River, Ill.; in 1948 he and his brother Ralph started KSM(AM) Sikeston, Mo., and in 1955 he started WHCO(AM) Sparta, Ill. In 1954 KFVS-TV Cape Girardeau was area's first TV station. Hirsch sold KFVS-TV to American Family Broadcast Group, Columbus, Ga., in 1979. Survivors include his wife, Geraldine, two sons and one daughter.

**Gary Cubberley**, 47, WJBK-TV Detroit personality and weekend anchor, died Aug. 16 of brain aneurysm while in his car en route to station to anchor morning news. Cubberley joined WJBK-TV in July from CUB Enterprises, Novi, Mich., where he had been co-owner, senior partner and executive creative director since 1989. He was previously producer and chief correspondent with Beyond International Group, in Sydney, Australia, which produced *Beyond Tomorrow*, science and technology show that aired on Fox. Survivors include his wife, Judy, and three sons.



# Fifth Estater

## RONALD SAMUEL KONECKY

**T**he caricature of a talent agent is a hyper and combative New Yorker, dictating an agreement while yelling over the phone "my client won't take a dime less than..." Ron Konecky's office, with phone messages and contracts strewn over a desk, reveals the Brooklyn-born lawyer is likewise busy. But the similarity with the caricature ends there.

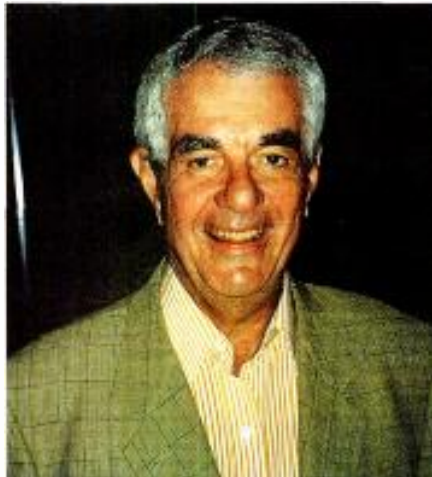
Instead, it is Konecky's calm sophistication and integrity that have helped him build a prestigious and large—several score—client list including names such as Walter Cronkite, Frank and Kathy Lee Gifford, Stone Phillips; producers such as *60 Minutes*'s Don Hewitt, *PrimeTime Live*'s Rick Kaplan and *Dateline*'s Jeff Diamond, and directors such as ABC's Roger Goodman. Client, neighbor and *60 Minutes* reporter Morley Safer describes Konecky as "a very classy man. He never raises his voice and he doesn't allow the parties [to a contract negotiation] to lose their dignity despite their own efforts. But nobody regards him as a pushover" just because he's dignified.

Those who have been opposite Konecky at the bargaining table offer similar appraisals. "He always, to me, was great competence wrapped in serenity," says David Burke, former ABC news executive, CBS news president and now chief administrative officer of The Dreyfus Corp.

Konecky is also discreet, to the point of checking with each of his clients before allowing their names to be used in this profile.

That Konecky should primarily represent TV clients was not a given. He had a decidedly "literary and literate" childhood. His father owned a printing and book manufacturing business and repaired printing presses. But he is now firmly planted in the entertainment business, with a wife who is a theatrical producer and a daughter and son-in-law in TV news in London.

Konecky began his legal career in a midtown Manhattan law firm with an emphasis on real estate, but soon thereafter seized an opportunity to apply for an opening at MCA Artists



Ltd., the studio's talent arm. The vacancy at MCA for which he applied was "taking off," Konecky did much of his legal work with Sonny Werblen, an agent instrumental in perfecting the packaging of TV shows. MCA Artists would negotiate a flat fee from the networks, and the firm's client, such as an Alfred Hitchcock, would take care of the rest, including making casting and budget decisions. In the early 1960's the Justice Department forced MCA to give up its representation division, so Konecky and Barovick went

into business for themselves. Barovick, now chief executive officer of television producer Grundy Worldwide, says the two founding partners initially were so skeptical of the outlook for their law firm they decided to pay themselves only \$50 a week. But the firm grew on both Konecky's representation strengths and Barovick's corporate work and eventually set up offices in New York, London, Beverly Hills and Newport,

R.I. It grew so well, in fact, that Konecky found himself doing little representation and instead overseeing a lot of "daily problem-solving, dealing with budgets, banks and computers. That kind of took the fun out of it."

For that reason he left and joined Frankfurt, Garbus, Klein & Selz, a New York-based firm with an established entertainment practice.

Representing clients is an ongoing matter, says Konecky, not just a once-every-three-years ritual. In between the negotiations is "career planning. I ask: 'Where would you like to be and what would you like to be doing?' Part of my job is to help them get to the right company where those goals can be achieved."

Konecky said a "cardinal rule" of negotiations is never to negotiate with the client in the room, explaining that it helps keep the emotional temperature lower. He also feels he can say things on the clients' behalf that cli-

ents would feel uncomfortable saying themselves.

In addition to client work he keeps busy advising networks, including Lifetime and the Seoul Broadcasting Network, and sitting on the board of King World Productions.

The outcome of a successful negotiation, he says, is to reach an agreement that "makes both parties feel good."

But the primary goal is to make his clients feel good, and that has not gotten any easier in recent years, he acknowledges. "The networks have taken a hard look at compensation, and they are freezing or attempting to obtain cuts. It is especially hard on the new or less experienced people." Yet Konecky is optimistic about the future of the broadcast networks: "They still have 60% of the audience and an opportunity for growth." ■

**Sole practitioner and of counsel to Frankfurt, Garbus, Klein & Selz, New York; b. Sept. 9, 1929, Brooklyn, N.Y.; BA, political science and history, University of Arizona, 1951; LLB and SJD, Harvard Law School, 1954; U.S. Army Counter-Intelligence Corps, France, 1954-56; attorney, Lynton & Saslow, New York, 1956-57; attorney, MCA Artists Ltd., New York, 1957-62; senior partner and co-founder, Barovick & Konecky, New York, 1962-82; current position since 1983 (of counsel since 1985); m. Isobel Robins, March 12, 1961; daughter, Jennifer Konecky Wheelock.**

# Broadcasting In Brief

As part of last week's settlement between **Time Warner and Viacom** (see page 4), **Home Box Office and Showtime Networks in January will launch an integrated multi-premium marketing plan** that will promote pay-TV services through six-week campaigns five times a year (January, April, July, September and November). The combined effort will boost their usual direct mailings by about 25% per year and will include direct-response TV in a minimum of 60% of the U.S.

**Albert (Bud) Heck resigned as president-executive director of the Radio Network Association and was replaced by Rick Devlin**, the industry association said last week. Devlin most recently was president of group owner D&F Broadcasting.

**WBLS-FM New York went public last week with a ratings dispute involving Arbitron** and said it would not pay for the latest ratings book. The urban contemporary station made a formal presentation to ad agency buyers detailing what it

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Aug. 9. Numbers represent aggregate rating average/stations/% coverage)

|                                   |            |
|-----------------------------------|------------|
| 1. Oprah Winfrey Show .....       | 9.9/231/99 |
| 2. Wheel Of Fortune .....         | 9.3/194/91 |
| 3. Star Trek .....                | 8.2/236/98 |
| 4. Married... With Children ..... | 7.1/175/93 |
| 5. Columbia Night-Movies .....    | 6.6/169/91 |
| 6. Entertainment Tonight .....    | 6.2/183/94 |
| 7. Current Affair .....           | 5.8/165/90 |
| 8. Cosby Show .....               | 5.4/189/95 |
| 9. Wheel Of Fortune-wknd .....    | 5.3/161/73 |
| 10. Donahue .....                 | 5.1/214/96 |
| 11. Sally Jessy Raphael .....     | 5.0/200/95 |
| 12. Hard Copy .....               | 4.3/174/92 |
| 13. Geraldo .....                 | 4.2/163/94 |
| 13. Love Connection .....         | 4.2/189/92 |
| 13. Street Justice .....          | 4.2/138/92 |

said was an inadequate sample size for the New York market, particularly for blacks. To compensate for the alleged problem, WBLS-FM said it would average the last four ratings books together. The dispute was exacerbated by Arbitron's participation in a promotional fair co-sponsored by a competing station, and from which other stations were pro-

## KENT-NBC FEUD ENDS IN FIRING

**N**BC fired Rome-based correspondent Arthur Kent last week for "repeated breaches of his agreement with NBC," the network's news division said last Friday. The firing came after a week of bizarre developments in the Kent-NBC feud, which festered for months over various complaints by the correspondent that the network wasn't allowing him to put his best work on the air, through the prime time magazine *Dateline* and *Nightly News*. Two weeks ago the feud boiled over when NBC suspended Kent for refusing an assignment to Zagreb, Croatia.

Last week, Kent raised his colleagues' eyebrows by handing out, in front of NBC's New York headquarters, leaflets in which he charged the "Gartner management regime" with "brute stupidity and the unworthiness to command." Kent was subsequently booked on Jay Leno's *Tonight Show*, but the network forced the show to cancel the appearance. In today's edition of *Entertainment Weekly*, Kent is quoted as saying: "You can't have shitheads like that running NBC News." A source said Kent's days at NBC were numbered even before he served up that opinion of his bosses, however. Separately, NBC News said that Joe Alicastro, a producer who was suspended with Kent, had been reinstated, after he and the news division reconciled their differences.

-SM

hibited from participating (BROADCASTING, Aug. 3).

Talk show host **Geraldo Rivera was arrested** Aug. 16 following a scuffle with a Ku Klux Klansman in Janesville, Wis. Rivera was charged with battery and released the same day after posting \$500 bail (pending an Aug. 31 hearing). Rivera, whose talk show is distributed by Tribune Entertainment, claimed that Ku Klux Klansman John R. McLaughlin, 42, of Champaign, Ill., attacked him as his TV crew was attempting to tape a Klan rally. *The Janesville Gazette* reported that McLaughlin, who was also arrested and later released on bail, had several cuts and appeared to have lost some teeth. A Tribune spokesman confirmed that the Klan rally, and fight footage, will be broadcast the first week of *Geraldo's* new season next month.

**Allbritton Communications** said it **increased the size of its debt offering** from \$115 million to \$125 million and priced the debt issue to yield 11.55%. Net proceeds from the offering, managed by Merrill Lynch & Co., are to be used "substantially" to repay existing indebtedness.

**KZKX(FM) Lincoln, Neb., was sold by a subsidiary of Sherman Broadcasting Corp. to C.T. Robinson for \$2.85 million.** The seller, headed by Jay Meyers, also owns KKR(D)(FM) Wichita. The buyer is the former co-chairman of Unistar Network and recently bought KTCR(AM)-KOTY(FM) Kenniwick-Richland and KEYF-AM-FM Spokane, both Washington. Broker: Media Venture Partners.

**KBIL-FM San Angelo, Tex., was granted license renewal** after being under FCC review for a year. The commission found the station failed to meaningfully self-assess its EEO program. The renewal, held up by a petition from the NAACP alleging

EEO violations, cleared the way for the sale of the station to Regency Broadcasting for \$186,000.

**FCC has designated for hearing the license renewal applications for Dixie Broadcasting's WHOS(AM)-WDRM(FM) Decatur, Ala.,** to determine if Dixie made misrepresentations in providing the commission with its employment records. The NAACP and the National Black Media Coalition had filed petitions to deny, but NAACP later settled.

The **FCC declined the requests** of Gillett Communications and law firm Kaye Scholer **for declaratory ruling that federal candidate anti-abortion political ads** featuring dead fetuses depict excretory activity and therefore are indecent.

**The FCC denied a petition for declaratory ruling** filed by Action for Children's Television requesting the commission **require licensees to air anti-smoking messages** to offset the display of tobacco products in connection with the sponsorship of certain sporting efforts.

**KNBC-TV Los Angeles has informed consumer reporter David Horowitz,** a 26-year veteran of the station, **that his contract will not be renewed.** "There was a window in David Horowitz's contract and KNBC has decided to exercise that option," read a station response. In addition to his station duties, Horowitz has hosted a syndicated radio show and written a syndicated newspaper column as well as hosting *Fight Back! With David Horowitz*, which will return for its 19th season in syndication.

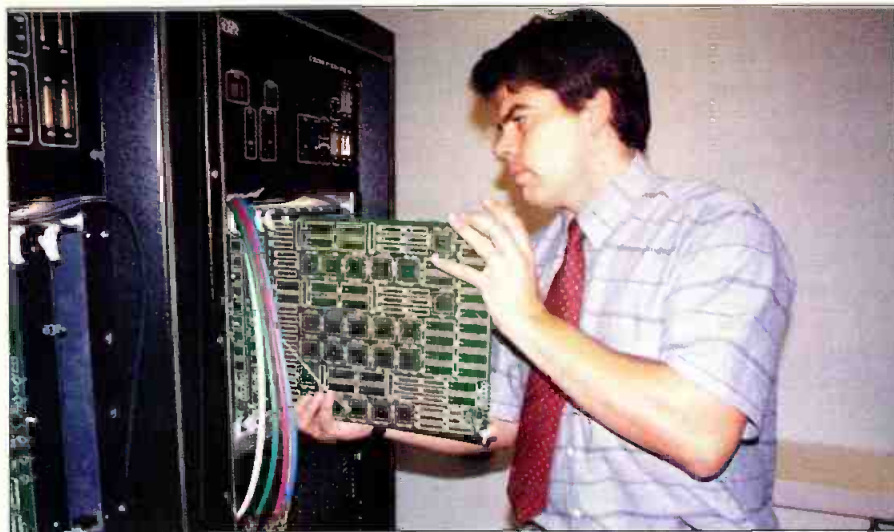
**ABC will help kick off its new Saturday morning kid's slate** Sept. 12 with its first *ABC Weekend Special*. "McGee and Me: Take Me Out to the Ballgame," from Taweel-Loos & Co., Studio City, Calif., will air at 12:30 p.m., leading out of the kids block.

**Face to Face with Bill Clinton,** a one-hour, live town-hall meeting originating from KDFW-TV Dallas, has now expanded to be carried by 26 stations covering nine states. The program will air Tuesday, Aug. 25, at 7-8 p.m. CT. The program original-

ly was to be aired only by KDFW-TV, but was later offered to other Times Mirror stations. Then the individual Times Mirror stations offered the program to other CBS affiliates in their respective states.

**In a clarification to Nielsen Station Index ratings** from the July sweeps, it was mistakenly omitted that **KRON-TV San Francisco** sched-

uled *Entertainment Tonight* immediately after its 10 p.m. half-hour newscast (see story, page 18). However, two weeks into the sweeps (starting July 23), *ET* was preempted by summer Olympics coverage from NBC. It should be noted that KRON's newscast averaged a 5.0 rating/9 share, as reported, and *ET*, which has been in the 10:30 p.m. slot since last April, averaged a 4.5/10.



*It's show time for the last of six proposed advanced television transmission systems. On Aug. 20, Brian Hogstrom, senior technician for General Instrument's VideoCipher Division, began assembling Channel Compatible DigiCipher hardware for an eight-week stay at the Advanced Television Test Center in Alexandria, Va. On Aug. 14, the Advanced Television Research Consortium completed all core tests, plus three of five non-core tests, of its Advanced Digital HDTV system.*



*New York Mayor David Dinkins (l) last week formally welcomed the move of The Montel Williams Show from Los Angeles to New York, which he says adds much-needed studio and production jobs to the city's depleted employment base. Dinkins also took advantage of the occasion to boast that the largest TV market supports over \$1 billion in film- and video-related production activity yearly. On a personal level, Dinkins said that Williams's "tough talk and cool-headed philosophy is a welcome addition to the montage of voices that are New York." Viacom Enterprises introduced Montel to syndication in a slow market rollout beginning in June 1991, and the show is now cleared in 91 markets representing 74% of the U.S. Also on hand were Viacom's president of first run, international distribution, Michael Gerber (at podium), Williams and Marcelino Miyares, president of Times Square Studios.*

# Editorials

## THE POWER OF INFORMATION

**N**ewsweek diplomatic correspondent Margaret Warner, in Houston for the Republican convention, was asked during a radio interview whether former President Reagan's speech the night before had been as electrifying in person as it had seemed on television. No, she answered. She had been watching from an anchor booth, where she could see it both live and on a monitor, and the vast distances of the cavernous Astrodome were better bridged by television, she concluded. It was particularly appropriate that the fact was illustrated by the former President, who understood and capitalized on the power of the medium as had no President before him.

Reagan paid homage to the medium in his speech, saying he had watched television grow from a parlor novelty into the greatest communications tool on earth. The former President also spoke of the fall of the Berlin wall and breakup of the Soviet Union, giving and taking credit for those momentous events within the confines of the Republican Party and administration. While the final chapters indisputably occurred on their watch, the credit extends beyond the Astrodome. We suggest that the world's most powerful communications tool got in its share of blows at the wall. The globalization of TV news and entertainment in the past decade or so provided the world, including Eastern Europe and the Soviet Union, with a widening window on life in the West (it wasn't always pretty, but the Ewings had nothing on some of the Communist Party bosses), and it was a picture that gave lie to a thousand words of anti-Western propaganda. If information is power, then the information supplied by the Fifth Estate helped power a revolution.

## MAKING IT WORK

**I**f you asked most TV viewers whether they knew David Kaplan, the ABC News producer killed by a sniper's bullet in Sarajevo last week, they would say no. They would be wrong. If they had ever watched a report from then White House correspondent Sam Donaldson or a *Prime Time Live* piece by the veteran correspondent, they knew David Kaplan. Like most producers, Kaplan was out of the spotlight, concerned with the nine-tenths of the iceberg that is out of camera range: the couriers, the crews, the satellite feeds. "David was," Donaldson said last week, "one of those people that made it work." Kaplan had, says Donaldson, a measure of irreverence for authority combined with respect for the news product that was a legacy of the late ABC newsman Frank Reynolds (Kaplan was part of a generation of pro-

ducers and correspondents that came to be known as "Reynolds' boys"). He had, says Donaldson, the kind of nail-it-down, get-it-right approach essential to a hard-news producer. He also had an eye for the right picture and a memory for where to find it that were unerring, says Donaldson. Kaplan liked to jump on a story and produce it. It's what he was doing when he was killed.

We ought not forget the journalists who pay the ultimate price for putting themselves in harm's way for a story. To hear the politicians decorating each other with credit in Texas last week, the fall of communism was followed almost immediately by world peace. The scenes and stories from Sarajevo brought home by journalists like David Kaplan give vital balance to that picture.

Donaldson would like to think that a new generation of ABC journalists will be tabbed "Kaplan's boys." Perhaps. One way to hedge the bet would be for ABC to establish a news production internship in his name. It would be a class gesture honoring a class act that will be hard to follow.

## EQUAL (AD) TIME

**T**he NAB is asking the FCC for a declaratory ruling clarifying that broadcasters do not have to give up blocks of time (particularly prime time) to candidate advertising if they do not customarily do so for traditional advertisers, or put another way, that broadcasters give equal time increments to political advertisers and other advertisers. That is as it should be. We don't see newspapers giving up front page space to political ads. Although broadcasters are unequally yoked—having to drag around a set of government regulations—giving up blocks of prime time real estate in a manner at odds with its general business practice should not be part of that bargain.



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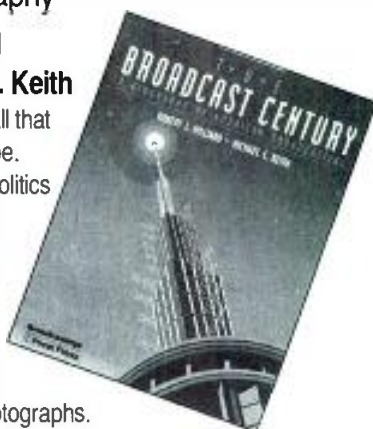
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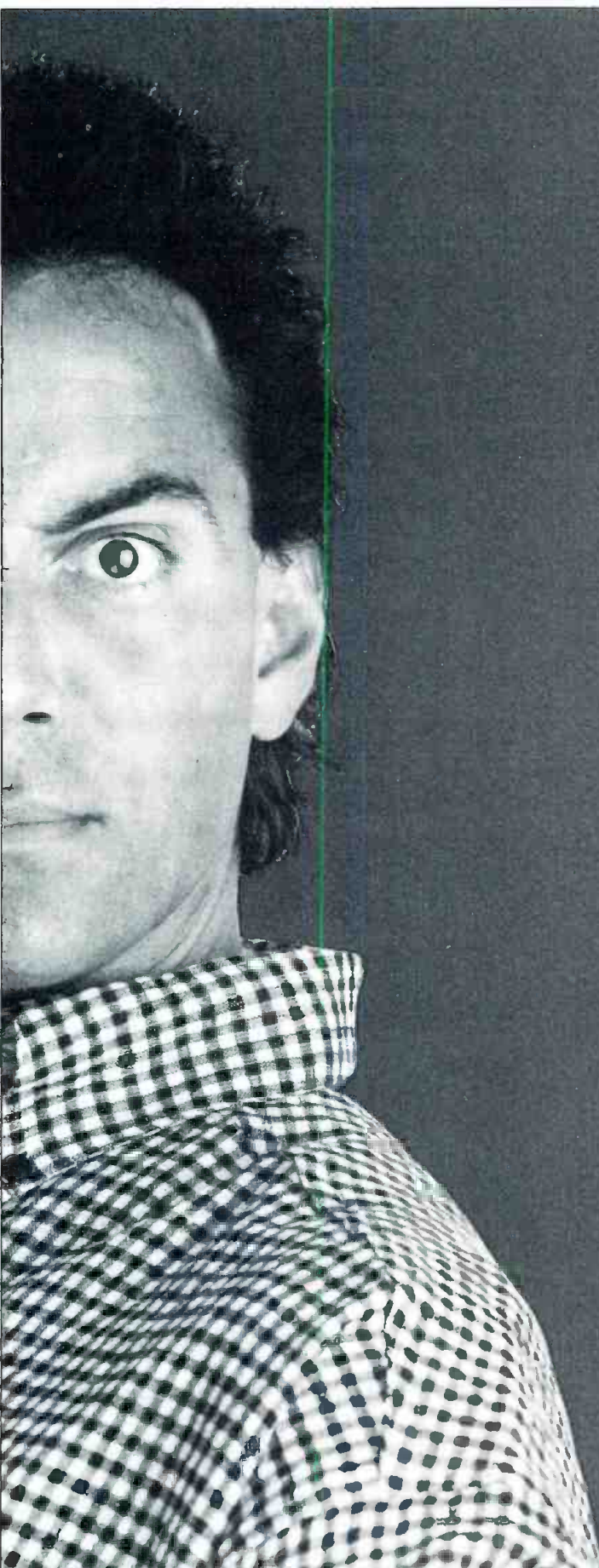
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"As a rival radio programmer conceded: This [Chicago] is Brandmeier's town. He's the king."

*Los Angeles Times*

"Brandmeier's an unqualified success—the most talked about and widely admired radio personality in town."

*Chicago Sun-Times*

"Brandmeier is easily the hottest comic radio personality in town—maybe in the nation."

*Milwaukee Journal*

"America's Top DJ and Chicago's hottest rock act."

*Performance Magazine*

# Who Else Could Act Like A Maniac For 10 Years And Still Be Taken So Seriously?

Thanks, Johnny, for ten years of the most eye-opening radio anywhere. And congratulations on your *Marconi Award nomination*. We can't think of anyone who deserves it more. Good luck.

**JONATHAN  
BRANDMEIER  
LOOP FM98 WLUP AM1000**