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TELEVISION / 49

Fox gets lukewarm reception to new program schedule

RADIO / 54

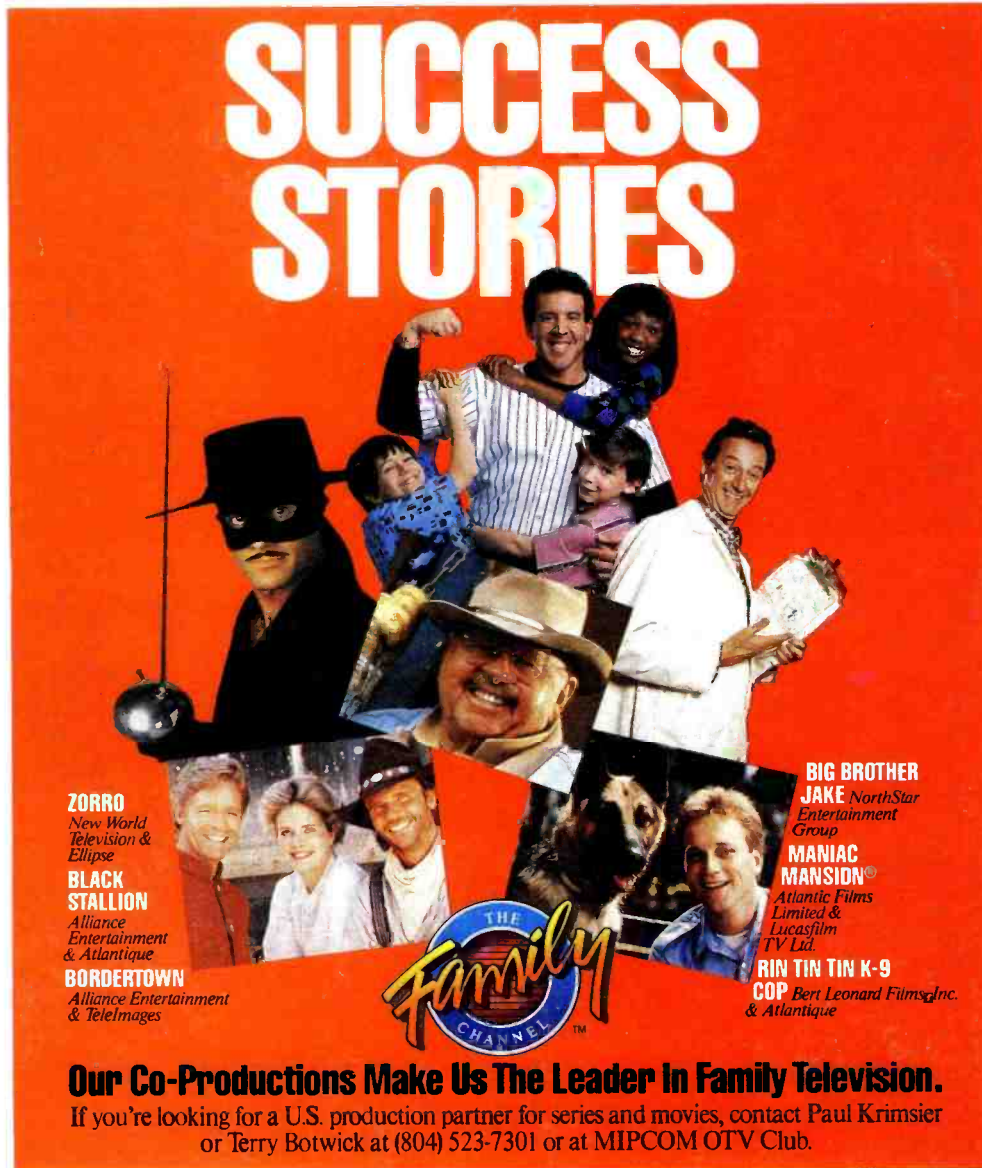
Unistar's Verbitsky tracks networks' past with eye on future

CABLE / 59

TNT reorganizes; urban markets untapped resource for cable

BUSINESS / 63

Cross-media marketing looks good on paper, but will it fly?



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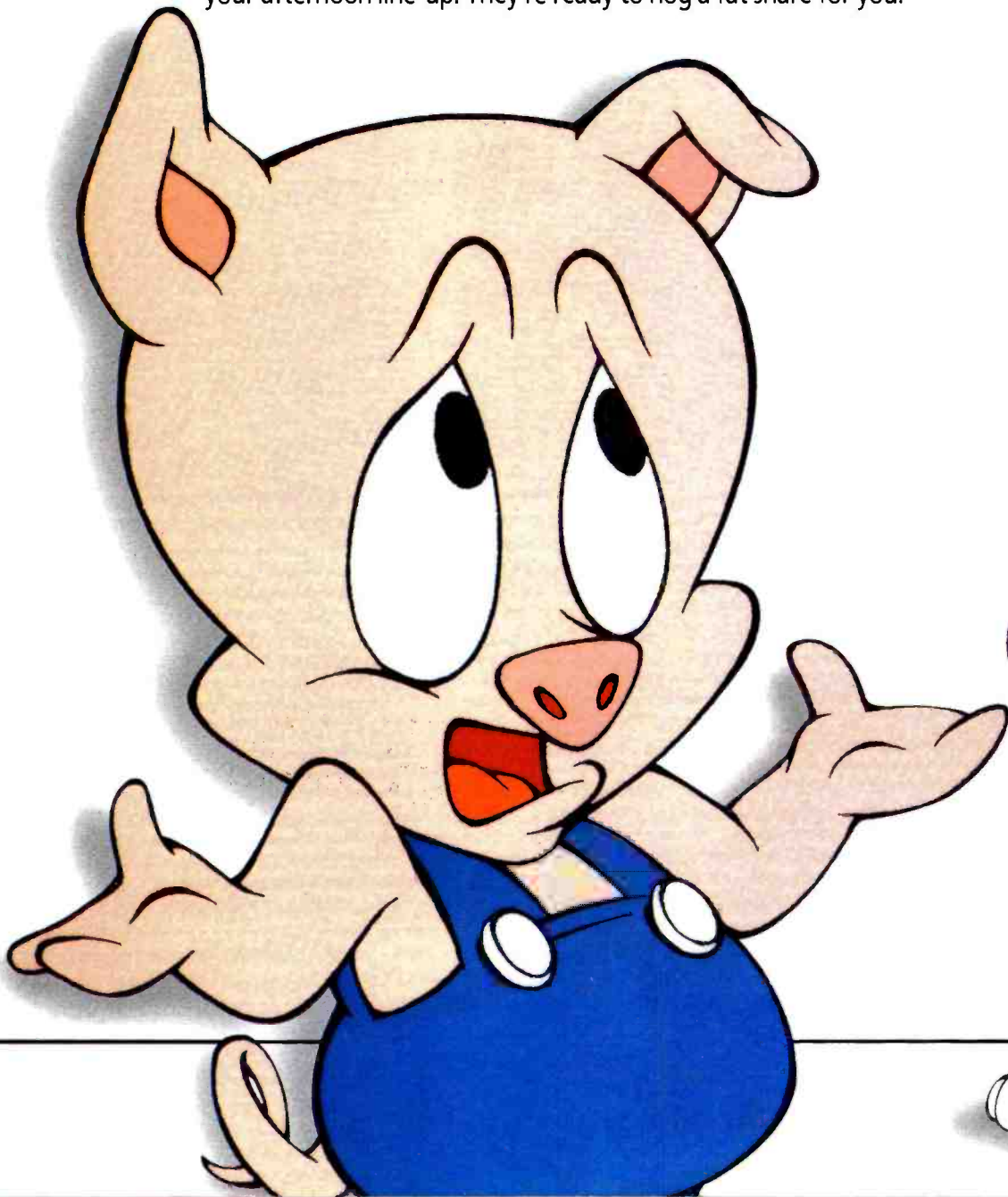
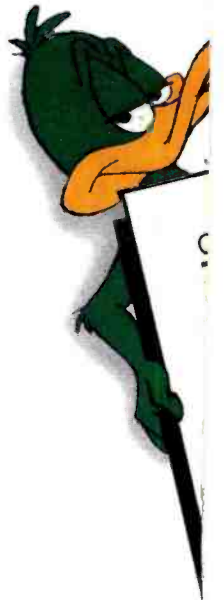
NETWORK TV / SYNDICATION
The Early Returns
SPECIAL REPORT
Basketball

OK, We Got Greedy For R

On September 17th "Tiny Toon Adventures" debuted. And debuted big! Finishing the week as the #1 kids show in its time period. In major markets across the country.

Now, we don't mean to be greedy, but in week #2 the toons consumed an even larger audience. Boosting time period shares in broadcasting's most competitive markets.

Do you hunger for a larger kids audience? Turn the Tiny Toons loose in your afternoon line-up. They're ready to hog a fat share for you.



atings... So Call Me A Pig!

City	Station	Time Period	Week #1 Share	Week #2 Share	Increase vs Week #1
New York	WNYW*	4:00PM	12	13	+8%
Los Angeles	KTTV	5:00PM	16	17	+6%
Chicago	WFLD	4:00PM	12	13	+8%
Philadelphia	WTFX*	4:00PM	10	14	+40%
San Francisco	KTVU	4:30PM	15	18	+20%
Washington, D.C.	WTTG*	4:00PM	16	18	+13%
Dallas	KDAF*	4:00PM	5	7	+40%
Cleveland	WUAB*	4:30PM	16	20	+25%
Houston	KRIV	4:00PM	12	13	+8%
Atlanta	WGNX	4:00PM	9	10	+11%
Seattle	KSTW	5:30PM	10	11	+10%
Denver	KWGN*	4:30PM	14	15	+7%
Sacramento	KSCH	3:00PM	7	8	+14%
Milwaukee	WVTV	4:30PM	7	9	+29%

SOURCE: NSI Metered MarkeTrak Report (w/o 9/97 & 9/24); *ARB

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THIS WEEK

35 / GETTING THE AX

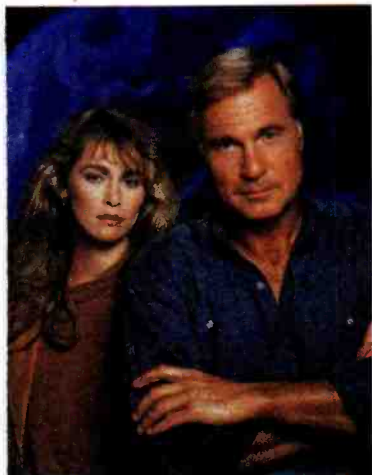
As the new season begins, cancellations and reshuffling of network schedules are also underway. So far, CBS is removing two series and has reworked three nights on its prime time schedule. At NBC, Entertainment President Warren Littlefield answered rumors about impending changes on his schedule by giving two underperformers a vote of confidence—but only for the present.

Meanwhile, stations are still waiting for a viable contender among first-run syndication entries as they decide whether to tough it out with new game and reality shows—many of which are performing poorly—or make some moves.

37 / WONDERING

Turner Program Services completed its marketing plan last week for the anticipated off-network

CBS's 'E.A.R.T.H. Force' is early prime time casualty (page 35)



'D.E.A.' is among new Fox shows off to poor start (page 49)

launch of *The Wonder Years*, in an offering that TV executives say is reminiscent of the sales strategy Viacom Enterprises put together for the controversial 1988-89 off-network launch of *The Cosby Show*. In fact, Viacom's ex-syndication president, Joe Zaleski, the man widely credited for developing the *Cosby* marketing plan, worked as an independent consultant with TPS and New World executives to fashion the *Wonder Years*' off-network blueprint.

43 / SHOOTING HOOPS

As NBC takes the court to carry its first NBA season, and as TNT continues to carry professional basketball above the 50 million subscriber mark, the league will see its total TV and radio revenue increase from about \$160 million to more than \$320 million, thanks mainly to nearly tripled national TV rights

fees, as well as an expected 22% increase in aggregate local TV and radio rights. Meanwhile, CBS, ESPN and Raycom Sports continue to dominate the layers of college basketball rights holders, all preparing to present hundreds of games—mainly in weeknight prime time—perhaps all prelude to the coming season's great experiment: highlights of the entire NCAA tournament on CBS.

49 / LACKLUSTER BEGINNING

Despite the buzz generated by Fox toward the end of last season, mostly attributable to the break-out popularity of *The Simpsons*, its momentum seems to have cooled during the summer. However, Fox says the real determinant of how the network will fare this season will come when original episodes of *The Simpsons* begin. "Until we

have at least another couple of weeks behind us, we won't be able to determine how we're doing," said Jamie Kellner, president of Fox Broadcasting.

50 / NEW TALK

The format for Paramount's new talk show, *The Maury Povich Show*, will differ somewhat from existing afternoon talk shows. *Povich* will address up to three topics per show and set up pieces produced from the field each day. Station clearances have climbed to 50% with those signing on citing *Povich's* success with *A Current Affair* and discounting his past track record as a local talk show host, when his ratings were marginal.

54 / UNISTAR TREK

In less than 10 years Unistar Radio Networks has expanded from a producer-distributor of radio programs to one of the largest radio networks in the U.S. In this exclusive "At Large" interview, Co-Chairman/Chief Executive Officer Nick Verbitsky charts Unistar's rapid growth, discusses radio's current financial health and shares his thoughts on where the industry is headed as the Fifth Estate closes in on the next century.

59 / SPLIT PERSONALITIES

Following Turner Entertainment Network President Gerry Hogan's departure, TNT Executive

Vice President Scott Sassa and Terence McGuirk, president of Turner Sports, have been promoted and will split Hogan's duties.

60 / CITYSCAPE

Cablevision's Chuck Dolan says that the cable industry should tap the potential of urban markets, trying to meet the multicultural and multilingual demands of the diverse populations there.

63 / CROSS-MEDIA AT THE CROSSROADS

Cross-media packages are in the news again as the Gannett Co., owner of seven AM's, nine FM's, 10 TV's and more than 85 newspapers, announces that for the second time in six years, the company will offer one-stop shopping to advertisers. Advertisers and media buyers are still not sold on the idea, however, feeling that in some cases it is a "solution looking for a problem."

67 / CBS SHUFFLE

CBS has restructured the CBS/Broadcast Group, bringing back former executive Peter Lund as executive vice president of the CBS/Broadcast Group and as president, CBS



Unistar's Nick Verbitsky (page 54)

Marketing. With Lund coming back, CBG President Howard Stringer announced that Tom Leahy, currently president of CBS Marketing, has been named senior vice president of CBG, reporting to Stringer. Leahy, who has been with the network for almost 30 years, will retire in 18 months at age 55. Lund most recently was president of Multimedia Entertainment. Prior to that he spent 10 years at CBS in a variety of positions, including president of CBS Sports and president of the CBS Television Stations Division. In his new position, Lund will oversee both the Television Stations

Division and the Radio Division, two areas that used to report to Stringer.

70 / SETTING STANDARDS

People for the American Way and the Media Access Project have filed a petition at the FCC seeking clarification on what constitutes "identifiable" sponsorship claims on negative campaign ads. The

identification, they claim, is often "incomprehensible and imperceptible to viewers." Candidates should not benefit from FCC lowest unit charge policies, the petitioners propose, unless certain objective standards regarding duration and size of sponsorship tags are met.

71 / GOING TO COURT

In a case that could further define the First Amendment rights of cable operators, the Supreme Court has agreed to review an Arkansas case involving the constitutionality of a state sales tax on cable and satellite services.

73 / SMPTE STAGE IS SET

Digital and high-definition television technologies will dominate the technical sessions at the five-day Society of Motion Picture and Television Engineers Technical Conference and Equipment Exhibition in New York, Oct. 13-17.

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Is it time for cross-media packages? (page 63)

CLOSED CIRCUIT

New York

Light still green for Sky Cable

Of four Sky Cable partners, only NBC waived over continued commitment to high-power DBS, as cable bill—and access legislation—died slow death in Senate last week. Over course of summer, NBC and News Corp. led partners in lobbying push for access language in cable bill; on record, Cablevision Systems and Hughes Communications insisted market would provide software on its own. As cable bill died, News Corp. source said access legislation is “important,” but next year will provide another chance on Capitol Hill. In meantime, source said: “We’re in Sky Cable”—view reiterated by Cablevision and Hughes.

But launching Sky Cable without access, “has always been a difficult proposition,” said NBC President Bob Wright. “We’ll have to meet and discuss this over the next couple of weeks.” NBC Cable President Tom Rogers said in July NBC would

“probably” drop DBS if it became convinced that neither market nor government would assure access. At that time, he said, NBC had lost much confidence in programmers’ willingness to buck cable operators to deal with DBS. Rogers could not be reached to revisit those comments by press time.

Radio-TV option

Group owners of broadcast, cable and publishing properties may not be only ones trying to get into cross-media packaging game (see story, page 63). Katz Communications Inc., largest and only independent rep firm handling both radio and television stations is taking serious look at offering advertisers chance to tap into its 192 TV stations and more than 1,700 radio stations. Rep firm has had “preliminary discussions” with several companies and hopes to get something off the ground in 1991.

Wheeling, dealing

Cable operators are apparently interested in reaching Hispanic markets, but they don’t

want to pay much to do it. Cable-exclusive Spanish language channel Viva Television Network, which has said it wants to launch in January with 500,000 subscribers, has agreements in principle for 530,000 subscribers from 15 MSO’s. But with exception of one MSO representing 50,000 subscribers, Viva and operators can’t agree on contract terms, according to Leo Perez, Viva’s executive VP. Cable operators want Viva to discount its 6-8 cent rate card to about 2 cents per subscriber, which network says it is unwilling to do, leaving negotiations at standstill.

Greenville, S.C.

Attrition

Despite departure of Multimedia Entertainment President Peter Lund for CBS (see story, page 67), shortly after announced stepping down of company President Jim Lynch (“In Brief,” Sept. 17), no one has offered evidence suggesting anything other than coincidence. Company’s Chairman-CEO Walter Bartlett said he will probably not start interviewing replac-

ment for Lund until next month, noting that 85% of division’s revenue for 1991 has already been booked. Also, Sally Jesse Raphael has signed new five-year contract, while other star host, Phil Donahue, has two years left on his contract. Entertainment division profits are running 25%-30% ahead of last year.

Washington

Sticking to his guns

In his first reaction since he characterized NBC and Cablevision’s Pay Per View Olympics two weeks ago as “ill-conceived” and “half-baked,” Robert Wussler, president-CEO, Comsat Video Enterprises, acknowledged that his comments “came out a touch heavier than I would have liked.” He added: “This thing has gone too far. I’m not interested in going to war with Tom Rogers [president, NBC Cable].” But Wussler said he also stood by his comments, and summed up his position by saying he’s fan of PPV and doesn’t want its fate resting on PPV Olympics, particularly when coverage will be “done simultaneously for free on NBC during the hours most people watch television.”



◀ CRYSTAL WINNER

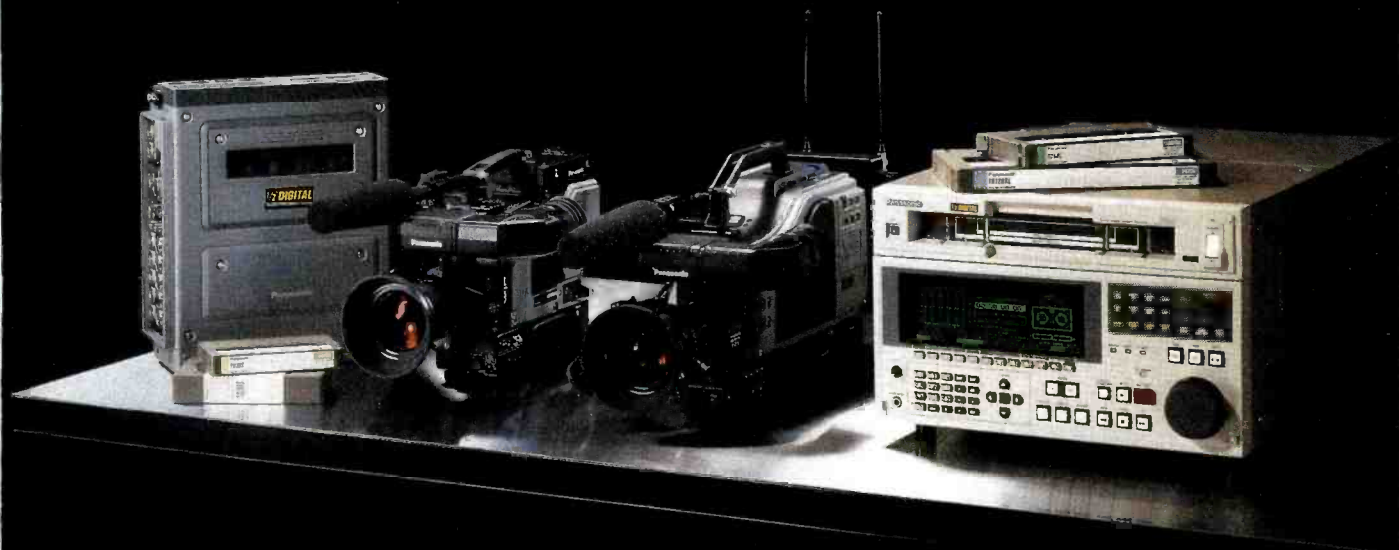
The National Association of Broadcasters awarded a special NAB Crystal Radio Award to Representative Matthew Rinaldo (R-N.J.) for his leadership role in Congress on radio issues. NAB Executive Vice President, Government Relations Jim May (l) and NAB President Eddie Fritts (r) present Rinaldo with the award.

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preeminent recognition. Like winning 3 Emmy Awards this year alone. And quality, classic comedy results in classic ratings power too. Like a 19.6 rating and 30 share for "Murphy Brown's" third season debut.

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MURPHY BROWN

A Shukovsky/English Production



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Cross-media push

PBS will have national, multi-page advertising supplement, its first, in Dec. 3 issue of *New Yorker* magazine, as part of network's efforts to maintain momentum gathered from *Civil War* victory (see page 52). Appearing under title "PBS: Much More Than Television," supplement will be divided into two sections, with first including general information about public television, followed by program guide to PBS's new season.

Chicago

Reverse split for Sinbad

Word from New York station rep source is that Tribune Entertainment is discussing plans to set sail with Sinbad, actor-comedian of NBC's *Different World* fame, for new syndicated late night 1991-92 variety show. However, source said that Tribune executives are floating idea

SEARCHING FOR FIN-SYN ANSWERS

The FCC's eagerly awaited further notice in the fin-syn proceeding is expected to emerge from the agency this week or next weighted down with ideas, questions and comments from the five commissioners.

To the original draft notice containing compromise proposals for resolving the fin-syn dispute, Chairman Al Sikes has added questions about what impact the rules—or lack of them—would have on international competitiveness of broadcast networks. Commissioner Sherrie Marshall is looking for information on various proposed safeguards against networks' abusing power if they were allowed to acquire financial interest in network programs and enter the syndication business. Marshall also wants to know more about the 50-50 plan proposed by NBC. Under that plan, the networks would be free of the rules for half of their prime time schedule.

Also, word last week was that the FCC's en banc hearing on fin-syn had been set for Dec. 14.

of four-minute national and three-minute local barter ad split, reverse of normal split. Tribune Entertainment spokeswoman would neither confirm nor deny existence of project and had no knowledge of barter split consider-

ations. It is also rumored that Keenan Ivory Wayans' production company, Ivory Way Productions, is actively involved in developing project. Wayan's company produces Fox Broadcasting Co.'s *In Living Color*.

Los Angeles

Turned tables

In strange incident of role reversal, cancellation of CBS's *E.A.R.T.H. Force* (see page 35) apparently was prompted not by network but by producer Paramount Pictures Television. According to source, Paramount called CBS and told network that "we're out of production and we don't want to go back into production on the series." Action by Paramount would seem to be latest example of waning enthusiasm for production of hour series because of difficulty in recouping front-end costs.

New York

Bundle to Britain

Nickelodeon and British Satellite Broadcasting have come to preliminary agreement that will bring *Eureeka's Castle* to U.K. BSB, launched in April 1990, will either carry actual shows produced by Nickelodeon or produce own version under same title.

RECONCILIATION AMERICOM STYLE

Blood is definitely thicker than water at Americom Radio Brokers, as once-expelled founder Tom Gammon, with the aid of his brother, Americom president Dan Gammon, last week regained control of the firm. The coup was not bloodless: Americom Managing Partner Bill Stedding was removed from the board and further controversy is expected over a love-it-or-leave-it compensation plan that may result in further housecleaning and/or lawsuits against the firm from upset employees.

Gammon left the firm in January to start his own company, Crown Broadcasting, and has since been drawing fire from broadcasters because of his proposal to move WHMA(FM) Anniston, Ala., 90 miles across state lines to the Atlanta market. Americom, under threat of a boycott from broadcasters, severed all ties with Gammon and arranged a buyback of his interest in the privately held company. However, with the station trading market in remission, the value of Gammon's stock began to decline and the deal never closed. He still holds a majority interest in Americom.

There are at least two different versions of why Gammon wants back in Americom. One version has Gammon's station group in financial trouble and wanting to tap into Americom's said-to-be-deep pockets; he confirms making a late payment to one Crown Broadcasting lender, Baybank of San Francisco. There is speculation that the value of his properties, should his move-ins fail, could be worth less than he

paid for them. Gammon says this is not the case, that he has since made his bank payment and that Crown Broadcasting has \$1.6 million in the bank.

Another version has Gammon unhappy with the way Americom has been spending money. He told BROADCASTING that he wants to change the sizable fixed costs of the company and change the current compensation structure. Americom has been known as a firm unafraid to spend money. Each year it takes clients on lavish trips and cruises. It recently opened up an investment banking service and hired a new broker, in spite of a soft trading marketplace.

At the heart of the Gammon-Americom dispute is Americom's current compensation system. Americom brokers are paid an advance against commission and, upon completion of a deal, pay back the advance and get a smaller share of the commission. Americom covers all travelling and entertainment expenses. Under the new compensation system, which most brokerage firms use, brokers are paid a higher commission, but cover their own expenses. Americom employees have been told that they can accept the new plan or leave.

Being a private company, it is difficult to assess what Americom's financial picture looks like. One industry source estimated that the company has \$500,000 in the bank, not a large amount when one considers that it was paying all expenses, hired new employees and redesigned its downtown Washington offices.



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WDAY-TV



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—Kenneth Erickson
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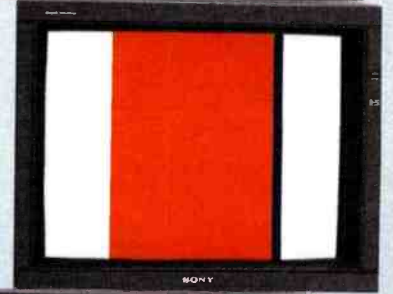
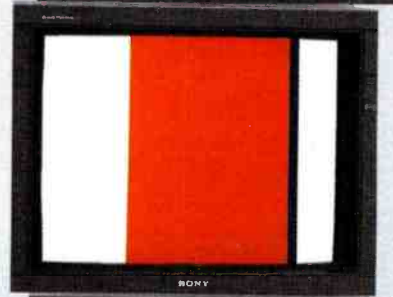


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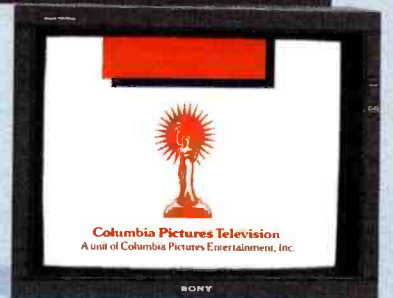
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Source: NSI 9/10-9/26/90 overnight market avg. wtd. rlg. vs. year-ago Lp.

its up...



downs.



DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

Oct 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. Boston Marriott Newton, Boston. Information: (212) 751-7770.

Oct. 9—*National Academy of Television Arts and Sciences* Engineering Emmy Awards presentation. Sheraton Centre, New York. Information: Trudy Wilson, (212) 586-8424.

■ **Oct. 9**—Media access seminar, sponsored by *American Women in Radio and Television, Houston chapter*. Holiday Inn Crowne Plaza, Houston. Information: (713) 840-9500.

Oct. 9-10—"Education in the 90's: Training for Tomorrow's Workplace," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 10—*National Academy of Television Arts and*

Sciences, New York chapter, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, president and CEO, Reiss Media Enterprises. Copacabana, New York. Information: (212) 768-4510.

Oct. 10—*World Press Freedom Committee* conference for "all organizations aiding emerging free news media in Central and Eastern Europe." National Press Club, Washington. Information: (703) 648-1000.

Oct. 10—"The Role of Women in Television and Radio News/Talk Shows," meeting of *American Women in Radio and Television, Washington chapter*. Washington. Information: Jan Du Plain, (202) 998-2696.

Oct. 10—"1984: Chiat/Day in Microcosm," seminar sponsored by *Museum of Broadcasting* featuring Jay Chiat, chairman-CEO, Chiat/Day-/Mojo. Seminar is part of series sponsored by MOB, "The Advertising of Chiat/Day: Examining the New Creativity," which runs Sept. 18-Dec. 15. Museum, New York. Information: (212) 752-4690.

■ **Oct. 10**—*Society of Broadcast Engineers, New York chapter 15*, facility tour of solid state AM transmitters in New York. Information: Chris Tobin, (212) 541-9200.

Oct. 10-11—*Society of Professional Journalists* job fair. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 10-12—*Kansas Association of Broadcasters* annual convention. Holiday Inn/Holidome, Lawrence, Kan. Information: (913) 235-1307.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Philadelphia Airport Marriott, Philadelphia. Information: (212) 751-7770.

Oct. 11—*Federal Communications Bar Association* monthly luncheon. Speaker: Ervin Duggan, FCC commissioner. Washington Marriott, Washington. Information: (202) 833-2684.

Oct. 11—Reception for new members of *American Women in Radio and Television, Washington chapter*. Washington. Information: (202) 998-2696.

Oct. 11-12—*Arizona Broadcasters Association* annual convention. Scottsdale Plaza Resort, Scottsdale, Ariz. Information: (602) 274-1418.

Oct. 11-13—*Howard University School of Communications'* 19th annual communications conference, "Global Communications: Economic, Political and Social Perspectives." Armour J. Blackburn University Center and The Howard

MAJOR MEETINGS

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220. Future conference: Oct. 10-14, 1991, Cannes.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz-Carlton Hotel, Naples, Fla.

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

Nov. 17-19—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*, Riviera, Las Vegas. (800) 225-8183.

Nov. 28-30—Western Cable Television Conference & Exposition, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.

Jan. 14-18, 1991—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 21-23, 1991—*Satellite Broadcasting and*

Communications Association trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 24-27, 1991—*Radio Advertising Bureau* Managing Sales Conference. Opryland Hotel, Nashville.

Jan. 25-29, 1991—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

Feb. 1-2, 1991—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

Feb. 27-March 1, 1991—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

March 6-9, 1991—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

March 24-27, 1991—*National Cable Television Association* annual convention. New Orleans Convention Center, New Orleans.

April 7-9, 1991—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 19-24, 1991—*MIP-TV*, international televi-

sion program marketplace. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

April 21-24, 1991—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

May 15-19, 1991—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

■ **June 11-13, 1991**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-19, 1991—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

Aug. 25-27, 1991—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14, 1991—Radio '91 convention, sponsored by *National Association of Broadcasters*. San Francisco.

Sept. 25-28, 1991—*Radio-Television News Directors Association* international conference and exhibition. Denver.

■ **Oct. 3-6, 1991**—*Society of Broadcast Engineers* fifth annual national convention. Houston. Information: 1-800-225-8183.

■ **July 2-7, 1992**—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

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Westar 4, transponder 14V,
channel 14
downlink frequency 3980 MHz

Friday, October 19th
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Inn, Howard University campus, Washington. Information: (202) 636-7690.

Oct. 11-14—*Society of Professional Journalists* national convention. Speakers include Vice President Dan Quayle and NBC News President Michael Gartner. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11-14—*Women in Communications* national professional conference. Theme: "Capture the Opportunity." Riviera hotel, Las Vegas. Information: (703) 528-4200.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 12-14—*Missouri Broadcasters Association* fall meeting and training seminar. Marriott's Tan-Tar-A Resort, Lake of the Ozarks, Mo.

Oct. 12-14—*National Broadcasting Society, Alpha Epsilon Rho*, east regional meeting. Syracuse University, Syracuse, N.Y. Information: (718) 780-5555.

Oct. 13—"An Afternoon with Jeff Smith (Frugal Gourmet)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

■ **Oct. 13-14**—"Comedy Writing for Television," seminar sponsored by *American Film Institute* and co-sponsored by *School of Visual Arts*. School of Visual Arts, New York. Informa-

tion: (800) 999-4234.

Oct. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-15—*American Women in Radio and Television* western area conference. Westin hotel, Denver. Information: Lavonna Stathes, (303) 832-5665.

ALSO IN OCTOBER

Oct. 13-15—*American Women in Radio and Television* Northeast area conference. Philadelphia.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual convention. Hershey Lodge and Convention Center, Hershey, Pa. (717) 534-2504.

Oct. 14-17—*Women in Cable* national cable management conference. Theme: "Mastering-Trade Offs: Results by Design." Tampa, Fla. Information: (312) 661-1700.

Oct. 15—*Women in Cable* presentation of Annual Chapter Recognition Awards. Tampa, Fla. Information: (314) 298-6322.

Oct. 15—Deadline for nominations for 1990 Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: Dick Blatt or Karen Gilanyi, (202) 898-0089.

Oct. 15—Deadline for entries in Hispanic Journalism Awards program, sponsored by *Media Institute*, for best news and feature stories in Hispanic newspapers and magazines and on Spanish-language broadcast outlets. Information: Elena Castellanos, (202) 298-7512.

Oct. 15-17—*Kentucky Cable Television Association's* annual fall convention. Hyatt Hotel, Lexington. Information: Randa Wright, (502) 864-5352.

Oct. 15-17—12th annual Satellite Communications Users Conference. Las Vegas Hilton, Las Vegas. Information: (303) 220-0600.

Oct. 15-18—*Electronic Industries Association* 66th annual fall conference. Hotel del Coronado, San Diego. Information: (202) 457-4900.

Oct. 16—"Visual Communications," seminar sponsored by *Center for Communication*. Speakers: Tom Bodkin, *New York Times*; Rick Levine, Wells, Rich, Greene; Bill Wurtzel, Advertising & Graphic Design; Will Hopkins, Hopkins/Baumann, and Lou Dorfsman, former CBS Inc. creative director. General Electric Auditorium, New York. Information: (212) 836-3050.

Oct. 16—"Negligent Dissemination of Computer Viruses: Liability to Injured Parties," seminar sponsored by *Communications Media Center*. New York Law School, New York. Information: (212) 431-2160.

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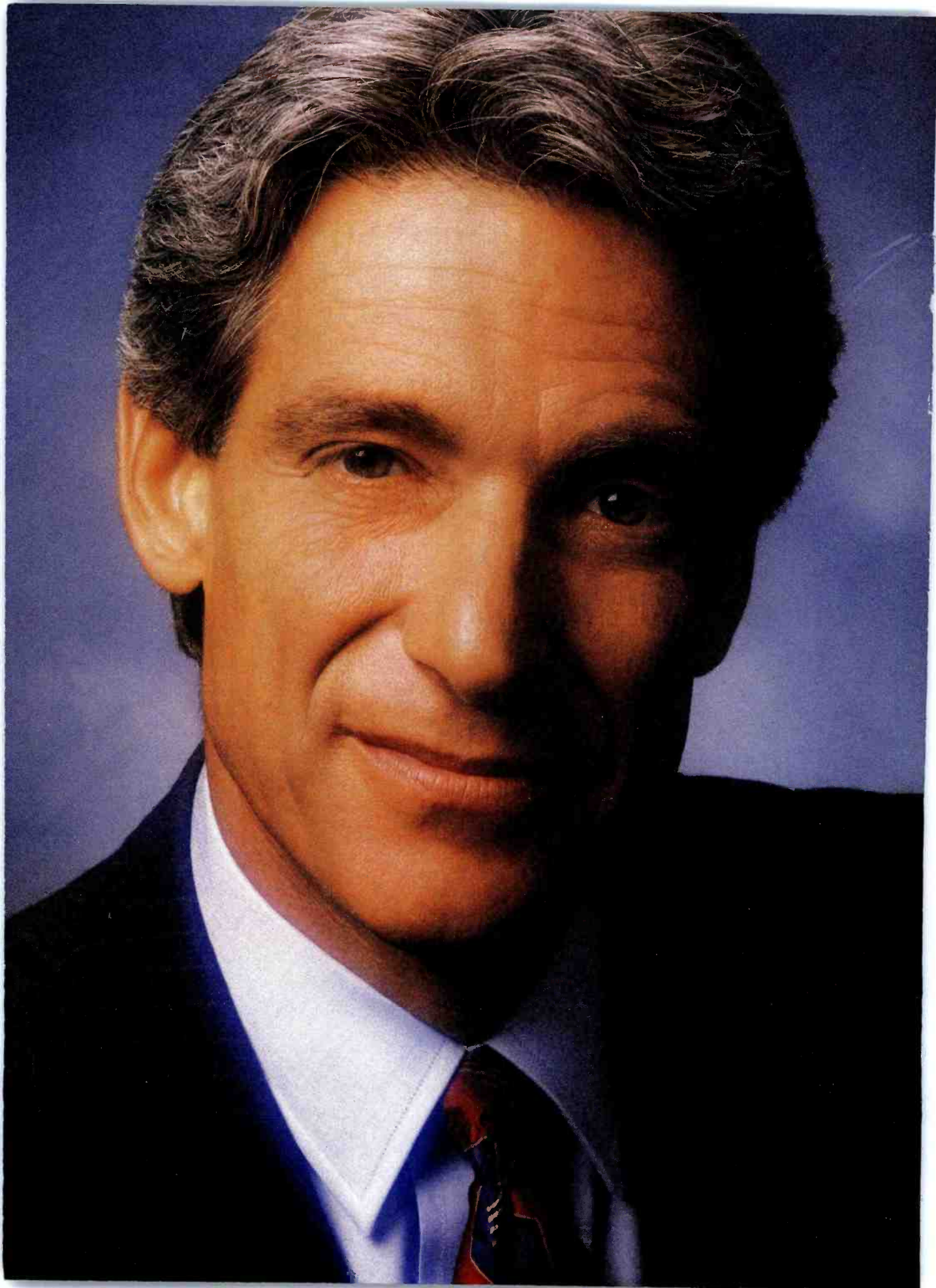
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Oct. 16—12th annual Business Advertising Research conference, sponsored by *Advertising Research Foundation*. Theme: "New Opportunities in Business Marketing." Omni Park Central, New York. Information: (212) 840-1661.

■ **Oct. 16**—*National Academy of Television Arts and Sciences, Washington chapter*, seminar, "Marketing Strategies and Station Promotion." WDCA-TV Washington. Information: Dianne Bruno, (301) 587-3993.

Oct. 16-17—*Broadcast Credit Association's* 24th credit and collection seminar. Harbour Castle Westin Hotel, Toronto. Information: Mark Matz, (708) 827-9330.

Oct. 17—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert MacNeil, *MacNeill/Lehrer News Hour*. Copacabana, New York. Information: (212) 768-4510.

■ **Oct. 17**—*Washington Metropolitan Cable Club* meeting. Speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Washington Marriott, Washington. Information: Melva Daniel, (301) 294-7610.

■ **Oct. 17**—*Society of Broadcast Engineers, New York chapter 15*, meeting. Topic: broadcast cartridge machine technology for the 1990's and a new technique on digital stereo generation for FM broadcasting. New York Times building, New York. Information: Chris Tobin (212) 541-9200, or David Bialik (212) 634-6595.

Oct. 17-18—*San Diego Communications Coun-*

cil's fourth annual conference. Theme: "Uncertain Future: New Directions for Communications Technologies and Public Policy." Participants include: FCC Chairman Al Sikes; Ambassador Diana Lady Dougan; Brian Lamb, C-SPAN; James Robbins, Cox Cable Communications; Stephen Petrucci, Hughes Communications, and David Bartlett, Radio-Television News Directors Association. La Jolla Marriott, La Jolla, Calif. Information: (619) 237-2430.

Oct. 17-18—*Kentucky Broadcasters Association* convention. Radisson, Lexington, Ky.

Oct. 17-19—*Indiana Broadcasters Association* fall convention. Theme: "Broadcasting's Changing Landscape." Airport Holiday Inn, Indianapolis. Information: (317) 638-1332.

■ **Oct. 18**—*International Radio and Television Society* newsmaker luncheon. Speaker: New York Mayor David Dinkins. Waldorf-Astoria, New York. Information: (212) 867-6650.

Oct. 18—Communications Excellence to Black Audiences awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Confer-

ence Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—*Minnesota Broadcasters Association* 41st annual convention. Radisson Hotel, St. Paul. Information: (612) 926-8123.

Oct. 19—*Minnesota Association of Cable Television Administrators* sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

Oct. 19-20—*American Women in Radio and Television* South Central area conference. Hilton Inn, Northwest, Oklahoma City. Information: (405) 728-1111.

Oct. 19-21—*Investigative Reporters & Editors* regional conference. Westin hotel, Detroit. Information: (314) 882-2042.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark Hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 697-5950.

Oct. 22-23—*British Academy of Film and Television Arts* salute (reception and banquet, Oct. 23) to Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences, its Emmy Awards and American television. Guildhall, London. As part of event, there will be seminar on prospects and challenges for television in Europe after 1992, visit to BBC or independent British TV company and reception held by U.S. ambassador at his official residence in London, Winfield House, all on Oct. 22. Information: (818) 763-2975.

Oct. 23—"The New Realities of Women's Power," conference sponsored by *Women, Men and Media*, including panel on "Women in Broadcast News." Columbia University Graduate School of Journalism, New York. Information: (212) 877-1250.

Oct. 24—*Cable Television Administration and Marketing Society* management day. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 24—Annual Bayliss Media Roast, sponsored by *John Bayliss Broadcast Foundation*. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 24—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Morgan, president, WNYC Communications Group. Copacabana, New York. Information: (212) 768-4510.

Oct. 24-25—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Oct. 24-26—Third annual short course on "Management of Electromagnetic Energy Hazards," sponsored by *Rutgers University and Electromagnetic Energy Policy Alliance*. Cook College Campus, Rutgers University, New Brunswick, N.J. Information: (201) 932-9271.

Oct. 25—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate



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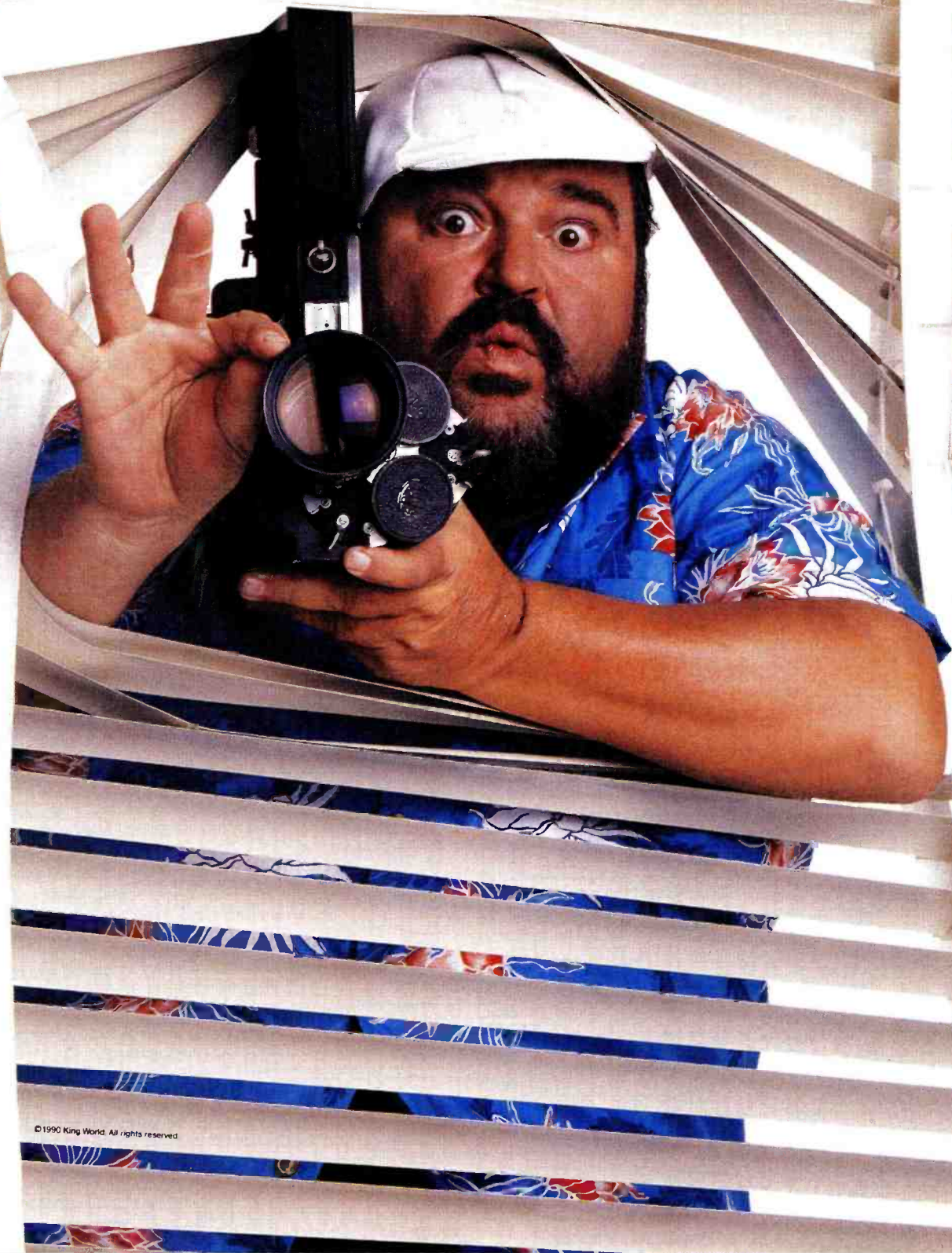


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Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Park Vista Hotel, Gatlinberg, Tenn. Information: (615) 399-3791.

Oct. 26-27—*New Hampshire Association of Broadcasters* annual convention. Margate Hotel, Laconia, N.H.

Oct. 26-27—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Oct. 26-27—"Covering the Clean Air Act in 1990's," science and economics conference for journalists sponsored by *Foundation for American Communications* and *Gannett Foundation*. Harrison Conference Center, Wellesley, Mass. Information: (213) 851-7372.

Oct. 26-28—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Cincinnati. Information: (212) 254-4800.

Oct. 26-28—*American Women in Radio and Television* North Central area conference. Louisville, Ky. Information: Sondra Lee, (502) 426-2626.

Oct. 28-31—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* annual convention and trade show. Edmonton, Alberta. Information: (613) 233-4035.

Oct. 29-31—Third annual international confer-

ence on interactive entertainment, *InterTainment '90*, co-sponsored by *Alexander & Associates* and *NYNEX Corp.* Marriott Marquis, New York. Information: (212) 382-3929.

Oct. 30—*Women in Cable, Atlanta chapter*, breakfast meeting. Speaker: Margaret Richebourg, president, Richebourg Marketing. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

Oct. 30-Nov. 1—*Utilities Telecommunications Council* board of directors meeting. Capitol Hill, Washington. Information: (202) 872-0030.

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Oct. 31—"Terrific! Let's Do It!," or Convincing Your Clients to Buy Your Ideas," personal development seminar sponsored by *American Association of Advertising Agencies*. Ritz Carlton Buckhead, Atlanta. Information: (212) 682-2500.

■ **Oct. 31**—Deadline for entries in radio promotion contest sponsored by *Georgia Association of Broadcasters*. Information: GAB, 500 Sugar Mill Road, suite 240A, Atlanta, Ga., 30350.

Oct. 31-Nov. 3—Sportel, "first international television program market devoted solely to sport." Participants will include broadcasters, cable, satellite and DBS programmers. Loews Hotel, Monte Carlo. Information: Vital Communications, (201) 869-4022.

NOVEMBER

Nov. 1—Deadline for applications for focus news workshop, to be held Dec. 13-16, for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Workshop and Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco. Information: Karen Cox, (907) 563-7733.

Nov. 1-2—"Writing Your Way Into: Daytime Television Dramas, Television Documentaries, Print Journalism and Public Relations," seminar sponsored by *Center for Communication*. General Electric Auditorium, New York. Information: (212) 836-3050.

Nov. 1-4—*American Advertising Federation* Western advertising leadership conference. Marriott Rancho Las Palmas Resort, Rancho Mirage, Calif. Information: (415) 421-6867.

Nov. 3—"Managing with Skill and Style," seminar sponsored by *Women in Communications* and *Working Woman* magazine. New York. Information: Rhoda Pauley, (212) 532-3669.

■ **Nov. 7**—"Winning New Business: Strategies That Sell Your Agency," seminar sponsored by *American Association of Advertising Agencies*. Hotel MacKlowe, New York. Information: (212) 682-2500.

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union* and *Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens, Greece. Information: (022) 798-7766.

■ **Nov. 8**—*MMT Sales* dinner-dance on behalf of New York chapter of Make a Wish Foundation. Club 20/20, New York. Information: (212) 319-8008.

Nov. 8-9—18th annual communications law seminar, sponsored by *Practising Law Institute*. Among topics: "Which Is Better—Cable or Broadcast News?" featuring Mary Alice Williams, co-anchor, NBC, formerly with CNN. Sheraton Center, New York. Information: (212) 765-5700.

Nov. 9—*Long Island Coalition for Fair Broadcasting's* sixth annual "Connection Day," for "broadcast professionals to provide advice and guidance on working with today's media." Long Island Marriott, Uniondale, N.Y. Information: (516) 222-0146.

Nov. 9—*North American National Broadcasters Association* advisory council meeting at CBS. New York. Information: NANBA secretariat, (613) 738-6553.

Nov. 9-10—*Broadcast Promotion and Marketing Executives* UK seminar. Hilton Hotel, Leeds, England. Information: (011-44) 0532-438-283 or (213) 288-0481.

Nov. 9-11—*National Broadcasting Society, Alpha Epsilon Rho*, Central plains regional meeting. St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

Nov. 10—*National Academy of Television Arts and Sciences* Nashville chapter Emmy Awards presentation. Opryland Hotel, Nashville. Information: Monty Nugent, (615) 373-8295.

Nov. 11—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

Nov. 12-14—"Regulating the Cable Industry," satellite-delivered course from *Cable Manage-*

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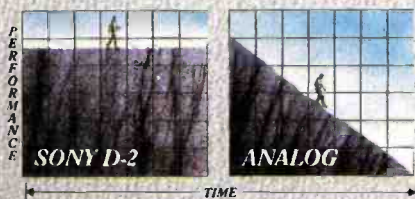
D-2

Most broadcasters have become attached to their analog video tape recorders. Which makes perfect sense. After all, they've never had any other choice. Not to mention the fact that analog VTRs do seem to get the job done.

But while those machines may still be

While your video tape recorder you can only go as far as

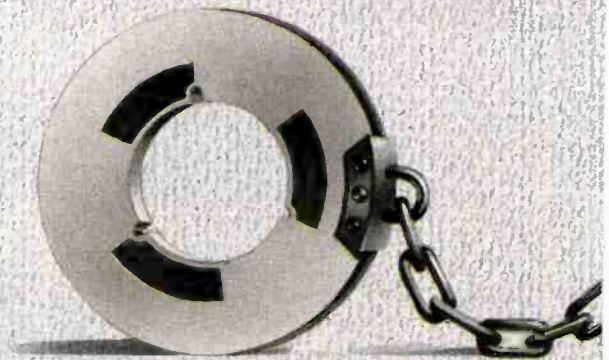
working quite well, their technology isn't. Fact is, analog VTRs are full of limitations. And



Over time, analog's performance tends to go downhill. D-2's doesn't.

those limitations can really hold you back.

To begin with, an analog VTR's performance will always deteriorate over time. A fact that results in two troublesome limitations:



First, you have to continually adjust and

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Second, depending on how old your VTRs

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some will undoubtedly perform

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With analog you're restricted by the condition of your video tape.



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D-2's powerful error correction and Sony's unique error concealment systems keep the

And a wide dynamic range of more than 90db.

These are just some of the ways D-2 has expanded the limits of video technology. To learn more, call 800-635-SONY.

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D-2

D-2

ment Education Program, with collaboration from Women in Cable and University of Denver, originating from Pennsylvania State. Sites scheduled to receive course are Atlanta, San Francisco, Chicago and Boston. Information: Christine Kane, (312) 661-1700.

Nov. 12-14—"Regulating the Cable Industry," cable management education program of *Women in Cable and University of Denver*. Atlanta, San Francisco, Chicago and Boston. Information: Nancy Ring, (312) 661-1700.

Nov. 13—Third annual radio/television summit, hosted by *IDB Communications Group*. Hotel Parker Meridien, New York. Information: Beth Morris, (213) 280-3779.

Nov. 13—*Academy of Television Arts & Sciences* forum luncheon. Speakers: Russell Goldsmith, Republic Pictures Corp.; Harris Katterman, 20th Century Fox Television, and Frank von Zerneck, von Zerneck/Sertner Films. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

Nov. 13—Sixth annual Nancy Susan Reynolds awards dinner, honoring television programs for "outstanding portrayal of sexuality, family planning and reproductive health." Among award winners: Ted Turner, Turner Broadcasting System. Regent Beverly Wilshire, Los Angeles.

Nov. 13-14—"America's Fitness Crusade: Good Food, Good Health and Good Looks," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Dec. 13-16—Focus news workshop for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Network and Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco. San Francisco. Information: Karen Cox, (907) 563-7733.

Nov. 14—Women at Work Broadcast Awards luncheon, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

Nov. 14—*American Women in Radio and Television, Washington chapter*, meeting. Topic: cable. Washington. Information: Cheryl Jones, (301) 577-1999.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

Nov. 14-16—Annual Private Cable Show. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9826.

Nov. 14-18—Communications Turkey 90. Istanbul Hilton Convention and Exhibition Center, Istanbul, Turkey. Information: (201) 652-7070.

Nov. 15—Deadline for entries in International Film and Video Festival for Black History Month, sponsored by *PCTV, Peralta Colleges Television*, cable network. Theme of festival: "Global Africa: Looking Back-Moving Forward." Information: (415) 464-3253.

Nov. 15-16—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Nov. 16—*University Network (U-Net)* annual affiliates conference, preceding National Association of College Broadcasters annual confer-

ERRATA

Quote by **FCC Commissioner James Quello** on FCC's consideration of digital audio broadcasting was reportedly incorrectly in Oct. 1 issue. Correct quote: "Ultimately, DAB allocations should be determined by the best service to the public, not merely based on advanced technology for technology's sake."

Name of **Martin Franks**, CBS vice president, Washington, was misspelled in Sept. 24 story on troubles of cable legislation.

KSLA-TV Shreveport, La., was sold for \$23 million to KSLA-TV Ltd. by VSC Communications Inc., not for \$2.3 million as reported in Oct. 1 "Changing Hands."

ence. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 16—"An Evening with Ben Hollis and *Wild Chicago*," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Nov. 16-18—*National Association of College Broadcasters* third annual conference. Theme: "Voices and Visions: College Broadcasters Forging the '90's." Keynote speaker: Quincy Jones, producer of music, film and television and head of Quincy Jones Entertainment. Brown University, Providence, R.I. Information: (401) 863-2225.

Nov. 17-19—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. Information: (800) 225-8183.

Nov. 19—18th annual International Emmy Awards gala, sponsored by the *International Council of the National Academy of Television Arts and Sciences*. Sheraton Centre, New York. Information: (212) 489-6969.

Nov. 20—*Federal Communications Bar Association* monthly luncheon. Speaker: Paul Tagliabue, NFL commissioner. Washington Marriott, Washington. Information: (202) 833-2684.

Nov. 21-23—"Managing the Communications Mix in the Orient and the Pacific," seminar designed to assist advertising professionals working in the Pacific Rim, sponsored by *Association of National Advertisers*. Sheraton Hong Kong, Hong Kong. Information: (212) 661-8057.

Nov. 27—Pay per view conference, sponsored by *Cable Television Administration and Marketing Society*. Anaheim, Calif. Information: Bob Westerfield, (703) 549-4200.

Nov. 27—"How Does the Press Cover Economic Abuse?" seminar sponsored by *Center for Communication*. Panelists include Lou Dobbs, CNN, and Robert Krulwich, correspondent, CBS News. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 28-30—Western Cable Television Conference & Exposition, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Nov. 29—*American Sportscasters Association* sixth annual Hall of Fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Nov. 29—"An Evening with John Callaway (*Chicago Tonight* and *Callaway Interviews*)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Nov. 30—"Marketing to Youth: New Forms of Communication," seminar sponsored by *Center for Communication* featuring executives of Fred/Alan Inc., entertainment-based "youth advertisers" associated with MTV. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

DECEMBER

Dec. 1—*National Academy of Television Arts and Sciences Miami chapter* Emmy Awards presentation. Diplomat hotel, Miami. Information: Christi Shea, (305) 325-2465.

Dec. 2-7—*Poynter Institute for Media Studies* seminar, "Broadcast: Video Graphic Design." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 3-9—Africa Telecom '90, sponsored by *Posts and Telecommunications Corp. of Zimbabwe and International Telecommunication Union*. Theme: "Mobilizing Resources for Development." Harare International Conference Center and Sheraton hotel, Zimbabwe. Information: 41-22-730-5244.

Dec. 4—"An Evening with Bill McCarter (president, WTTW)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Dec. 4-5—"The Economic Outlook for 1991," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Dec. 4-7—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

Dec. 4-7—*Arbitron* radio advisory council meeting. Laguna Niguel, Calif.

Dec. 5-8—*Poynter Institute for Media Studies* seminar, "Broadcast: News Graphics for Producers." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 8—*Texas Associated Press Broadcasters* regional seminar. Corpus Christi Marriott, Corpus Christi, Tex. Information: Diana Jensen, (214) 991-2100.

Dec. 11—"New Technologies: Fiber Optics and the Opening of Communications," seminar sponsored by *Center for Communication*. Among speakers: Reese Schonfeld, president, Current Trends Productions; former president, CNN, and past president, Optic Fiber in America. Center auditorium, New York. Information: (212) 836-3050.

Dec. 12—*Academy of Television Arts and Sci-*



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OPEN MIKE

Taking umbrage

EDITOR: I write to take issue with one aspect of your Sept. 24 editorial on reinstatement of a cap on settlement payments. As president of the Federal Communications Bar Association and one who participated in the preparation of its comments in the comparative hearing reform and settlement rule-makings, I strenuously disagree with your assertion that our comments were "in the main motivated by a desire to see excesses checked, *but with the realization that it will come at the expense of sizeable attorneys' fees* [italics supplied]."

Some FCBA members oppose a rigid cap on settlement payments, but not in an effort to protect their fees. Rather, they believe, in good faith and based on years of hands-on experience, that a return to the pre-1982 settlement cap rule could result in a paralysis of the already overburdened comparative hearing process. As Congress noted in abandoning the cap by amending Section 311 at the commission's request in 1982, absent a financial incentive, litigants in the process often chose to pursue the hearing and any appeals for many years. Locked as prisoners in litigation they did not truly wish to pursue, they used precious public and private resources; ironically, the lawyers who worked on such cases in that era were financially rewarded. Moreover, prior to 1982, the FCC staff time spent on resolving disputes over what constitutes "reasonable and prudent expenses" was enormous. Today, at a time when the commission's litigation resources are severely restricted and the need to expedite new broadcast service is paramount, a settlement payment cap could backfire at the expense

not of avaricious lawyers, but of the public.

Not all members of the FCBA subscribe to this view. In fact, the predominant view of the FCBA executive committee is that a settlement payment ceiling would ultimately expedite the initiation of new service by taking the profit motive out of the process, thereby discouraging insincere potential applicants. The comments we filed were based on that premise. However, in taking this position, the executive committee recognized that the contrary position was neither a frivolous nor unprincipled one and had been advanced out of a legitimate concern for the public interest.

The important thing is that there are certain issues as to which there is no disagreement within the FCBA. Chief among these are our firm commitment to insuring the integrity of the commission's processes and a recognition of the undisputed need to reform the comparative hearing process. In my opinion, the FCBA has made and will continue to make a significant contribution in this area. We believe that a robust and uninhibited debate on the merits of the commission's and others' reform proposals is essential. Regrettably, this goal is not advanced by your broad brush allegations that unfairly impugn the motives of professionals who have devoted many hours of uncompensated time to restoring the integrity of the process.—*Sally Katzen, president, FCBA, Washington.*

Editor's note: *The thrust of BROADCASTING's editorial was to support a cap on settlement fees. In the process we dealt a glancing blow to those who have profited—or would—from strike applications and similar opportunistic abuses of the comparative process. We stand by those positions.*

Continued from page 30

ences forum luncheon. Speakers: J. Nicholas Counter III, Alliance of Motion Picture and Television Producers, and Alfred DiTolla, International Alliance of Theatrical Stage Employees. Topic: "New Technologies and Industry Changes." Beverly Hilton Hotel, Los Angeles. Information: (818) 953-7575.

Dec. 12—American Women in Radio and Television, Washington chapter. Christmas party. Washington. Information: MacKenzie Kearney, (202) 820-2048.

Dec. 13—"Is There a Future for Public Television? What Should It Be?" seminar sponsored

by Center for Communication. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Dec. 13-14—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Dec. 18—"On Location at Channel 13 [WNET]," tour sponsored by Center for Commu-

"Datebook" continues on page 82

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MONDAY MEMO

A cable regulation commentary from Michael F. Starr, assistant professor, Southern Illinois University at Carbondale

The cable television reregulation drama now unfolding in Washington is but another sorry chapter of a hopelessly fragmented, politically gridlocked government in search of a communications policy.

Cable television as a fledgling new technology was subjected for over two decades to an FCC policy that was uneven, at best. When its Declaration of Independence was finally proclaimed by the U.S. Congress in 1984, the powers that be once again mistakenly assumed that the cable charter would long endure. The Washington crowd, who should have had a keen awareness of human frailties, failed to project the pent-up rate pressure which would launch the newly freed industry on a robber baron binge; nor were they correct in assuming that the technological revolution which began with cable would end with cable.

So now, we have, at the behest of Congress, reinaugurated the cycle once again with reactive and not thoughtful legislation. And the prospects for the durability of the Congressional work product are no better than before. Already the outlines of the next regulatory crisis are in place as cable MSO's and independent operators scramble to blunt the effect of projected rate regulation.

Is the solution to return to rate control and give the responsibility for it to an already beleaguered FCC which cannot process things now? How in the world can an FCC which does not collectively believe in reregulation administer rates for approximately 10,000 local systems from Portland to Honolulu? With all the really important communications policy issues to decide, it is wise to bog down our primary communications and regulatory policy making vehicle with a burden it cannot handle and does not want? How can we justify this proposed new assignment for the FCC when there is no demonstrable ability of the commission to tend to half completed and confusing old business which remains undone?

Congress has a position; the White House has a position; the National Telecommunications and Information Administration, National Association of Broadcasters, Association of Independent Television Stations, United States Telephone Association, citizen groups all have input and positions. The ques-



tion is: How should all the divergent interests be digested and formulated into a meaningful national communications policy?

What is needed to finally resolve cable, it is said, is more competition. Idle off-the-cuff policy making, typified by such a remark, is much like writing checks with no bank balance. Checks so written won't clear, and policy so made won't work.

For a start, let us use the example of the cable reregulation debacle to recognize the collective madness for what it is. Congressman Michael Synar is on the verge of doing that with his suggestion to rewrite and 1934 Act. That is, at least, a recognition of failed policy; but it is not enough. Another rewrite proposal almost got done in the late 1970's. In the late 1980's, proposals spanned the spectrum from a cabinet-level Department of Communications to a Presidential Council of Communications Advisers. The problem with most proposals is that they are fatally flawed at the outset by virtue of their sponsors. All parties, public and private, are thought to be the captives of some special interest. Hence, the requisite credibility and impartiality are automatically absent from solutions being advanced. That absence precludes serious consider-

ation.

Consequently, a totally new approach is mandatory. It is time to convene a national commission, appointed by the White House and the Congress, to make recommendations on overall total reform of our national communication laws and policy.

There exists ample precedent for the appointment of national commissions to provide recommendations to solve weighty, complex problems. In fact, the 1965 Carnegie Commission was created to resolve issues and propose reforms for educational television. While not a presidential commission, it was a national commission with presidential approval.

The approach which worked with the Carnegie Commission is what is needed now. The level playing field is so crowded with competing interests, and the political process is so compromised and fragmented that no proposal made can have any real credibility. To resolve the national impasse over communications issues and policy, this country needs the same independent impartial study and proposals which guaranteed the Carnegie Commission's success. National commissions are an established part of our political culture and have been utilized frequently.

History has proven that consensus short-term policy making negotiated in the hall of Congress, subject as it is to politics, pressure and quick fixes, is no solution. Sometimes truly monumental

restructuring involves study, though and tough decision, most of which are incompatible with the current political process.

One has to spend political capital or significant monetary resources to invest in the appointment of a national communications policy commission. And

if, for a moment, we take the job away from people who don't have time for it, don't understand it, and even view it as a nuisance, perhaps something lasting will result.

"It is time to convene a national commission to make recommendations on overall total reform of our national communication laws and policy."

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TOP OF THE WEEK

IF AT FIRST YOU DON'T SUCCEED... NEW SEASON CANCELLATIONS AND RESHUFFLINGS BEGIN

CBS removes two new shows from prime time, reschedules others; stations still looking for viable contender among first-run entries

NETWORK

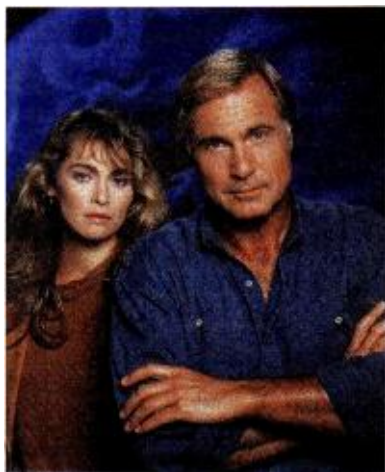
When CBS Entertainment President Jeff Sagansky was hired last November, his management style was often characterized as decisive. Just two-and-a-half weeks into the new season, Sagansky has demonstrated that quality to those unfamiliar with the former president of Tri-Star Pictures, by reworking three nights on CBS's schedule and, in the process, putting two series on hiatus.

Meanwhile at NBC, despite persistent rumors suggesting that Warren Littlefield, president, NBC Entertainment, is on the verge of reshuffling his schedule, Littlefield says he is standing pat—at least as of last Friday—with his current lineup, including the underperforming *Ferris Bueller* and *The Fanelli Boys*. Littlefield, however, would not give any of his struggling new shows a vote of confidence beyond the present.

Removed from CBS's schedule are *Lenny* (Wednesday, 8-8:30 p.m.) and *E.A.R.T.H. Force* (Saturday, 9-10 p.m.), and new to the lineup are *Wiseguy*, making its return to CBS's schedule, and *Broken Badges* from Stephen J. Cannell. Shows undergoing time period changes are *The Flash*, *48 Hours*, *Doctor, Doctor* and *Top Cops*, which also is shortened to a half hour from an hour.

In the case of *Lenny*, it appears CBS is still confident the show will attract an audience, and plans call for the show to return in a less competitive time period. Despite heavy promotion from the CBS-K mart campaign, targeted to push CBS's 8 p.m. shows, the blue-collar comedy never got off the ground, averaging an 8.5 rating and 15 share in its four airings. In its most recent airing last Wednesday, the show scored a 6.8/11,

Continues on page 36



CBS's 'E.A.R.T.H. Force' removed from schedule



Syndicated 'Trump Card': endangered species?

SYNDICATION

Across the nation, managers at local television stations are breaking out the Roloids as they puzzle over the bleak returns for the new first-run programs in syndication. According to rep and station executives, it's not a pretty picture, with the exception of children's animation fare, which continues to grow by leaps and bounds.

The problem for stations is that the November sweep TV listings for various program guides are due in about a week and decisions have to be made whether to tough it out with new game and reality shows, many of which are performing poorly, or make some moves.

A number of stations have already made some moves, including KCOP-TV Los Angeles, which cancelled the new game show, *Quiz Kids Challenge*, effective today (Oct. 8). *Kids* has been airing as part of an early fringe game block that also includes *Tic Tac Dough* and *Jokers Wild*.

According to the latest overnight ratings available (the week ended Sept. 30), *Quiz Kids* averaged a 1.1 rating and a 3 share on KCOP-TV. Carol Martz, the station's program director, said the decision to shelve *Kids* came a week after WXIA-TV Atlanta made a similar move, and more than doubled its share by replacing it with *Family Feud*, now entering its third season, from LBS.

"*Tic Tac* and *Jokers* have a way to go too," said Martz, indicating the vulnerability of both shows on the station's schedule. Both programs are averaging less than a 1.5 rating on the station.

Quiz Kids has been cancelled or demoted in several other markets, including St. Louis, where KMOV-TV pulled it from 4 p.m. and moved it to late night. The station opted to schedule a double-

run of *Golden Girls*. At 4:30 p.m., *Girls* had been more than doubling the rating and share of *Quiz Kids* at 4 p.m.

Trump Card and *Challengers* have also been pulled or downgraded in markets including Hartford, Conn., and St. Louis. At the same time KMOV-TV moved *Quiz Kids*, it also bumped *Trump* from its 6:30 p.m. access slot to late night, replacing it with *Best of Love Connection*. The station has been getting solid numbers from *Connection* as a late fringe program.

At WTIC-TV Hartford, general manager Ed Karlik confirmed the station demoted *Trump* and *Challengers* from access to daytime, replacing the game block at 7-8 p.m. with a strip of *Star Trek: The Next Generation*. So far, *Trek* has doubled the rating the two games were getting in access, from a 2 to a 4.

"We had to make a move," said Karlik, who is also president of Chase Broadcasting. "We were high on both shows and the production quality was high, but we couldn't go into the November book without larger ratings."

And it is not just the new game shows that are taking a beating. None of the new first-run strips (excluding cartoons) are working.

"It's mind blowing," said Janeen Bjork, vice president and director of programming at Seltel, the New York-based prep firm. "Viewers are saying no to new programming in larger numbers than we can ever remember. And it's not that they are unaware of these new shows. They are saying no to *Quiz Kids*. It did a 7 share on WXIA Atlanta, and a week later *Feud* did a 15 share in the same time period as a replacement. In Hartford, it wasn't that viewers did not know about *Trump* and *Challengers*. They just didn't want them."

According to a Seltel rundown of Nielsen ratings for all the new strips, for the week ended Sept. 30, none held their lead-in share and all were down from the time-period share a year ago. "I think a lot of the distributors of the new product are reeling, trying to figure out if there is a way to get viewers to give these shows another shot," said Bjork.

James Curtin, vice president of program services, Harrington, Righter and Parsons, New York, agreed with Bjork's assessment. "It is not uncommon to see a 95% failure rate for new first-run shows. But we're looking at nearly a 100% failure rate. You generally expect to find at least one new show getting

sizeable sampling and holding on. We are still waiting for a viable entry to appear."

While it is hard to know with any certainty why viewers are rejecting the entire slate of new first-run strips, Curtin said the syndicators are "delivering the shows they promised. They aren't producing junk. It may be that station managers misread what viewers were looking for."

Bill Carroll, vice president, director of programming, Katz American Television, said part of the problem first-run is having is due to the continued success of returning programs such as *Jeopardy* and *A Current Affair*, and the increasing number of viewing choices in the television marketplace. "The longer the incumbents go unchallenged, the more habit forming they become," he said. "With each season, there are more options to distract viewers from watching the new shows."

While the first-run early returns are bleak, the new crop of off-network shows seem to be faring better. *Golden Girls*, for example, has the best story, delivering about a 15% higher share than both its lead-in and the shows in the time period a year ago. -SM

NETWORK

Continued from page 35

numbers almost doubled on ABC and NBC. "One of the things we've learned from the sampling of co-promotion deals like ours with K mart or the NBC McMillions is that they work best in getting sampling for a show in a time period where there may only be one entrenched show rather than two entrenched in the time period," said George Schweitzer, senior VP, communications, CBS. He pointed out that in *Lenny's* case at 8 p.m. on Wednesday, the show came in against two established programs, *The Wonder Years* on ABC and *Unsolved Mysteries* on NBC.

While network sources have confirmed CBS's intent to bring *Lenny* back, there has been no such talk about *E.A.R.T.H. Force*, which failed CBS programmers but persistently met the expectations of most critics and other television observers who predicted the hour drama about an environmental action team would be the first of the new season breed to face extinction.

Those two series may get company in the network junkyard from two NBC shows, *Ferris Bueller* and *The Fanelli Boys*, both of which are underperforming in their time periods. "Right now,

when I look up at my [schedule] board, both shows are still up there," said Littlefield last Friday morning when asked if he is considering a move. However, he would not rule out the possibility of change as early as this week when last week's ratings come out on Tuesday, Oct. 9. About *Ferris Bueller*, he said, "Clearly, there's a concern about the drop-off at 8:30 that could hurt our NBC movie at 9 p.m." As for *The Fanelli Boys*, he said the show is in "good shape creatively but we need to market it better. What we don't want to do is panic and say too quickly that it's not working and say goodbye to a *Cheers* or *Family Ties*," he said, referring to two NBC comedies which started slowly and built into powerhouses.

"In the case of *Ferris Bueller*, it may have been by the time the McMillions campaign came out, the jury had already returned its verdict," said John Miller, executive VP, marketing, NBC-TV. He said pre-season airings, part of the "double-pump" strategy, may have pre-empted the sampling potential NBC might have gotten from its co-promotion with McDonald's.

CBS's reshuffling starts on Wednesday with *48 Hours* moving to Wednesday at 8-9 p.m. from Saturdays at 10 p.m., beginning Oct. 24. Also on

Wednesday, *WIOU*, an hour drama from Grant Tinker about a TV newsroom, will make its debut at 10-11 p.m. on Oct. 24 or Oct. 31, depending on the length of the World Series. *48 Hours* replaces *Lenny* and *Doctor, Doctor*, and *WIOU* replaces *Top Cops*.

Thursday is the most reworked night of the week, starting with *Top Cops* at 8 p.m., pared down to a half-hour show. *The Flash* follows at 8:30-9:30 p.m. Moving *The Flash* out of the 8 p.m. time period allows the sci-fi action/adventure series to avoid competing head-to-head with *The Cosby Show* and soon-to-arrive original episodes of *The Simpsons*. Its competition, instead, will be *A Different World* on NBC and *Babes* on Fox. *Doctor, Doctor* follows at 9:30 p.m., and *Knots Landing* remains in the 10-11 p.m. time slot.

Saturday finds the first hour of the evening unchanged with *Family Man* and *The Hogan Family* at 8-9 p.m. *Broken Badges* (9-10 p.m.), replacing *E.A.R.T.H. Force*, is Cannell's latest action series. At 10 p.m. the network has brought back *Wiseguy* replacing *48 Hours*.

In addition, *Sons and Daughters*, starring Lucy Arnaz and Rick Rossovich, set to make its season premiere on Thursday, Oct. 25 at 9-10 p.m., has been shelved for the time being. -SC

TPS TO TAKE CLOSED BIDS FOR 'WONDER YEARS'

Turner Program Services completed its marketing plan last week for the anticipated 1992-93 off-network launch of *The Wonder Years* (BROADCASTING, Aug. 6), in an offering that TV executives say is reminiscent of the sales strategy Viacom Enterprises put together for the controversial 1988-89 off-network launch of *The Cosby Show*. In fact, according to TPS President Russell Barry, Viacom's ex-syndication president Joe Zaleski, the man widely credited for developing the *Cosby* marketing plan, worked as an independent consultant with TPS and New World executives to fashion the *Wonder Years*' off-network plan.

Just over two months ago, the Turner Broadcasting System division was reported to have paid more than \$100 million to New World Television (producers of *Wonder Years*) for the show's distribution rights. Now TPS is confident stations will make closed bids for the half-hour sitcom that has one minute of barter ad time attached to its cash license fee during the first three years (156 weeks) of its five-year contract. Like *Cosby*, stations will be billed on a weekly cash licensing basis (with 10%

down initially), while the three-year barter element could be extended six additional months if ABC renews the first-



run *Wonder Years* for a seventh season in 1993-94, Barry said. Rather than having two years of straight cash payments, the extended network run would reduce the cash term of the remaining contract to 1½ years (78 weeks).

Also, similar to the original Viacom plan, once TPS has presented *The Wonder Years* packages on a "market-by-market" basis, Barry said, stations will receive "closed offer letters" by messenger (to which stations will have 48 hours to respond). But he stressed that

unlike the *Cosby* bidding process, a minimum floor price will not be set prior to the bidding; "stations will be able to set the price."

However, one New York station rep source said TPS "will have a reserve price in mind for what they think *Wonder Years* is worth in each market, or they will sit it out and wait." The source added: "As good as a majority of people think *Wonder Years* is, I don't think the closed bidding process is going to impress station people. Those pre-*Cosby* salad days are gone...stations will not be in a frenzy to mortgage away their future and will be focusing more on bottom line projections this time around."

Estimates of what *Wonder Years*—TPS and New World are guaranteeing more than 100 episodes due to a two-year order from ABC that extends through the 1991-92 season—may fetch in major markets varies from \$30,000 to \$70,000 per week, according to several sources. Figuring on a national per episode equivalent, another New York rep source guessed that the program could earn just under \$1 million per episode

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MAXWELL TO SELL HIS TV AND CABLE INTERESTS

Publishing mogul Robert Maxwell has ended his flirtation with the TV medium, last week unveiling plans to sell his broadcasting and cable holdings in France and Britain. That may be easier said than done.

Among the interests Maxwell will shed—in part to lighten his company's \$3.6 billion debt load, as well as to sharpen his focus on publishing expansions—are a 12.5% share in leading French national network TF1; 20% of UK commercial broadcaster Central TV; and a 51% stake in European satellite TV service, MTV Europe and UK cable, operations serving nearly 300,000 households. The media ratings firm A&B is not believed to be on the block.

Maxwell's TF1 stake in France is by far the largest of the holdings, worth about \$140 million at current stock prices. The most likely suitor is Italian media magnate Silvio Berlusconi, who has already purchased 4% of TF1 and said publicly he would like to take 15%.

Berlusconi, however, owns a 25% stake in rival channel La Cinq and is now in a contest for control of that channel with another 25% shareholder, French media giant Hachette. Even if Berlusconi gave up his position in La Cinq, it is not a certainty Italy's dominant broadcaster would gain manage-

ment control of TF1, given the firm management grip maintained by leading shareholder Francis Bouygues.

Maxwell's sale of 20% of Britain's Central TV could be similarly problematic. The planned auction of Britain's regional commercial TV franchises under a pending new broadcast law leaves the acquirer gambling that their investment could vanish overnight if Central loses bidding to maintain the channel. A negative indicator for Central may be the lack of news in the sale of a majority stake in UK commercial broadcaster, Thames Television, put up last summer by owners Thorn EMI and BET.

As to Maxwell's UK cable interests, which have been placed on and pulled from the market several times in recent years, the technical limitations and need for rebuilds will be deciding factors for potential buyers. Although representing the largest single concentration of cable operations in the country, it comprises mostly older relay systems.

As to his holding in pan-European channel, MTV Europe, which reaches 16 million European households, primarily through cable, a potential buyer would face continuing losses for the service, as well as a lack of management control, as 49% shareholder Viacom has, until now, run the channel. —AAG

GORE AND WIRTH TRY TO BREATHE LIFE INTO CABLE BILL

Two senators hold talks aimed at finding compromise on programing access; observers not optimistic they will be successful

Senators Albert Gore (D-Tenn.) and Timothy Wirth (D-Colo.) started last week by setting forth in toughly worded speeches on the Senate floor their opposing positions on the beleaguered cable reregulation legislation. They ended it joined in intense discussions aimed at reaching a compromise on the access-to-programing provisions at the root of their differences and jump-starting the legislation that had ground to a halt.

The talks provided a glimmer of hope for the legislation, but only a glimmer. "The overwhelming weight of opinion

publican on the Senate Commerce Committee, who got the legislation moving last November and who is adamantly opposed to watering down the controversial access provisions.

Like Gore, Danforth took to the floor last Monday afternoon to counter Wirth, but, unlike Gore, he did not signal a willingness to compromise in an effort to revive the measure. "For all practical purposes, the issue is dead for this Congress," Danforth said, vowing to return with the Commerce Committee's leadership with similar legislation next year. "I believe that the legislation that will

energy lawmakers and their staffs have put into it over the past year. All would like to put the issue behind them.

There were unconfirmed reports last week that Edward Markey (D-Mass.) and Matthew Rinaldo (R-N.J.), the leadership of the House Telecommunications Subcommittee, were bringing what pressure they could muster to bear on the Senate Commerce leadership.

If the access-to-programing provision in the Senate bill could be made to conform with that of the Senate bill, Wirth would probably be satisfied, but not Danforth. The House bill prohibits dis-



Wirth



Gore

is that there are still too many obstacles to overcome," said one industry lobbyist.

The legislation would impose hefty doses of cable rate and customer service regulation and bring back a must carry regime requiring cable system to carry local broadcast signals.

The House passed its version on Sept. 10 by a unanimous voice vote. But when the Senate tried to move the bill Sept. 30, several members led by Wirth objected. The chief sticking point was the access-to-programing provision, which denies cable programers the right to strike exclusive distribution deals.

Had the objections not been raised, the measure would likely have been passed within a few hours. Although a host of other senators had amendments, the bill managers were prepared to deal with them under a comprehensive time agreement.

Even if the Gore-Wirth talks bear fruit, passage of the legislation is a long shot. Among the obstacles is Senator John Danforth (R-Mo.), the ranking Re-

publican on the Senate Commerce Committee, who got the legislation moving last November and who is adamantly opposed to watering down the controversial access provisions.

Like Gore, Danforth took to the floor last Monday afternoon to counter Wirth, but, unlike Gore, he did not signal a willingness to compromise in an effort to revive the measure. "For all practical purposes, the issue is dead for this Congress," Danforth said, vowing to return with the Commerce Committee's leadership with similar legislation next year. "I believe that the legislation that will

be enacted next year will be at least as strong as what we were considering this year."

Also weighing in against passage of the legislation is the Bush Administration, which has threatened to veto it as too regulatory and, in some respects, unconstitutional. The threat alone is having a negative effect on the legislative process, according to industry lobbyists, sapping the will of many lawmakers to take the time and make the deals necessary to win passage.

The threat of a veto looms larger with each passing day. Congress was hoping to adjourn by Oct. 19. If the legislation is not on the President's desk at least 10 days before adjournment, it becomes vulnerable to the politically easier pocket veto.

Congress's budget troubles, however, are threatening to push back the adjournment date, giving the legislation's proponents more time to rescue the bill and avoid a pocket veto, if not a veto.

tribution agreements that "significantly impede competition," but preserves the right of programers to enter into exclusive distribution agreements.

Also continuing to push for legislation is the cable industry, led by the National Cable Television Association, even though it is suspected of conspiring to run the bill aground two weeks ago. The NCTA vowed to kill the bill if the right to programing exclusivity were not preserved in it, and most believe Wirth, a longtime friend of the industry, carried out that threat when he objected to bringing up the bill for a vote.

Cable wants a bill, but only with a right to exclusivity. The industry believes the legislation will bring to an end the regulatory instability that has contributed to the fall of cable stocks and dearth of financing.

Leading the cable effort last week to keep hopes of "reasonable" legislation alive was Steve Ross, chairman and co-CEO of Time Warner, who visited a number of senators last Tuesday. Time Warner has been the chief proponent on

the NCTA board for legislation.

According to some lobbyists, Wirth is highly motivated to reach a compromise and produce a bill that he can vote for. Wirth's blocking of the Senate bill generated negative press in Washington and in his hometown papers that noted his longtime ties to the cable industry. The stories cited an April 23 cable-sponsored fundraiser for Wirth in Washington. According to filings with the Federal Election Commission, the reception generated at least \$40,000 for Wirth's campaign coffers from cable executives.

The Wirth-Gore talks have been con-

ducted primarily at the staff level between Wirth aide Mike Perko and Gore aide Roy Neel. "We have been talking in an effort to resolve our conceptual differences over programing access," Neel said.

"They have been productive conversations, but at this point only conversations," he said. "We're hopeful we can find a middle ground on this."

Neel dismissed rumors that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) were involved in the negoti-

ations.

Gore's role will end if and when a compromise is struck, Neel said. "It's not our intention to join forces with cable's advocates to make any changes in the Senate legislation."

According to one source, NCTA has been an integrally involved in the Wirth-Gore talks and has seen some of the proposed compromise language generated by them.

Neel denied it. "The only way this can happen is if the two senators think this through themselves," he said. "This is not a rump markup session." **-HAJ**

HOUSE IN A HURRY TO MOVE LOWEST UNIT CHARGE BILL

Chances are good legislation clarifying political ad rules will pass and also be approved by Senate before Congress adjourns

Upsset by the FCC "audit" of broadcast stations last July that found ample evidence of political candidates being overcharged for campaign spots, the House Energy and Commerce Committee suddenly launched an 11th hour push last week to pass legislation aimed at making the law requiring stations to charge candidates their lowest rates for advertising time easier to enforce and comply with.

"I would like...to put broadcasters on notice," said Committee Chairman John Dingell (D-Mich.) before the committee reported out the legislation (H.R. 5756) last Tuesday morning (Oct. 2), just two days after it was introduced and less than an hour after it was given an airing at a House Telecommunications Subcommittee hearing. "Section 315 of the Communications Act requires them to sell time at their lowest unit rate," he said. "I am going to make the observation that they have not been doing this. Some of it is not culpable; some of it is very much culpable."

Commerce committee staffers were optimistic that the bill could be moved to the House floor for quick passage this week or early next. With the Senate prepared to proceed down a parallel track and the National Association of Broadcasters prepared to cooperate, observers were optimistic Congress could pass legislation before it adjourns. Assuming all goes well with the contentious

budget process, Congress hopes to wrap things up by Oct. 20.

Although the legislation's congressional advocates put their support for the bill in terms of furthering the democratic process, one Hill aide said more mundane concerns motivate many lawmakers. "All incumbents are enthusiastic about it," the aide said. "It's the incumbents that have the biggest war chests and will be able to buy more time."

At the markup, House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), a co-sponsor, called the bill "a very important piece of legislation...that goes to the guts of what has been happening over the last 10 or 15 years in American politics—that is, most of us go out and raise hundreds of thousands of dollars and hand it over to the sales managers of...television sta-

tions."

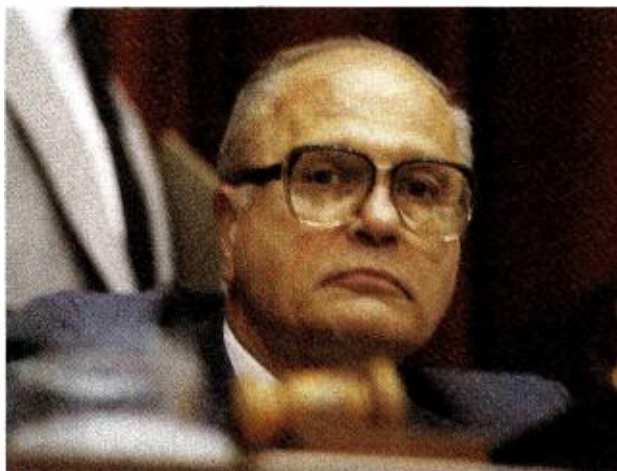
The FCC audit found that in many cases candidates are not only not getting the lowest rates as mandated by the law, but are getting the highest rates, Markey said. The "very serious problem" is due, in part, to the "dramatic changes" in the advertising sales practices of stations since the law was adopted in 1972, he said.

The reform legislation lays out explicitly "what the guidelines are so that we are guaranteed that candidates for public office do benefit from the lowest-unit-rate price," Markey said.

The legislation is "an attempt to revive the spirit of the lowest unit rate law by making clarifying changes to it," said co-sponsor and committee member Matthew Rinaldo (R-N.J.).

According to the "disturbing" results of the FCC audit, he said, the lowest unit rate "is frequently not being offered in a meaningful way to candidates apparently due to changes in the advertising sales practices [of broadcasters] and to uncertainty about the current obligation of broadcasters...aided by spotty FCC enforcement in the past years."

The legislation would require stations to afford candidates seeking time "the lowest charge of the station for the same amount of time for the same time of day and day of week." It would also prohibit stations from preempting campaign spots, unless the program in which the spot



Chairman Dingell

is to appear is preempted for reasons beyond the stations' control.

The bill is similar to legislation (S. 1009) which was introduced by the Senate Commerce Committee's ranking Republican John Danforth (R-Mo.) and reported out by the committee a year ago. It was subsequently incorporated in a campaign reform package (S. 137), which has little, if any, chance of passage this year.

House Telecommunications Subcommittee member Al Swift (D-Wash.) was the only lawmaker to voice concerns about the legislation at the hearing and the subsequent markup. But he voted to report out the bill after receiving assurances from Dingell that he would work with him in "perfecting" the bill's language.

According to Swift, some stations, particularly struggling small-market

ones, sometimes unload unsold inventory at drastically reduced prices—"a dollar a holler" or its "inflationary equivalent." As the bill is now written, he said, those fire sale prices would set the rate for the campaign spots.

"I don't think we intend to prevent those kinds of marginal stations to raise that kind of money," Swift said, "nor do we intend that we are supposed to get that incredibly low fire-sale rate."

NAB President Eddie Fritts, who along with FCC Chairman Alfred Sikes were the only witnesses at the subcommittee hearing, said the association "can obviously live with reasonable legislation" and pledged to work with the lawmakers in "crafting legislation that makes sense" for broadcasters and candidates.

According to Fritts, the NAB signed off with Danforth's S. 1009 as Danforth

agreed to amend it to remedy concerns raised by broadcasters. "To the extent [the House bill] follows along those lines, obviously we do not oppose that," he said.

Chairman Sikes endorsed the legislative initiative. If the bill is passed, he said, "I think clearly the law will be less ambiguous and therefore easier at the station level and the FCC level to comply with and administer."

Responding to a question from Michael Oxley (R-Ohio), Sikes discouraged members from using the audit to make sweeping conclusions about compliance with the law. The 30 stations in five cities involved in the audit are not a "representative sample," he said. "It speaks only to what was found in those stations in those five cities," Sikes continued. "I don't think you can extrapolate to a national average." —NAJ, PDL

BROADCASTERS JUBILANT, THEN WARY ON SPECTRUM TAX

They breathe sigh of relief that proposed 5% revenue tax is left out of budget agreement, but House defeat of package leaves door open

Like other Americans, broadcasters are facing stiffer gasoline, cigarette and liquor taxes as a result of the controversial congressional budget agreement, but they are not facing the prospect of turning over up to 5% of their annual revenue to the federal treasury.

When the budget agreement finally emerged Sept. 30, after 24 days of intensive negotiations between congressional leaders and Bush administration officials, it did not contain an administration proposal to levy a yearly spectrum fee on broadcast stations.

The news was met with enthusiastic applause from the broadcasters, who mounted a massive campaign to keep congressional negotiators from agreeing to include the fee in the budget package, which would cut the projected federal deficit \$40 billion in fiscal 1991 and \$500 billion over five years.

However, with what the National Association of Broadcasters described as the "devastating" defeat of the budget package in the House last Thursday (Oct. 4), broadcasters cannot yet assume that a final budget resolution will include no spectrum fee.

According to Hill and industry sources, although the administration pushed the spectrum fee to the end, the fee, which

would have generated \$10 billion-\$11 billion over five years, never gained any traction with the congressional negotiators. They may have been deferring to the leaders of the House and Commerce Committee with oversight over broadcasting law and regulation, who opposed the fee.

Jim May, executive vice president of NAB, which led the fight against the fee, warned last Friday that the fee in some form could be resurrected as the the budget agreement is debated in Congress and folded into a series of appropriations bills.

Particularly worrisome to the NAB is a line in the agreement calling for the collection of \$3 billion over five years in "miscellaneous fees." The concern is that appropriate committee members may lock onto the fee idea to fill at least a portion of the \$3 billion hole.

But according to May, the fact that committee chairmen would likely play a larger role in the next negotiations does not raise the likelihood the fee proposal will be introduced, "not if [Representative] John Dingell [D-Mich.] or [Senator] Ernest Hollings [D-S.C.] is one of those chairs." In an environment marked by about 17 industries facing user fees, May said, each would like to see Congress tax some other industry.

He suggested, however, that protocol also made it unlikely that any other chairman would encroach on the respective House or Senate Commerce Committees' turf to propose the fee.

Nevertheless, May said that, as of Oct. 5, "cloudy" best described prospects that the fee would become a revenue-enhancer to offset politically difficult cuts in domestic spending. That the agreement may undergo significant changes before all is said and done was underscored last Thursday when House Speaker Thomas Foley (D-Wash.) promised rebellious House Democrats that some changes could be made in the agreement to assuage the growing ranks in opposition to it. Despite the promise, the House overwhelmingly defeated the budget resolution later in the day, fueling speculation that it would not survive Congress in its original form.

Going into the negotiations, the spectrum fee was a flat 4% of gross annual revenue. However, early on it was transformed in an effort to mitigate the impact of smaller stations. Under it, most stations would have paid 5% of their annual revenue, but television stations generating less than \$2 million in annual revenue and radio stations making less than \$100,000 would pay just 2.5% of those revenues.

"Obviously we'd be elated" if the measure is dead for good, said a cautious Thomas Goodgame, president emeritus, Group W Television. It would have been "a major blow to this company." He added: "One never knows" if it will be raised again. He then said that he hopes he "never hears [talk of] a spectrum fee again."

Goodgame said it would have been "pure insanity" to base any fee on gross revenue, because it would have put a lot of broadcasters out of business. Besides, said Goodgame, the tax "would be a violation of the FCC intent" to grant licenses in "exchange for services rendered to the public."

Had the fee been adopted, said Steve Crane, president of Emmis Broadcasting, "it would have been quite adverse and, in some cases, devastating."

Crane said members of Congress who equated the spectrum tax with a user fee for natural resources were caught in a "wrongful analogy." So are those who compared broadcasters with some sort of public utility, he said. "Time on radio and television is very price sensitive, and price increases can't just be passed along as could a utility that was protect-

ed in a rate structure," he said.

Gary R. Chapman, president of LIN Broadcasting, said because 1990 "has not been a great year," the fee "would have been devastating." Revenue problems and "greater fragmentation" within most markets have drastically reduced profitability for many stations, he said. "There's always a chance" the issue will be raised again, he said, but "we'll continue with vigilance" to see that it is not.

Scott Ginsburg, president of Evergreen Media, said he was relieved, at least temporarily, that the proposed spectrum tax had been abandoned. "It would have greatly affected our bottom line," he said. "We have an admirable conversion factor from revenue to broadcast cash flow; and had advertising revenue been taxed at a 5% rate, it would have turned into a direct 5% expense."

"It is always an ugly spectre which is haunting us," said Shamrock Broadcasting's Bill Clark. "I don't know of anything we can do except continue to be extremely vigilant. In this case, justice is on our side thus far."

Clark said the industry pays its dues

through public service obligations, performance and capital gains and regular income taxes. "There is no particular reason why we should be hit with something that would exempt other media with whom we compete for dollars," he said.

Richard Ferguson, president of New-City Communications, believes the issue should be debated thoroughly on a number of levels. The issue of the spectrum tax was thought up as a way to raise revenue, he said. "I'm not sure there was any discussion as to whether the spectrum should be taxed, and in what ways," said Ferguson, "or how it should be phased in."

Also not thought out, said Ferguson, was the effect the tax would have on broadcasters' ability to continue to stay in business. "If they passed that tax, many, many broadcasters would have gone out of business," he said. "It would have created a very short-sighted situation." Many broadcasters would simply not have been financially able to pay the tax, he said. "The idea of the tax," he said, "defies economic gravity. It would have brought the industry to its knees, and quite frankly, the industry is already wobbling along." -HAJ

CABLE RATINGS RISE IN THIRD QUARTER

Prime time ratings for 15 cable networks reporting figures for the third quarter show a 12.3% increase over the same period last year. The networks earned a combined 16.4 rating, up from a 14.6 last year.

A&E showed the largest increase, nearly doubling its prime time rating. The network attributed the increase to its programming and to scheduling that is less helter-skelter and more viewer-friendly and similar to that used by broadcasters.

For the second consecutive quarter, USA was the top-rated cable network. Despite lower than projected ratings for

ESPN baseball, the MLB package still managed to increase that network's rating by 0.4 over last year's third quarter, and make it the number-two ranked channel.

WTBS(TV) Atlanta dipped 0.2 of a rating point, due, according to the network, to the Atlanta Braves' poor performance this season. And CNN's ratings were up, buoyed by its coverage of the Persian Gulf crisis.

On a full-day basis, the 15 reporting networks earned a 10.6 rating, up from the 9.7 turned in during the third-quarter of 1989.

Network	Prime Time				Full Day			
	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)
USA	2.4	(1,279,000)	2.1	(1,035,000)	1.2	(639,000)	1.1	(532,000)
ESPN	2.3	(1,309,000)	1.9	(990,000)	0.9	(512,000)	0.8	(420,000)
WTBS	2.0	(1,116,000)	2.2	(1,115,000)	1.4	(787,000)	1.4	(699,000)
TNT	1.7	(824,000)	1.4	(434,000)	0.9	(446,000)	0.8	(264,000)
CNN	1.4	(766,000)	1.1	(553,000)	0.8	(460,000)	0.6	(309,000)
Lifetime	1.2	(597,000)	1.2	(523,000)	0.6	(300,000)	0.7	(312,000)
A&E	1.1	(503,000)	0.6	(225,000)	0.7	(312,000)	0.3	(115,000)
Nashville	1.0	(550,000)	0.9	(418,000)	0.5	(274,000)	0.4	(214,000)
Nick at Nite	0.9	(476,000)	1.0	(485,000)	0.5	(265,000)	0.5	(242,500)
Discovery	0.8	(429,000)	0.7	(321,000)	0.5	(232,000)	0.4	(187,000)
MTV	0.7	(367,000)	0.7	(337,400)	0.6	(314,000)	0.6	(289,200)
HL News	0.4	(195,000)	0.4	(153,000)	0.4	(176,000)	0.4	(145,000)
VH-1	0.3	(116,000)	0.3	(100,800)	0.2	(78,000)	0.2	(67,200)
FNN	0.2*	(68,000)	0.2	(38,300)	0.3	(103,000)	0.3	(94,200)
Nickelodeon	—	—	—	—	1.1	(582,000)	1.2	(533,500)

USA's prime time is 7-11 p.m. Discovery's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m. A&E figures are the combined unit rating of its two programming blocks from 8 p.m. to 4 a.m. * initial data.

Continued from page 37

(for 12-15 runs over the life of its contracts) or just over \$100 million total in its first cycle. With barter revenue added for three years (at a conservatively estimated \$40,000-\$60,000 per 30-second spot), approximately \$60 million-\$100 million could be added to TPS's coffers, according to the source.

Comparably, the source said that *Cosby* earned a benchmark \$5 million per episode, and went for upwards of

\$250,000 per week in New York and Los Angeles. Columbia Television's *Married...with Children*, which went on the sales block earlier this year, secured an average \$90,000 per week in those same markets.

Carol Martz, program director for Los Angeles independent KCOP-TV, a station that picked up *Cosby* for its first cycle in 1988, expressed concern that some stations may be willing to pay a weekly, rather than per episode, cash license fee,

"forcing them to straightline costs over a five-year period, when the real plus is to amortize costs up front."

Barry emphasized that stations will "dictate" the price in each market and that the barter minute is implemented for a maximum of 3½ years, so TPS can "recoup its costs and maximize revenues for New World. If a station bids \$1,000 or \$10,000 per week, that will be the cash license and they will not be asked for extra dollars at any other time." —MF

N.Y. URBAN UP, L.A. CHR DOWN IN SUMMER ARBITRON

Results of the summer 1990 Arbitron survey, released late last week, for the top 10 stations in the top 10 markets, adults 12-plus, Monday-Sunday, 6 a.m. to midnight, include:

■ New York: top-ranked, Urban WRKS(FM) continued to add to its 12-plus share, rising from 5.1 to 5.5 for summer. ■ Los Angeles: Soft-AC KOST(FM) continued in first,

improving to 6.6; two top CHR's—KIIS-AM-FM and KPWR(FM)—declined .9 and .7, respectively. ■ Chicago: Top-ranked WGN(AM) and second place WGCI-FM both improved by .2. ■ San Francisco: KGO(AM) recouped much of its spring loss, finishing first at 7.0. ■ Philadelphia: All-news KYW(AM) jumped more than two full points to tie with AOR WMMR(FM) at 7.9. ■ De-

troit: WJR(AM) continued its recovery from its winter '90 slump, finishing first with 8.9. ■ Dallas-Ft. Worth: KSCS(FM) and KPLX(FM), two top Country stations, both suffered slight declines, but kept top two slots with 8.3 and 7.2, respectively. ■ Boston: Red Sox fever helped edge WRKO(AM) into tie with CHR-oriented WXKS-FM for top slot with 7.0.

Station	Format	Spring '90	Summer '90	Station	Format	Spring '90	Summer '90	Station	Format	Spring '90	Summer '90
1. New York											
WRKS(FM)	Urban	5.1	5.5	KCBS(AM)	News	4.3	4.8	KTXQ(FM)	AOR	4.4	4.9
WCBS-FM	Oldies	4.6	5.1	KIOI(FM)	AC	3.2	3.8	KJMJ(FM)	Urban	4.6	3.7
WLTW(FM)	Soft AC	4.1	5.1	KOIT-AM-FM	Soft AC	5.0	3.7	KEGL(FM)	CHR	3.9	3.4
WHTZ(FM)	CHR	4.6	4.8	KSFO(AM)	Classic rock	2.7	3.4	KLUV(FM)	Oldies	3.5	3.4
WINS(AM)	News	4.3	4.4	KROR(FM)	AOR	2.6	3.3	8. Boston			
WPAT-AM-FM	Easy	5.2	4.3	KFOG(FM)	AOR	2.6	3.2	WRKO(AM)	Talk	6.9	7.0
WOHT(FM)	CHR	4.0	4.2	KSOL(FM)	Urban	3.2	3.2	WXKS-FM	CHR	7.2	7.0
WNEW-FM	AOR	3.9	4.1	5. Philadelphia				WZOU(FM)	CHR	7.4	6.9
WOR(AM)	Talk	3.9	4.0	KYW(AM)	News	5.8	7.9	WBCN(FM)	AOR	7.1	5.8
WBLS(FM)	Urban	3.8	3.7	WMMR(FM)	AOR	8.2	7.9	WMJX(FM)	AC	4.0	5.2
WNSR(FM)	Soft AC	3.7	3.7	WUSL(FM)	Urban	6.8	7.0	WBZ(AM)	AC	5.9	5.1
2. Los Angeles											
KOST(FM)	Soft AC	6.2	6.6	WYSP(FM)	Classic rock	6.4	6.8	WZLX(FM)	Classic rock	3.9	4.9
KIIS-AM-FM	CHR	5.9	5.0	WEAZ-FM	Adult rock	6.1	5.5	WDSH(FM)	Oldies	4.1	4.8
KABC(AM)	Talk	4.3	4.9	WIOQ(FM)	CHR	5.1	5.5	WSSH-FM	Easy	3.6	4.1
KPWR(FM)	CHR	5.0	4.3	WUOL(FM)	Oldies	4.6	5.3	WEEI(AM)	News	3.4	3.8
KLOS(FM)	AOR	4.1	4.1	WPEN(AM)	Nostalgia	5.2	5.2	WJIB(FM)	Soft AC	4.6	3.8
KWKW(AM)	Spanish	3.2	3.6	WEGX(FM)	CHR	4.9	4.5	9. Washington			
KBIG(FM)	AC	3.0	3.5	WXTU(FM)	Country	4.8	4.3	WPGC-FM	CHR	6.8	7.5
KOLZ(FM)	CHR	3.3	3.5	6. Detroit				WKYS(FM)	Urban	6.3	6.6
KROQ-FM	AOR	3.1	3.4	WJR(AM)	MOR/News/Talk	8.5	8.9	WMZO-AM-FM	Country	6.3	6.5
KFWB(AM)	News	3.3	3.1	WJLB(FM)	Urban	6.7	7.3	WGAY(FM)	Easy	7.1	5.9
KXEZ(FM)	Soft AC	3.4	3.1	WHYT(FM)	CHR	5.1	5.3	WASH(FM)	AC	4.2	5.1
3. Chicago											
WGN(AM)	MOR/Talk	8.0	8.2	WWJ(AM)	News	4.6	5.1	WMAL(AM)	News/Talk	5.1	5.1
WGCI-FM	Urban	7.7	7.9	WJOI(FM)	Easy	3.8	4.8	WCCR(FM)	Classic rock	3.9	4.3
WBBM-FM	CHR	4.4	5.2	WJZZ(FM)	Jazz	4.0	4.1	WWDC-FM	AOR	2.9	4.3
WCKG(FM)	Classic rock	4.4	4.8	WKQI(FM)	CHR	4.8	4.1	WTOP(AM)	News	3.8	3.7
WLUP-FM	AOR	4.5	4.8	WDFX(FM)	CHR	3.1	4.0	WAYA(FM)	CHR	4.2	3.6
WVAZ(FM)	Urban	5.2	4.4	WWWV(FM)	Country	4.1	4.0	WHUR(FM)	Urban	3.9	3.6
WBBM(AM)	News	4.6	4.1	WLTJ(FM)	AC	5.7	3.9	10. Houston			
WJMK(FM)	Oldies	3.0	3.4	WOMC(FM)	Oldies	3.2	3.9	KILT-FM	Country	7.3	8.6
WKQX(FM)	CHR	3.5	3.2	7. Dallas-Ft. Worth				KIKK-FM	Country	7.7	7.5
WNUA(FM)	New AC	2.6	3.2	KSCS(FM)	Country	8.6	8.3	KMJO(FM)	Urban	7.8	7.2
4. San Francisco											
KGO(AM)	News/Talk	6.2	7.0	KPLX(FM)	Country	7.4	7.2	KLOL(FM)	AOR	7.4	6.2
KMEL(FM)	CHR	5.4	5.3	KVIL-AM-FM	AC	6.9	6.9	KTRH(AM)	News	4.6	5.9
KNBR(AM)	Talk/Sports	4.6	5.1	KKDA-FM	Urban	5.7	5.8	KKBO-AM-FM	CHR	5.2	4.7
				WBAP(AM)	Country	5.8	5.8	KZFX(FM)	Classic rock	3.7	4.2
				KRLD(AM)	News/Sports	4.2	5.4	KQUE(FM)	Nostalgia	3.3	4.1
				KHYI(FM)	CHR	4.7	4.9	KDDA(FM)	Soft AC	4.0	4.0
								KRBE-FM	CHR	4.4	3.9

SPECIAL REPORT

NBA '90: NBC, TNT AND LOCAL RIGHTS TOP \$320 MILLION

For the 1990-91 season, the National Basketball Association will collect approximately \$218.8 million in national television rights fees from NBC and Turner Broadcasting—a whopping 2.9 times more than the \$74.5 million paid by CBS and Turner last season.

Add to that aggregate team-by-team local rights, which are expected to rise 22% above last season's \$85 million to about \$104 million—\$82 million from over-the-air and cable TV stations and \$22 million from local radio—and "a modest amount" from ABC Radio for its carriage of the All-Star game and championship series.

The NBA's total TV and radio revenue for the coming season should break the \$320 million per season barrier.

When NBC Sports executives met in August 1989, about 10 months after losing Major League Baseball to CBS, the NBA was made acquisition "target number one," according to Ken Schanzer, executive vice president of NBC Sports. At the time, NBC was hopeful but uncertain, he said, that CBS would pass on its right to meet an NBA rights figure before the league could offer it elsewhere. Hope turned to reality last November when CBS passed on the NBA's figure, thereby opening the door for NBC to seal a four-year, \$600 million package (at \$150 million per season) that begins this fall. "We loved baseball, but in business terms," said Schanzer, NBC traded a "mature product priced at its margin" for "demonstrably the fastest growing...undervalued" sports product in the U.S.

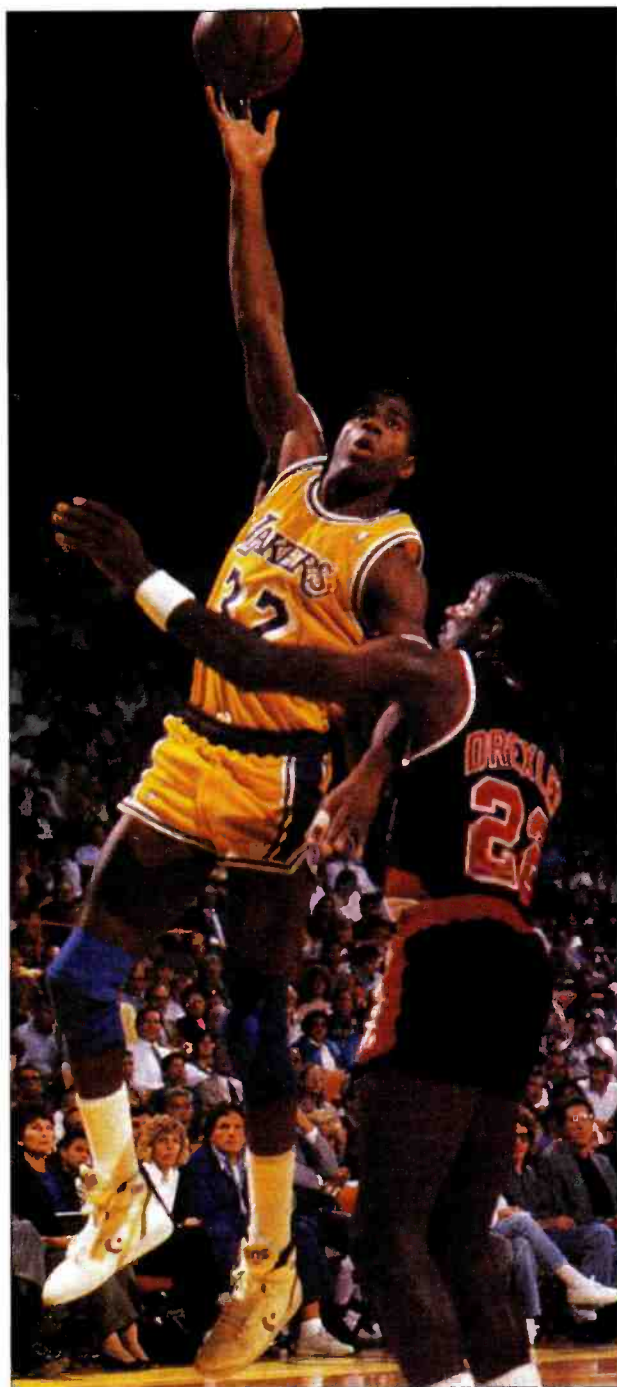
Like NBC, Turner Broadcasting System is bullish about the prospects for its new four-year, \$275 million NBA deal (also beginning this fall), if not in terms of instant profit from ad sales, certainly in terms of further boosting TNT's subscriber base. Although the \$68.8 million-per-year price tag means a 175% jump in rights over the previous two-year \$50 million contract, Turner has pledged no per-subscriber surcharge to cover that cost.

NBA on NBC: 'More demand than supply'

NBC's average \$150 million per season rights fee to the NBA represents a 241% increase over the \$44 million paid by CBS, but NBC Sports President Dick Ebersol said at the time the deal was signed that NBC will "break even or make a profit."

Schanzer expressed yet greater certainty last week, saying: "We will make a profit this year." Mainly he pointed to growing NBA popularity. The average regular season ratings/share rose from 5.8/18 in 1981-82 to 6.1/17 in 1984-85 to 6.2/17 in 1988-89, and the NBA Championship Finals rose from 13.0/28 to 15.5/28 to 16.2/30 in those same seasons, according to NBC. According to CBS, however, the season rating average dropped to 5.2 and the five-game championship to 12.3 last season.

But, said Schanzer, NBC "made the deal based on the belief that the NBA had been very undervalued." If NBC was "wholly unprepared to stretch the rights to anywhere near" the \$250 million per season CBS is now paying for Major League





NBC's NBA pregame host Pat Riley (c), flanked by NBC Sports President Dick Ebersol (l) and executive producer Terry O'Neil

Baseball—"a figure greatly out of proportion to its value," he said—it was prepared to pay for a growing sports product that "controls the marketplace," Schanzer said. "There is much more demand than supply" for the NBA, he said.

So far, the demand from advertisers has come in the forms of an exclusive deal with Miller beer and eight exclusives with eight automakers—one domestic and one import manufacturer for each of the four quarters of each game. Higher ad rates accrue from NBC's belief that the game had been undervalued, said Schanzer. And although NBC will not put more spots into each game, its overall NBA ad inventory will be larger than CBS's, with the addition of a half-hour pre-game show preceding every matchup, as well as the weekly half-hour early Saturday afternoon NBA show produced by the league, the latter constituting "something like" a 50-50 barter agreement between NBC and the NBA, he said. NBC will also broadcast more of the post season—four conference final games, formerly shown on cable, which should command higher rates than regular season games.

"We are," said Schanzer, "very confident about the viability of this package."

Most of the 22 games on 18 dates in NBC's regular season schedule will air on Sunday at noon, 12:30, 1 or 3 p.m. ET, but the schedule will also include a handful of Saturday games and four doubleheaders (all on Sundays), as well as a Christmas Day rematch between last year's Eastern Conference teams, Detroit and Chicago, and a Monday, Feb. 18, game. All of the 18 dates will feature national telecasts.

NBC coverage of the game this fall will comprise only three dates, debuting Saturday, Oct. 13, at 3 p.m. ET, with the McDonald's Open, matching the New York Knicks against a European team in Barcelona, where NBC will televise the 1992 summer Olympics. A Saturday, Nov. 3, game and the Christmas Day game are the only contests scheduled until regular weekly telecasts begin at noon, Sunday, Jan. 27, with the Lakers playing the Celtics in Boston. April 21 will be the last regular season Sunday game.

In addition to the 22 regular season matchups, NBC will air the 41st NBA All-Star Game from Charlotte, N.C., on Sunday, Feb. 10, at 1 p.m. ET. And up to 30 post-season games will appear on NBC, depending on how long each best-of-seven season goes.

In the booth for NBC's first NBA season will be former Lakers head coach Pat Riley, hosting the pregame show preceding each game; Bob Costas hosting each telecast and sharing the top play-by-play position with Marv Albert and former Atlanta Hawks head coach Mike Fratello providing analysis throughout the regular and post seasons.

NBA: The sports ingredient in TNT

Just last week, Turner Broadcasting System announced that, on its second anniversary, Turner Network Television (TNT) had passed the 50 million subscriber mark, reaching 50,067,000 households as of Sept. 25. TNT has garnered an average four million new subs per quarter since its debut and is the fastest growing national cable service in history, said TBS.

Turner hopes that the NBA will continue to aid that growth and, in its second season on TNT, recover from ratings losses suffered last year, which both TBS and the league had expected with the move from Turner's superstation WTBS(TV) Atlanta (since 1984) to the brand new basic cable service. Over the past three seasons, the average NBA regular season game rating has dropped from 2.9 to 2.4 (on WTBS) to 2.0 (on TNT); the average post season game rating has also declined from 4.4 to 4.2 (on WTBS) to 3.6 (on TNT).

But with the leap from 40 million TNT subs, when it began carrying the NBA, to 50 million subs at the outset of this season, so confident is Turner that the public will follow the NBA from one channel to the other that, last December, it agreed to the 175% rights increase to \$275 million for the 1990-91 through 1993-94 seasons.

Despite the handful of post-season conference finals that move from TNT to NBC next May, the TNT schedule remains the same with 50 regular season and at least 26 post-season games.



NBC's Schanzer

Unlike NBC, which will not begin weekly NBA telecasts until the last weekend in January, TNT has scheduled 8 p.m. ET games for every Friday and Tuesday from Nov. 2 through mid-April 1991, as well as half a dozen Wednesdays in 1991.

Like NBC, TNT will also open the season in Barcelona with a McDonald's Open doubleheader this Thursday, Oct. 11.

Then the Hall of Fame Game will feature the world champion Detroit Pistons against the Houston Rockets on Oct. 30.

Three doubleheader nights in November will be followed by one doubleheader per month for the remainder of the season until the first post-season wild card game on April 19.

Although the All-Star Game will appear on NBC, Turner will again telecast All-Star Friday Night and All-Star Saturday programming on Friday, Feb. 8, and on Saturday, Feb. 9, 1991, featuring a slam dunk contest among various NBA stars. —PBI

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LOCAL NBA TV AND RADIO COVERAGE

Atlanta Hawks

WTBS(TV) Atlanta
WGNX(TV) Atlanta
SportSouth
WGST(AM) Atlanta

Boston Celtics

WFXT(TV) Boston
SportsChannel Boston
WEEI(AM) Boston

Charlotte

Hornets

WCCB(TV) Charlotte
SportSouth
WBT(AM) Charlotte

Chicago Bulls

WGN-TV Chicago
SportsChannel Chicago
WLUP(AM) Chicago

Cleveland Cavaliers

WOIO(TV) Shaker Heights,
Ohio
SportsChannel Ohio
WWWE(AM) Cleveland

Indiana Pacers

WXIN(TV) Indianapolis
Prime Sports Network
Midwest
WVDE(AM) Indianapolis

Miami Heat

WBFS-TV Miami
SportsChannel Florida
WQAM(AM) Miami
WRTM(AM) Mialeah (Spanish)

New York

Knicks

Madison Square Garden
Network
WFAN(AM) New York

Orlando Magic

WXCF(TV) Clermont, Fla.
Sunshine Network
WWLZ(AM) Orlando

Philadelphia

76ers

WPHL-TV Philadelphia
Prism
WIP(AM) Philadelphia
WSPJ(AM) Camden, N.J.

Phoenix Suns

KUTP(TV) Phoenix
Dimension Cable
KTAR(AM) Phoenix

Portland

Trailblazers

KOIN-TV Portland
Blazer Cable
KEX(AM) Portland

Los Angeles

Lakers

KCAL(TV) Norwalk, Calif.
Prime Ticket
KLAC(AM) Los Angeles

Los Angeles

Clippers

KTLA(TV) Los Angeles
(cable negotiations)
KRLA(AM) Pasadena, Calif.

Milwaukee

Bucks

WCGV-TV Milwaukee
WTMJ(AM) Milwaukee

Sacramento Kings

KRBC-TV Sacramento
Pacific West Cable
KFBK(AM) Sacramento

Dallas

Mavericks

KTVT(TV) Fort Worth
Home Sports Entertainment
WBAP(AM) Fort Worth

Denver Nuggets

KWGN-TV Denver
Prime Sports Network
KOA(AM) Denver

Detroit Pistons

WKBD-TV Detroit
Pro Am Sports
WWJ(AM) Detroit

Golden State

Warriors

KPIX(TV) San Francisco
KICU-TV San Jose, Calif.
Pacific Sports Network
KNBR(AM) San Francisco

Houston

Rockets

KTXH(TV) Houston
Home Sports Entertainment
KTRH(AM) Houston
KXYZ(AM) Houston (Spanish)

Minnesota

Timberwolves

KSTP(TV) Minneapolis
KTTN(TV) Minneapolis
Prime Sports Upper Midwest

New Jersey

Nets

WWOR-TV Secaucus, N.J.
SportsChannel New York
WNEW(AM) New York

San Antonio

Spurs

KSAT-TV San Antonio, Tex.
Home Sports Entertainment
Paragon Cable (pay per view)
WOAI(FM) San Antonio
KSAH(AM) Universal City, Tex.
(Spanish)

Seattle

Supersonics

KING-TV Seattle
Prime Sports Northwest
KIR(AM) Seattle

Utah Jazz

KSTU(TV) Salt Lake City
KISN(AM) Salt Lake City

Washington

Bullets

WDCA-TV
Home Team Sports
WTOP(AM)

THE OLD COLLEGE (BASKETBALL) TRY

When Federal Trade Commission antitrust attorneys make their case for breaking up the College Football Association television rights "cartel" before an administrative judge beginning next month, they will undoubtedly make some reference to college basketball on TV as an example of a more competitive way of doing things.

Indeed, the outlets and games are many. For the most part, basketball rights negotiating power lies with college conferences, most of which have sold their schedules in layers of picks to national broadcast, national cable, regional broadcast syndication, regional cable and local broadcast entities.

First pick of games in the regular season goes to CBS, ABC and NBC. Second pick goes to Raycom Sports and Entertainment, on the regional over-the-air side, and to ESPN and SportsChannel America in national cable.

In a few cases, the conferences have sold third pick to regional cable sports channels. Most of those cable channels fill out their schedules further with games from conferences outside their regions through affiliation with Prime Network or SportsChannel. Also in many cases, individual local broadcasters and regional channels hold rights to third- or fourth-pick games from individual college team schedules.

In the post season, although ABC, Raycom and ESPN retain rights to some major conference championship games, CBS paid more than \$1 billion last winter to retain rights to all 63 NCAA tournament games through 1997; the early rounds of the tournament had appeared on ESPN (BROADCASTING, Nov. 27, 1989). Now considered a premium annual sports event, the 31 NCAA tournament games televised by CBS gained an average 9.5 rating last March, with the championship game (UNLV vs. Duke) earning a 20.0 rating/31 share, on a par with the previous year's 21.3/33 (an overtime matchup between Michigan and Seton Hall).

Critical mass? Not yet.

If the NCAA tournament has gathered strength, ratings averages for broadcast network regular season schedules have fared less well. In the 1989-90 season, according to CBS, regular season games averaged 3.5 on CBS, continuing a ratings slide from 4.5, 4.2 and 4.1 the three previous seasons, respectively. Dominated by the Big Ten, the nearly 30-game schedule on ABC dropped slightly from 3.3 to 3.2. NBC's mix of ACC and independent school matchups came in last at 2.6.

All told, in the 1990-91 season, the broadcast networks will again telecast about 70 regular season games; ESPN will deliver another 208; Raycom Sports will syndicate about 170 games, and regional cable channels will each carry dozens of games. Some rightsholders agreed there may be too much out there, but none indicated plans to cut back.

"I believe it [college basketball] is overexposed, but it hasn't hurt us," said Tom McElroy, assistant commissioner for the Big East Conference—which holds rights agreements with CBS and ESPN, and also syndicates its own package of games to regional and local outlets in the Big East region. The Big East Television Network begins a two-year deal with Gillette this season, exemplifying the fact that "advertisers are catching on to the value of regionalization"—delivering games where home team interest is strongest, said McElroy. Although he said he "very seriously questions the financial viability" of some basketball schedules, McElroy said "if you have the most exciting product in the region, it's attractive."



On the other hand, ESPN's schedule comprises all national telecasts, yet regular season, prime time ratings rose for the sixth consecutive season in 1989-90, with the Monday night Big East-Big Ten doubleheaders maintaining the schedule's greatest strength. The overall ratings had increased from a 1.4 in 1983-84, to 2.0 in 1988-89. Last season's prime time average reached 2.1, meaning 1.17 million homes, up from one million the previous season. "In this age of proliferation of outlets, that's a very positive statement," said Loren Matthews, senior vice president of programming for ESPN.

Jack Bonanni, ESPN senior vice president of advertising sales, said fourth-first quarter college basketball sales are running ahead of last year's pace.

"We have to believe that we haven't oversaturated" the market, Matthews said. "If there is a danger of oversaturation, we're not going to change. We're the all-sports network; I think we have an obligation to bring the national story to the viewer." Matthews argued, however, that the increase in regional cable channel schedules of games from outside the region "feeds the perception" that college basketball is verging on overexposure.

Raycom Sports and Entertainment has also "based its suc-

cess on regionalization and home team appeal," said Ken Haines, executive vice president of the Charlotte-based syndicator which can offer advertisers 75% of the nation through a network of five regional broadcast networks.

Raycom is "in a very secure position" in college basketball, said Haines, as it enters the first year of new five-year agreements with the Southwestern and Metro conferences; the second of six years with the Big Ten; the second of five years with the ACC and the first of four years with the Big Eight.

All told, 155 stations, 85 of them network affiliates, carry Raycom productions of conference games in their regions. The "home team appeal" in the 1989-90 season generated 10.1 average ratings for the Big Eight; 9.8 for the Metro; 9.1 for the ACC; 6.4 for the Big Ten; 4.9 for the SWC and 3.2 for the Pac-10 (where ESPN and Prime Ticket hold sway over broadcast syndication with second pick after ABC's first pick).



ESPN's Matthews



Raycom's Haines

Providing some local avails to affiliates, Raycom's advance sales of national advertising are "very, very good" again this year, said Haines, who noted that, unlike the fourth quarter—which spreads ad dollars out among professional football and baseball and college football—the first quarter is "very secure" for college basketball, since it faces little competition for sports ad budgets.

College schedules: Prime time venues

Whether national or local, broadcast or cable TV, only a handful of notable changes appear between last season and this season's college basketball schedules.

On the national network level, NBC will drastically reduce its schedule from 20 games last season to only four—three Notre Dame and one Big Eight—this season, attributable mainly to NBC's acquisition of the NBA, which it will air on both weekend days. ESPN, with the loss of early NCAA Tournament rounds, will drop from 225 games to around 208. And on the local level, WWOR(TV) New York has wrested rights to two regular season Big East games and to the conference quarterfinals from Madison Square Garden Network.

Although CBS paid big for the NCAA tournament, its signature will remain, and even expand a bit, on the regular season as well, thanks to a new \$20 million four-year rights extension with the Big East and a one-year \$1.9 million deal with the ACC. Big East appearances on CBS will increase from 22 to 24 and, combined with 11 ACC appearances and then the NCAA tournament, will fill gaps left by the NBA on Sundays, January through March. The ACC had appeared on

NBC through last season.

Otherwise, the largest TV players will virtually stand pat. ABC's 25-30-game schedule will continue to feature the Big Ten and Pacific-10. (Next year, however, the Big Ten will jump to CBS, which last summer agreed to pay approximately \$4.7 million per season for 20 annual team appearances, 1991-1994-95.)

Although the network schedules will be concentrated in weekend dayparts, national cable and regional syndication and cable will focus on weeknight prime time.

ESPN last season added a third night to a strategy predicated on placing each conference in a consistent weeknight prime time window. Beginning in the first quarter of 1991, "Big Monday" will again comprise 7:30 and 9:30 p.m. ET doubleheaders featuring Big East, then Big Ten, games (and, sometimes, tripleheaders, with Big West teams starting at 11:30 p.m. ET, 8:30 p.m. PT). "Big Tuesday," created last season, is another doubleheader night showcasing SEC and Big Eight teams. The Big East is also featured on Wednesday nights, along with the ACC. Thursday nights will feature teams from a variety of conferences. In the fourth quarter of 1990, ESPN will, for the second consecutive year, present the Big East-ACC Challenge, a single-elimination tournament between the two conferences telecast as four doubleheaders, Monday through Thursday, the first week of December.

Raycom will again provide the second largest number of games—about 170—through its regional syndication rights to five of the top seven conferences, with most games also appearing in weeknight prime time.

Through a long-term agreement with ESPN, Raycom also sells some of its inventory to national cable. And, through expanding co-ventures with Prime Network, a national consortium of co-owned or affiliated regional cable sports channels, Raycom and Prime Productions also have access to approximately 20 million cable homes.

In most cases, a Prime affiliate unable to gain rights to a conference near home, will, for example, in the Northeast carry Raycom games from the Southeast, Midwest and West Coast—and vice versa—an arrangement, said Haines, that "protects our over-the-air broadcasters" from cable competition in their markets, while also extending conference reach and filling out regional cable schedules. In other cases, Prime takes conference games not taken by Raycom and delivers them to the home audience in the conference's region.

National cable networks other than ESPN and Prime Network planning to cablecast anywhere from 25 to 80 games this season include SportsChannel America (featuring Notre Dame, UNLV and Atlantic 10 games); USA Network (featuring the Diet Pepsi Tournament of Champions in early December); Black Entertainment Television (featuring black college conferences), and superstation WGN-TV Chicago (with DePaul and Illinois University).

Although in a few isolated cases regional cable has wrested second pick positions from national cable and regional broadcast—Prime Ticket and ESPN share second pick of Pac-10 games, and Turner Broadcasting's new SportSouth retains rights to a dozen Southeast Conference games—most regional cable channels have gained rights to some last pick games from individual schools, rather than making deals with the conferences.

Minneapolis-based Midwest Sports Channel (MSC), for example, holds no rights to the Big Ten, but does hold rights to games played by a Big Ten team, the University of Minnesota—after ABC, ESPN and Raycom have taken their Big Ten picks. MSC also cablecasts Big Ten, Pac-10 and other conference games provided through Prime Network.

—PDL

PROGRAMING

FOX HOPING 'SIMPSONS' WILL BOOST SLOW START

Network has lost some of its summer momentum in early weeks of new season, but says it won't replace shows until after *Bart & Co.* premiere



Fox's 'D.E.A.' (above) and 'Get a Life' (right)



Somewhat lost in the peculiarities of the new season—CBS's strength during the first two weeks and PBS being a factor last week—is the surprisingly lukewarm audience reception to Fox's prime time schedule, particularly most of its new series. For the week of Sept. 24-30, 10 of the lowest-rated shows were Fox properties, and five of those 10 were new series—*True Colors* ranked 86th of 95 shows, *Against the Law* was 91st, *D.E.A.*, 92nd, *Haywire*, 93rd and *American Chronicles*, 94th. And already, some observers are suggesting that Fox will be making some early season schedule adjustments.

Despite the buzz generated by Fox toward the end of last season, mostly attributable to the break-out popularity of *The Simpsons*, its momentum seems to have cooled during the summer. However, current viewer apathy aside, Jamie Kellner, president of Fox Broadcasting Co., says the real determinant of how Fox will do this season will come when original episodes of *The Simpsons* begin airing on Oct. 4.

"Until we have at least another couple of weeks behind us we won't be able to determine how we're doing," said

Kellner. "One of the engines of our lineup is *The Simpsons* and that, in turn, will help the rest of our schedule through promotion and visibility. We really need a week or more with our full schedule in place to gauge the performance of our other shows," he said, calling Fox's performance so far "stellar." *The Simpsons* will be the last of Fox's series to premiere, with *Beverly Hills, 90210* having premiered last Thursday (Oct. 4).

Kellner's confidence about the schedule however isn't shared by all observers. "Based on the first two weeks of the season, they sure have lost momentum over the summer. It's tough to turn that around. They've been running *The Simpsons* repeats and they're losing more and more audience that they may not be able to get back," said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson. "It's definitely not too early to generalize Fox's schedule as being disappointing."

Paul Schulman, of the Paul Schulman Co., called Fox's performance to date "dismal," and also expects that Fox will make some of the first moves in

schedule changes.

Kostyra pointed to several time slots where Fox might make some moves, including Friday at 9 p.m. where *D.E.A.* is scheduled; Saturday at 9-9:30 with *American Chronicles*, and *Against the Law*'s Sunday 10 p.m. slot.

On Saturday Sept. 29, *Haywire*, the new series added to make up the *Fox Video Hour* along with *Totally Hidden Video* scored a 3.8/7 following its *Totally Hidden Video* lead-in of 4.4/9. *Cops* boosted the numbers back up, with a 5.2/10 at 9-9:30, only to see *American Chronicles* drop 1.8 rating points with a 3.0/6 at 9:30-10.

Fox's restructured Sunday night is "doing OK," said Kostyra, hitting ratings peaks with *In Living Color* and *Married...With Children*. The Sunday

night lineup picked up steam in the second week, improving from a 6.8/11 average the first Sunday of the season to an 8.3/14 in the second. Kostyra pointed to ratings drop-offs during the night from *Get A Life* at 8:30 and *Against the Law* at 10 p.m. "The drop-off from *Get a Life* is too much," he said, noting that the show lost 1.3 rating points from its 11.6/19 lead-in from *In Living Color*.

The rating and share loss suffered by *Against the Law* is more severe, however. On Sept. 23, the first Sunday of the season, in its 90-minute premiere, *Against the Law* averaged a 3.9/6, losing more than eight rating points and 12 share points from its *Married...With Children* lead-in of 12.3/18. On the following Sunday, *Married...With Children* won its time period with a 14.5/22, but saw those lead-in numbers dwindle between the next two programs.

Good Grief, making its premiere, dropped more than four rating points on its way to a 10.1/16 at 9:30, and *Against the Law* dropped nearly six more rating points, averaging a 4.3/7 for the final hour of the night.

Household numbers aside, Kostyra said one of the surprising aspects of Fox's performance thus far is their performance in key demos compared to last year. "Last year Fox was beating CBS among adults 18-34; this year, CBS is about two points ahead of Fox in that category," he said.

Despite the rumors of early replacements on the Fox schedule, Kellner said no such decisions are being discussed. "There's no truth to that at all, we haven't come close to making any decision such as that," he said.

Like Kellner, Fox affiliates seem to be waiting until the full schedule has

debuted before making judgments on any of the shows. "We're probably experiencing the biggest barrage of promotion from the networks that we've ever seen," said Michael Fisher, general manager, KTXL(TV) Sacramento, Calif., "and the dust hasn't settled yet. Nobody believes that everything that Fox puts on the schedule will do as well as *The Simpsons*, obviously some will work and others will not," he said.

"There are only a few horses coming out of the gate real fast at any of the networks," said Gail Brekke, general manager, KITN(TV) Minneapolis-St. Paul, who also believes that the premiere of original episodes of *The Simpsons* will boost the rest of the schedule. "Certainly we'd like to see *Against the Law* come up, but Fox has reasonable expectations and they're doing a good job," she said. -SC

PARAMOUNT HOPING POVICH 'CURRENT AFFAIR' SUCCESS TRANSLATES TO NEW TALK SHOW

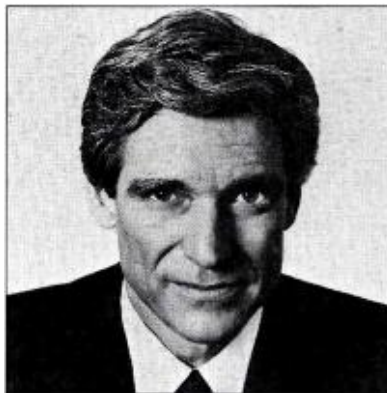
While ratings for some of his previous local talk shows were not impressive, buyers of new offering feel he'll do well with format

When King World Productions launched *The Oprah Winfrey Show* in syndication in fall 1986, one of the primary selling points the company made was Winfrey's performance as a local talk show host in Chicago, where she beat *Phil Donahue*, then in his prime, by a wide margin.

Paramount Domestic Television has sold its proposed new syndicated talk show with Maury Povich to television stations covering about 50% of the country. But one issue the company has skirted in its sales presentations is Povich's performance as a local talk show host in the early and mid-1980's.

Even Povich's admirers say the reason for that is simple—his ratings track record as a local talk show host are not good. Before signing on as host of *A Current Affair* in 1986, Povich served as host of a noon talk show on WTTG(TV) Washington called *Panorama*. WTTG was and continues to be, one of the strongest independent news stations in the country.

Panorama was one of the lowest rated programs in the time period in the market, and with Povich as host, sank to a 1 rating and a 5 share in February 1984, behind the three network affiliates, as well as WDCA-TV, a UHF independent. *Panorama* did manage to beat religious



Maury Povich

programming on a third independent in the market that sweep period, WTWK(TV).

However, *Panorama*'s numbers did build during Povich's reign. They grew to, and remained in the 10-12 share range, good enough to beat WDCA, but typically a couple of share points behind the nearest affiliate.

Before hosting *Panorama* in the mid-1980's, Povich served at KYW-TV, the NBC affiliate in Philadelphia. There he hosted a 10 a.m. program called *People Are Talking*, a formula talk show that Westinghouse Broadcasting subsequently exported to its other owned stations.

With Povich as host, *People Are Talking* averaged about a 15 share, third in affiliate competition, and neck and neck with sitcoms on UHF independent WTAJ-TV.

In Philadelphia, Povich and *People are Talking* went head to head with *AM Philadelphia* on WPVI-TV, the ABC affiliate. *People are Talking* usually lost by between 5 and 10 share points.

But last week Povich defended the numbers on both shows as "respectable" since he improved the time period for the stations in both cases. "But I was never in a position to be on the boomer [station] in town."

And program executives at local stations who have bought Povich's proposed new talk show, are unfazed by his less-than-stellar past as a local talk show host. Instead, they tend to focus on his recent success as anchor of *A Current Affair*, which debuted in 1986 as the first of the sassy tabloid television magazine shows in syndication. Now in its fourth season in syndication, *Affair* remains a top 10 show each week, according to Nielsen.

Station executives also said that those buying into the new program are banking on Paramount's ability to develop the right format for Povich. Last week, Povich confirmed that the plan is to address as many as three topics a day in the

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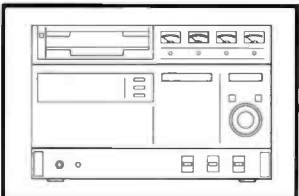
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program, with field-produced set-up pieces for many of those topics.

That would be a departure from current talk shows, such as *Oprah* and *Donahue*, which address one issue per show, and do no set-up pieces. When *Geraldo* first launched three years ago, the pitch was that the program would also do many field-produced pieces to set up the day's topic, but that has turned out to be rarely the case.

"It's a matter of getting the right format" for Povich, said Judy Girard, director of programming and broadcast operations at WNBC-TV New York, which has bought the Povich show. "The ability of Paramount to create the right format is what you're buying into."

Girard also said Povich's poor local talk numbers, at least in Philadelphia, might be explained by the relative weakness of KYW-TV at the time, and also the rigid structure of *People are Talking*. "Maury's style is pretty intense to do *People are Talking*, she said. "I think his ability to interview is without question. I think he has a great ability to communicate."

Others also point out that Povich's poor local talk show numbers are balanced by a solid performance as news co-anchor at WTTG from 1983 to 1986. The station's 10 p.m. news consistently vied with KTVU(TV) San Francisco's 10 p.m. newscast for honors as the highest rated independent newscast in the country. Povich also won an Emmy for best co-anchor in 1984.

Other station officials said they discounted Povich's past local track record altogether. "It's really a new ball game," said Oscar Welch, programming and promotion director, WPLG-TV Miami, which has picked up the program, to be called *The Maury Povich Show*. "As a company, we're pretty high on Maury. We had *Affair* one summer before getting *Wheel of Fortune* and he was a big success. But really, in these situations it comes down to a pretty strong hunch. He seems to have an uncanny ability to sell himself in a newsy or quasi-newsy format to viewers. And he makes that bond quickly."

Povich, who is co-producing the program with Paramount, said last week the show in many respects would reflect a *Current Affair* approach to stories, but in a talk format. "Talk shows end up taking on the identity and personality of the host," said Povich. "One strong aspect of the show is that we will take what we consider to be the really good stories [that might be seen on] *A Current Affair*, personal, intimate stories with twists and turns, employ a field piece and then bring the major players into the studio." —SM

TALK SHOWS ON THE REBOUND

Into the young season—with the ratings of five new game shows and reality-based strips foundering—it appears the development pendulum is swinging back to talk shows as a number of syndicators ready sales plans for the 1991-92 season. With the absence of new talk shows for fall 1990, the wisdom is that new opportunities may open in morning and late fringe.

Three major syndication players—Paramount Domestic Television, King World Productions and Orion Television—have already launched sales or are testing new morning talk show projects, while Reeves Entertainment and Blair Entertainment last week announced a joint November late-night test of *The John DeBella Show* on Philadelphia's WTXF-TV.

The move has also touched off speculation that MCA-TV may pick up *The Howard Stern Show* (which just received a 13-episode renewal on MCA-owned WWOR-TV New York and additional air play on Chris-Craft's KCOP-TV Los Angeles) for national late fringe syndication, and Tribune Entertainment is still pouring over the results of Grant Tribune Productions' September test of *The Late Mr. Pete Show* on Tribune Broadcasting's KTLA-TV Los Angeles.

Receiving a protected 12:30 a.m. ET slot on Paramount's TVX group-owned WTXF-TV, following Paramount's *The Arsenio Hall Show*, the Reeves-Blair project is a first-time showcase for John DeBella, a local "morning zoo" disk jockey on Philadelphia's WMMR-FM. Richard Reisberg, president of Reeves Entertainment, says the test, set for four successive Fridays in November, will serve as Blair's prelude to a full station sales launch prior to this January's NATPE International program conference in New Orleans.

Reisberg says the hour project will highlight music and comedy in a "stylized version of a radio studio." While DeBella has little prior television exposure, Reisberg said he conceived the talk show vehicle after seeing DeBella perform his standup comedy act on *Over the Edge*, a midseason ABC replacement produced by Woody Fraser Productions, whose production company is producing *DeBella* in association with Reeves and Blair.

After talking to several stations in Philadelphia, Reisberg said WTXF Program Director Lonnie Burstein "stepped up to bat by offering us the ideal target

lead-in for our test—*The Arsenio Hall Show*." In return for providing the slot, Reisberg said the station will realize all of the revenues from local spot sales. On the other hand, Reeves and Blair are equity partners, with Blair likely offering the hour on an undetermined cash-plus-barter basis, according to Reisberg.

With *Arsenio* and NBC's *Tonight Show with Johnny Carson* and *Late Night with David Letterman* solidly entrenched, *DeBella* will be marketed as a late night companion piece following those shows. However, soft spots late night syndicators may seek to exploit at midnight include affiliates airing ABC's modestly rated *Into the Night with Rick Dees* and CBS's revolving off-network fare. (Paramount lured a number of CBS affiliates this past summer when one-year *Arsenio* contracts dangled away from lower power UHF incumbents.)

Besides DeBella and Dees, another disk jockey, Howard Stern, whose "shock radio" comedy is heard on flagship station WXRT(FM) New York, may be seeking a wider late-night TV medium. An MCA TV source said "talk in the halls" has it that MCA-TV President Shelly Schwab is toying with the idea of offering *Stern* in syndication, aside from his current on-air commitments from WWOR and KCOP. Schwab was unavailable for comment.

Tribune Entertainment is also said to be considering the distribution of *The Late Mr. Pete Show*, which features Los Angeles cable access host Pete Chaconis. However, when the weekly half hour completed its September test on KTLA, it averaged a meager 1.4 rating/5 share (NSI) on Sundays at 11:30 p.m. PT. That performance left Tribune Entertainment President Sheldon Cooper to acknowledge that such a rating a "is not enough for us to yet consider it for syndication." He did not know if KTLA is going to commit to additional airings.

Nonetheless, on the morning talk show front, Tribune Entertainment is reviving *Kelly & Gail*, an hour talk-show pilot from last year's production slate, as a half hour, 13-episode test project on KNBC-TV Los Angeles. Featuring KNBC news anchor Kelly Lange and writer/producer Gail Parent (*Golden Girls*), Cooper says the abbreviated half-hour format will focus more on Lange's knowledge of topical issues and Parent's "acerbic" sense of humor. *Kelly & Gail* will precede NBC's *Marsha Warfield Show* at 9 a.m. PT, starting Oct. 22.

TO TELL THE TRUTH?

The U.S. District Court in Manhattan last week determined that television personality Gordon Elliott should not continue his role as host of NBC's new game show, *To Tell the Truth*, which debuted Sept. 8. The court held Elliott broke a previous and binding commitment to host another game show, *Get the Picture*, from Zink Entertainment, that was to have aired on the Fox-owned stations this fall. The project was put on hold when Elliott bowed out to do *Truth* for Goodson Productions and NBC.

In finding for Zink, Judge Charles S. Haight Jr. concluded that Elliott's agent, Evan Bell, of Craft, Haiken &

Bell, lied when he denied receiving notification by fax from Zink that it was exercising an option to extend its right to Elliott's services as a game show host last summer. "Indeed, in over 14 years as a trial judge I am not sure I have ever seen a witness in whom I can repose less confidence than Mr. Bell," wrote Judge Haight, of the U.S. Southern District. A Goodson executive said producers were looking for a replacement for Elliott on *To Tell the Truth*, currently on production hiatus. Elliott could not be reached for comment. Bell said: "My only comment is round one is over. We do plan an appeal."

Two weeks ago, Tribune announced it was taking the sales of its other two talk shows—*Geraldo* and *The Joan Rivers Show*—back in house after Paramount handled the station sales of those programs (BROADCASTING, Oct. 1). The move had been expected since Paramount signed a deal with *Current Affair* host Maury Povich to leave that show and helm a fall 1991 early fringe talk show. Citing Paramount's representation of *The Maury Povich Show*, *Entertainment Tonight* and *Arsenio*, Cooper contended it is in Tribune's "best interest" to make use of its existing station and barter sales staffs.

Carol Martz, program director for KCOP Los Angeles, and Katz Communications' vice president-director of programming, John von Soosten, agreed *Joan*

and *Geraldo* may be the most vulnerable among the six incumbent talk shows in the market. With competition from Buena Vista Television's *Live with Regis & Kathie Lee* in morning slots, Martz said the key will be if Tribune can "redouble marketing and promotion efforts to preserve *Joan's* and *Geraldo's* time slot positions." Tribune's Cooper conceded: "It's a real war out there for time periods, but at least now it's in our own hands."

Possibly entering the morning fray is King World Production's *Tim & Daphne*, an hour talk show hosted by husband and wife acting team, Tim Reid and Daphne Maxwell Reid, slated for an October test on KW's research and development network. King World's president and CEO, Michael King, and his

brother, Chairman Roger King, have indicated that if all goes well, *Tim & Daphne* will be pitched and presented at the NATPE convention. Also, Orion Television is making its sales pitches for *The Chuck Woolery Show*, but domestic sales president Bob King (who is a brother of Roger and Michael King) did not return calls to discuss a potential pre-sale of the hour talk show.

The only show to make a dent in early fringe sales is Paramount's *Povich* talk vehicle. Based on Povich's name recognition, Paramount has already cleared the top 25 markets (representing close to 50% coverage of the U.S.) with no pilot and little advance sales. Its ability to crack openings in an early fringe gridlocked by the presence of King World's *The Oprah Winfrey Show*, Tribune's *Geraldo* and Multimedia's *Donahue* and *Sally Jessy Raphael*, is an accomplishment, but the question is whether Povich will achieve substantial early sampling in such a cluttered environment.

"When you look at how Twentieth [Fox] TV sold *Personalities* this season on the basis of Povich's association with *Current Affair*, it didn't mean viewers were going to flock to the new show also," Katz's von Soosten said, referring to *Personalities'* lackluster early ratings. "Povich is a known commodity, but we'll have to see how he fits in [Paramount's] new talk show format. There's going to be a lot of pressures brought to bear on the market, with the likes of King World and Paramount throwing their weight around, so *Joan*, *Geraldo* or *Woolery* could end up feeling the squeeze." —MF

LEARNING LESSONS FROM 'THE CIVIL WAR'

The Civil War made its way into the history books again, this time as PBS's top-rated series of all time. Over its five-night run, Ken Burns's \$3.5 million, 11-hour documentary averaged a 9.0 rating/13 share in Nielsen's top 24 overnight markets, and was watched by approximately 14 million people each night.

In *War's* aftermath, PBS is attempting to determine how it may best build on the network's present success and visibility, continuing to boost its growing reputation and draft increasing numbers of viewers to its audience ranks.

One of the primary things learned "is that there is a larger market than even we thought for well-produced programs that tell a great story," said John Grant, PBS vice president, program scheduling

and administration. "We have and always will view great story telling as one of our prime missions; we're on the right track."

During the next several months, PBS will "look at all the things we've done this fall," including *War*, Showcase Week and its advertising campaign, Grant told BROADCASTING, to measure their collective impact on ratings and general audience perception of the network. "Extensive research" will be conducted with stations "to see what they like and dislike," Grant said, while the network will also engage in such activities as random calling to determine if its audience has increased.

PBS also intends to continue advertising programs on the major broadcast and cable networks, as it did Sept. 30-Oct. 6

during its Showcase Week, but cannot do as much as it would like due to limited funding. "It's a matter of resources," said Grant. "We won't ever have as much as we want, so we have to pick our spots. We will, however, have a commitment to promotion and advertising as a major part of what we're trying to accomplish."

PBS will also strip several other series during the 1990-91 season, a la *Civil War*. They include *Race to Save the Planet*, a 10-hour examination of ecological topics, scheduled for this week; Peter Brooks's *The Mahabharata*, and *Making Sense of the '60s*, a six-part series to be seen on three successive nights, beginning Jan. 6. *The Civil War* will also air again in its entirety in January and July 1991. —RF

RATINGS ROUNDUP

After suffering a first-week-of-the-season defeat at the hands of CBS two weeks ago, NBC rebounded and won last week, a week uncharacteristically influenced by PBS programming. For the week of Sept. 24-30, NBC averaged a 12.9 rating and 22 share, followed by CBS which had another strong week, averaging a 12.3/21, while ABC was third again with a 12.6/21. The five top-rated shows for the week were *Cheers* (NBC), *60 Minutes* (CBS), *The Cosby Show* (NBC), *Murphy*

Brown (CBS) and *Golden Girls* (NBC) and *Designing Women* (CBS) tied for fifth.

PBS's *The Civil War* a 12-hour documentary averaged a 9.013 over its five nights of Sept. 23-27. In doing so, the historical retrospective outperformed such new, highly touted series as CBS's *Family Man* (7.2/14) *Lenny* (6.9/12) and *E.A.R.T.H. Force* (6.0/11), and NBC's *Lifestories* (6.4/10) and *Hull High* (6.1/11) among others.

Week 2

Sept. 24-Sept. 30

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	19.7/31	N	Cheers
2	▲ 19.6/35	C	60 Minutes
3	▲ 18.4/31	N	Cosby
4	▲ 18.2/27	C	Murphy Brown
5	▼ 18.1/27	C	Designing Women
5	▲ 18.1/34	N	Golden Girls
7	▼ 17.6/26	A	Roseanne
8	▲ 17.4/33	N	Empty Nest
9	▲ 17.2/27	A	Amer. Funniest Videos
10	▼ 17.1/27	N	A Different World
11	▲ 17.0/27	C	Murder, She Wrote
12	▼ 16.6/26	C	Major Dad
13	▲ 16.5/25	A	Amer. Funniest People
14	▲ 16.2/25	N	Matlock
15	▲ 15.9/26	A	Who's the Boss?
16	▼ 15.8/25	A	Growing Pains
17	▼ 15.7/24	A	Doogie Howser, M.D.
18	▲ 15.6/24	A	Head Of The Class
19	▼ 15.4/26	N	Heat Of The Night
20	▼ 15.3/25	N	Unsolved Mysteries
21	▼ 14.9/23	C	Wife:Murder/Boston
22	■ 14.8/22	A	Coach
22	▼ 14.8/25	A	Wonder Years
24	▲ 14.7/24	N	Movie:Perry Mason
25	▲ 14.5/22	F	Married...With Children
26	▲ 14.3/26	A	Family Matters
26	▲ 14.3/23	N	Fresh Prince Of Bel Air
28	▲ 14.2/28	N	Carol & Company
28	▼ 14.2/25	C	Knots Landing
30	▼ 14.0/23	C	Movie:Face Of Fear
30	14.0/27	A	Full House

30	▲ 14.0/22	N	Movie:Casey's Gift
33	▼ 13.9/24	A	Monday Night Football
34	▲ 13.7/22	C	Rescue: 911
35	13.6/23	N	Tonight Show 28th Anniv.
36	▼ 13.0/20	C	Jake and The Fatman
37	▼ 12.6/20	A	Married People
37	▼ 12.6/20	C	Uncle Buck
39	▲ 12.5/22	N	Hunter
40	▼ 12.4/21	C	Trials Of Rosie O'Neill
41	▲ 12.2/20	A	Movie:Twin Peaks
41	■ 12.2/22	A	Perfect Strangers
43	▲ 11.6/19	F	In Living Color
43	▲ 11.6/22	A	20/20
45	■ 11.4/21	N	Night Court
46	11.3/18	C	Candid Camera Spec.
46	■ 11.3/19	A	thirtysomething
48	▲ 11.2/17	N	Ferris Bueller
48	▼ 11.2/18	C	Flash
50	10.9/17	N	Fanelli Boys
51	▲ 10.7/23	N	American Dreamer
52	▲ 10.5/17	N	Dear John
52	▼ 10.5/20	A	Going Places
52	▼ 10.5/18	A	Macgyver
52	10.5/19	C	Mike Wallace
56	■ 10.3/19	A	Cop Rock
56	▲ 10.3/16	F	Get A Life
58	■ 10.1/16	F	Good Grief
59	▼ 10.0/19	C	Movie:Coins/Fountain
60	■ 9.9/19	N	Midnight Caller
61	▼ 9.7/18	C	Evening Shade
61	▼ 9.7/16	A	Father Dowling

61	9.7/15	A	Gabriel's Fire
64	▼ 9.6/18	N	Working It Out
65	▼ 9.5/19	A	Young Riders
66	■ 9.4/18	N	Wings
67	■ 9.2/17	C	Bagdad Cafe
68	▼ 9.0/16	A	Primetime Live
69	▼ 8.9/16	A	Life Goes On
69	8.9/15	C	Top Cops Spec.
71	▼ 8.7/17	N	Parenthood
72	■ 8.4/16	N	Quantum Leap
73	▼ 8.2/16	C	Hogan Family
73	▼ 8.2/14	F	Simpsons
75	▼ 7.7/16	C	48 Hours
76	■ 7.6/14	A	China Beach
77	▼ 7.2/14	C	Family Man
78	▼ 6.9/12	C	Lenny
79	▼ 6.6/11	C	Doctor, Doctor
80	■ 6.4/10	N	Lifestories
81	6.3/13	A	Cop Rock Spec.
82	▼ 6.1/10	F	Babes
82	■ 6.1/11	N	Hull High
82	▼ 6.1/10	F	Parker Lewis
85	▼ 6.0/11	C	E.A.R.T.H. Force
86	▼ 5.5/10	F	True Colors
87	▼ 5.3/10	F	Amer. Most Wanted
88	▼ 2.6/5	F	Amer. Chronicles
88	5.2/10	F	Cops
89	■ 4.7/7	F	Movie:The Sure Thing
90	▼ 4.4/9	F	Totally Hidden Video
91	▼ 4.3/7	F	Against The Law
92	▼ 3.9/7	F	DEA

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 23

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.7	219	98	9	Donahue (Multimedia)	5.8	231	98
2	Jeopardy! (King World)	11.9	216	98	10	Inside Edition (King World)	5.6	125	81
3	Oprah Winfrey (King World)	8.4	222	99	11	Tale Spin (Buena Vista)	4.8	170	96
4	Star Trek: Next Generation (Paramount)	8.3	231	98	12	Geraldo (Tribune)	4.6	150	95
5	Entertainment Tonight (Paramount)	7.8	158	95	13	Current Affair Spec. (20th Century Fox TV)	4.5	172	90
6	Current Affair (20th Century Fox TV)	7.7	189	95	13	Hard Copy (Paramount)	4.5	151	89
7	Cosby Show (Viacom)	7.6	206	98	15	Chip 'N' Dale (Buena Vista)	4.4	182	94
8	Wheel of Fortune, wknd. (King World)	6.7	176	83	15	Sally Jessy Raphael (Multimedia)	4.4	186	95

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO



Unistar's Nick Verbitsky in his Manhattan office

VERBITSKY: CONSERVATIVE YET OPTIMISTIC ON RADIO

Nick Verbitsky has headed the Unistar Radio Networks from their infancy in 1981, when United Stations first signed on the air as a radio program supplier. Since then, the company has purchased the RKO Radio Networks in 1985, merged with Transtar Radio Networks in 1989 and entered into a sales and marketing agreement with FNN Radio in 1990. Unistar also is looking to expand its relationship with Group W Radio, with which it already has a healthy affiliation pact. In this "At Large" interview, Verbitsky discusses Unistar's position in the radio network business and shares his observations on where the radio industry as a whole is headed in this last decade of the 20th century.

We've heard a lot of talk lately about how radio has come upon hard times, that business and the industry is hurting. From where you sit, do you see trouble or fortune ahead?

The first quarter of 1990 was terrific. The second quarter was not, and the third quarter has been gangbusters. The market was up close to 12% in August alone, and September has been another great month.... But everyone is worried about the fourth quarter.

Do you have reason to worry about the fourth quarter?

We always worry. In the past, radio business was booked way in advance. But when we entered the satellite era we told

advertisers that because of satellites, we'd be able to do business a lot quicker and be a lot more responsive and have a shorter lead time. So now it is a lot like spot radio, because we're writing a lot of business in the current month, whereas in the past, we'd be working three months in advance.

So it's too early to tell about the fourth quarter?

The fourth quarter should be good. We had a great fourth quarter last year, so we're working against some pretty good numbers. But overall, the networks are doing better.

In the last 18 months, virtually all major radio networks have restructured their sales efforts. How has Unistar's restruc-

turing affected its sales, and to what extent did sales drive your decision to restructure?

We consolidated because we saw an opportunity to strengthen ourselves in terms of rank. And when you have too much inventory on the market, it's not good for the whole industry. When other networks saw what we did, they also consolidated, which overall, has made the industry much stronger. In addition, some weak inventory was dropped, both from the news and programing side, which in the long run is good. Everybody has done some belt-tightening and the marketplace really dictates that. The motto of every radio network is that we do for stations what they can't do for themselves. We provide them with programs and services that they could never do on a local basis, and that's what makes our business tick. But the advertising end tells you what's viable and not viable.

How much of this network consolidation is due to a shift in the U.S. population?

The aging of America has tempered a lot of what we have done, because the youth market right now is very soft. The consensus is that it will be soft for the next several years, because there's a blip in the population. And until that youth segment comes back, we won't be doing as much youth-oriented programing as we have in the past. Right now the demo of choice is 25-54, and it will soon go to 25-64, or even 35-64. So we're going to be doing a lot more adult-type programing for the next several years.

You supply programing to radio stations, but you draw almost all your revenue from advertisers. To whom do you owe your first allegiance?

Our first allegiance is to the radio broadcaster, because without the stations we wouldn't have any advertising. But advertisers were telling us there was a lot of inventory on the market they didn't want to purchase. That's when we did our consolidation, and now a lot of low-rated inventory is off the market. Over time we'll see rates rise, because less inventory will be available. And that's good for everybody, because the advertiser gets higher-rated programing to buy and we don't have to produce quite as much programing as we were. Every network has gone through this. At this point business is good.

Is Unistar still in an expansion mode, or does your marketing arrangement with FNN Radio mark a hiatus from future deals?

We've had steady growth over the past few years, but we've timed these expansions. When we merged with Transtar it took awhile for both companies to digest it. We had a long relationship before the formal merger, so we knew everyone pretty well. The FNN deal took 18 months to negotiate and we finally completed it in June (BROADCASTING, July 2). They produce the product and we clear all the stations and sell the ad time. They've built up a great franchise, and we thought it would be a great opportunity for our company. In September we billed more money for FNN than they

had done the entire previous year, so it's a pretty happy marriage at this point.

You also entered into a sales and marketing arrangement with Transtar before the two companies merged. Can we expect the same result from your relationship with FNN?

We never contemplated anything like that when we started this, but who knows? Anything can happen.

And your relationship with Group W? In the past few weeks there's been lots of talk that they're buying Unistar, or that Unistar is buying into Group W. Do you care to comment?

We enjoy a very good relationship with Group W. Their stations in New York, Chicago, Philadelphia and Los Angeles carry FNN, and some of their other stations are affiliated with us on a regular news basis. In my mind, they're the most exciting group in radio right now and any way we can foster that warm fuzzy feeling, we'll do it. They have stations in all the top markets and they've been around a long time. These people really like radio and they've made a hell of an investment in the medium. And those are people we like to be around.

Up to this point, Unistar has concentrated specifically on radio programing and news. With station prices coming down, do you have any plans to enter the station side of the business?

Right now we have a full plate on the network side. Some people are saying that it's going to get more attractive to get into the station end of the business because prices are getting more realistic. But you also have to look at the lenders; they're very cautious right now and it's tough to put together some of these big deals. However, if the opportunity arose, and if it

“SIX FIGURE SALES EACH MONTH.” —Royal Barber, WBZS-AM, Orlando

“THE ORDERS ARE ROLLING IN.” —Peter Grey, KCEO-AM, San Diego

“RECORD 500% SALES INCREASE.” —Dan Patrick, KSEV-AM, Houston

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was the right one, we probably could convince somebody to loan us the money to do it, if it makes sense.

But you don't think it makes sense?

Well, recently I went to a meeting of some major radio group operators and all they talked about was restructuring debt. Not one word was said about the basic business of radio, about programming or personalities or news or formatics. Everybody's asking questions such as "How did you approach your bank?" and "What did you do when you restructured?" Business in a lot of markets is down and a lot of radio broadcasters are hurting.

What's your slice of the network pie?

We don't do that. That's why we're a private company. But I would say we're tied for second with Westwood One, in terms of radio network share. ABC, of course, dominates the business, not to mention Paul Harvey, who alone is a big network.

Did you ever consider the advantages of going public?

We had a window of opportunity to do that, but we were making a considerable amount of money without having to put up with the pressure of the public marketplace, and it was just more comfortable for us to remain private. It gave us a lot more freedom and a lot more flexibility and we were just enjoying ourselves too much to get involved in a public offering. And at that time—early 1985—the possibility of a merger with TranStar was more exciting to us than anything.

Some radio companies see great opportunity in Europe and elsewhere overseas. Does Unistar share in this view?

In our last meeting we started to form some plans for Europe. We're talking to a lot of people over there, and we're trying to filter all this information so we can make an intelligent decision. I can't give you a specific date, but we are going to get into it in the not-too-distant future. We don't want to be a pioneer in Europe; we would prefer to form a joint venture with someone over there and learn the business that way.

You're looking specifically at program syndication possibilities?

That's the business we're in. But I think there's a tremendous opportunity for The Research Group, and people have approached us about beaming our satellite-delivered formats over there, as well. And that day is coming.

Where do you see the radio industry headed, and how do you think it will fare in these days of such media diversification?

The media diversification that has taken place is in TV. Radio

is still radio. People still put radio on to get the news first. When you're in your car, you're listening to radio. Sure, radio may sound different than it did in 1970; you have all sorts of formats now and [they] are so diverse it's wild. And you have multiple news stations in the market, multiple talk stations and a whole array of FM stations. Radio is as exciting today as it's ever been, and I think advertisers think so, too.

Then why are so many radio broadcasters dealing with mounting financial uncertainty?

We always hear about the people who are in trouble, not the people who are making a hell of a lot of money. It's not the medium that's in trouble, it's those people who got caught up in the let's-go-get-'em attitude and leveraged themselves ridiculously. Investment bankers were saying: "Yes, you can do this" and "you shouldn't have any trouble doing this cash flow." When we were going through the merger with Transtar we had hundreds of meetings where the bankers would roll out a model of our business in five years. And I looked at those models and said: "If we are going to make this kind of money, why the hell would I be merging with them? I may be a Pollock from Green Point, but I'm not that stupid."

A lot of people got caught up in that have-to-do-a-deal mentality and they did deals they shouldn't have done. A lot of groups are in trouble because they're losing money and they can't make their payments on these models that were set up for them. The way these deals were structured, you could be out of covenant real quickly, if you're not hitting the plan right on—and in this business, it's very difficult to hit a plan right on.

Do advertisers and media buyers still look at radio as a passive medium and buy it accordingly?

Radio is just not top-of-mind, mainly because society is so visually oriented. All the industry associations—the Radio Advertising Bureau, the National Association of Broadcasters, the Radio Network Association, the Station Rep Association—are trying to raise the awareness of radio, but it's tough. I sit on the board of the International Radio and Television Society, and 90% of the conversation is about TV—until you say "wait a minute, what about radio?" If you talk to ad managers, they're talking about strategy and you're waiting for the R-word to come up, and it doesn't, because radio is not part of the mix right now.

Some broadcasters suggest that this "third world" attitude toward radio causes it to be sold more aggressively, making it a stronger medium. Do you go along with this?

Radio is a great value. When you get into the efficiencies of radio versus any other media, it's just tremendous. Advertisers are looking to maximize delivery and to do it in a real efficient manner. And if you look at the economy for 1991, the most efficient media are those that will do best. There's going to be some belt-tightening for everybody and, hopefully, with the efficiencies of radio we'll do well and increase our share.

How does Unistar fit in the near and long term future of radio?

We love the network end of the business, and we will do everything we can to expand that in the right way. But at the same time, we're very conservative in all of this expansion—we don't do things just for the sake of expanding. If there's another FNN deal out there, we'll find it. If radio stations tell us they want us to provide them with another kind of service, we'll do it. And if the [Group W] deal we talked about earlier ever materializes—if a group is for sale or wants to talk about getting together in some meaningful way—we'd like to do that, too. The station end of this business is a good one. There are a lot of opportunities out there, but all these things we do are very expensive. If you take a chance you want it to be a calculated risk. ■

RADIO IS GROWING OVERSEAS

U.S. companies are finding increased opportunities in program production and distribution in international marketplace

Places as diverse as Rio de Janeiro, Paris and Osaka are increasingly providing opportunities in international program production and distribution for U.S. radio concerns. Over the last few years, companies such as Westwood One, The Pollack Media Group and Satellite Music Network have established their presence overseas through consultancy and concert arrangements. As the number of broadcast outlets continues to rise worldwide, so has the need for expertise in "localizing" radio product.

In an effort to capitalize on that need, Los Angeles-based Premiere Radio Networks will open an office in Paris by the end of October. It will be headed by Ed Mann, one of the comedy program supplier's founding principals and vice president of affiliate relations.

Kraig Kitchin, Premiere vice president of sales, said the company initially intended to explore the European arena over a period of a couple of years. About nine months ago, Mann spoke at a European convention on the success of U.S. radio operators in tailoring syndicated interviews with the bigger names in movies and music to each market. Said Kitchin: "He was literally inundated at the end of his speech with people that just gravitated toward this idea."

In a matter of three months, the idea had materialized into "significant relationships" with "European radio concerns that really wanted to access our braintrust in terms of localized radio—locally hosted countdown shows, locally hosted interview shows, locally hosted comedy—all material that has a central base," said Kitchin. Based on the response, Premiere decided to open an office on the Continent and to make "an investment in Europe."

Premiere, said Kitchin, will not be looking to market any of its pre-produced American programming. Rather, it will "work in partnership with all of our scripts, our interview material and a lot of our comedy material, which can be transferred very well to morning drive in Europe," he said. Premiere will still rely on its U.S. scripts and writers, but in partnership with European program producers. Mann will show them how to produce and maximize the product in Europe, said Kitchin.



Kraig Kitchin

There, he said, Premiere will be working on a "collaborative" basis. "Here we sell programs on a barter basis," he said, adding: "in Europe, we work in partnership. We would go out and sell the advertising with the radio entity, convincing advertisers of the virtues of the program, right in the agency with the European radio entity."

Across the globe, Japanese radio listeners were introduced to a new FM station on Saturday, Sept. 29, when "KISS-FM Kobe" debuted with the help of KIIS-AM-FM Los Angeles personality, "Magic" Matt Alan. The afternoon drive-time personality for the top-rated CHR outlet in Los Angeles signed the station on the air at noon. Alan will also host a weekly hour-long radio show titled "Kissing the Globe" for the Japanese station for 26 weeks. Radio personalities from around the world from stations using the "Kiss" moniker are invited to join "KISS-FM Kobe," to as-

sist in its debut.

Austin, Tex.-based Thelese Broadcast International has signed an agreement with Aleksander Akhtyrsky, director general of the All Union Radio Network of Gostelradio (U.S.S.R. State Committee for Radio and Television) to provide advertising and selected programming for Soviet network channels One and Three and the local Moscow channels.

Under the terms of the agreement, Thelese will market, sell and produce commercials for broadcast on Soviet radio on a global basis. Included is advertising on Channel One—the one signal broadcast in all 11 time zones of the U.S.S.R. to approximately 287 million listeners. Additionally, Thelese can contract for selected programs to be broadcast on the All Union Network.

Another radio network looking to capitalize on global exposure is Radio Vision International. RVI has acquired the international television and radio rights to the upcoming musical festival, "Rock in Rio II." Scheduled for January 1991, the 10-day event will feature artists such as George Michael, INXS, Guns 'n' Roses, Billy Idol, David Lee Roth and Lisa Stansfield.

Rock in Rio II will begin Jan. 18, 1991, at the 170,000 seat Maracana Stadium and will conclude Jan. 27th. RVI has signed a deal with Visnews Location Specials to jointly produce the broadcasts for both TV and radio. According to RVI, 500 million people are expected to tune in to the concert worldwide.

During the festival, RVI will produce two three-hour live shows and five 30-minute shows which will be transmitted live from the stadium. Brazil's TV-Globo will broadcast the event in South America. -LC

PAY HIKES FOR RADIO TALENT

Air talent salaries in radio have increased far more than sales and administrative salaries over the last five years. Numbers compiled by Los Angeles-based certified public accountants, Miller, Kaplan, Arase & Co., based on a comparison of 1990 and 1985 salary surveys, reveal that morning drive salaries have increased 82%,

from an average \$65,000 to \$118,000. Afternoon drive salaries have increased 60%, from an average \$45,000 in 1985 to \$72,000 in 1990.

Numbers are based on surveys for the 10 top 25 markets: Los Angeles, San Francisco, Denver, Dallas, Miami, Atlanta, Seattle, San Diego, Tampa and Phoenix.

MCGAVREN GUILD, CABALLERO FORM NEW REP FIRM

Merger of rep interests designed to boost Hispanic radio sales by 2000

New York-based Interep Radio Store last week announced that McGavren Guild Radio and Caballero/MG Spanish Media have formed Caballero/MG Spanish Media. Interep Chairman Ralph Guild said the arrangement was finalized with a small stock swap between the two companies.

While the deal is not being positioned as a merger between McGavren Guild and CSM, both Guild and CSM Chairman Eduardo Caballero are positioning the new company as Interep's eighth rep firm. (Interep announced the formation of its seventh rep company, Schubert Radio Sales, to be directed by former Eastman Radio President Jerry Schubert, late last month.)

The agreement between the two companies essentially provides CSM with McGavren Guild's marketing and research resources, with the ultimate goal of accelerating the growth of Hispanic radio. "It's been predicted that by the year 2000 some 40% of all radio listeners will be Hispanic, and if that's true, we need to be part of that," Guild said.

McGavren Guild President Peter Doyle said the deal between the two firms was formed to "establish a dominant presence in the Hispanic radio market" and to "rectify the noticeable absence of Spanish radio stations in



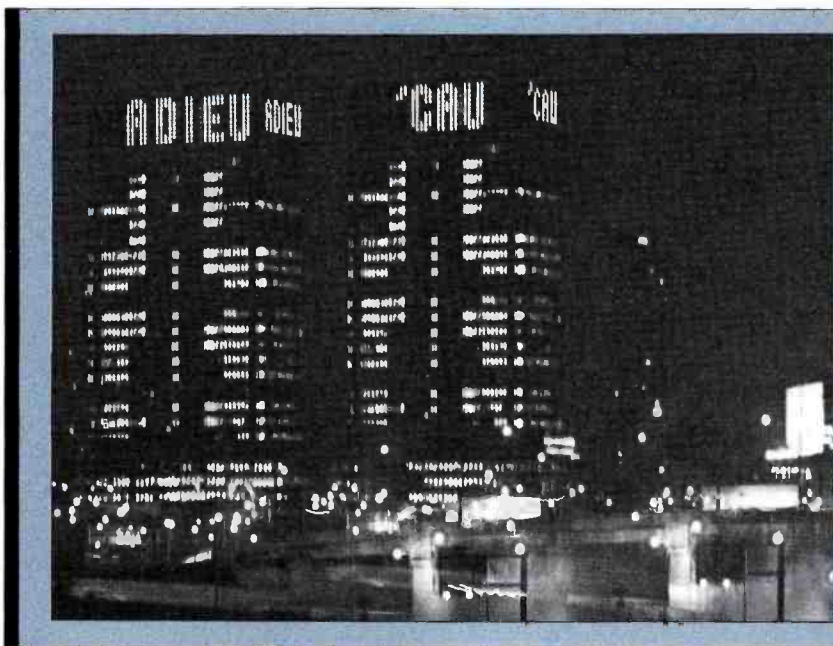
Eduardo Caballero and Peter Doyle

McGavren Guild Radio and Interep."

Caballero said that he and Guild have been talking about developing a relationship between their two companies for several years. He said that Interep's new Radio 2000 marketing strategy—which calls for an alliance among all facets of the radio industry to increase the medium's total share of advertising to 9% by the year 2000—created a healthy climate for this joint venture. "You certainly cannot talk about Radio 2000 without including Spanish radio," Caballero told BROADCASTING.

He said that a full merger between the two companies some time in the future was a possibility, "but at this point not a probability."

Guild said that a president of Caballero/MG has yet to be named, but he indicated that that person would come from the ranks of Interep, while Caballero will remain chairman of CSM. "Technically, this is a joint venture between our companies," Guild said, adding: "Caballero/MG isn't a subsidiary, but it does fall under the Interep umbrella." **-REB**



FAREWELL IN LIGHTS

The Philadelphia Electric Co. marked the passing of 20 years of news/talk on CBS's WCAU(AM) on the evening of Aug. 16 with a farewell message on its Tower Lights message board. The station switched to an oldies format and changed its calls to WOGL(AM) Aug. 15 (BROADCASTING, Aug. 20). In a letter to BROADCASTING, Nick DeBenedictis, Philadelphia Electric Co. senior vice president, corporate and public affairs, said: "It is rare to find such tremendous talents concentrated within one organization, and Philadelphia will always be proud to have claimed you [WCAU] as our own."

CABLE

TBS REORGANIZES FOLLOWING HOGAN MOVE

Sassa and McGuirk will split up duties of Turner network's former head

In the wake of Turner Entertainment Network President Gerry Hogan's departure to Whittle Communications (BROADCASTING, Sept. 24), TNT Executive Vice President Scott Sassa and Terrence McGuirk, president of Turner Sports, have been promoted, and will split Hogan's responsibilities.

Nineteen-year Turner veteran McGuirk replaces Hogan as the number-two man in the Turner organization, and has been named executive vice president of Turner Broadcasting System. His responsibilities include Turner Broadcast Sales, corporate research, public relations, marketing and advertising, all functions Hogan had overseen. McGuirk will continue as president of Turner Sports and president of Turner Cable Network Sales and its subsidiary, CNN International Sales Ltd.

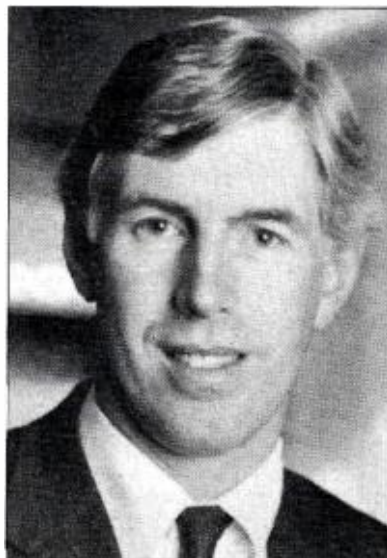
Hogan's other responsibility as head of TNT and for superstation WTBS(TV) Atlanta, goes to Sassa, who has been given Hogan's title of president, Turner Entertainment Networks, and a seat on the executive committee. In addition to overseeing the two cable networks, Sassa will also oversee TBS Productions, which includes a documentary programming unit and publishing company. Sassa first joined Turner in 1982, and left for two years in 1986, which included a stint at Fox Broadcasting.

McGuirk said there was never any intention of going outside the company to fill Hogan's position, as Turner did with the appointment of former *Los Angeles Times* chairman Thomas Johnson as CNN president. McGuirk said company chairman Ted Turner will "continue to be pervasive in all major roles of the company," but "decisions that need to be made at the end of the day" will fall in his own lap, said McGuirk, who added he would have responsibility for 75% of the company's revenue. But McGuirk added that the "teamwork" that has come to characterize Turner management will continue, with Turner making the major decisions.

Robert Wussler, now president and chief executive officer at Comsat Video Enterprises, was the last person to hold



Scott Sassa



Terrence McGuirk

McGuirk's new title. But McGuirk stressed that "this is the first time we've combined majority revenue responsibility with that title."

McGuirk, in response to Hogan's comments that there is no room for growth at TBS, since Turner's was the only job left for him and "he's not going anywhere," said: "I think it's incredible that anyone would hit a wall at Turner and not find any room to grow."

As part of his new position, Sassa announced that WTBS(TV) would be get-

ting a marketing facelift. "It's about time for TBS to stay ahead of the game and not fall behind," he said. Marketing and promotion changes are in the works, although "it won't happen overnight, because we're not putting out any fires," said Sassa.

Also promoted was Julia Sprunt, from senior vice president, Turner Cable Sales, to vice president, marketing and communications for TBS. She'll also have a seat on the executive committee, and will report directly to McGuirk. —SDM

Investors on cable bill: Delay with little reckoning

Observers in the financial community all seem to agree that failure to pass cable legislation in the current session of Congress would have little effect on MSO stock prices. Steven Rattner, a partner at Lazard Freres, said, "I think the issues now are far beyond the regulatory side and into the liquidity and financing side." Said Alan Gottesman, a securities analyst for Paine Webber: "Cable legislation has been an overhang on the stock prices for so long that

I don't think there will be much effect from a delay. In fact, there is disagreement whether a delay is good news or bad news...because people aren't sure which side will grow stronger in the interim." Another securities analyst agreed, saying: "There is always the chance that a bill next year would be tougher on the industry, but if that is the case, how come MSO's can't even agree on whether it is in their interest to get a bill now."

URBAN MARKETS UNTAPPED RESOURCE FOR CABLE, SAYS CABLEVISION'S DOLAN

To achieve urban penetration, cable system must reflect the community in its programming and employes, cable executive tells NAMIC/NCTA seminar

As the focus of cable turns from rural to urban areas, systems and programers must be able to meet the multicultural and multilingual demands of the diverse populations of the cities, according to Chuck Dolan, chairman and chief executive officer, Cablevision Systems.

"A major factor in the slow progress in the cities is that cable is only now becoming sufficiently diverse to appeal to urban households," Dolan told an audience at a seminar sponsored by the National Association of Minorities in Cable and the National Cable Television Association. By tapping the urban markets, where penetration lags behind the national average, "\$1 billion could be added to the cable industry," Dolan said.

To achieve urban penetration, "a system must reflect the character of its community" in both its programming and the employes it hires. Marketing to different populations presents challenges that a cable system cannot meet unless it represents and recognizes the groups it is seeking to attract, according to Dolan.

He used the opportunity to promote unbundling of programming services, with



Chuck Dolan

which Cablevision is experimenting in its New York City systems. Unbundling—letting subscribers choose their own package of programming services—is a way to attract the diverse populations of urban areas and increase penetration, he said.

Dolan described his own experience and success in urban areas, including New York City, where 36% of the population speaks a language other than En-

glish, he said. Dolan began a build of Brooklyn and Queens in 1987, scheduled to be complete in the mid-1990's and eventually to have a million subscribers. He employs people from the community "not just meeting EEO guidelines, but training and recruiting." Cablevision's Boston franchise has the highest level of minority employment of any company in the city, he said. The city average for minority employes is 30%; the Boston franchise is 40%. Dolan also said 69% of the franchise's employes are residents of the area, compared with the city average of 60%. But Dolan said, "We recognize that we can and should increase minority [representation] in upper level management."

Another way to entice minority households to subscribe is to work with local entrepreneurs to produce niche programming, Dolan said, but he cited the lack of minority-owned television production outlets as a hurdle to creating such programming. But as technology increases channel capacity, and as "cable channels become as available as printing presses, it's likely lots of entrepreneurial producers and niche programming" will develop, he said. -SDM

PPV OLYMPICS PLAN TOOK INDUSTRY BY SURPRISE

When the NBC/Cablevision Pay-Per-View Olympics announced two weeks ago that the Request Television PPV network would carry the 1992 event, it wasn't just news to the general public, but also to the studios that own programming slots on the service.

Although Jeffrey Reiss, Request Television chairman and chairman of Reiss Media Enterprises, said "we've informed the studios every step of the way," many pay television studio executives said they knew nothing beforehand about the agreement in principle between Request and the PPV Olympics.

"I was a little surprised that there was an announcement," said Edward Bleier, president, pay TV, Warner Bros, echo-

ing the sentiments of other studios. Dennis Wood, vice president, worldwide pay TV, Columbia Pictures, was more than surprised. "We found the news rather alarming," he said. "The studios own a share of the programming—we are an investor in that company. We should be consulted on all programming decisions out of the normal constraints or guidelines." Wood added, however, that the studio supports the event. "We'll do everything we can to make it successful," he said.

Request's carriage will not be exclusive. NBC and Cablevision are also looking to strike deals with Viewer's Choice and Graff Pay-Per-View. Marty Lafferty, vice president, PPV Olympics, said the Request signing should help negotiations with the other networks. Ap-

parently it is, since Graff Pay-Per-View now says it intends to carry the Olympics on at least its newly acquired Cable Video Store. Whether it plans further channel commitments remains to be seen, according to a spokeswoman. An exact deal has not yet been hammered out.

Reiss stressed that the specifics of the Request deal aren't yet set, specifically the money NBC/Cablevision will contribute for promotion and marketing of the PPV category. Reiss said it would be a "substantial portion" of the PPV Olympics' \$40 million marketing budget, and would kick in as early as September 1991, and run through (and perhaps even after) the Olympics. "NBC is not yet ready with that plan," he said.

Reiss did say that the financial terms

between the PPV Olympics and the studios, who will lose movie slots to the games, have been "solidified." But Columbia's Wood said "nothing is finalized. There is no deal.... We have not agreed to any financial terms."

How many channels Request will carry of the three-channel PPV Olympics remains to be seen. The deal calls for one to three channels, although currently Request has only two. Reiss said he wants to keep one channel open for movies, if possible. But studio executives said movies should stay on no matter what, even if it means less coverage of the Olympics. Bleier said it would be counterproductive for the Olympics to preempt the movies, since that would

"incur the wrath of regular PPV buyers." He wants to see the Olympics on Request 2, which currently has half the subscriber base of Request 1, and movies on Request 1.

But if Request, which is co-owned by Reiss Media and Group W Satellite, sticks to its game plan, it may have enough channels to carry all three Olympic channels. Reiss said Request is looking to provide the Olympics with all the channels it needs in the systems where the network exists. While Reiss refused to disclose details, he said plans were underway for the creation of two more PPV channels, either under the Request name or a new moniker, by the time of the Olympics in 1992.

While Reiss and the studios expressed desire for the games to be a success, and to do what they can to help them, they are skeptical about how it will be done. "I'm not convinced that NBC and Cablevision know how they will approach the games or the [PPV] category," said Hal Richardson, senior vice president, worldwide pay TV, Walt Disney Television. Request feels "a lot of work needs to be done," said Reiss, who is skeptical there will be 25 million addressable homes by 1992, as NBC predicts. Nor does he believe a three-day package selling for \$150 will get a 10% buy rate. Studio executives stressed the usefulness of that their marketing expertise to the PPV Olympics. -SDM

ACCOUNTING DIFFERENCE MAY CAUSE LOSS FOR FNN

A dispute between Financial News Network and its auditors could force the network to post a "very substantial non-cash loss" for at least the fourth quarter of this year.

The dispute arises over accounting differences. Most notably, FNN wants to capitalize the \$28 million in start-up costs it has fed into the development of FNN:PRO, a new video and marketing service launched in July, according to Ken Goldman, an analyst with Hanifen, Imhoff. He said Deloitte & Touche, the auditors, want to list that money as expense. Also under dispute are the value, as well as sales and lease-back accounting, of FNN:Data Broadcasting's data receivers. Goldman described the disputes as "almost a technicality."

If the auditors' position prevails, as well as reporting a cash-loss, FNN would be in danger of defaulting on its bank credit agreements of \$48.5 million. It is also obliged to pay \$73 million on lease agreements as of June 30. FNN is seeking waivers to prevent default, and Goldman said he doesn't "anticipate any problem in getting that done."

Because of the dispute, both FNN and its parent company, Infotech, last week asked for a two-week extension to submit their 10-K annual reports for the fiscal year ending June 30, 1990, to the Securities and Exchange Commission.

Last Monday (Oct. 1) when FNN announced its problems, its stock price dipped to 2¾, down from 5¼ on the previous Friday. Tuesday it rebounded somewhat to 3½.

FNN's lower stock price, as any company's unplanned stock performance, "does raise the spectre of potential buyers coming out of the woodwork," said Goldman. FNN is often talked of as a property some would want to acquire. Industry sources say Whittle Communications is a potential buyer, but a Whittle spokesman denied it, saying: "It's preposterous," and not in keeping with Whittle's other properties. FNN refused to comment.

Turner Broadcasting was close to a purchase of FNN a year ago, at a stock

price of \$12 a share. Despite its auditing dispute, "FNN is in even better shape now than it was a year ago," said Goldman, and is currently worth more than \$10 a share, although "it's hard to say," whether FNN could get that much for its stock, Goldman added.

The week also held some good news for FNN on the affiliation side. As expected, Tele-Communications Inc., the nation's largest MSO, announced a long-term agreement for continued broad carriage of FNN on its cable systems. -SDM

CABLE AVOIDS INNER CITY FEARING IT MAY NOT COLLECT, SAYS SUTTON

This is myth, broadcaster/cable operator tells cable gathering; if cable wants to expand its universe, inner city holds key

Cable systems have not expanded in urban areas because of a misguided belief that poor and minority households are risky customers, said Percy Sutton, chairman of Inner City Broadcasting, at the NAMIC/NCTA conference in New York. "I live in Harlem, and I've never once seen the local sheriff repossess a TV set." He addressed cable systems directly: "If you have the method, equipment and personnel, you should not fear to go in [to poor urban areas] because of fear you may not

collect."

Sutton also said it is a myth that poor households are not willing to pay for cable television. "What do people do who have not had access to the rest of society?" he asked. "What are they to do? They watch television."

Cable systems need to learn how poorer households allocate their dollars, said Sutton. They need to know how much goes to food, housing and clothing, and "what does entertainment mean and how much are they willing to pay,"

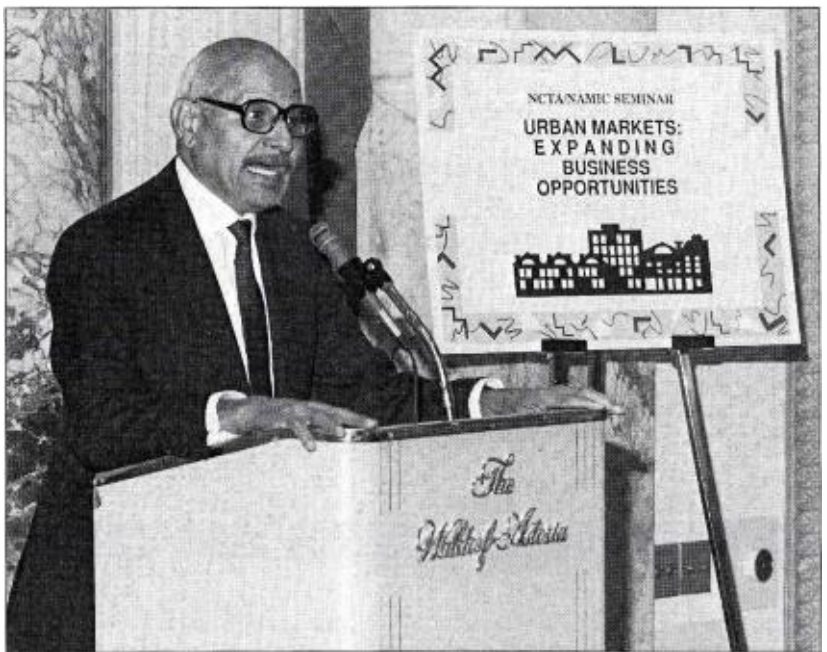
he said.

Recognize the economics that exist and "don't oversell in lower income areas," advised Don Barden, president, Barden Communications, earlier in the day. "You can't afford to price yourself out of the marketplace," he said.

If cable systems want to expand their universe, it is urban areas that will provide the means, according to Andrew Paul, chief operating officer, National Data Planning Corp., who revealed an outline of changing American demographics and how cable needs to approach those changes. Growth in the U.S. population will come from immigration, with largely Hispanic and Asian groups moving into urban areas, he said.

To reach these diverse groups, cable operators in urban and suburban areas need to identify segments of their markets, according to Paul. "Cable still has a propensity to the broadcast market. Mass marketing is too expensive an answer," he said. Cable should learn to reach small but highly condensed markets.

-SDM



Percy Sutton

FOX AFFILIATE TURNS TO CABLE FOR LOCAL NEWS HELP

WBFF Baltimore is looking for cable partners to supply it with suburban coverage for planned 10 p.m. newscast

In what could become a model for Fox Broadcasting affiliates' local newscasts, WBFF(TV) Baltimore is launching an hour-long newscast with the help of area cable operators.

Scheduled to launch in late May 1991, WBFF's 10 p.m. news will air six evenings a week, with a half-hour telecast on Sundays, focusing on suburban news from Baltimore's five surrounding counties. The station is currently in talks with eight area cable operators about working together on the newscast. Only 16 of 129 Fox affiliates have local newscasts.

WBFF is interested in having the cable systems supply news footage to its newscast, allowing it to cover regional news in a way the other broadcast stations do not, according to Bruce Lumpkin, general manager. Lumpkin has hired a news director, and is looking to have a 35-person news staff. The cable operator "would be another reporter in the field," said Lumpkin. WBFF is also interested in forming ventures for the five-minute insert on Headline News, and in creating news features for cable operators' community and public access

channels.

While no deals have yet been struck, operators who have already held several rounds of talks with WBFF are expressing interest in working with the station on the newscast. Gary Massaglia, general manager at Jones Intercable in Anne Arundel County, said his system is interested in becoming a "news bureau" for Fox as well as doing a Headline News insert. Massaglia said a venture with Fox also could benefit the operator's own planned evening news show focusing on county news.

Terry Hicks, general manager of United Cable of Annapolis, sees a lot of potential for a joint venture with WBFF. "My interest is a big one, because Annapolis doesn't have any TV stations, or any local news," he said. In addition to providing footage and coverage for WBFF's 10 p.m. newscast, for which the system already has suitable equipment, Hicks envisions WBFF helping his system start its own local newscast as well as rerunning the WBFF newscast on community programming channels. "I'm sure there are other things we haven't even thought about yet where we can share

our resources," he said.

Doing joint news ventures with WBFF on the system's community programming channel presents the prospect of an additional revenue stream, said Hicks. It could attract local advertisers who want to reach the local market, but can't afford to advertise on channels and programs that reach the Baltimore and Washington markets, which are markets those advertisers don't even want, according to Hicks.

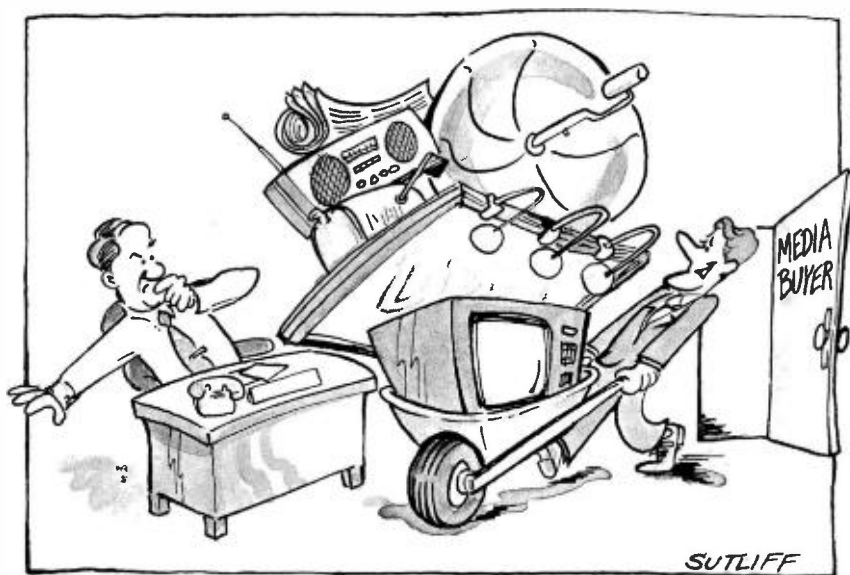
While the news operations will be oriented toward suburban issues, Baltimore City's United Cable system is also interested in participating, according to Euan Fannell, president and general manager. While the system currently has no news-gathering capabilities, "we expect to in the future," he said. While a broadcast network affiliate has also approached the system about doing a Headline News insert, Fannell said Fox's concept "sounds very promising," since it has more to offer than just that five-minute insert, including fewer network programming hours, which means more space available on its station for joint local programming.

-SDM

BUSINESS

CROSS-MEDIA PACKAGES: INNOVATIVE MARKETING OR SOLUTION LOOKING FOR A PROBLEM

Some criticize 'one stop shopping' for advertising as inefficient, but others feel the client gets more for the money



The jury is still out on whether cross-media packaging—when multimedia companies offer advertisers a combination of media outlets through which to advertise—is an idea whose time has come or just another example of something that looks great on paper but fails to materialize.

The Gannett Co., owners of seven AM's, nine FM's, 10 TV's and publishers of about 90 newspapers including *USA Today*, is the latest company to offer cross-media packages. Other companies offering or considering offering cross-media packages include NBC, Group W, Time Warner Inc., Hearst Corp. and Meredith Corp.

For Gannett, this is the second time in six years that it will offer advertisers the chance to do "one stop shopping" where Gannett will utilize all of its owned media. *USA Today* publisher and Gannett executive vice president of marketing, Cathleen Black, is optimistic

that this time the company can make cross-media packaging work. The Gannett executive told BROADCASTING there is a "dramatic difference" between the 1984 effort and the current effort. In 1984, "advertisers and agencies were not thinking of buying media in innovative ways," Black said, adding that it was a "good idea at the wrong time."

Not all media buyers and advertisers share Black's excitement. Said Jon Mandel, senior vice president, director of national broadcasting, Grey Advertising: "All too often it is a solution looking for a problem." Mandel said cross-media packaging has fantastic potential, but the media has to fit the client's needs. "You can't put a size nine foot in size five shoes."

Ralph Heim, media placement manager, Adolph Coors Co., agrees with Mandel. "Commitments across different mediums," Heim said, "have to be looked at very hard and require a lot of

planning....For most categories, it is not a good fit." For example, Coors, Heim said, would like to advertise on Gannett-owned KUSA-TV Denver, an ABC affiliate that attracts young viewers. However, the brewery would not want to advertise on Gannett-owned WUSA-TV Washington, a CBS affiliate which attracts older viewers the brewer may not be eager to reach. "Unless it is a mega-deal, for most advertisers it is a force fit." Looking at the Group W one-stop shop, Heim questioned, for example, whether Group W's local markets and Nashville Network cable channel would fit a specific target audience.

Responding to Heim's concerns about the different Gannett affiliates, Gannett vice president Wayne Friedman said there are similar risks when one buys network television. "When you buy time on ABC, you get strong and weak

continues on page 65

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CHANGING HANDS

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

WYOC(FM) High Springs, Fla. □ Sold by Country Broadcasting Co. to Santa Fe Wireless Inc. for \$800,000. Price includes \$175,000 cash at closing, \$525,000 interest-bearing note at 10% and \$100,000 for 100-month noncompete covenant. Station went on air in January 1984. Seller is owned by Baxter Forrester, who has no other broadcast interests. Buyer is headed by Tom and Beth Kenney, husband and wife, and has no other broadcast interests. WYOC has C&W format on 104.9 mhz with 1.6 kw and antenna 450 feet. Broker: Doyle Hadden.

WFFG(AM)-WMUM(FM) Marathon, Fla. □ Sold by Marathon Wireless Communications Inc. and Breeze 94 Inc. to The Great Marathon Radio Co. for \$750,000. Price includes \$310,000 cash at closing, \$240,000 noninterest-bearing note and \$200,000 for consulting agreement. WFFG was acquired in February 1980. WMUM went on air in December 1976. Sellers are headed by John F. Thacker; June I. Thacker, and William G. Evans and have no other broadcast interests. Buyer is headed by Joseph P. and Jason W. Nascone and has no other broadcast interests. WFFG is fulltimer with country format on 1300 khz with 2.5 kw. WMUM has beautiful music format on 94.3 mhz with 3 kw and antenna 160 feet.

WSCR(AM) Scranton and WBCR(AM) Wilkes-Barre, both Pennsylvania □ Sold by Gore-Overgaard Broadcasting Inc. to Source Communications Inc. for \$400,000. Price includes \$100,000 cash at closing and \$300,000 interest-bearing note. Stations were acquired in September 1988 and July 1989 for \$250,000 and \$125,000, respectively. Seller is headed by Harold W. Gore and Cordell J. Overgaard and has interests in WTAC(AM) Flint, Mich.; WTMR(AM) Camden, N.J., and WRDZ(AM) Cleveland. Buyer is headed by Scott B. Korb and James J. Blumer Jr. and has no other broadcast interests. WSCR has religious format on 1320 khz with 1 kw day and 500 w night. WBCR is fulltimer with MOR format on 1340 khz with 1 kw.

KNVO(TV) McAllen, Tex. Sold by Mundovision Broadcasting Co. to Valley Channel 48 Inc. for \$500,000. Price includes \$400,000 cash at closing and \$100,000 noninterest-bearing note. Station is not on air. Seller is headed by Gloria and Michael Stromberg and has no other broadcast interests. Buyer is headed by Billy B. and Rosalie Goldberg, husband and wife, Mitchell Levy and Thomas R. Matthews. Matthews has interests in 21st Century Corp. and Mundovision Broadcasting. Billy Goldberg has interests in Southwest Multi-

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$2,169,015 □ 8

FM's □ \$1,066,010 □ 6

AM-FM's □ \$755,000 □ 5

TV's □ \$500,000 □ 3

Total □ \$4,490,025 □ 20

Year to Date:

AM's □ \$88,056,068 □ 224

FM's □ \$420,591,793 □ 206

AM-FM's □ \$336,935,640 □ 185

TV's □ \$792,841,900 □ 81

Total □ \$1,638,425,401 □ 696

For 1989 total see Feb. 5, 1990 BROADCASTING.

media Corp., licensee of KVEO-TV Brownsville, KPEI(TV) Odessa, KWKT(TV) Waco, all Texas, and KMSS-TV Shreveport, La.; Balcones Broadcasting Ltd. is permittee of KCFP(TV) Austin, Tex. KNVO is independent on ch. 48 with 5,000 kw visual and antenna 650 feet.

KQFX(FM) Georgetown, Tex. (Austin) □ Sold by Red River Broadcasting to KHFI Venture Ltd. for \$3.85 million. Station was purchased with WTRG(FM) Rocky Mount, N.C. (Raleigh) for \$13.1 million ("Changing Hands," May 14). Seller is headed by Tom Joyner, president of Joyner Broadcasting, licensee of WZFX(FM) Whiteville, N.C. (Fayetteville); WROV-AM-FM Roanoke, Va., and WTFX(FM) Watertown, Wis. (Madison). Buyer is headed by Jay Jones, who is president of Rusk Corp., which has interest in KWES(FM) Odessa, KTRH(AM)-KLOL(FM) Houston and KSMG(FM) Sanguin, all Texas. KQFX is on 96.5 mhz with 100 kw and antenna 930 feet. Broker: Charles Giddens.

WTBM(FM) Mexico, Me. Sold by Tansit Broadcasting Inc. to Richard D. Gleason for \$300,000. Station went on air in September 1988. Seller is headed by T. Barton Carter, who is licensee of new FM's at Pittsfield and Madison, both Maine. Buyer owns WOXC(FM) Norway, WKTQ(AM) South Paris and WTME(AM) Auburn, all Maine. WTBM(FM) has country and AOR formats on 100.7 mhz with 3 kw and antenna 1,125 feet. Broker: New England Media Inc.

Continued from page 63

affiliates," Friedman said.

Another company considering cross-media packages but still not completely sold on the concept is Chrysler Corp. Ray Dreyfus, a media specialist at Chrysler, said the auto manufacturer is talking to some people about cross-media packages. Said Dreyfus: "It [the package] has to meet the needs and be custom tailored. If the market list does not match, then it does not make any sense no matter how good the deal might be." Dreyfus said Chrysler is looking at cross-media packages that would include broadcast/cable and magazine ads.

The idea of cross-media packages is not new. In 1973, John Blair & Co. offered multimedia packages for advertising-marketing by radio, television and direct-response media (BROADCASTING, Aug. 20, 1973). Gannett first tried cross-media packaging in 1984. "The history of cross-media," said one network executive, "is that despite the opportunities in the broadcast business with radio and TV side-by-side, it just does not work."

It is previous failures that leave advertisers, media buyers and network executives questioning whether cross-media packaging will ever get off the ground. Lou Schultz, executive vice president, director of media services, Lintas: USA, said there is an opportunity for the packages to work but they "can't be started by the media. They have to be started by the clients and the agencies." Schultz said although the media [industry] has announced a willingness to start propositions, they have not put the staff in place yet and the agencies are not geared up yet." Schultz added that "there are only so many guys that can play in that [cross-media] arena."

Rich Kostyra, executive vice president, director of media services, J. Walter Thompson, said the agency's recent campaign for Prodigy software with Time Warner was a success. The effort included print and cable and "represented the optimum from the advertiser standpoint wherein the cross-mix of media within one corporation represented considerable ad value for the client." Kostyra advises advertisers that it is "essential to proceed with caution because it is too easy to fall into the trap of purchasing packages to the detriment of the client's interest." The media's purpose, said Kostyra, "is to get us to buy something we don't want; our purpose is to buy only the desired elements. It has to prove of value and benefit to both the seller and the buyer." Larry Cole, me-

dia director, Oglivy & Mather Inc., said that in a soft media environment, companies are looking for ways to give advertisers an opportunity to spend more money. As for the concept, Cole said "no companies have a perfect mix of different media."

One multimedia company that appears to be tailor-made for reaching women through cross-media packaging is Hearst Corp., which publishes *Cosmopolitan*, *Good Housekeeping* and *Redbook* and has interest in the *Lifetime* and *Arts and Entertainment* cable services. Doug McCormick, group vice president, HAVES, and executive vice president, Lifetime, said the company has been working "very successfully" with cross-media packages, most recently putting one together with Weight Watchers that included several Hearst magazines and Lifetime, which attracts women 24-49, and A&E, which goes after adults 25-54.

Those offering cross-media packages know they are facing a world of skeptics but remain confident. Said Gannett's Black: "We have to crawl before we walk, but if we had listened to the naysayers, *USA Today* would not be where it is today." -#

MURDOCH'S \$11 BILLION IMAGE PROBLEM

Rupert Murdoch not only has created a global media empire but he has also borrowed billions of dollars to do so. In a stock market backpeddling from other leveraged companies, including Time Warner, News Corp. has now found its shares falling rapidly out of favor during the past two weeks (see chart, page 66). The most pessimistic investor lobbying claims the Fox Broadcasting parent company has "already hit the wall."

What set off the most recent round of stock selling were some unexpected debt numbers in the Australian-based company's annual report and, somewhat related, the proposed authorization to issue at least one of two new types of stock (BROADCASTING, Oct. 1). Following the debt and equity disclosures, News Corp. American Depository Receipts dropped 25% during the five trading days ending Sept. 26, followed by a 17% decline for

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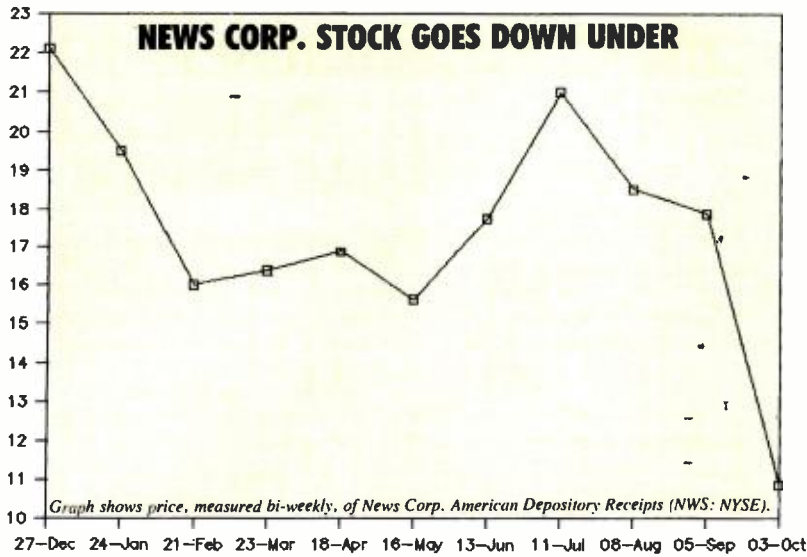
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the subsequent five trading days ending last Wednesday (Oct. 3).

The discomfort with the proposed new securities, according to one securities analyst last week, went beyond traditional shareholder concerns over dilu-

tion of their existing holdings. He said that having no or restricted voting power, the new shares will have to offer a higher yield to attract buyers. In that case, he asked rhetorically, why would anyone want to hold the lower-yielding

voting stock if the majority of that class of shares are effectively controlled by News Corp. Chief Executive Rupert Murdoch anyway?

The company said that it might use proceeds of such a stock offering to pay down debt, the size and composition of which surprised most of those analysts commenting last week. Total liabilities, using U.S. accounting rules, increased from \$8.3 billion to \$11.6 billion, with \$4.7 billion due within the next 12 months. Cash interest on the more than \$8 billion in bank debt is roughly half at fixed rates, 25% floating and the remainder floating with a cap, according to First Boston securities analyst, Jessica Reif.

Some of the increased debt had been expected, due for instance to the \$455 million purchase of Scott Foresman publishing, balance sheet consolidation of some other book operations, and the capital expenditures for Sky Television. But at least some of the capital expenditures proved higher than some analysts had calculated.

Short interest, another measure—this one negative—of investor opinion about the company, was up 10% through Sept. 15, to about 29 times daily trading volume. One investor, who said his firm held a large short position in News Corp., suggested that debt climbed for the company because cash flow was less than expected.

Noting that the margin by which the company's cash flow "covers" its interest had declined, Reif last Wednesday also downgraded her earnings and cash flow estimates for News Corp.'s current fiscal year, ending June 30, 1991. The main disappointments, said Reif, from earlier expectations are in the publishing operations, including newspapers, magazines and books. The company's "bright spot," she added, is at Fox, on both the TV and entertainment side.

Even at Fox, there is at least some uncertainty because the company is not achieving audience levels upon which up-front sales were based, and the network may have to make good on those deficiencies. But agency executives such as Gary Carr of Lintas New York, note that it is still too early to say definitively how Fox will do. In the second week of the season, it improved its delivery of male and female demographics, 18-49.

At last Wednesday's price of 10 7/8, News Corp. ADR's were trading at less than twice Reif's estimated cash flow per share, and at a five price-earnings ratio. She expressed some concern but also noted that Murdoch has pulled some rabbits out of the hat before. —CF

September, 1990

\$20,000,000

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Third quarter closing

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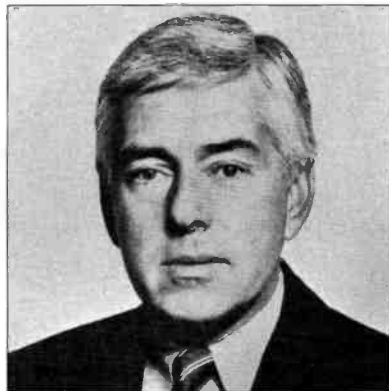
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CBS/BROADCAST GROUP IS RESHAPED

Peter Lund, Multimedia Entertainment president, becomes CBG executive VP

In a restructuring of the CBS/Broadcast Group, Peter A. Lund has been named to the new post of executive vice president, CBS/Broadcast Group, and will also serve as president, CBS Marketing. Lund will report to CBS/Broadcast Group President Howard Stringer, who also announced that Tom Leahy, who has been president of CBS Marketing, has been named senior vice president, CBS/Broadcast Group, and will retire in 18 months.

Lund, 49, returns to CBS after four



Peter Lund, CBG executive VP

years as president, Multimedia Entertainment. He originally joined CBS in 1977 and has served there in a variety of positions, including president, CBS Television Stations Divisions; president, CBS Sports, and vice president and general manager of CBS-owned WCBS-TV New York and WBBM-TV Chicago.

Besides overseeing CBS Marketing, where he will be responsible for the network sales and marketing of CBS Entertainment, CBS Sports and CBS News, Lund will also be in charge of CBS Television Stations and CBS Radio Divisions, two areas that used to report to Stringer. Johnathan Rodgers, president, Television Stations, and Nancy Widmann, president, Radio Division, will both report to Lund.

In a press release, Lund said that "CBS has great opportunities to enhance revenues and profits at the network, the stations and in radio, and to strengthen the relationship among these divisions."

With Lund taking over some of Stringer's responsibilities, it is speculated that Stringer will become more in-

involved in CBS's programming activities. "Programming is Howard's strength," said one source at the network, adding that Lund is "sales friendly" and "ready to lead the station groups into the future."

Leahy, who has been with CBS for

almost 30 years, announced that he will retire in 18 months when he turns 55. Until then, he will work with Stringer on a number of issues, including the Nielsen ratings controversy. Leahy told BROADCASTING that he will be a "roving ambassador." -JF

This announcement appears as a matter of record only.

UNITED ARTISTS

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September 1990

FOCUS ON FINANCE

Most market indices were up slightly while some were slightly down for the five trading days ending last Wednesday; the same was true for media stocks. Entertainment stocks and publisher/group owners generally improved slightly while most MSO stocks and leveraged issues fared poorly. Among deal stocks TVX Broadcast Group was flat at 9/8, while MCA rose 3% to 63 1/2. Bid for Gray Communications at \$162.50 per share expired on Monday without being completed. Board's investment banker reportedly declined to issue fairness opinion on offer, made by James Gray Jr., son of group owner's late founder. BHC was up 4%, and Gabelli Group increased hold-

ings in group owner to 15.4%. Among BHC sister companies, Chris Craft Industries was up even more, 19%, to 29 1/2, while United Television was flat. King World Productions climbed 12%, to 24, perhaps on First Boston buy recommendation. Financial News Network dropped 44%, to 3 1/4, perhaps due to announced disagreement with auditors over accounting treatment of expenses incurred for new service. Among MSO stocks, Adelphia fell to new 52-week low at 7 3/4, while American Television & Communications rose 9%, to 29 1/4. Multimedia was up slightly; company announced stock repurchase authorization of up to 750,000 shares.

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A	BHC) BHC Comm.	42	3/8	41	5/8	3/4	01.80	-8	1,241	
N	CCB) Cap. Cities/ABC	483		455	1/4	27	3/4	06.09	16	8,371
N	CBS) CBS	170	5/8	165	3/8	5	1/4	03.17	12	4,039
A	CCU) Clear Channel	10	3/4	10	3/4		00.00	-6.3	61	
O	JCOR) Jacor Commun.	1	7/8	2		-	1/8	-06.25	-1	18
O	OSBN) Osborn Commun.	7	1/2	7	3/4	-	1/4	-03.22	-11	52
O	OCOMA) Outlet Comm.	13	3/4	15	1/4	-	1/2	-09.83	16	90
A	PR) Price Commun.	1	7/8	1	5/8	1/4	15.38		16	
O	SAGB) Sage Bcsg.	1	1/2	1	1/2		00.00	-1	5	
O	SCRP) Scripps Howard	45		46		-	1	-02.17	19	464
O	SUNNC) SunGroup Inc.		3/4		3/4		00.00	-1	5	
O	TLMD) Telemundo	4	1/2	5	1/4	-	3/4	-14.28	-2	102
O	TVXGC) TVX Group	9	1/8	9	1/8		00.00		66	
O	UTVI) United Television	29	1/4	29	1/4		00.00	3	317	

PROGRAMING

O	IATV) ACTV Inc.	2	3/8	2	1/2	-	1/8	-05.00	2		
O	(ALLT) All American TV	2	1/2	2	3/4	-	1/4	-09.09	4		
N	(CRC) Carolco Pictures	8	3/8	7	3/4		5/8	08.06	13	253	
O	(DCPI) dick clark prod.	4		3	3/4	1/4	06.66	17	33		
N	(DIS) Disney	94	1/8	90	1/2	3	5/8	04.00	16	12,532	
O	(FNNI) FNN	3	1/8	5	5/8	-	2	1/2	-44.44	9	56
A	(FE) Fries Entertain.		9/16		1/2	1/16	12.50		2		
A	(HHH) Heritage Ent.	1		1	1/8	-	1/8	-11.11	-1	7	
N	(HSN) Home Shop. Net.	4	1/2	4	3/4	-	1/4	-05.26	112	405	
O	(IBTVA) IBS	1	1/4	1	3/8	-	1/8	-09.09	15	4	
N	(KWP) King World	24		21	3/8	2	5/8	12.28	11	912	
O	(KREN) Kings Road Ent.		9/32		1/4	1/32	12.50	-1	1		
N	(MCA) MCA	63	1/2	61	1/2	2	03.25	24	4,735		
N	(MGM) MGM/UA Comm.	14		13		1	07.69	-14	714		
A	(NNH) Nelson Holdings	2	3/4	3	1/8	-	3/8	-12.00	11		
O	(NNET) Nostalgia Net.		9/16		9/16		00.00		3		
N	(OPC) Orion Pictures	8	5/8	8		5/8	07.81	24	156		
N	(PCI) Paramount Comm.	26	1/8	34	7/8	-	8	3/4	-25.08	18	3,107
N	(PLA) Playboy Ent.	4	1/8	4	1/4	-	1/8	-02.94	21	76	
O	(QNTQE) Qintex Ent.		1/8		1/8		00.00		26		
O	(QVCN) QVC Network	6		5	3/4	1/4	04.34	-15	104		
O	(RVCC) Reeves Commun.	6	3/4	6	3/4		00.00	+16	85		
O	(RPICA) Republic Pic.'A'	4	1/2	5	1/4	-	3/4	-14.28	25	19	
O	(SP) Spelling Ent.	3	3/8	3	7/8	-	1/2	-12.90	16	111	
O	(JUKE) Video Jukebox	4	7/8	4	5/8	1/4	05.40	-37	45		
O	(WONE) Westwood One	2	5/8	2	1/2	1/8	05.00	-1	38		

	Closing Wed Oct 3	Closing Wed Sep 26	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	34		33	3/8	5/8	01.87	29	635		
N	(AFL) American Family	14		14			00.00	10	1,139		
O	(ACCMA) Assoc. Comm.	19		18		1	05.55	-8	354		
N	(CCN) Chris-Craft	29	3/4	25		4	3/4	19.00	1	758	
O	(DUCO) Durham Corp.	26	1/2	26		1/2	01.92	13	224		
N	(GCI) Gannett Co.	33	1/4	30	1/4	3	09.91	13	5,253		
N	(GE) General Electric	54	1/2	55		-	1/2	-00.90	11	48,429	
O	(GACC) Great American	1	7/8	2		-	1/8	-06.25	65		
A	(HTG) Heritage Media	3	1/4	3	1/4		00.00	-7	146		
N	(JP) Jefferson-Pilot	34	1/8	35	1/2	-	1	3/8	-03.87	8	1,254
N	(LEE) Lee Enterprises	21	3/4	20	1/4	1	1/2	07.40	12	519	
N	(LC) Liberty	44	1/4	41	1/2	2	3/4	06.62	10	378	
O	(LINB) LIN	46	1/4	44	3/4	1	1/2	03.35	-15	2,396	
N	(MHP) McGraw-Hill	43	1/4	43	1/8	1/8	00.28	108	2,105		
A	(MEGA) Media General	21	3/8	21	1/8	1/4	01.18	30	552		
N	(MDP) Meredith Corp.	22	1/2	22	1/8	3/8	01.69	-15	413		
O	(MMEDC) Multimedia	60		59	1/8	7/8	01.47	17	678		
A	(NYTA) New York Times	18	1/2	17	1/2	1	05.71	6	1,410		
N	(NWS) News Corp. Ltd.	10	7/8	10	7/8		00.00	6	2,919		
O	(PARC) Park Commun.	15	7/8	16	1/4	-	3/8	-02.30	17	328	
O	(PLTZ) Pulitzer Pub.	20		20	1/2	-	1/2	-02.43	7	209	
O	(STAUF) Stauffer Comm.	130		130			00.00	-8	144		
N	(TMC) Times Mirror	25	1/4	23	5/8	1	5/8	06.87	13	3,244	
N	(TRB) Tribune Co.	39	1/8	36	1/2	2	5/8	07.19	13	2,589	
A	(TBSA) Turner Bestg.'A'	12	3/4	12	3/8	3/8	03.03	-29	633		
N	(WPO) Washington Post	216	3/4	211	1/2	5	1/4	02.48	14	2,648	
N	(WX) Westinghouse	30	3/8	27	3/4	2	5/8	09.45	9	8,857	

CABLE

A	(ATN) Acton Corp.	6	5/8	7		-	3/8	-05.35	-5	10	
O	(ATCMA) ATC	29	1/4	26	3/4	2	1/2	09.34	30	3,189	
A	(CVC) Cablevision Sys.'A'	14	1/2	13	5/8	7/8	06.42	-1	321		
A	(CTY) Century Comm.	5	1/4	5		1/4	05.00	-5	343		
O	(CMCSA) Comcast	9	3/4	10	1/4	-	1/2	-04.87	-6	1,100	
A	(FAL) Falcon Cable	10	1/4	11	3/8	-	1	1/8	-09.89	-7	65
O	(JOIN) Jones Intercable	6	1/4	5	1/2	3/4	13.63	-3	78		
N	(KRI) Knight-Ridder	41	1/2	40	7/8	5/8	01.52	12	2,088		
T	(RLA) Rogers'A'	9	1/4	9	1/2	-	1/4	-02.70	-17	349	
O	(TCAT) TCA Cable TV	11	1/2	12		-	1/2	-04.16	38	278	
O	(TCOMA) TCI	10	5/8	9	3/4	7/8	08.97	-15	3,783		
N	(TWX) Time Warner	73	7/8	70	7/8	3	04.23	-5	4,246		
O	(UAECA) United Art.'A'	11	1/2	12	1/8	-	5/8	-05.15	-16	1,605	
A	(VIA) Viacom	18	7/8	17	7/8	1	05.59	-22	2,014		

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EQUIPMENT & MANUFACTURING

N (MMM) 3M	78	1/4	78	1/4	00.32	13	17,411		
N (ARV) Arvin Industries	15	5/8	15	5/8	00.00	22	293		
O (CCBL) C-Cor Electronics	5	1/2	5	1/8	3/8	07.31	4	23	
O (CTEX) C-Tec Corp.	14	3/4	15	-	1/4	-01.66	-54	242	
N (CHY) Chyron	5/8	9/16	1/16	1/16	11.11	-1	7		
A (COH) Coahu	8	5/8	8	3/4	-	1/8	-01.42	6	16
N (EK) Eastman Kodak	37	1/4	40	1/8	-2	7/8	-07.16	14	12,085
N (HRS) Harris Corp.	18	3/4	21	-2	1/4	-10.71	5	750	
N (IV) Mark IV Indus.	9	1/2	9	7/8	-	3/8	-03.79	2	132
O (MATT) Matthews Equip.	1	7/16	1	11/16	-	1/4	-14.81	71	8
O (MCDY) Microdyne	3	1/4	3	1/8	1/8	04.00	46	13	
O (MCOM) Midwest Comm.	1	1/2	1	1/2		00.00	4	4	
N (MOT) Motorola	64	60	5/8	3	3/8	05.56	16	8,417	
A (PPI) Pico Products	3/4	3/4			00.00		2		
N (SFA) Sci-Atlanta	14	1/4	13	5/8	5/8	04.58	7	317	
N (SNE) Sony Corp.	48	1/2	43	1/8	5	3/8	12.46	24	16,098
N (TEK) Tektronix	14	7/8	13	3/4	1	1/8	08.18	-4	432
N (VAR) Varian Assoc.	30	1/4	31	-	3/4	-02.41	-33	577	
O (WGNR) Wegener	3/4	1	-	1/4	-25.00	-4	5		
N (ZE) Zenith	5	5	1/2	-1/2	-09.09	-1	133		

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SERVICE

O (AFTD) Am. Film Tech.	7	3/4	7	1/4	1/2	06.89	25	75	
O (AGRPC) Andrews Group	2	3/8	2	3/8		00.00	-1	21	
O (BSIM) Burnup & Sims	7	1/8	8	1/4	-1	1/8	-13.63	79	89
A (CLR) Color Systems	1	7/8	1	3/4	1/8	07.14	-2	11	
N (CQ) Comsat	29	5/8	29	1/8	1/2	01.71	8	554	
N (CDA) Control Data	9	1/4	10	-	3/4	-07.50	-2	393	
N (DNB) Dun & Bradstreet	41	3/4	41	3/4		00.00	14	7,618	
N (FCB) Foote Cone & B.	23	3/8	22	1/2	7/8	03.88	12	250	
O (GREY) Grey Advertising	138	147		-9		-06.12	12	156	
O (IDBX) IDB Commun.	5	3/4	6	-	1/4	-04.16	63	35	
N (IPG) Interpublic Group	30	29	1/4	3/4	02.56	13	1,038		
O (OMCM) Omnicom	26	26			00.00	13	683		
O (RTRSY) Reuters	44	40	7/8	3	1/8	07.64	20	18,967	
N (SAA) Saatchi & Saatchi	2	1/8	1	3/4	3/8	21.42	-1	336	
O (TLMT) Telemation	2	2			00.00	4	9		
O (TMCI) TM Commun.	1/8	1/8			00.00	2			
A (UNV) Unitel Video	6	6			00.00	-10	9		
O (WPPGY) WPP Group	15	1/4	15	3/4	-	1/2	-03.17	7	406

Standard & Poor's 400	367.37	359.99	7.38	2.0
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GANNETT VERSUS GANNETT

Foundation says company made inadequate offer for stock; outside bidders now being courted for largest holding in media company

The vulnerability of Gannett Co. (GCI) to a hostile takeover bid increased as its largest single shareholder went public with a complaint against the company. The Gannett Foundation, which in April said it wished to sell its 10% holding in GCI—and the foundation's only asset—claimed last week the company made a repurchase offer for the stock at an "unsatisfactory" price. The announcement, released midday last Monday (Oct. 1), said the foundation has authorized its investment bankers to "explore other offers."

The foundation has on prior occasions said it had received "numerous expressions of interest" from potential buyers, but last week it elaborated that it had not "substantively" responded to those expressions of interest because it was still having "serious negotiations" with the company. How active those negotiations were is not clear since Douglas McCorkindale, the company's vice chairman and chief financial/administrative officer, told BROADCASTING several weeks ago "...it's been a while since we talked with them [the foundation]."

A Gannett newspaper, *USA Today*, reported that GCI has made six offers to repurchase the stock held by the foundation, all offers at market price, the highest of which was at 41 3/4 on June 7.

Both sides apparently agree that the latest offer was for 33 3/8 on Sept. 14. But foundation chief executive, Charles Overby, when asked about the report of five other offers said: "That's not true."

One security analyst earlier this year estimated the company's private market value—ostensibly the price which a bidder for the whole company might pay—at \$74 per share.

An outside buyer of the foundation's stock would have to be interested in bidding for the whole company, reselling the block or holding it for the long term because the Gannett Foundation's 15.9 million shares are not registered. SEC laws stipulate that unregistered stock can only be sold on the open market in small increments. McCorkindale said that under New York state law the foundation must get court approval before it sells "substantially all of its assets."

To the extent that the reported hostil-

ity between the foundation and company actually exists, former Gannett chairman and current foundation chairman, Al Neuharth, might be willing to sell the 10% block to someone with designs on the media company.

Gannett adopted a "poison pill" defense in May, distributing shareholder rights to shareholders in early June. The rights have the effect of letting shareholders buy shares at half price if anyone purchases a 15% interest in the company. The GCI board has the authority to reduce that threshold to not less than 10%.

The foundation points to IRS regulations as the motivation for selling the stock. Those regulations require the foundation to distribute an amount equal to five percent of its assets—determined by averaging end-of-the-month stock prices during the year. But even at current stock price, Gannett's yields less than five percent in dividends.

That requirement would still allow the company roughly 18 months to sell the stock or otherwise meet the requirement, in part because the foundation has exceeded guidelines in the past. —CF

WASHINGTON

GUIDELINES SOUGHT FOR POLITICAL AD SPONSOR ID'S

People for the American Way and Media Access Project ask FCC to establish guidelines for clear identification in negative spots

Sponsorship identification of negative political ads is often so "incomprehensible and imperceptible to viewers" that they should not benefit from the FCC lowest unit charge (LUC) policy. Or so believes People for the American Way (PFAW) and the Media Access Project (MAP), which filed a petition at the FCC last Tuesday (Oct. 2) seeking action "to insure that viewers know who paid for television airtime used for political campaign commercials."

PFAW and MAP asked the FCC to set a tough sponsorship identification standard for campaign spots that candidates would have to meet to qualify for lowest unit rates. The proposed standard would require a candidate's likeness to appear for at least four seconds and take up no less than 20% of the screen. Letters identifying the candidate would have to be 4% of vertical screen height.

The groups' petition brought a quick response from the FCC. A day after it was filed, the agency released it for comment, setting Oct. 15 for comments and Oct. 22 for replies. It also set forth its general sponsorship identification guidelines.

Robert Baker, senior attorney of the FCC Political Programming Branch said commercials that do "not adequately display who is sponsoring" them are in violation of current FCC policy. If a broadcaster "has reason to believe that the audience" can't determine the sponsor, then the "broadcaster has an obligation" to have it fixed, he said. Previously, he said, the FCC has addressed problems on an ad hoc basis.

One reason the groups are addressing the negative ads is because candidates "happily appear" in their own positive spots, said Andrew J. Schwartzman, MAP executive director.

To satisfy current FCC identification guidelines that apply to all commercials, candidates include so-called identifiers in their negative spots, but they hide them so that most viewers would miss them, said Schwartzman. The groups in-



PFAW says candidate identifiers 'are often too small to be noticed or read by most viewers'

cluded with their petition a videotape containing examples of hidden identifiers.

Negative spots without clear identification are an "equal opportunity abuse" because both Republicans and Democrats are guilty of producing them, he said.

In its filing, the groups said, candidates hide the identifiers because "there is ample support for the proposition that minimizing candidate identification...increases [the spots'] effectiveness."

Some believe, they said, "the impact of negative commercials can be undercut" if the candidates sponsoring them were easily identifiable.

PFAW President Arthur J. Kropp, said such ads have "a negative impact on people's willingness to participate in the [election] process." Kropp called the practice a "paradox" because "voters don't like negative ads, but they work."

Schwartzman said he had "no lack of confidence in the creativity of candidates and their handlers" to circumvent

existing policies. The petition lists other abuses the FCC should address: low contrast and busy backgrounds that make it difficult to see, much less read, the text; distracting motion away from the identifier, including scrolling messages in larger type rolling at the same time that the sponsorship tag appears below, and the placement of the identifier at the beginning of the ad.

The problem, as the two groups see it, is that the FCC does not provide broadcasters with any "objective standards" for evaluating campaign spots. Schwartzman said he realizes that any new guidelines will not be in place for this November's elections, but he hopes they will be for the 1992 campaigns.

The FCC's current sponsorship identification policy, which applies to all commercials, requires that the identifier be of "sufficient size to be readily legible to an average viewer, should be shown against a background that does not reduce its legibility, and should remain on the screen long enough to be read in full by the average viewer." —PJS

ARKANSAS CABLE TAX GOING TO SUPREME COURT

Among many media-related cases high court was asked to review, it will consider constitutionality of sales tax on cable and satellite services

The Supreme Court agreed last week to review an Arkansas case involving the constitutionality of a state sales tax on cable services that could further define the First Amendment rights of cable operators.

"We are very pleased the court saw fit to grant cert," said Eugene Sayre, the Little Rock, Ark., the attorney representing state cable operators and taxpayers. The case, *Pledger v. Medlock; Medlock v. Pledger*, presents "a unique opportunity to establish some of the parameters of the First Amendment rights of cable operators and subscribers," he said.

The case was among about 1,300 the high court either accepted or rejected for review or returned to lower courts last week after reconvening on the first Monday of October. Of the some 5,500 cases brought to its door, it will choose to hear and issue opinions in only about 150.

At issue in the Arkansas case is a 5% sales tax the state imposed on cable services in 1987 and two years later extended

to home satellite services as well. According to Sayre, the tax has raised some \$15 million for the state coffers to date.

The Arkansas Supreme Court ruled in February that the tax was unconstitutional during the two years that cable services, but not satellite services, were taxed. Such discrimination between "mass communicators delivering the same services runs afoul of the First Amendment," the court said.

However, the court refused to strike down the tax after it was extended to satellite services based on the cable operators' argument that the tax still discriminated between electronic and print media. Magazines and newspapers in the state are not subject to taxes.

Both the state and the cable operators petitioned the court to review the case.

In other decisions, the court:

- Refused to review a federal appeals court ruling allowing further broadcasts of the British Broadcasting Corp.'s documentary on the custody battle over eight-

year-old Hilary Foretich. Hilary's father, Eric Foretich, has sought to block airing of segments of documentary, in which a four-year-old Hilary discussed alleged sexual abuse by her father, even though the feature has already been shown in entirety on Lifetime. The appeals court said stopping broadcast of any portion of program would have violated First Amendment ban on "prior restraint."

- Agreed to take up a libel suit brought by psychologist Jeffrey Masson who alleges that writer Janet Malcolm made up quotes attributed to him in a *New Yorker* article. A federal appeals court threw out the suit in August 1989, ruling that "malice will not be inferred from evidence showing the the quoted language does not contain the exact words used...provided that the fabricated quotations are either rational interpretations of ambiguous remarks made by a public figure...or do not alter the substantive content of unambiguous remarks actually made by a public figure."

—NAJ

FCC EXTENDS MINORITY OWNERSHIP PROGRAM

Expanding the scope of its tax certificate program for increasing minority ownership of broadcast stations, the FCC last week granted certificates to the black owners of WKBW-TV Buffalo, N.Y., covering the capital gains they made last year when they sold a 45% stake in the station to Prudential Insurance.

The owners of the independent VHF station (ch. 7) who will benefit from the certificates include record producer/composer Quincy Jones and professional athletes Julius Erving, Patrick Ewing, O.J. Simpson and Dave Winfield.

The certificates permit the holders to defer capital gains if they reinvest the taxable gains in other media properties.

To promote minority ownership of stations, the FCC began awarding certificates to broadcasters who sell properties to minority-controlled buyers in 1978. Four years later, the FCC expanded the program to include investors who provide start-up capital to minority buyers. The investors would be granted certificates when they sold their interest.

Alan Glasser, staff attorney for Mass

Media Bureau, said the FCC, in the WKBW-TV case, further expanded the program by granting certificates to a large number of investors with relatively small interests. In the past, he said, only large investors with less than a controlling interest would be granted certificates.

"You don't have one large block here," Glasser said. "You have lots of different people. This is the first statement on that."

Erwin Krasnow, of Verner, Liipfert, Bernhard, McPherson and Hand, who helped launch the tax certificate program 12 years ago as general counsel of the National Association of Broadcasters, also saw the action as precedent-setting. "This shows that the FCC is willing in a sense to make new law or give a new interpretation to its policy to encourage start-up financing of minority enterprises," he said.

The FCC had reserved the investor certificate for groups with a less than controlling interest in stations, Krasnow said. The controlling minority group had not been eligible, he said.

But in this case, Krasnow said, there

is no controlling minority group, just a lot of individuals with relatively small interests. So the FCC decided that "everybody is eligible," he said.

Queen City Broadcasting Inc., the minority-controlled corporation that bought the station in 1986, decided last year to reorganize as a limited partnership and to sell a 45% limited partnership interest to Prudential Insurance. Most of the original shareholders received general partnership units and a share of the Prudential money.

Because the deal resulted in a dilution of their interest and capital gains for the shareholders, they asked for a certificate to defer taxes on the gain.

The tax certificate program helped Queen City acquire the station. Its bid for the station in 1986 was enhanced by the fact that the seller, Capital Cities Communications Inc., was entitled to a certificate for selling it to a minority-controlled group.

Queen City III, the name of the partnership that now holds the license, is headed by J. Bruce Llewellyn and Stephen Kimatian, who is general manager of the station.

—NAJ

WRIGHT, TISCH TAKE TO STUMP AGAINST FIN-SYN RULES

NBC President Robert Wright says major studios no longer need protection by rules; Tisch, in letter to FCC chairman, calls rules 'ridiculous artifact of a bygone era'

Taking news of the prospective merger of MCA and Matsushita as another opportunity for an attack on the financial interest and syndication rules, NBC President Robert Wright told reporters in Washington last week that the protection that MCA and the other major studios are afforded by the rules is no longer warranted.

The mergers and sales involving major studios "has dramatically pointed out that you are no longer dealing with small, modestly capitalized" companies in need of governmental protection, he said.

Wright charged that it is "fundamentally unfair" that the three major broadcast networks are prohibited by the rules from competing with the major studios in the financing of network programs by independent producers and the domestic and foreign distribution businesses. "It is not the nature of the [studios'] new owners that we object to," he said. "It is simply our inability to participate in the same manner, in the same business as they are."

Sounding much the same theme in an Oct. 1 letter to FCC Chairman Alfred Sikes, CBS President Laurence Tisch said the mergers and acquisitions provide further evidence of the "concentration of power and resources in the Hollywood production community."

According to Wright, the eight major studios represented by the Motion Picture Association of America have come to dominate the television production market. With the networks barred by the fin-syn rules, he said, studios are the only entities willing and able to finance the production of network programs by independent producers.

The eight MPAA companies include MCA, Columbia Pictures, Walt Disney, MGM/UA, Orion Pictures, Paramount Pictures, 20th Century Fox and Warner Bros. Within the last few years, Warner has merged with Time; Japan's Sony has bought Columbia, and Australia's News Corp. has purchased Fox.

As a result of the consolidations and the studios' unchallenged role as program financiers, Wright said, "we see...an environment in three to five years where there will only be a half dozen or so major entities that will effectively provide us with all of our pro-

gramming in one form or another."

Said Wright: "Economically and creatively, we do not want to be dependent on five or six major studios for our programming. That is not in our interest and, we contend, that is not in the public's best interest."

Since the implementation of the rules in 1970, Wright said, the number of independent producers supplying programs to the networks and not controlled by the major studios has dwindled from 52 to nine. Also, he said, 72% of the networks' current schedule comes from the major studios.

Lifting the fin-syn rules would free three more potential financiers—the networks—into the production market and

"We do not want to be dependent on five or six major studios for our programming."

—Robert Wright, NBC

make more truly independent producers viable, Wright said. "We want to see a very broad [production] community out there," he said. "We have the ability and interest to support a number of those players."

Wright's comments were aimed at the FCC, which has a proceeding under way to modify the rules. Right now, all the signals emanating from the commission indicate that it is looking for a compromise position that would allow the networks to participate in financing and syndication in some limited fashion.

But Wright said he is not interested in a "nice compromise." "It is very hard to do anything right now other than to say 'Take the rules away,'" he said. "That provides the assurance that you are going to have at least three more major financing opportunities for independents," he said.

Pressed on the question of a compromise, Wright said that in the course of the debate NBC has advanced two. One would give the networks freedom from

the rules for half of their prime time schedule, he said. The other would require that any rules apply equally to the networks and the studios. "If the issue really is independents, we will abide any set of rules designed to protect independents if the studios abide by the same set of rules," he said.

Asked why independent producers are opposing repeal of the rules if it would, as the networks claim, benefit from them, Wright said, in essence, they are scared. Given the fact that the independent producers are dependent upon the major studios for financing, "it's only human nature" not to go up against the studios in a "debate of this nature," he said, adding: "You want to be very careful about insulting the banks when there are fewer of them every day."

In his letter to Sikes, Tisch said any one of the transactions involving the studios "provides clear and ample evidence that the FISR are outdated and bear no relevance to the current television production marketplace. Taken together, [they]...should provide not just overwhelming proof that these rules are a ridiculous artifact of a bygone era, but should raise deep concerns about the rapidly increasing concentration of television production in the hands of the major Hollywood studios and the rapid takeover of American television production companies by foreign businesses," he said.

"In my view, a continuation of U.S. regulations protecting foreign-owned mega studios from the competition of American-owned networks, both here and especially abroad, is ludicrous," said Tisch, who did more flag waving than Wright.

"As foreign-owned companies speed their consolidation of the television production business, the ability of many of the smaller American-owned independent producers to survive is increasingly in doubt," Tisch said.

"If the FISR are removed, American-owned networks will then be able to become the source of desperately needed financial support for independent producers," he said. "A strong independent production community will provide a critical competitive counterweight and source of diversity to foreign-owned and other mega studios." -NAJ

TECHNOLOGY

SMPTE CONFERENCE TURNS ATTENTION TO DIGITAL, HDTV

Engineers gathering in New York for annual TV meeting will see exhibits, hear technical on latest advances

Digital" and "HDTV" will be the key words during the five days of the Society of Motion Picture and Television Engineers 132nd Technical Conference and Equipment Exhibition.

All of the television technology paper sessions will focus on one or both of those two topics. Those on the exhibit floor will see how every form of video production, distribution and storage is being digitized. The latest enhancements in the maturing equipment built according to the SMPTE 240M standard (1,125/60) will also be on display.

(This year's fall conference is being held at the Jacob K. Javits Convention Center in New York, Saturday, Oct. 13-Wednesday, Oct. 17. After it leaves New York this year, the SMPTE show will not be back for a while. The fall conference has for decades been held in New York on even-numbered years and in Los Angeles during odd-numbered years. But because of difficulties between exhibitors and local New York electricians' unions, SMPTE will be testing a different site. The 1992 conference will be held at the Metro Toronto Convention Center (Nov. 11-14). SMPTE is tentatively planning to return to New York in 1994, but a final decision has not been made.)

The paper sessions on digital technologies have been scheduled for the opening days of the conference. The first, covering digital video processing, will be held Saturday afternoon (Oct. 13). Robert J. Zavrel Jr. of Stanford Telecom, Santa Clara, Calif., will discuss applications for digital video for TV broadcasters. Stevan Vigneaux, product development manager, Sony Corp., Teaneck, N.J., will present a paper on audio and video compression for either satellite or wired transmission systems. Two engineers from Telettra of Milan, Italy, will discuss the flexible uses for a DS3 (45 megabits per second) coder/decoder. Papers by engineers from Tektronix, Beaverton, Ore.; DYNAIR Electronics Inc., San Diego; BTS Broadcast Television Systems, Darmstadt, Germa-

ny; Japan Broadcasting Corp. (NHK), and the University of Tokyo will also be featured in this session.

The second digital session, set for Sunday morning, will feature papers on digital TV studio equipment, including automation systems, computer-operated multi-cart videotape systems and master control switchers. Speakers will include engineers from Ampex Corp., Redwood City, Calif.; Utah Scientific, Salt Lake City, and Odetics Corp., Wayne, N.J. In addition, Peter D. Symes, production planning engineer, Grass Valley Group (GVG), Grass Valley, Calif., will give an update on the progress being made toward developing digital video standards, such as the D-2 composite digital system and Matsushita's half-inch composite digital format. Michael Guess, GVG product marketing manager, will present a paper on the transitions TV studios face in changing from analog to digital.

Digital video distribution issues will be taken up on Sunday afternoon. Howard Meiseles, director of engineering, VVXX National Video Network, will give an overview of his company's nationwide DS3 fiber optic network which has attracted the major broadcast TV networks and CNN as regular customers (BROADCASTING, July 16). Also appearing will be engineers from Radiotelevi-

sione Italiana (RAI), the Italian national TV network, to give the results of experiments in point-to-multipoint digital transmissions of HDTV by satellite held during the 1990 World Cup soccer tournament in Rome. Other distribution papers will be given by engineers from Sony, BTS, Utah Scientific and DYN-AIR.

The high-definition sessions will be held during the conference's final two days. On Tuesday afternoon (Oct. 12) and all day Wednesday, papers in general "Advanced Television" sessions will mainly stress advancements in enhanced-definition television (EDTV) systems. European plans for EDTV implementation was a main topic of the recent International Broadcasting Convention in Brighton, England (BROADCASTING, Oct. 1). At SMPTE, similar plans for EDTV in Japan will be discussed by engineers from NEC Corp., Hitachi and Nippon Television Network.

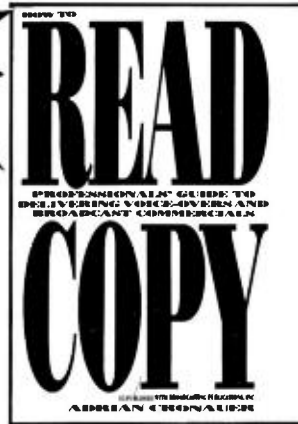
In the U.S., all EDTV proposals for FCC standardization have been dropped except for the ACTV system developed by the David Saroff Research Center, Princeton, N.J. But a number of U.S. and Canadian labs have continued to develop technologies that could be applied to EDTV. Engineers from North American Philips, Briarcliff Manor, N.Y.; the Massachusetts Institute of Technology,

VARIAN POWER

Varian Associates, Palo Alto, Calif., has completed the sale of its subsidiary Continental Electronics, Dallas, manufacturer of radio transmitters, to Tech-Sym Corp., Houston (BROADCASTING, Sept. 3), for \$20 million—a price which includes the company's assumed liabilities.

In another development by Varian, the company claims to have set a new record for power generation using a high-powered RF tube. Its "140 ghz gyrotron oscillator" produced 400 kw

while operating at 30% efficiency. The company says the project goal is to produce a 1 megawatt continuous wave. Varian is under contract to Lawrence Livermore National Laboratory of the University of California in a Department of Energy-sponsored program. Gyrotron is being developed as a method to produce fusion energy by electron cyclotron resonance heating, a process that involves heating plasma through radio frequency power generation.



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Adrian Cronauer is one of the most famous broadcasters around today, thanks in part to Robin Williams' award-winning portrayal of him in the movie *Good Morning Vietnam*. Cronauer now has written a book for both professional announcers and aspiring broadcasters: *How to Read Copy: Professionals' Guide to Delivering Voice-Overs and Broadcast Commercials*. This book, Cronauer states, "points out in great detail the most important aspect of DJ work (and almost all kinds of broadcasting): how to do a good job reading copy and sounding natural on the air."

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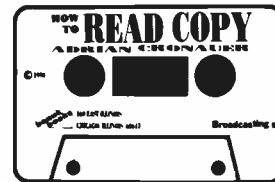
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Based on a broadcasting course Cronauer taught for five years at the New School for Social Research in Manhattan, this book and audio tape companion is essential for aspiring broadcasters and actors alike. It teaches something that is primarily an acting skill: how to take another person's words and convey them as though they were your own.

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Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years in New York City with station WQXR and as a freelancer.

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Cambridge, Mass., and Miranda Technologies Inc., Verdun, Quebec, will touch on those developments.

On Wednesday afternoon, the final SMPTE session will feature a paper written by Public Broadcasting Service engineers looking at the transition costs TV stations will be facing entitled "Taking the Fear Out of HDTV." On the same topic, Merrill Weiss, managing director, advanced television systems engineering, NBC Operations and Technical Services, will discuss widescreen NTSC, an evolutionary approach toward equipping an HDTV studio.

A Wednesday morning session has been set aside for discussion of HDTV video production. Hugo Gaggioni of Sony Advanced Products Corp., will provide an update on SMPTE work to develop a digital representation of the 1,125/60 system. A paper prepared by the WGBH Caption Center, Boston, will explain what has been done to apply closed captioning to HDTV systems. Earlier in the week, at a Monday afternoon session on TV post production, David Scammell, senior product manager, Quantel Ltd., Berkshire, England, will discuss techniques for video editing in HDTV formats. An engineer from Toshiba Corp., Kawasaki, Japan, will explain the details of a new HDTV 3D special effects system.

The keynote speaker at SMPTE's opening session on Saturday will be George Vradenburg III, CBS senior vice president, who is a director of the Advanced Television Test Center (ATTC), Alexandria, Va. Vradenburg also serves as chairman of ATTC's budget, finance and operations committee. He is expected to give an update on ATTC's progress toward building a test facility for the proposed HDTV terrestrial transmission systems.

Other speakers at the opening session will be SMPTE President Maurice French, manager, technical planning, Canadian Broadcasting Corp., Toronto, and SMPTE Engineering Vice President

Stanley Baron, managing director of technical development, NBC. This will be French's last fall conference as president. New officers who will serve two-year terms will be elected and announced during the conference.

The fall conference is also SMPTE's stage for bestowing honors on its outstanding members. Marvin Camras, a professor at the Illinois Institute of Technology, Chicago, will receive an Honorary Membership, SMPTE's highest award, recognizing pioneering work in television or film engineering. Camras is being recognized for his part in the development of erasable magnetic recording during the 1930's. Frederick M. Remley Jr., staff video specialist for the University of Michigan, Ann Arbor, is to receive the SMPTE Progress Medal for development of a significant advance in TV technology. Remley was the chairman of SMPTE groups that developed the Type C and D-1 video formats.

A number of SMPTE working groups studying various proposed TV standards have scheduled meetings to coincide with the conference. The working group on studio video standards, chaired by GVG's Symes, will be meeting during the two days immediately following the conference (Oct. 18-19) at the Marriott Marquis Hotel. The group is currently developing a standard serial interface for carrying component or composite digital signals over coaxial cable. Testing of prototype equipment will be performed during the two-day meeting.

The study group on fiber optic applications, recently formed to study use of fiber in TV production plants for routing NTSC, component or composite digital or HDTV signals, will meet Thursday, Oct. 11, in room 1A01, 9 a.m.-5 p.m., at the Javits Convention Center. Nomination and election of study group officers is on the agenda for the meeting. Robert Paulson, director, product management, AVP Communication, Westborough, Mass., is chairman of the group. —RMS

GUIDE GUIDANCE

Cable Laboratories Inc., Boulder, Colo., has issued a request for information on the progress of companies developing automated, interactive program guides for cable systems. According to CableLabs, over 1,000 programs are shown daily over a typical 35-channel system and program selection and tuning by consumers is becoming increasingly complex. Currently

developed electronic program guides require a full 6 mhz channel to deliver. The goals of the research are to develop an interactive system organized according to the time of day and program type. Eventually systems will automatically program cable converter boxes and videocassette recorders for certain shows. CableLabs sent its request to 26 cable equipment companies.

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FOR THE RECORD

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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; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

- **WHZI(AM) Hanceville, AL** (BAL900913ED; 1170 khz; 460 w-D;—Seeks assignment of license from Betty Jane Morgan Stinedurf to Rojo Inc. for \$45,487. Seller is headed by B.J. Morgan and has no other broadcast interests. Buyer is owned by Rolland French and Jo French and has no other broadcast interests. Filed Sept. 13.
- **WKAX(AM) Russellville, AL** (BAL900907ED; 1500 khz; 1 kw-D;—Seeks assignment of license from William Perkins for \$50,000. Seller has interests in WPYK(AM) Dora, AL. Buyer is headed by Ron Underwood and has no other broadcast interests. Filed Sept. 9.
- **New FM Ft. Bragg, CA** (BAPH900824HZ; 96.7 mhz; 1.741 kw; ant. 128 ft.)—Seeks assignment of license from Susan I. Waters to The Henry Radio Co. for \$41,000. Seller has no other broadcast interests. Buyer is headed by James B. Henry, Nancy L. Henry and Brian J. Henry, and have interests in The Henry Radio Co. James B., Nancy L. and Brian J. Henry have interests in The Henry Radio Co., licensee of KLLK(AM), Willits, CA. Filed Sept. 24.
- **WYOC(AM) High Springs, FL** (BALH900911GZ; 104.9 mhz; 1.6 kw; ant. 450 ft.)—Seeks assignment of license from Country Broadcasting Co. Inc. to Santa Fe Wireless Inc. for \$800,000. Seller is Baxter Forrester and has no other broadcast interests. Buyer is owned by Tom Kenney and Beth Kenney, and has no other broadcast interests. Filed Sept. 11.
- **WFFG(AM) Marathon, FL** (BAL900917HH; 1300 khz; 2.5 kw-U, -1;—Seeks assignment of license from Marathon Wireless Communications, Inc. to The Great Marathon Radio Co. for \$750,000. Sale includes WMUM(FM), Marathon. Seller is headed by John F. Thacker, June I. Thacker, and William G. Evans. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Filed Sept. 17.
- **WMUM(FM) Marathon, FL** (BAPLH900917HI; 94.3 mhz; 3 kw; ant. 160 ft.)—Seeks assignment of license from Breeze 94 Inc. to The Great Marathon Radio Co. for \$750,000. Sale includes WFFG(AM) Marathon, FL. Seller is headed by John F. Thacker and June I. Thacker. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Filed Sept. 17.
- **WLOV(AM)-(FM) Washington, GA**

(BAL900917HJ; 1370 khz; 1 kw-D;—Seeks assignment of license from Scorpio Enterprises Inc. to Ptak Broadcasting Inc. for \$355,000. Seller is headed by Oscar and Dorothy B.H. Wisely, husband and wife. Buyer is headed by Thomas Ptak and Trea Alice Ptak, husband and wife. Thomas Ptak is general manager of WRXR-AM-FM Aiken, SC. Filed Sept. 17.

- **WFDF(AM)-WDZZ(FM) Flint, MI** (AM: BAL900914HD; 910 khz; 5 kw-D, 1 kw-N; FM: (BALH900914HE; 92.7 mhz; 3 kw; ant. 260 ft.)—Seeks assignment of license from Erie Coast Communications Inc. to McVay Broadcasting of State College, for undisclosed amount. Seller is headed by Earle C. Horton. Buyer is headed by Michael A. McVay (see WRSC(AM) State College, PA) Doris E. McVay, Chesley Y. Maddox and Osborne Mills Jr. Michael McVay is licensee of WDZZ-FM Flint, MI, and has interests in Vista Communications Inc. and Naples Radio Partners Ltd., licensee WCOO-FM Immacolee and WKWF(AM)-WAIL(FM) Key West, both Florida. Filed Sept. 14.
- **WGY(AM)-(FM) Schenectady, NY** (AM: BTC900907GE; 810 khz; 50 kw-U; FM: BTCH900907GF; 99.5 mhz; 14.5 kw; ant. 925 ft.)—Seeks assignment of license from Empire Radio Partners to Empire Radio Partners for \$10. Deal constitutes a transfer of general partners within parent company. Seller is headed by Dennis R. Israel. Buyer is Great Northeast Communications and is headed by Guyon W. Turner, R. Andrew Brothers and Chloe W. Brothers, husband and wife, and Gilbert Hoban. Chloe W. Brothers has interests in Hurst Hill Holdings Ltd., Empire Radio Partners Ltd., and Empire State Radio Inc., licensee of WIPS(AM) Ticonderoga, NY. Turner has interests in Wolf Media Management Group Inc., Wolf Media Management Ltd., licensee of WDBD TV Jackson, MS; K Broadcast Properties Ltd.; F-B Communications Inc., licensee of WGER-FM Saginaw, MI.; WOLF-TV Associates Ltd.; Scranton TV Partners Ltd., licensee of WOLF-TV Scranton, PA; and WWLF-TV Hazelton, PA. Filed Sept. 7.
- **WJYY-FM Concord, NH** (BTCH900907GG; 105.5 mhz; 1.72 kw; ant. 430 ft.)—Seeks assignment of license from Empire Radio Partners to Empire Radio Partners for \$10 (see WGY[AM]-[FM] above).
- **WRCI-FM Hillsboro, NH** (BTCH900907GH; 107.7 mhz; 3 kw; ant. -275.52 ft.)—Seeks assignment of license from Empire Radio Partners to Empire Radio Partners for \$10 (see WGY[AM]-[FM] above).
- **KRUI(AM) Ruidoso Downs and KMMW-FM Maljamar, both New Mexico** (AM: BTC900920EA; 1490 khz; 1 kw-U; FM: BTCH900920EB; 105.1 MHz; 100KW; ant. 1.100 ft.)—Seeks assignment of license from Woodrow Michael Warren to AFG Industries Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by R. P. Hubbard and has no other broadcast interests. Filed Sept. 20.
- **WFBG AM-FM Altoona, PA** (AM: BTC900907GI; 1290 khz; 5 kw-D, 1 kw-N; FM: BTCH900907GJ; 98.1 mhz; 30 kw; ant. 1,020 ft.)—Seeks assignment of license from license from Empire Radio Partners to Empire Radio Partners for \$10 (see WGY[AM]-[FM] above).
- **WDSN-FM Reynoldsville, PA** (BAPLH900912GX; 99.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Clarion County Broadcasting Co. to Priority Communications Inc. for \$275,000. Seller is headed by William S. Hearst and has no other broadcast interests. Buyer is headed by Jay M. Philippone and has no other broadcast interests. Filed Sept. 12.
- **WSCR(AM)-WBCR(AM) Scranton and Wilkes-Barre, both Pennsylvania** (WSCR: BAL900917EB; 1320 khz; 1 kw-D, 500 w-N; WBCR: BAL900917EA; 1340 khz; 1 kw-U)—Seeks assignment of license from

Gore-Overgaard Broadcasting Inc. to Source Communications Inc. for \$400,000. Seller is headed by Harold W. Gore and Cordell J. Overgaard and has interests in WTAC(AM) Flint, MI; WTMR(AM) Camden, NJ and WRDZ (AM) Cleveland. Buyer is headed by Scott B. Korb and James J. Blumer, Jr. and has no other broadcast interests. Filed Sept. 17.

- **WRSC(AM) State College and WQWK(FM) University Park, both Pennsylvania** (AM: BAL900914HF; 1390 khz; 2.5 kw-D, 1 kw-N; FM: BALH900914HG; 97.1 mhz; 3 kw; ant. 403 ft.)—Seeks assignment of license from Tmz Broadcasting Co. to McVay Broadcasting of State College, for an undisclosed amount. Seller is headed by Robert E. Tudek and Everett I. Mundy, and has interests in WTAD(AM)-WQCY(FM) Quincy, IL; WEST(AM)-WLEV(FM) Easton, PA; WRKZ(FM) Hershey, PA; WWAZ(AM)-WWLI(FM) Providence, RI; LPTV W50 BA Bellefonte, PA. Buyer is headed by headed by Michael A. McVay (see WFDF(AM)-WDZZ(FM) Flint, MI. above) Doris E. McVay, Chesley Y. Maddox and Osborne Mills Jr. Michael McVay has interests in Erie Coast Communications Inc., licensee of WFDF(AM) and WDZZ-FM Flint, MI; Vista Communications Inc. and Naples Radio Partners Ltd., licensee WCOO-FM Immacolee, FL and Vista Communications Inc., licensee of WKWF(AM) and WAIL-FM Key West, FL. Filed Sept. 14.
- **WTNI(AM) Hartsville, SC** (BAL900919EA; 1490 khz; 1 kw-U;—Seeks assignment of license from Hardison Broadcasting Co. Inc. to J & H Broadcasting Inc. for \$28,528. Seller is headed by Jerry T. Hardison, and has no other broadcast interests. Buyer is headed by James A. Jackson and Walter J. Hunter and has no other broadcast interests. Filed Sept. 19.
- **KNVO-TV McAllen, TX** (BAPCT900910KK; ch. 48; 5,000 kw-V; ant. 650 ft.)—Seeks assignment of license from Mundoivision Broadcasting Co. to Valley Channel 48 Inc. for \$500,000. Seller is headed by tktktk. Buyer is headed by Billy B. Goldberg, Rosalie Goldberg tktktk Mitchel Levy and Thomas R. Matthews. Matthews has interests in 21st Century Corp. and Mundoivision Broadcasting. Billy Goldberg has interests in Southwest Multimedia Corporation, licensee of KVEO-TV Brownsville and KPEJ(TV) Odessa, KWKT(TV) Waco, all Texas, and KMSS-TV Shreveport, LA.; Balcones Broadcasting Ltd., permittee of KCFP(TV) Austin, TX. Filed Sept. 10.
- **WHWB(AM) Rutland, VT** (BAL900917EF; 970 khz; 1 kw-D;—Seeks assignment of license from Con Brio Broadcasting Inc. to Jewel Radio Inc. for \$325,000. Seller is headed by Edward G. Pickett and has no other broadcast interests. Buyer is headed by Harrison M. Fuerst, George Joachim, Richard Noble, Harry Weinhagen, William H. Albers, Robert A. Fuerst, S. Charles Evans, Jewel Radio is licensee of WJRR-FM Rutland, VT and W280CS, Hanover, NH. Harrison M. and Robert Fuerst, Joachim, Albers, have interests in Radio Associates Ltd., licensee of WMAN-WYHT, Mansfield, OH. Filed Sept. 17.
- **WGAT(AM) Gate City, VA** (BTC900917EG; 1050 khz; 1 kw-D, 266 w-N)—Seeks assignment of license from Tri-cities Broadcasting Corp. to Freida C. McConnell & J. Herman Long for \$70,000. Seller is headed by Nancy W. Barker and has no other broadcast interests. Buyer has interests in Tri-cities Broadcasting Corporation. Filed Sept. 17.

Actions

- **KTVE-TV El Dorado, AR** (BTCCT900725KJ; ch. 1 mhz; 316 kw-V; ant. 2,027 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB(TV) Albany and WJHG(TV) Panama City, FL). Seller has no other broadcast inter-

ests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Action Sept. 20.

■ **KSCH-TV Stockton, CA** (BTCCT900425KM; ch. 58; 5000 kw-V; ant. 1,890 ft.)—Granted app. of assignment of license from Pegasus Broadcasting of Augusta, GA to General Electric Capital Corp. Deal includes WJBF(TV) Augusta, GA and WAPA-TV San Juan, PR. Seller is headed by Christopher J. Brennan and Terry R. Sans and has interest in KCAP(AM)-KZMT(FM) Helena, MT. Buyer is headed by John F. Welch Jr., Lawrence A. Bossidy Jr., Edward E. Hood Jr., John M. Trani, John A. Urquhart Sr. and Paul W. Van Orden, and is subsidiary of General Electric (GE). GE owns National Broadcasting Co. (NBC), licensee WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. Action Sept. 11.

■ **KSPK(FM) Walsenburg, CO** (BALH900702GK; 102.3 mhz; 1.9 kw; ant. 377 ft.)—Granted app. of assignment of license from Hargrave Broadcasting Co. to Mainstreet Broadcasting Co. of Colorado Inc. for \$275,000. Seller is headed by Charles M. and Cindi Johnson Hargrove. Buyer is headed by Elliot H. Weir Jr. and Tom E. Greene III, and has no other broadcast interests. Action Sept. 12.

■ **WKEN(AM) Dover, DE** (BTC900717EE; 1600 khz; 5 kw-D, 1 kw-N.)—Granted app. of assignment of license from First State Broadcasting Inc. to Rosemary P. Farley for \$1. Seller is headed by Joseph P. Farley Sr. and Paul Teevan, and has no other broadcast interests. Buyer is 50% voting shareholder of Blue Hen Broadcasting Inc., licensee of WAMS(AM) Wilmington, DE. Action Sept. 20.

■ **WDKC(AM) Fort Pierce, FL** (BAL900824EA; 1330 khz; 5 kw-D, 1 kw-N.)—Dismissed app. of assignment of license from Treasure Coast 1330 Corp. to Indian River Wireless Inc. for \$425,000. Seller is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Buyer is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. Action Sept. 24.

■ **WJHG-TV Panama City, FL** (BTCCT900725K1; ch. 7; 316 kw-V; ant. 870 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB(TV) Albany and KTVE(TV) El Dorado, AR). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Action Sept. 20.

■ **WALG(AM)-WKAK(FM) Albany, GA** (AM: BAL900810EC; 1590 khz; 5 kw-D, 1 kw-N; FM: BALH900810ED; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Platinum Broadcast Ltd. to Radio One - WKAK Inc. for \$1,255,200. Seller is headed by Ilene Berns and has no other broadcast interests. Buyer is headed by Dan Rouse, Bob Roddy and Dave Cobb, and has no other broadcast interests. Action Sept. 21.

■ **WALB-TV Albany, GA** (BTCCT900725KH; ch. 1 mhz; 316 kw-V; ant. 964 ft.)—Dismissed app. of assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. Gray is president and director of Gray Communications Systems Inc. Filed July 25.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV; 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Granted app. of assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Action Sept. 18.

■ **WPRT(AM)-WKKZ(FM) Prestonsburg, KY** (AM: BTC900723GE; 960 khz; 5 kw-D; FM: (BTC900723GF; 105.5 mhz; 1.7 kw; ant. 390 ft.)—Granted app. of assignment of license from Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for \$300,000. Seller is headed by Ed Walters and has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 17.

■ **WXOK(AM) Baton Rouge, LA** (BAL900119EC; 1460 khz; 5 kw-D; 1 kw-N.)—Granted app. of assignment of license from Winfield Lite Broadcasting Corp. to Citywide Broadcasting Corp. \$1 million. Seller is headed by Ben D. Johnson and has no other broadcast interests. Buyer is headed by Peter Moncrieffe and Willie E. Tucker and is licensee of KQXL-FM New Roads, LA. Action Sept. 20.

■ **KJEZ(FM) Poplar Bluff, MO** (BALH900801GL; 95.5 mhz; 100 kw; ant. 860 ft.)—Granted app. of assignment of license from K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for \$900,000. Seller is headed by Truman J. and Robyn S. Walker, husband and wife, and has no other broadcast interests. Buyer is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no

other broadcast interests. Action Sept. 20.

■ **WJCS(FM) Bayboro, NC** (BAPH900716HJ; 97.9 mhz; 3 kw; ant. 312 ft.)—Granted app. of assignment of license from Theresa Schreiber, et al., to Spartan Broadcasting Inc. for no financial considerations. Transfer is part of reorganization of company. Sellers have interests in Spartan Broadcasting. Buyer is headed by Edward L. Bolding, S. Paul Schreiber, Edward L. Bolding, J. Thomas Moore, and have interest in WJCS(FM). Action Sept. 17.

■ **WFNV(AM) Campbell, OH** (BTC900726EH; 1330 khz; 0.50 kw-D)—Granted app. of assignment of license from WVBR Inc. to Raymond D. Travaglini and Sandy B. Petruso for \$130,000. Seller is headed by Michael F. Perry. Buyer has no other broadcast interests. Action Sept. 24.

■ **WVOZ-AM San Juan, PR** (BAPL900405ED; 870 khz; 10 kw-U)—Granted app. of assignment of license from Continental Broadcasting Corp. to Aerco Broadcasting Corp. for \$800,000. Seller is headed by Pedro Roman Collazo, who has interest in Southwestern Broadcasting Co., licensee of WBOZ(AM) Sabana Grande and WBOZ(FM) Hormigueros, both Puerto

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration ³	58.6%
Pay cable penetration	29.2%

¹ Includes off-air licenses. ² Penetration percentages are of TV household universe of 92.1 million. ³ Construction permit. ⁴ Instructional TV fixed service. ⁵ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Rica. Buyer is headed by Angel E. Roman and is permittee of WFAB(AM) Ceiba and WZOL(FM) Loquillo, both Puerto Rico. Action Sept. 24.

■ **WWKX-FM Woonsocket, RI** (BALH900719HN: 106.3 mhz; 1.5 kw; ant. 518 ft.)—Granted app. of assignment of license from Ocean State Broadcasting Ltd. to Ten Mile Communications Inc. for \$2.4 million. Seller is headed by Bernard Barczak. Buyer is headed by Attleboro Radio Association, Eugene Lombardi, Peter H. Ottmar, James H. Ottmar and Barbara A. Botelho, and is licensee of WARA(AM) Attleboro, MA. Attleboro Radio Association Inc. owns 48% of Inland Bay Cable TV Associates, operator of cable systems at Attleboro and Rehoboth, both Massachusetts. Action Sept. 10.

■ **KKAA(AM)-KQAA(FM) Aberdeen, SD** (AM: BAL900726EC: 1560 kHz; 10 kw-D; 5 kw-N; FM: BALH900726ED: 94.9 mhz; 100 kw; ant. 1,383 ft.)—Granted app. of assignment of license from T&J Broadcasting Inc. to CD Broadcasting Corp. for \$850,000. Seller is headed by Thomas E. Ingstad and Randy K. Holland and has interest in KBMW(AM)-KLTA Breckinridge, MN. and KIT(AM)-KATS(FM) Yakima, WA. Buyer is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins, Lance W. Riley and Mel Paradis, and has interest in KRRZ(AM)-KZPR(FM) Minot and KJJQ(AM)-KKQQ(FM) Volga, both South Dakota, and KKBJ(AM)-KKBJ(FM) Bemidji, KLG(AM)-KLBR(FM) Redwood Falls and KQHT-FM Crookston, all Minnesota. Action Sept. 18.

■ **WATX(AM) Algood, TN** (BTC900330EG: 1590 kHz; 1 kw-D)—Granted app. of assignment of license from Manna Broadcasting Co. to Joe B. Wilmoth for no financial considerations. Seller is headed by Joe B. Wilmoth and has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 17.

■ **WJPJ(AM) Huntingdon, TN** (BTC900417EE: 1530KHZ; 1 kw-D)—Dismissed app. of assignment of license from Randall Stuart McGowan to Lynn M. Dickinson and Carol S. Leahy for \$25,000. Seller is headed by Randall S. McGowan and has no other broadcast interests. Buyers have no other broadcast interests. Action Sept. 24.

■ **WVGO(FM) Richmond, VA** (BALH900801GK: 106.5 mhz; 7.6 kw; ant. 1,233 ft.)—Granted app. of assignment of license from Daytona Group of Virginia to Richmond Radio Inc. for \$5.5 million. Seller is subsidiary of Daytona Group Inc., which is headed by Norman Drubner, and has interest in WJLQ(AM)-WCOA(FM) Pensacola, FL; KXYQ(AM)-KZRC(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. Daytona Group is in process of selling KGRX(FM) Globe, AZ ("Changing Hands," April 2) for \$2 million; and KRGE(AM) Weslaco and KRXX(FM) Brownsville, both Texas ("Changing Hands," July 16) for \$1.1 million, and WPAP-FM Panama City, FL ("Changing Hands," Aug 13) for \$1.9 million. Buyer is headed by Aylett B. and Mary Kay Coleman, husband and wife, and P. Scott Quesinberry, who have interest in CEBE Inc., licensee of WJQI(AM) Chesapeake and WJQI-FM Virginia Beach, both Virginia. Aylett B. Coleman is 100% stockholder of CEBE Investment Inc. and Radio WJQI Inc. Action Sept. 14.

■ **KBRO(AM) Bremerton, WA** (BAL900801EA: 1490 kHz; 1 kw-U)—Granted app. of assignment of license from Robert La Bonte, receiver, to Nelson Investment Enterprises Inc. for \$130,000. Seller has interest in KYSN(AM) Bremerton, WA. Buyer is headed by Geraldine Nelson, Shirley Borcharding, David Borcharding, Barbara Knudsen, Roger Knudsen, Wayne Nelson, Carol Nelson, Dale Nelson, Marii Nelson and Rich Bichter, and has no other broadcast interests. Action Sept. 18.

NEW STATIONS

Actions

■ **Golconda, IL** (BPH890315MG)—Granted app. of William L. Moir for 105.1 mhz; .922 kw; 179 m. Address: P.O. BOX 460072, St. Louis, MO 63146. Principal has no other broadcast interests. Action Sept. 19.

■ **Kankakee, IL** (BPED880518MV)—Granted app. of Kankakee Community College for 91.1 mhz; 1.75 kw. Address: P.O. Box 888, Kankakee, IL 60901. Principal is headed by Larry D. Huffman, Fey R. Orr, Paul F. Blanke, Donald L. Haley and Charles C. Huber, and has no other broadcast interests. Action Sept. 12.

■ **Lucedale, MS** (BPH880728NA)—Granted app. of Allen Broadcasting Co. for 106.9 mhz; .3 kw. Address: P. O. Box 827 Lucedale, MS 39452. Principal has no other broadcast interests. Action Sept. 14.

■ **St. Peter, MN** (BPED881025MC)—Granted app. of Minnesota Public Radio Inc. for 91.5 mhz; 8.5 kw-V; ant. 600 ft. Address: 45 E. 8th St., St. Paul, MN 55101. Principal is headed by Joanne Von Blon, Thomas R. McBurney, William H. Kling, Robert Auritt, Stanley W. Thiele and William J. Cosgriff, and has no other broadcast interests. Action Sept. 12.

■ **Cassville, MO** (BPH880629MA)—Granted app. of Kevin M. and Patricia W. Wodlinger for 93.3 mhz; 1 kw; ant. 495 ft. Address: Rte. 1, Box 180 Verona, MO 65769. Principal has no other broadcast interests. Action Sept. 17.

■ **North Platte, NE** (BPED881208MB)—Granted app. of Nebraska Educational Telecommunications Commission for 91.7 mhz. Address: 1800 N. 33rd St., BOX 83111, Lincoln, NE 68501. Principal is headed by Vance D. Rogers. Action Sept. 14.

■ **Palmyra, NY** (BPH880217NH)—Granted app. of Palmyra Broadcasting Corp for 99.7 mhz; 3 kw. Address: 1 East Main St., Rochester, NY 14614. Principal is headed by Leonard Relin, Martin B. Hoffman, Herbert N. Stiem, Michelle Falcone, Paul T. Rubery, Ruby Lockhart, Richard A. Calabrese, Herbert S. Hoffman and Richard J. Elliot, and has no other broadcast interests. Action Sept. 20.

■ **Leland, NC** (BPH890316MA)—Dismissed app. of Antoinette Gray Inc. for 94.1 mhz; 3 kw; ant. 328 ft. Address: 714B South 12th Street, Wilmington, NC 28401. Principal is headed by Antoinette Gray and Kevin Quarles, and has no other broadcast interests. Action Sept. 17.

■ **Lawton, OK** (BPH870827NT)—Granted app. of Arthur Patrick for 107.3 mhz; 50 kw; ant. 492 ft. Address: 5902 NW Lincoln Lawton, OK 73505. Principal has no other broadcast interests. Action Sept. 17.

■ **Wakefield-Peacedale, RI** (BPH880217NC)—Dismissed app. of Southern Rhode Island Broadcasting Inc. for 99.7 mhz; 3 kw; ant. 328 ft. Address: 24 Salt Pond Rd., Suite B-1, Wakefield, RI 02879. Principal is headed by Ulysses S. Gallman, Mark A. Fruehauf and Steven B. Feldman, and has no other broadcast interests. Action Sept. 14.

■ **Elgin, TX** (BPH871124MR)—Granted app. of Dynamic Radio Broadcasting Corp. for 292.5 mhz; 1.3 kw; ant. 482 ft.. Address: 7524 N. Lamar Blvd., suite 200, Austin, TX 78758. Principal is headed by Lorenza O. Garcia, Linda A. Garcia, Bertha June Garcia, Evelyn L. Garcia Garza, Jose Jaime Garcia Jr., Napoleon Jaime Colombo and Sarah Sylvia Garcia Kau, and is licensee of KELG(AM) Elgin, TX. Action Sept. 13.

■ **Pearsall, TX** (BPH880715NA)—Dismissed app. of Diane Grove for 94.1 mhz; 2.8 kw; ant. 328 ft. Address: 201 SW Parkway, #10205, Lewisville, TX 75067. Principal has no other broadcast interests. Action Sept. 14.

■ **Elk Mound, WI** (BPH880225MQ)—Granted app. of Emallee C. Payne for 92.9 mhz; 3 kw; ant. 328 ft. Address: 1107 Cummings, Eau Claire, WI 54701.. Principal has no other broadcast interests. Action Sept. 13.

FACILITIES CHANGES

Applications

AM's

■ **Thousand Oaks, CA** KMDY(AM) 850 kHz—Sept. 17 app. resubmitted nunc pro tunc (BP900405CG).

■ **Fort Scott, KS** KMDO(AM) 1600 kHz—Sept. 20 app. for CP to move TL: to .5 km S. of Ft. Scott City limits on Hwy. 69 S. and .4 km W. of Hwy. 69 in

Bourbon County, KS, Ft. Scott, KS; 37 48 27N 94 42 33W.

■ **Grayson, KY** WGOH(AM) 1370 kHz—Sept. 17 app. for CP to correct coordinates: 38 19 44N 82 58 33W.

■ **Provo, UT** KSRR(AM) 1400 kHz—Sept. 17 app. (BP900917AD) to change TL: W. 1/2 of NE 1/4 of NW 1/4 of section 34, Township 6 S., range 2 E., Salt Lake Base and Meridian, Orem, UT, and make changes in ant. system 40 15 29N 111 42 24W.

FM's

■ **Harrison, AR** KCWD(FM) 96.7 mhz—Sept. 13 app. for mod. of CP (BPH900420ID) to change ant.: 1,190 ft.; change TL: 3.4 miles SW of Valley Springs, AR, on Boat Mt.

■ **Barstow, CA** KXXZ(FM) 95.9 mhz—Sept. 17 app. for mod. of CP (BPH851029MI) to change ant. height supporting structure.

■ **Winnebago, NE** KSUX(FM) 105.7 mhz—Sept. 11 app. for mod. of CP (BPH870224MQ) to change ERP: 50 kw H&V; change ant.: 462 ft.; change class 289 A to 289 C2.

■ **Seneca, SC** WBFM(FM) 98.1 mhz—Sept. 18 app. for mod. of CP (BPH870302IN) to change TL: radio station Rd. Seneca, SC.

■ **Watertown, SD** KIXX(FM) 96.1 mhz—Sept. 11 app. for CP to change ant.: 977 ft.; change TL: Grant County Hwy. 5, .5 km S. of Grant County Hwy. 14, 8.9 km NW of S. Shore, SD.

■ **Sheboygan, WI** WSHS(FM) 91.7 mhz—Sept. 17 app. for mod. of CP (BPED860624MA) to change ERP: .180 kw V; change ant.: 80 ft.; specify vertical polarization only.

TV's

■ **Flagstaff, AZ** KZJC(TV) ch. 4—Sept. 12 app. for mod. of CP (BPCT870821KG) to change ant.: 1,597 ft.; change TL: atop Mormon Mountain, 76 meters SW of KNAZ-TV tower, 29 km of Flagstaff, AZ; ant.: Dielectric/TF-6BM: 34 58 04N 111 30 30W.

■ **Houston** KZJL(TV) ch. 61—Sept. 13 app. for mod. of CP (BPCT820510KR) to change ERP: 2.776 kw (vis): ant.: 1,699 ft.m; TL: .8 mile S. of Rte. 2234, Missouri City, TX; ant.: Andrew ATW30H2-HSC2-61S(DA): 29 34 06N 95 29 57W.

Actions

Am's

■ **Soledad, CA** KSUR(AM) 700 kHz—Sept. 19 app. (BP900323AH) granted for CP to increase night power to 2,500 watts.

■ **Pearl City, HI** KIPO(AM) 1380 kHz—Sept. 13 app. (BP900405AD) granted for CP to increase day power to 10 kw; make changes in ant. system and change from DA to nonDA.

■ **Lewiston, ME** WXGL(AM) 1240 kHz—Sept. 19 app. (BP900305AH) granted for CP to change transmitter location to S. of Summer St. on Park Ave., Auburn, ME 44 06 55N 70 14 56W.

■ **Frederick, MD** WQSI(AM) 820 kHz—Sept. 20 app. (BP900216AB) granted for CP to make changes in ant. system.

■ **Dublin, VA** WKNV(AM) 810 kHz—Sept. 12 app. (BMP900205AC) granted for mod. of CP (BP870629A1) to reduce power to 350 w; make changes in ant. system and change TL: on N. side of U.S. 11, approximately two miles W. of city of Fairlawn, VA, 37 08 26N 80 36 49W.

■ **Sumner, WA** KZIZ(AM) 1560 kHz—Sept. 17 app. (BMP900620AB) returned for petition for recon nunc pro tunc: for mod. of CP (BP891120AD) to add night service with 1 kw.

FM's

■ **Tuscaloosa, AL** WTUG(FM) 92.7 mhz—Sept. 11 app. (BPH900220ID) granted for CP to change freq: 92.9 mhz; change ERP: 12.5 kw H&V; ant.: 980 ft.; change to class C2 (per docket #87-451).

■ **Long Beach, CA** KLON(FM) 88.1 mhz—Sept. 17

app. (BPED880115MJ) granted for CP to change ERP: 30 kw H&V: change 33 48 00N 118 09 45W.

■ Quincy, CA KQNC(FM) 101.9 mhz—Aug. 29 app. (BPH890201IC) granted for CP to change ERP: 1.850 kw H&V: change ant.: 2.115 ft.: and TL: 40 03 36N 120 54 46W.

■ Riverside, CA KUCR(FM) 88.1 mhz—Sept. 17 app. (BPED880406ML) granted for CP to change ERP: .75 kw H&V: change ant.: 291 ft.: change freq: 88.2. change TL: 1 km N. of San Bernardino .5 km W. of Hwy. 18: 34 11 52N 117 07 09W.

■ Shingle Springs, CA KLIQ(FM) 102.1 mhz—Sept. 7 app. (BPH900122IH) granted for CP to change ERP: 4.07 kw H&V: change ant.: 826 ft.: TL: .35 km W. of Hwy. 49. 5.9 km S. of town of El Dorado. CA: freq: 101.9 mhz: change to class B1 (per docket #89-62).

■ Temecula, CA KRTM(FM) 88.9 mhz—Aug. 30 app. (BPED900223MA) granted for CP to change ERP: 2.45 kw H&V: change ant.: 328 ft.: TL: 30113 Front St., Temecula. CA 92390.

■ Security, CO KBZE(FM) 105.5 mhz—Sept. 20 app. (BPH900511IA) granted for CP to change ERP: .409 kw H&V: change class: C3; other: specify new main studio location transmitter control point.

■ Carbondale, CO KDNK(FM) 90.5 mhz—Sept. 14 app. (BPED900117MK) granted for CP to change ERP: .220 kw H&V: change ant.: 2.797 ft.: change TL: at 129 degrees true, three miles from proposed transmitter location is Sunlight Ski Area.

■ Vail, CO KVMT(FM) 104.7 mhz—Sept. 20 app. (BPH9006181F) granted for CP to change ant.: 783 ft.

■ Cocoa, FL WLRQ-FM 99.3 mhz—Sept. 17 app. (BPH890515IE) granted for CP to change ERP: 50 kw H&V: change ant.: 492 ft. H&V: change to class C2 (per docket #87-257).

■ Marco, FL WGUF(FM) 92.7 mhz—Sept. 7 app. (BMPH900813ID) granted for mod. of CP (BPH850712OF) to change TL: NE side of Hwy. 41. 6.5 km NW of junction with Rte. 92. approximately 12 km NE of Marco. FL.

■ Eastman, GA WUFF-FM 92.1 mhz—Sept. 19 app. (BPH9006181G) granted for CP to change freq: 92.1 mhz: change ERP: 4.6 kw H&V: ant.: 364 ft. (per docket #88-460).

■ Kailua-Kona, HI KLUA(FM) 93.5 mhz—Sept. 12 app. (BPH900611IC) granted for CP to change freq: 93.9 mhz: change class: C; ERP: 40 kw H&V maximum (beam tilt): ant.: 2.925 ft.: (per docket #89-395).

■ Normal, IL WGLT(FM) 89.1 mhz—Sept. 12 app. (BPED890821MD) granted for CP to change ERP: 25 kw H&V: change ant.: 377 ft.: TL: Washington St., one mile W. of Bloomington. IL: change to class B.

■ Earl Park, IN WIBN(FM) 98.3 mhz—Sept. 12 app. (BPH880811IC) granted for CP to change TL: NW corner of 600 S 100 W in Chavée. IN: change ant.: 328 ft.: change ERP: 25 kw H&V: change to class B1 (per docket #87-181). Amended Feb. 15 to change TL to 5 km NE of Dunn. IN.

■ Wamego, KS KHCA(FM) 95.3 mhz—Sept. 14 app. (BMLH900820KH) returned for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Glen Arbor, MI WMLB(FM) 98.1 mhz—Aug. 30 app. (BMPH900518IO) granted for CP to change ERP: 7.9 kw H&V: change ant.: 590 ft.: TL: E. of Valley Rd. (Co. Rd. 677). 9 km S. of Glen Arbor. MI: change to class C3: 44 49 15N 85 59 42W (per DA 90-461) (per docket #89-204).

■ St. Joseph, MI WIRX(FM) 107.1 mhz—Sept. 11 app. (BPH900801IE) granted for CP to change ERP: 1.22 km H&V: change ant.: 498 ft.

■ Sault Ste. Marie, MI WCMZ-FM 98.3 mhz—Sept. 18 app. (BMPED900806IB) granted for CP to change ant. supporting structure height, mod. of CP (BPED850712XX).

■ Zeeland, MI WJQK(FM) 99.3 mhz—Sept. 19 app. (BPH890928IG) granted for CP to change ERP: 2.36 kw H&V: change ant.: 370 ft.: TL: SE corner of 1-96 and 72d St., Zeeland. MI. Amended April 19 to change ERP: 4.7 kw.

■ Brandon, MS WRJH(FM) 97.7 mhz—Sept. 12 app. (BMLH900814KC) returned for mod. of license to increase ERP: 3.4 kw H&V (pursuant to docket #88-375).

■ Gulfport, MS WGCM(FM) 102.3 mhz—Sept. 11 app. (BPH9006181B) granted for CP to change ERP: 25 kw H&V: change ant.: 298 ft.: change to class C3 (per docket #89-246).

■ Greenfield, MO KXBR(FM) 93.5 mhz—Sept. 10 app. (BPH900608ID) returned for CP to make changes.

■ Seligman, MO KJEM(FM) 95.3 mhz—Sept. 10 app. (BPH890118IG) granted for CP to change ERP: 1.7 kw H&V: change ant.: 432 ft. H&V: TL: on Garfield Mountain.

■ Missoula, MT KZOO(FM) 100.1 mhz—Sept. 10 app. (BPH9006261B) granted for CP to change ERP: 12.15 kw H&V: change to class C3 (per docket #89-223).

■ Binghamton, NY WUCI-FM 91.5 mhz—Sept. 14 app. (BPED890615IA) dismissed for CP to change ERP: 97 kw (H): ant.: 629 ft.: TL: Ingraham Hill Rd., 1.7 SW of Binghamton. NY.

■ Clyde, NY 93.7 mhz—June 8 app. (BMPH890929IP) granted for mod. of CP (BPH8805190I) to change ERP: 2.30 kw H&V: ant.: 364 ft.: TL: Rte. 414. 2.7 km S. of Clyde Village boundary. Galen. NY.

■ Plattsburgh, NY 91.9 mhz—Sept. 14 app. (BMPED900418MG) dismissed for mod. of CP (BPED890110MC) to change ERP: .19 kw H&V: ant.: 2.200 ft.: TL: near Averill Peak on Lyon Mtn. Summit. 4.3 SE at 140 degrees of village of Lyon Mtn., NY.

■ Concord, NC WPEG(FM) 97.9 mhz—Sept. 12 app. (BPH900601IC) dismissed for CP to change other: modify DA pattern.

■ Coal Grove, OH WXVK(FM) 97.1 mhz—Sept. 12 app. (BPH9006251B) granted for CP to change ERP: 3 kw H&V.

■ State College, PA WTLR(FM) 89.9 mhz—Sept. 10 app. (BPED891013ME) returned for CP to change ERP: 25 kw H&V: change ant.: 656 ft. H&V: TL: eight km WSW of Bellefonte on Bald Eagle Ridge.

■ Susquehanna, PA WKGB-FM 92.5 mhz—Sept. 11 app. (BPH900621IA) granted for CP to change ERP: 1.3 kw H&V: change ant.: 708 ft.: TL: Anne Rd., town of Windsor. NY. 3.5 km S. of Oceanum. NY.

■ Cayce, SC WYYS(FM) 96.7 mhz—Sept. 18 app. (BMPH9006141B) granted for mod. of CP (BPH891017ID) to change ERP: 1.65 kw H&V: ant.: 442 ft.: TL: 1201 Main St., Columbia. SC: change to nondirectional operation.

■ Dyersburg, TN WASL(FM) 100.1 mhz—Sept. 12 app. (BPH9008221B) returned for CP to change ant.: 675 ft.: change TL: 1.55 km NE of Lenox. TN. change ERP: 26 kw H&V: class: C2.

■ Arlington, TX KHYI(FM) 94.9 mhz—Sept. 17 app. (BPH900801IC) returned for CP to change ERP: 100 kw H&V: change ant.: 1.699 ft.: TL: 1455 W. Beltline Rd., Cedar Hill. TX: class: C (per docket #88-48).

■ Lubbock, TX KEJS(FM) 106.3 mhz—Sept. 12 app. (BPH891106IH as mod.) granted for CP (BPH831027AL as mod.) to change freq: 106.5 mhz: ERP: 34 kw H&V: ant.: 587 ft.: TL: 8.5 km from Lubbock. TX. at bearing of 10.9 degrees.

■ Mineral Wells, TX KYXS-FM 95.9 mhz—Sept. 4 app. (BPH9006271E) granted for CP to change ERP: 25 kw H&V: change ant.: 285 ft.: change to class C3 (per docket #89-191).

■ Muleshoe, TX KMUL-FM 103.1 mhz—Sept. 10 app. (BPH900223ID) granted for CP to change ant.: 403 ft.: change TL: 1.21 km S/SW of intersection of U.S. Hwy. 84 and Texas Hwy. 216.

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■ **Rutland, VT** WKLZ(FM) 94.5 mhz—Sept. 11 app. (BPH900620ID) returned for CP to change ERP: 3.5 kw H&V; change ant.: 377 ft.; change location 43 44 16 NL 73 01 36 WL.

■ **Longview, WA** KLYK(FM) 105.5 mhz—Sept. 13 app. (BPH9008081A) returned for CP to correct geographic coordinates: 46 09 52N 122 51 13W.

■ **Dunbar, WV** WBES-FM(FM) 94.5 mhz—Sept. 12 app. (BPH9002151C) granted for CP to change ERP: 8.5 kw H&V; change ant.: 524 ft.; TL: 6.4 miles NE of Dunbar. WV; class: B1 (per docket #89-185).

■ **Beaver Dam, WI** WXRO(FM) 95.3 mhz—Sept. 10 app. (BPH9006151B) granted for CP to change ERP: 6 kw H&V; change ant.: 328 ft.

TV's

■ **Shreveport, LA** KCDN(TV) ch. 45—Sept. 20 app. (BMPCT900803KE) granted for mod. of CP (BPCT861029KY) to change ERP: 786 kw (vis); ant.: 662 ft.; TL: two miles NE of Blanchard. LA; .6 miles N. of Pine Hills Rd. Blanchard. LA; Caddo Parish; ant.: ALP24L3-HSW-45(DA)(BT) 32 35 38N 93 51 39W.

■ **Minneapolis** KITN(TV) ch. 29—Sept. 14 app. (BPCT900719KE) granted for CP to change ant.: 1,243 ft.; change ERP: 4556 kw (vis); TL: 550 Gramsie Rd., Shoreview. MN; ant.: Andrew ATW 30H3-ESC2-29H (DA)(BT).

■ **Montclair, NJ** WNJM(TV) ch. 50 khz—Sept. 20 app. (BPCT891219KE) granted for CP to change ERP: 5000 kw (vis); ant.: 797 ft.; TL: 42 Clove Rd., Little Falls. NJ; ant.: RCA TFU-40K; (DA) (BT): 40 51 53N 74 12 03W.

■ **Tacoma, WA** KCPQ-TV ch. 13—Sept. 20 app. (BPCT900104KF) granted for CP to change ERP: 316 kw (vis); ant.: 1,190 ft.; TL: SW corner of 19th and E. Madison St., Seattle; 47 36 59N 122 18 23W; ant.: Dielectric TCL-12A13 (DA)(BT).

Sept. 4 by Review Board.)

■ **Miami Beach** Commission upheld decision by Mass Media Bureau which dismissed application of Gilmore Broadcasting Corp. to regain class C status of WLVE(FM) Miami Beach, and for waiver of FCC short-spacing rules. (By MO&O [FCC 90-289] adopted Aug. 16 by commission.)

■ **Sarasota, FL** Conditionally renewed licenses of 11 Sarasota, FL, area radio stations over objections of Florida State Conference of Branches of NAACP and National Black Media Coalition. (By MO&O and NAL [FCC 90-292], adopted Aug. 20 by commission.)

■ **Vero Beach, FL** Dismissed request by Gilmore Broadcasting Corp., licensee of WLVE(FM) Miami, for reconsideration of action by Mass Media Bureau which substituted ch. 229C2 for ch. 228A, both at Vero Beach. (MM docket 88-111 by MO&O [DA 90-1226] adopted Sept. 7 by chief. Policy and Rules Division, Mass Media Bureau.)

■ **Greenwood, IN** Granted application of Greater Greenwood Broadcasting Ltd. for new FM station on ch. 294A in Greenwood; denied competing application

ACTIONS

■ **Edgewater, FL** Granted appeal by John Spencer Robinson and reinstated his application in this proceeding for new FM station on ch. 226A at Edgewater. (MM docket 90-167 by MO&O [FCC 90R-80] adopted

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of Sanders Broadcasting Co. (MM docket 88-468 by initial decision [FCC 90D-40]; issued Sept. 14 by ALJ Joseph Chachkin.)

■ **Radcliff, KY** Granted application of W&B Broadcasting Inc., for new FM station at Radcliff, subject to divestiture; denied competing application of Virgil L. Pearman. (MM docket 89-82, by decision [FCC 90R-84]; adopted Sept. 11 by Review Board.)

■ **Shreveport, LA** Dismissed with prejudice application of Kymhilkylaa Broadcasting Co. for new FM station on ch. 275C2 at Shreveport. LA. (MM docket 88-524 by order [FCC 90R-83] adopted Sept. 11 by Review Board.)

■ **Laurel, MS** Admonished Design Media, Inc. licensee of WNSL(FM) Laurel, MS, for discriminating between opposing legally qualified candidates and for failing to broadcast required sponsorship identification. (By letter [DA 90-1187]; adopted Sept. 4 by chief, Fairness Political Programming Branch, Mass Media Bureau.)

■ **Reno, NV** Affirmed Review Board decision granting application of Nevada Television Corp. for new TV on ch. 11 at Reno, NV, and approved settlement agreement providing for dismissal of competing application of Reno-Eleven Telecasters Inc. (MM docket 85-293 by MO&O [FCC 90-293]; adopted Aug. 24 by commission.)

■ **Chester and Wedgefield, both South Carolina** De-

nied Chester County Broadcasting Co. request for review of decision by Mass Media Bureau returning its petition to amend FM table by substituting ch. 257C2 for ch. 257A at Chester, and ch. 283A for ch. 257A at Wedgefield, and modifying license of WDZK-FM Chester, accordingly. (By MO&O [FCC 90-184]; adopted May 1 by commission.)

■ **Donelson, TN** Commission granted application of Great Southern Broadcasting Co., licensee of AM broadcast station WAMB Donelson, TN, for special temporary authority to duplicate its programming on AM channel to alleviate serious nighttime interference to WAMB signal caused by co-channel Cuban broadcast station (by letter [FCC 90-286]; adopted Aug. 14 by commission.)

■ **Hayward, VI** Dismissed petition to substitute ch. 222C3 for ch. 221A at Hayward. (MM docket 89-620 by SO [DA 90-1179]; adopted Aug. 24 by deputy chief, Policy and Rules Division.)

ALLOCATIONS

■ **Baxley, GA** Effective Oct. 29, allotted UHF ch. 34 to Baxley as its first local television service. (MM docket 89-396 by R&O [DA 90-1174] adopted Aug. 24 by deputy chief, Policy and Rules Division. Mass

Media Bureau.)

■ **Sylvania, GA** Effective Nov. 8 allotted ch. 293A to Sylvania as its first FM service. Filing window opens Nov. 9, closes Dec. 10. (MM docket 89-426 by R&O [DA 90-1225] adopted Sept. 11 by deputy chief, Policy and Rules Division. Mass Media Bureau.)

■ **Carlisle, KY** Effective Oct. 29, allotted ch. 264A to Carlisle as its first FM service. Filing window opens Oct. 30, closes Nov. 29. (MM docket 89-351 by R&O [DA 90-1176] adopted Aug. 24 by deputy chief, Policy and Rules Division.)

■ **Abbeville, LA** Effective Nov. 8 substituted ch. 286C3 for ch. 285A in Abbeville, and conditionally modified license of KROF-FM accordingly. (MM docket 89-389 by R&O [DA 90-1224] adopted Sept. 11 by chief, Policy and Rules Division.)

■ **Lampasas and Franklin, both Texas** Effective Nov. 8 substituted ch. 255C1 for ch. 256C1 at Lampasas and conditionally modified license of KLTD(FM) accordingly and substituted ch. 270A for ch. 255A at Franklin. (MM docket 89-598 by R&O [DA 90-1223] adopted Sept. 11 by deputy chief, Policy and Rules Division.)

■ **Pulaski, VA** Effective Nov. 8 allotted substituted ch. 296C3 for ch. 296A at Pulaski, and conditionally modified license of WPSK(FM) accordingly. (MM docket 89-444 by R&O [DA 90-1222] adopted Sept. 13 by deputy chief, Policy and Rules Division.)

DATEBOOK

Continued from page 32

nication. Information: (212) 836-3050.

Dec. 31—Deadline for nominations for Breakthrough Awards, sponsored by *Women, Men and Media*, a national research institution of University of Southern California, School of Journalism, honoring "media industry's most significant breakthroughs in the portrayal and employment of women." Information: (213) 743-8180.

Dec. 31—Deadline for applications for *National Association of Hispanic Journalists* annual scholarship awards. Information: Patricia Rodriguez, (202) 783-6228.

JANUARY 1991

Jan. 3-6—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 7—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: (202) 429-5102, AWRT, suite 700, 1101 Connecticut Avenue, N.W., Washington, D.C. 20036.

Jan. 14—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Jan. 14-18—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 16-18—Computer Graphics '91, 13th an-

nual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

Jan. 17-18—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

Jan. 21-23—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Silberman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 24-25—*North American National Broadcasters Association* annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

Jan. 24-27—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

Jan. 25-29—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

FEBRUARY 1991

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Sheraton hotel, Phoenix. Information: (602) 257-9338.

Feb. 10-15—*National Association of Broadcasters* 26th annual management development

seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

Feb. 13-15—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System. Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 19-20—*North Carolina CATV Association* winter meeting. Sheraton Imperial hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

Feb. 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

Feb. 27-March 1—*Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

MARCH 1991

March 4-8—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group, University of Nebraska-Lincoln*. Information: (402) 472-3611.

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Local sales manager: Professional radio sales veteran with management experience to direct, motivate, train and lead our sales executives. Minimum of 3 years experience required. Please send resume and salary requirements to: General Manager, KIWW FM 96.1 Spanish Radio, 1519 W. Harrison, Harlingen, Texas 78550. No calls please. KIWW FM Radio/Tichenor Media System, Inc. is an affirmative action, equal opportunity employer.

Sales manager wanted: Must be a strong leader, willing to carry accounts on own. Excellent opportunity to move into general management, and possible equity position. Cheyenne, Wyoming's leading stations, well respected in the community. Close to the mountains, wonderful skiing, hunting and fishing. Contact John Shideler, KFBC/KFBQ, 307-634-4461. EOE.

Top New England market FM needs a general manager who can take this station to the next level. We are already winning the game but want to widen the score. We need a coach who can send in winning plays to a brilliant team that already understands blocking and tackling! Dynamic group with plenty of upward mobility. Send your reply to Box Q-11. EOE.

Fast growing Los Angeles radio station seeks general sales manager. Candidate must have significant retail experience and understand numbers. Stable employment history, high energy level and the proven ability to train, lead and manage a large sales staff is a must. Excellent compensation package for the right person. Strict confidence respected. Send resumes to PO Box 4492, North Hollywood, CA 91607. EOE.

Promotions director: Hawaii's independent television station seeks promotions director with radio background to create promotions that sell. Fax resume to Mark Holmes, 808-842-4594. KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EOE.

General manager: Midwest. Dynamic, market leading, contemporary FM needs take charge, sales intensive, goal oriented team leader. We will provide top technical facilities, a world class staff, exemplary marketing and the support of a great group owner. Reply in confidence to Box Q-10. EOE.

Proven general/sales manager sought for the New River Valley of Virginia's #1 station, WPSK-FM Pulaski. Strong general and sales management experience required with proven results in similar size region (200,000 + TSA). Station currently holds strong rating's position and offers significant sales growth potential. Received C3 rule-making. Competitive package with opportunity for equity. Resume & references to Gary Hearl, The Cumberland Group, PO Box 1480, Richlands, VA 24641. 703-964-7416. EOE.

General sales manager: Group Broadcaster, Entertcom, is seeking a GSM for WDSY-FM, Pittsburgh's exclusive country station. We need a creative, driven sales professional capable of training and motivating a top-notch sales department. You must have excellent technical, research, and presentation skills, plus sales management experience in a top 60 market. You will have all the resources you need to succeed, including ratings. Resume to: WDSY, Fulton Building, 107 Sixth Street, Pittsburgh, PA 15222-3371. EOE.

Sales/station manager for small New England combo. Need sales manager ready for next step. Challenging opportunity. Great outdoor area. Flexible compensation. Send resume to Box Q-12. EOE.

Program/operations manager for Lubbock, TX full service-country AM/hot CHR FM. Requires strong management ability, programming and production skills, computer and research knowledge, and minimum five years' experience with outstanding track record. Resume by October 12 to General Manager, KFYO/KZII, Box 64670, Lubbock, TX 79464. Include salary requirements. EOE.

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Experienced, enthusiastic sales professional who is looking to move to sales management. Preferably now in the Western states. Stable operation in Southwest Sunbelt. Call GM 505-863-4444. EOE.

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Selling sales manager: Promotion minded. Combo. Start-up FM, prosperous eastern Pennsylvania university town. Guaranteed base or percent of sales. Benefits. Reply Box Q-2. EOE.

Co-Op/vendor director: Aggressive, creative, experienced individual needed in Philadelphia. Capable of creating quarterly new business plans and leading sales staff. Excellent compensation package. Real opportunity for advancement. Send resume to: Elise Eilman, WXTU, 23 West City Avenue, Baia Cynwyd, PA 19004. EOE.

Experienced radio sales rep opportunity. If things aren't going the way you feel they should, come grow with us. Applications taken through October 12. Send resume to Steve Laukhuf, KWTX AM/FM, PO Box 2636, Waco, TX 76702. EOE.

Sales: Excellent opportunity with established Hudson Valley station. Proven producer preferred. Will give right person the chance you've been waiting for. Send resume, references, requirements. WCZX General Sales Manager, 319 Mill Street, Poughkeepsie, NY 12601. EOE.

#1 rated N/T & A/C combo, top 100 Midwest market, seeks aggressive, knowledgeable sales manager. Retail development, sales training skills, and motivation essential. Selling ratings important; we've got great numbers! Send resume to June Lund, The Lund Consultants, 1330 Millbrae Avenue, Millbrae, CA 94030. EOE.

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Chief engineer for Shamrock Communications Maryland AM-FM. Applicants should have strong organizational skills. SBE certification desired. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Avenue, Milwaukee, WI 53203. EOE.

HELP WANTED NEWS

Chief reporter: WUFT-FM Gainesville, Florida. Chief reporter with RTNDA and Ohio State award winning highly rated news staff. Supervise local news, contributes in-depth reports to state and national networks. Teach student reporters long-form reporting helpful. Salary range 17,351-20,000. High school diploma and 5 years experience or appropriate college coursework may substitute at an equivalent rate for the required experience. Send tape, current resume and reference letters to: University of Florida, Division of University Personnel Service, Referral #807340, 434 Stadium, Gainesville, FL 32611, by 10/22/90. An EEO/AA employer.

General assignment reporter/Sports director at #1 FM in Chattanooga, TN. Anchor AM drive sports as part of morning team. Extensive street reporting required. T&R to: News Director Ed Buice, WUSY/US-101. PO 8799, Chattanooga, TN 37411. Colonial Broadcasting/WUSY is an equal opportunity employer.

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Salesman-announcer combo: 25 years sales experience prefer Sunbelt, other areas considered. Ken Kandall, Box 67193, Rochester, NY 14617.

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Former Los Angeles manager, sales, announcer, available. Prefer small market. Route 1, Box 73Q, McNeal, AZ 85617.

Retiring? Dark? Entrepreneur will assume responsibilities and rebuild for partnership/sale (owner financing). You are paid first 515-472-8211.

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Wanted: Contacts with liberally oriented stations. Multiconsultants, Box 188, Monticello, GA 31064.

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HELP WANTED MANAGEMENT

Regional manager needed: Highly motivated, take charge sales person for TV affiliate. Must be street wise and competitive. All replies to PO Box 2787, Florence, AL 35630. EOE.

General manager: Small Northeastern network affiliate seeks candidates with concentration in sales. This person should be prepared for involvement in all aspects of station operation. Send resume to: Green Partners 314 Catharine St. Suite 402 Philadelphia, PA 19147. EOE.

KCOY-TV has immediate opening for a local sales mgr. 2 yrs. management experience, excellent marketing skills, ability to motivate sales team a must. Contact: KCOY-TV 12 Cliff Williams 1211 W. McCoy Lane Santa Maria, CA 93455. EOE.

WHCT-TV18 Connecticut's rising star and home of the Celtics seeks an aggressive, highly motivated A.E. with TV, radio or cable experience. Must be a street fighter. This is an excellent growth opportunity. EOE. Send a resume immediately to: Thomas Ford GSM - WHCT-TV 18 Garden Street Hartford, CT 06105.

National sales manager Spanish TV station. Motivated bi-lingual individual with strong communication and organizational skills, creative ideas for new business development and marketing. National TV sales experience preferred. Excellent income and benefits. Send resume to: Antonia D. Gamez, WCIU, 141 W. Jackson, Chicago, IL 60604. EOE.

General sales manager: KBJR-TV, a growing NBC affiliate in Duluth, Minnesota seeks experienced strategist to direct market's top LSM and 6-member sales force. Good people/teaching skills, experience with a variety of available systems, and multi-station sales management experience required. Preference given to applicants with demonstrated revenue success in development, research and marketing. Stable, progressive, and growing group-ownership with equity participation, excellent fringe benefits, and great advancement potential. Send resume, references, and salary history to F. Robert Kalthoff, KBJR-TV, 230 E. Superior St., Duluth MN 55802. EOE. A Granite Broadcasting Corporation station.

Community relations director: Responsibilities include, but are not limited to, marketing and development, scholarship and internship programs, public service announcements, a community liaison. Person will develop and create projects for corporate underwriting, interview and place student interns stationwide, administrate scholarship program, supervise writing and production of all station public service announcements and occasional long form programming. This is a management level position which requires a well-rounded background in television and public relations. A creative writing ability is essential, as is a basic knowledge of television production techniques. Should have excellent organizational skills and the ability to deal with all types of people under varying circumstances. Submit resume, writing samples and salary requirement to: Jan Young, Creative Services Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

HELP WANTED SALES

Account executive: WHP-TV, Harrisburg, PA (ADI 45) is looking for an experienced account executive. 2-3 years experience preferred. Must be a self-starter who is proven in new business development, and creative selling. If you're interested in top 50 and want to be on the ground floor of major growth, send resume and salary requirements to David Mollidrem, GSM, 3300 N 6th St., Harrisburg, PA 17105. EOE.

KVTN-Reno has an opening for the position of general sales manager. Applicants should have both local and national TV sales experience, with a minimum of two years sales management experience. Preference will be given to applicants who can show proven success in new business development and research/marketing skills. Please send resumes to Dennis E. Siewert, President/General Manager. KVTN-TV, PO Box 7220, Reno, NV 89510. No phone calls please. KVTN-TV is an equal opportunity employer.

General sales manager for strong Midwest affiliate. Previous sales management experience preferred, plus good people skills. This is an excellent growth opportunity. Please respond to Box Q-6. EOE.

Promotions director: Hawaii's independent seeks promotions director with radio background to create promotions that sell. Fax resume to Mark Holmes, 808-842-4594. KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EEO.

Dominate small market west Texas affiliate is expanding its local sales department. We are seeking energetic and dedicated self-starters to compliment our 6-person local sales team. Experience in radio-TV sales & marketing and/or degree preferred. Excellent compensation package and benefit plan. Send detailed resume to: Personnel Director, PO Box 1941, San Angelo, TX 76902. EOE.

General sales manager: 100 plus market network affiliate is seeking a dynamic individual to train, lead and manage sales staff. Must have a proven track record in local and national sales plus management skills. Successful applicant will be aggressive and self-motivated. Minorities and women encouraged to apply. Strictly confidential. Send resume and salary history to Box Q-14. EOE, M/F.

HELP WANTED TECHNICAL

Senior maintenance position at affiliate station in California's San Joaquin Valley area. Candidate must have strong background in UHF transmitters and studio maintenance experience. Send letter with resume to T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Pl., Suite 109, Lincoln, RI 02865. EOE.

Engineer sought for New York City facility. Experience with digital television, tape machine, Telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box P-40, or FAX resume to 212-867-4914.

Mtce. engr. Need engr to maintain 300/Kscope, digital FX200, 141 post prod., Harris 9100 AM-FM-TV remote control. VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMMML lic. or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

Television: Full-time master control air operator. Basic understanding of FCC regulations, switchboard and program logging. Knowledge of Beta Cart system, Model BVC, a plus. Familiarity of waveform monitor and blanking perimeters needed. Experience preferred. Send resume to: Trinity Broadcasting Network, Attn: Personnel Dept., 14131 Chambers St., Tustin, CA 92680. 714-832-2950. EOE.

Chief engineer: Hawaii's independent seeks state-of-art CE for its Channel 5 Solid State transmitter, newest Sony/Ampex VCR's, Ikegami cameras. Fax resume to Mark Holmes, 808-842-4594. KFVE/Channel 5, 315 Sand Island Road, Honolulu, HI 96819-2295. EEO.

Chief engineer for small market network affiliate. A hands-on type with good people skills and leadership qualities. Should have hands-on experience with UHF transmitter and the latest state-of-the-art studio equipment. A perfect opportunity for a person in the #2 position to advance to #1. Send resume to: Mr. Jon Wingate Vice President and General Manager WETM-TV PO Box 1207 Elmira, NY 14902. EOE.

Chief television engineer. WKYU-TV, the Public Television Service of Western Kentucky University, is seeking a chief television engineer to assume responsibility for the transmitting system, production center, and associated television facilities. The Channel 24 400KW ERP transmitting plant is less than 2 years old. The production facility includes Sony 1", Betacam, Chyron, Ampex ADO, etc. Required qualifications include at least five years experience with RF and studio maintenance and formal training in electronics. Knowledge of microwave, broadband cable and fiber optics is desirable. Applicants must demonstrate good interpersonal and leadership skills. The position offers a competitive salary and excellent benefits. Bowling Green, Kentucky is a progressive and growing community with a diversified economic base located just one hour north of Nashville, Tennessee. Western Kentucky University is a comprehensive institution with an enrollment in excess of 15,000. Send a letter of application, resume and names of three references to: Chief Television Engineer Search, office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. An affirmative action, equal opportunity employer.

Medium market California affiliate looking for engineering maintenance and operations personnel. Operations applicants should have experience with VTR's audio consoles, switchers, lighting studio cameras, etc. Degree and/or SBE certification preferred. Two years experience required. Send resume to Box P-37. EOE.

Wanted: Experienced, hands on, chief engineer for medium sized Florida Network affiliate. Salary 30-40 K. Excellent benefits. Send resume and references to: Box Q-15. EOE.

Chief engineer: Industry leader, 30's market, southwest location, seeks take-charge manager, experienced, technically sound, good with people. BS/BSEE preferred. Applications will be kept confidential. Send resume to Box Q-16. EOE.

Chief engineer for historic Charleston, South Carolina, WTAT-TV Fox 24 an ACT III Broadcasting UHF station is seeking computer smart personable chief, RCA TTU 110CS Trans., Grass Valley, Beta Cam. Please send resume to George Parnicza, Corporate Chief Engineer, WVAH-TV 11, 11 Broadcast Plaza, Hurricane, WV 25526. No phone calls please. EOE.

HELP WANTED NEWS

Producer: We're looking for a highly motivated newscast producer for our 5:00pm newscast. Applicant must have good news judgement and writing skills. Must be able to deal with fast paced, hard news format. We need someone who is creative. No stackers. Tape and resume to Ed Scripps, News Director, KJRH-TV, 3701 South Peoria Avenue, Tulsa, OK 74105. No phone calls. EOE.

WCBD-TV2 Action News in Charleston, SC, one of the best small market news operations in the country, needs aggressive, team orientated news director. Solid experience and successful track mandatory. All replies totally confidential. Will seriously consider top market assistant news director/executive producers. Send resume to: WCBD-TV, Personnel Dept. #676, PO Box 879, Charleston, SC 29402. WCBD-TV EOE M/F. Applicant drug screened.

Top 50 market seeks experienced co-anchor for 6 and 11pm weekday newscasts. Must be great writer, reporter, and communicator. Emphasis on live reporting and field anchoring. Resume, references, and non-returnable tape to News Director, WBRE-TV, 62 S. Franklin St., Wilkes Barre, PA 18773. EOE.

News photographer/editor wanted for position with network affiliated news room in California. Prior ENG experience a must. Send resume to Box P-38. EOE.

Producer KTCA-TV: The News & Public Affairs department of Twin Cities Public Television is seeking applicants for a full-time producer position within KTCA's newly-formed "Disadvantaged Communities" reporting unit. The position will be available beginning approximately November 1, 1990. The successful applicant will possess a broad familiarity with and personal interest in issues related to communities of color, the handicapped, the poor, and the elderly. A minimum of three years' broadcast production experience is required. Management experience desirable. Salary dependent upon experience. Send cover letter & resume by October 15, 1990, to: Box 700 KTCA-TV 172 East Fourth Street St. Paul, MN 55101. EOE.

Morning anchor: KARE-TV wants a bright, energetic conversationalist to complement female anchor. Must have 4-5 years anchoring and reporting experience. Send non-returnable tape to: Paul Baldwin, KARE-TV, 8811 Olson Memorial Highway, Minneapolis, MN 55427. EOE/Gannett Broadcasting, Inc.

Morning meteorologist. Your wake up forecasts have to be more than just fronts and stats. We want someone who's glad to be up in the morning and bracing Minnesota for any type of weather. You must have AMS seal and degree in meteorology. Send non-returnable tape to: Paul Baldwin, KARE-TV, 8811 Olson Memorial Highway, Minneapolis, MN 55427 EOE/Gannett Broadcasting, Inc.

Morning show and noon news co-host. Dominant small west Texas affiliate seeks a creative and talented person to co-host a well established and top-rated morning news/talk show and co-anchor a noon newscast. Must be knowledgeable in the Triton Weather System and must be able to do both morning and noon weather. Send resume and tape to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Senior cinematographer: Opportunity to shoot and edit national documentaries with state-of-the-art equipment. Responsible for planning, shooting, editing videotape and film for statewide ETV Network. Bachelor's with major in Broadcasting, Film, Television Production, or related area, plus minimum three years experience in single camera production required. Equivalency considered. \$22,508 (\$10.82/hour) minimum. Apply by November 1 to: Personnel Coordinator, University Television Box 83111, Lincoln, NE 68501. AA/EOE.

Weathercaster - reporter: Produce and deliver early weather forecast report during evening. Meteorology degree, seal preferred. Experience with Triton X a plus. Send resume and cover letter to Box Q-19. An equal opportunity employer.

Anchor/producer: 2-3 years experience anchoring, reporting, producing in a smaller market. Good writing skills. Excellent on-camera presentation. Good show production ideas. Thorough knowledge of current events. Produce and co-anchor early morning news program. BA preferred. Send tape and resume to Dan Webster, News Director, KUTV, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

Reporter - co-anchor: Mature, experienced reporter/co-anchor wanted for top 70 Midwest affiliate. Report during day, co-anchor early newscast. Send tape, resume and cover letter to Christopher W. Jones, WNWO-TV, 300 South Byrne Road, Toledo, OH 43615. WNWO-TV is an equal opportunity employer.

KOVR-TV is searching for assignment editor/writer. HS diploma/equivalent. Strong research experience, sound news judgement, good writing/communication skills, prior assignment desk experience helpful, knowledge of N. California. College degree/journalism or related field w/computer experience preferred. Send resume to Personnel, KOVR-TV, 2713 KOVR Drive, West Sacramento, CA 95605. EOE M/F.

Executive producer: Experience required, good people skills, along with good writing ability, and dedication to the profession. Resume's and salary requirements to News Director WJTV-TV PO Box 8887 Jackson, MS 39204. EOE.

Associate producer-public affairs/production assistant-news: Full time position in public affairs and news departments. Assist documentary/specials producer. Responsible for research, scheduling, field producing and writing. In/news department, responsible for coordination of videotapes, incoming feeds and teleprompter. Must be able to work weekends. Send resume to Lisa Franco, Public Affairs Director, WTNH-TV, 8 Elm St., New Haven, CT 06510, No phone calls please. EOE.

Meteorologist for west Texas network affiliate. This is a Monday through Friday position. A Colorgraphics background is preferred. Applicants must have a minimum of one year forecasting experience. AMS or NWA seal required. EOE. Box Q-18.

WFTX-TV Ft. Myers (FOX) needs an experienced street shooter able to visualize story and contribute more than just pictures. Send resume and tape to: WFTX-TV, Troubleshooter, 621 Pine Island Road, Cape Coral, FL 33991. EOE.

WEVU-TV ABC affiliate in Naples/Ft. Myers seeks an experienced news director who thinks like a winner. In a top growth market, we seek a professional who can motivate a young staff. If you are honest, a team player, creative with limited sources, and sensitive to people, send me a letter. If you're a good writer, prove it. Attractive lifestyle and professional opportunity awaits the right person. Send letter and resume to: Larry Landaker, General Manager, WEVU-TV, PO Box 06260, Ft. Myers, FL 33906. Equal employment opportunity employer.

Executive producer: Number one station is looking for an experienced producer. Individual must be an excellent writer and creative thinker. We are looking for a good team player who can show produce. Minimum three years news producing experience required. Send resume and salary history to: Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

Show host: National syndicator is looking for an experienced field feature reporter with excellent writing skills to host new syndicated magazine show. Feature experience can be with entertainment or soft news stories. Familiarity with Southern region of the US is a must. Send resume and 3/4 or VHS tapes only to: Raycom Entertainment, Box 33367, Charlotte, NC 28233. EOE.

Executive producer. We're the Capital Cities/ABC O&O in the heart of Carolina, and we need a new EP to lead our top-rated news team. If you're a crackerjack show producer who can step back far enough to see the big picture, you could be our ideal candidate. Integrity, good people skills and a burning desire to win are some of the personal attributes our new EP will have. Five years of experience as a newscast producer or news manager are required. No phone calls. Send resume, videotapes and other support materials to Lee Meredith, News Director, WTVD Television, PO Box 2009, Durham, NC 27702. EOE.

Executive producer: needed for #1 CBS affiliate in the West. Candidate must have strong writing skills and previous producing experience. Send resume, references and non-returnable tape to Robert Stoldal, News Director, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Sports producer. To oversee production of fast-paced, highly visual sports segments of daily newscasts. Successful applicant must be able to create and write interesting features and daily sports news. Prior broadcasting experience and strong knowledge of sports required. Flexible hours, including nights and weekends. Resume, tape (no calls) and letter detailing your qualifications to Edward B. Schimmel, Asst. News Director, WPVI-TV, 4100 City Line Ave., Suite 400, Phila., PA 19131. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Exciting opportunity for Columbine experienced traffic manager. Start-up station in Indonesia looking for traffic manager/consultant to train and run department. Indy experience preferred. Great opportunity and benefits. Resumes to Box P-14. EOE.

On air promotion director: New position. Applicant should have degree and minimum one year experience. Strong hands on ability and background in news promotion essential. Send resume, tape and salary history to Brett K. Smith WCBM TV PO Box 271 Columbus, MS 39703. EOE.

Administrative program manager II, Wisconsin Public Television, Madison. Supervise design unit which produces graphic and electronic design. Six years training and full-time experience in commercial art, experience in broadcast video design and desk-top publishing. Bachelors degree desirable. \$31,000 annual. Call 608-263-2114 for application. EOE.

TV production manager: WNIN-TV, Evansville, IN, 91st market PTV station is seeking qualified hands-on individual to supervise its television production efforts. Must have creative talents and experienced in field, studio and post-production. BA required w/3 years of production experience. Salary competitive. Send resume to Personnel, WNIN-TV, 405 Carpenter St., Evansville, IN 47708. No phone calls, please. EOE.

Promotion producer: WNUV, Baltimore's movie station, is looking for a creative pro. Hands-on Beta editing experience a must. If you are creative, experienced, and love independent television, send your reel and resume to: WNUV-TV54 3001 Druid Park Drive, Baltimore, MD 21215. Attn: Promotion Manager. EOE - MF.

Associate producer: Freelance position on weekly movie wraparound show shot on location around NYC. Three years field AP experience, post-production skills a must, NYC location scouting. Send resume to: PO Box 4600 New York, NY 10185-0039. EOE.

KTVN-TV, Reno, Network affiliate has an immediate opening for the position of director/TD. Applicants should demonstrate they are creative, highly motivated with at least one year's experience directing, switching news and live programming as well as commercial production. Applicants should be able to operate the following equipment: GV300 switcher, Ampex ADO, Sony 1 inch VTR, Sony Beta VCR, Dubner CG & still store, or equivalent. Send tape, resume with good verifiable references and salary requirements to Tom Jeans, Creative Services Director, PO Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

Experienced television promotion writer/producer. Must be bilingual English/Spanish or English/Portuguese. Knowledge of motion pictures preferred. Please send demo tape and resume to: TNT Latin America, 1050 Techwood Drive NW, Atlanta, GA 30318. Job location: Atlanta, GA. EOE.

Commercial director: CBS affiliate is seeking a quality commercial/creative services director to produce commercials and station promotions with some news/special projects production. Must be innovative with excellent creative skills with a good knowledge of remote production techniques. Send resume/tapes to: Wade Davis, Operations/Production Manager, Box 1400, Amarillo, TX 79189-1400 Phone 806-383-2226. EOE.

Director of public affairs. WPVI-TV Philadelphia, PA. To manage a department of 12 people and take overall responsibility for extensive public affairs programming and other station projects. Successful candidate will have supervisory experience, skills in both editorial and production of television material, and abilities for substantial community contact. Contact Alan Nesbitt, Pres. & GM, 4100 City Line Ave., Suite 400, Phila., PA 19131. EOE.

SITUATIONS WANTED MANAGEMENT

Successful television group head wants to return to a station as general manager. 28 years of hands-on experience in all areas of television station operation. Please reply Q-20.

Director of operations/engineering. Former indie group manager seeking return to line position following year in technical publishing. Extensive experience in station start-up, facility construction, UHF transmission, and station automation systems. Cost efficient manager of manpower and resources. Call 201-812-9676.

TV general manager: Employed, experienced, excellent record. Seeks relocation due to pending estate breakup by group owner. Box P-8.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box Q-5.

SITUATIONS WANTED NEWS

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Sports anchor/reporter: Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Play-by-play experience. Call Mike 718-934-1434. Messages 718-565-4149.

15 years TV and radio experience as staff ann., 3 years account executive, sports and news TV anchor, one year sales manager and assistant manager. Excellent on production. Spots and voiceovers. Sincere. Seeks anchor sports/news TV Southwest. 214-270-1114.

CABLE

HELP WANTED NEWS

Senior sports news producer: National cable network in the West needs strong producer for sports wheel. Must have in-depth sports knowledge, ability to write, produce, supervise and lead other production and news personnel. Prior TV news background a must. Send confidential letter, resume, salary requirements to Box Q-17. EOE.

SITUATIONS WANTED TECHNICAL

Cable TV engineer with 7 years experience as VP/Director of Engineering and strong business management skills seeks full time management position in Philadelphia area or temporary assignment anywhere as project manager 215-482-9930.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor or visiting professional: effective Aug. 16, 1991: radio-television, tenure track, 9 months, possibility of summer employment. Required qualifications: 3 years professional broadcast journalism experience. For assistant professor, master's. For visiting professional: bachelor's. Preferred: additional experience in corporate communications. Send application letter, resume and names of 3 references to: Mary Wallace, School of Journalism, University of Kansas, Lawrence, KS 66045-2350, by Oct. 31, 1990. Phone: 913-864-4755. EOE/AA.

Television instructor/cable manager: Mississippi State University is seeking an energetic producer/director to teach television production courses in a state of the art facility and manage a newly developed cable channel. Interaction with students, new program development, and producing and directing opportunities are important components of this opportunity. Minimum of two years experience in television production and a Masters degree in Television Production or related field required. Deadline is open until position is filled. Send resume and three letters of reference to David Hutto, Director, University Television Center, PO Box 6101, Mississippi State, MS 39762. MSU is an AA/EOE.

Broadcast journalism. Nicholls State University is seeking a faculty member starting fall 1991 in broadcast journalism. This is a tenure-track position. Salary and rank are open. Applicants should have a Ph.D. or be ABD and have teaching and research ability. Professional experience is desirable. Nicholls has 200 journalism majors. It is located 60 miles southwest of New Orleans in the culturally rich Cajun-Creole, plantation country of Louisiana just a short distance from the beaches of the Gulf of Mexico. Deadline for applying is Dec. 1, 1990. Submit a letter of application, vita and three references to Dr. E. Joseph Broussard, Head Department of Communication, Nicholls State University, Thibodaux, LA 70310. Nicholls is an equal opportunity, affirmative action employer.

Indiana University: The Department of Telecommunications seeks applicants for two tenure-track entry-level faculty positions to begin August 15, 1991. Salary and support highly competitive. Areas of particular interest include: advertising, critical studies, international communication, management and economics, process and effects research, and voice/data/video telecommunications. Terminal degree, university-level teaching experience, and demonstrated commitment to scholarly research required. For more information phone 812-855-6895 or write: Don Agostino, Department of Telecommunications, Indiana University, Bloomington, IN 47405. An equal opportunity/affirmative action employer.

Walter Cronkite School of Journalism and Telecommunication Arizona State University. Due to retirements, the Walter Cronkite School of Journalism and Telecommunication at Arizona State University has three tenure-track faculty positions open beginning Fall 1991. **JOURNALISM:** ASSISTANT PROFESSOR. Applicants must possess earned doctorate at time of appointment; applications from ABDs will be considered. Successful candidate will teach news-editorial courses and media law. Significant professional experience required; teaching experience desirable. **ASSISTANT PROFESSOR.** Applicants with earned doctorates preferred. Others with outstanding professional experience considered. Successful candidate will teach general news-editorial courses and have an ability to teach public relations techniques or writing for public relations. Significant professional experience required; teaching experience desirable. **BROADCASTING:** ASSISTANT PROFESSOR. Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will teach broadcast news writing and reporting classes and will coordinate the broadcast news emphasis. Significant professional broadcast news experience required; teaching experience desirable. All positions are academic year appointments with the possibility of summer teaching. Applicants should send resumes and references by Nov. 30, 1990 to: Search Committee Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287-1305. Arizona State University is an equal opportunity/affirmative action employer.

HELP WANTED NEWS

Ohio University seeks a news director and classroom instructor to develop and manage news programming for the Telecommunications Center's AM, FM and TV facilities and serve as half-time instructor teaching professional courses in the Scripps School of Journalism. The broadcast news professional will have a Master's degree in Journalism or equivalent, two to five years demonstrated proficiency in radio and television news and/or college-level teaching experience in broadcast journalism. Appointment is effective January 1, 1991. (Salary range is \$22,000 to \$26,000 plus benefits.) (Applications accepted until October 19, 1990.) Send letter, resume, video/audio tape and references to: Paul Witkowski, Associate Director, Ohio University Telecommunications Center, 9 South College Street, Athens, OH 45701. Ohio University is an equal opportunity employer.

INSTRUCTIONAL SERVICES

Ithaca College-Roy H. Park School of Communications seeks candidates for a tenure-eligible position in video production beginning August 15, 1991. Successful candidate must be able to teach a combination of courses in basic and advanced video field production-direction. Other areas may include documentary production, computer applications in video technology and/or other courses in areas of expertise. Experience in minicams and video editing essential. Ph.D. or MFA with successful teaching experience required; professional experience desirable. Screening will begin December 1, 1990. Send resume and statement of interest to: Professor Megan Roberts, Video Production Search Committee, Roy H. Park School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242. Ithaca College is an equal opportunity/affirmative action employer.

EMPLOYMENT SERVICES

Government jobs: \$16,412 - \$59,932/yr. Now hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Intelligence jobs. FED, CIA, US Customs, DEA, etc. Now hiring. Listings. (1) 805-687-6000, Ext. K-7833.

Anchors-reporters-sports & weathercasters: we place talent in all market sizes. Call The Media Marketing and Training Center now. 619-270-6808. Also available, demo tape preparation.

Looking for a position in radio or television? Need personnel for your station? Contact Bill Elliott, Consultant, Head Hunter, 413-442-1283.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

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

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718

FOR SALE EQUIPMENT

FM transmitters: Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10ES1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

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

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM 25/30KW BE FM30 (1984) w/FX-30 exciter, Harris FM25K (1983) w/MS-15 exciter, Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

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

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

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

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

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205-956-2227 Fax 956-5027.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 800-342-2093

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

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.

Betacam BVV5/BVP5 CCD camera/recorder package, SVS. Component Chroma. Keyer, Sony, BVE 3000 Editor, Ikegami TM 20-9RH monitor, Grass Valley 3240 Proc AMP. Call Ron Fries at 703-525-7000.

Phase Chaser 2300A \$2150. Amek BCII production console call for price. Both pieces new. Call Lou at TekCom Corporation 215-426-6700.

RCA UHF transmitter, 110KW mid band, complete with 3 klystrons, diplexer, available immediately. Call Petracom 813-848-7629.

Sony BVP 30 camera with CA 30 back, Cannon 13x1 zoom lens. Excellent production camera, like new. Call Depth of Field Inc. 305-443-4764.

Klystron leasing makes sense! Conserve cash-flow..reduce risk. Broadband tubes in stock. Pauza & Co. LTD 615-894-4200.

Portable loop antennas for distant AM band reception. Helps small market daytime stations increase coverage and listeners! Price/information: Eldon Electronics, Box 713, Port Coquitlam, British Columbia V3B 6H9 Canada.

Wanted: A used 2GHz microwave transmitter for news bureau. Must meet FCC frequency stability requirements. Roger Rosenbaum, North Country NewsWorks. 518-584-5652.

Ampex Quad machines, parts, and video tape. 315-683-5669.

RADIO

Situations Wanted Management

GROUP/GENERAL MANAGER

The most successful General Manager in the New York area for the past 6 years will be available in December 1990. If you are currently looking for the perfect Group Head or General Manager whose history includes high double-digit increases in Net Profits every year, respond now. All inquiries will be held in strictest confidence. Reply Box Q-23

SOMETIMES, WHEN YOU PROMOTE FROM WITHIN, A GREAT SALES MANAGER BECOMES A MEDIOCRE GENERAL MANAGER AND EVERYBODY LOSES.

I'm a successful, experienced and complete, medium market, General Manager. I am available due to the recent, profitable sale of our very successful stations. I would like to succeed for you, too. If you are willing to allow me to earn and/or purchase equity in your station or group, please contact:

Box Q-22

Miscellaneous

RADIO WEATHERCASTS VIA BARTER

EDWARD ST PE & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS
FREE TO STATION VIA SPOT BARTER 7 day, week service
National Weather Association Radio Contributor of the
Year 1988. The professional weather solution for radio.
Complete Barter 1-800-722-2847
Over 200 Affiliates online. Call NWN Today!

TELEVISION

Help Wanted News

PROGRAM PRODUCERS SEGMENT PRODUCERS REPORTERS PHOTOGRAPHERS EDITORS NEWS WRITERS

We need pros with journalistic excellence mixed with the ability to produce extraordinary stories. Extensive travel. Staff based in Sacramento.

Send non-returnable tapes and resumes to: KCRA-TV/Kelly News & Entertainment, ATTN: Dept CPG, 3 Television Circle, Sacramento, CA 95814-0794. No calls please!

Equal Opportunity Employer M/F

NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

Help Wanted Management

DIRECTOR

Division of Television, Radio & Film Services

American Medical Television, a division of the American Medical Association, produces high-quality and informative broadcasts for cable TV's Discovery Channel which are seen by over 40,000 physicians and health care professionals nationwide. We are currently seeking the services of a seasoned media production professional to be the Director of the Division of Television, Radio & Film Services. For an individual well-versed in the technical aspects of the trade, this position presents the opportunity to branch out into administrative/managerial functions.

Reporting to our Vice President of Radio, Television and Consumer Activities, the selected candidate will guide the overall quality and profitability of the Division and its products. Responsibilities will encompass the coordination of funding sources, budget development and management, supervision during all production phases, and airtime negotiation and distribution. Position requires approximately 33% travel.

We require a relevant Bachelor's degree with either an MBA or three years electronic media business management experience. Additionally, recent production experience and exceptional skills in interpersonal relations, presentations, and personnel and fiscal management are vital to success. Sales experience will be considered a plus.

In exchange for the above skills and expertise, we can offer you an exceptional salary and benefits package, high visibility and an outstanding work environment. Qualified candidates should direct their resumes to: **Martin J. Gaughan, Senior Corporate Recruiter, Division of Placement, Dept MJC-MBA, American Medical Association, 515 N. State Street, Chicago, IL 60610.** Equal Opportunity Employer M/F.

AMERICAN
MEDICAL
TELEVISION



Help Wanted Sales

GENERAL SALES MANAGER

KTVN-Reno has an opening for the position of General Sales Manager. Applicants should have both local and national TV sales experience, with a minimum of two years sales management experience. Preference will be given to applicants who can show proven success in new business development and research/marketing skills. Please send resumes to Dennis E. Siewert, President/General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. No phone calls please. KTVN-TV is an Equal Opportunity Employer.

Blind Box Responses:

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, October 17, beginning at 9:00 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda is: Seating of Newly Elected Station Manager Members, Seating of Public Members and Non-Board D/I Committee Member, Election of Chairperson, Election of Vice-Chairperson, Elections of Officers and Appointment of Committees. The Board will reconvene on Friday, October 19. Subject to amendment, the agenda is: Chair's Report, President's Report and Committee Reports. The committees will meet on Thursday, October 18 and Friday, October 19 in the same location.

**Help Wanted Programing
Promotion & Others**

PRODUCER

Networking For Tomorrow

Home Shopping Network, America's leading video retailing organization, has an immediate opportunity available for a Producer with at least 3 years of promotional experience to join our St. Petersburg, Florida headquarters. The ideal candidate will possess the ability to write, direct and provide voice-overs for broadcast spots. Familiarity with Quantil +A-62 is preferred.

Please send your resume along with a non-returnable 3/4" or VHS tape of your most creative work to:

**Home Shopping Network,
Professional Staffing,
Dept. BC/1008,
PO Box 9090,
Clearwater, FL 34618-9090.**

HSN is an equal opportunity employer.

**HOME SHOPPING NETWORK
You'll Feel Right
At Home With Us.**



**ALLIED FIELDS
For Sale Equipment**

FOR SALE

1 GRASS VALLEY GVG 300-2B SWITCHER WITH 2 M/E UNITS. DOWNSTREAM KEYS, E-MEM AND 16 PRIMARY VIDEO INPUTS. BEST REASONABLE OFFER
MR. TAYLOR 212-691-1300

FOR SALE

2 FULLY LOADED, FULLY OPERATIONAL BVE 5000'S IN PERFECT CONDITION, BOTH INCLUDE MAINFRAME WITH INTERNAL VIDEO, PREVIEW, AUDIO AND MONITOR SWITCHER WITH BKE-5032 FOR PRINTING OR DISK DRIVE, BLACK & WHITE MONITOR AND KEYBOARD FOR SYSTEM. BEST OFFER ABOVE \$12,000?
MR. TAYLOR 212-691-1300

For Sale Equipment Continued



FOR SALE

**BROADCAST
PRODUCTION
EQUIPMENT**

Final Items From
TBS' Goodwill Games
Includes: Quantel Paintbox,
Tek Frame Syncs, etc.

Call for more information:
Jorie Wackerman
Turner Leasing Company, Inc.
7043 16th Avenue N.E.
Seattle, WA 98115
(206) 554-3016

Business Opportunities

TOWER SPACE

Available for lease on 1,865-foot tower to UHF-TV, LPTV, FM and auxiliary services in Des Moines, Iowa.

REPLY TO BOX P-67.

Employment Services

Broadcast



JobLine

Your Career is on the line

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Daily updated rundown of television Anchor, Sports, Reporter, Weather, Producer, Photographer, Production, Promotion, Sales and Management positions!

Complete report of Radio Sales, News, Disc Jockey, Programming and Management jobs!

Corporate Public Relation positions for those looking to make a switch!

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\$1.95 first minute \$.95 each add'l

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- Inside Job Listings
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 - Continuously Updated
- 1-900-234-INFO ext. TV (88)**
\$2 per minute From any touch tone phone

**GET A JUMP
ON THE COMPETITION!**

MediaLine is your best source of job leads because you hear about jobs just hours after we do. A daily telephone report puts you in touch with the best jobs at the lowest prices. For more information call:

800-237-8073
in CA: 408-648-5200



THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

For Sale Stations

OHIO-TV STATION SALE

SEALED BID

ALL MAJOR ASSETS

YOUR PARTICIPATION INVITED!

DETAILS: Rob Burch

(614) 349-8451, Ext. 2224

PARK NATIONAL BANK

SUNNY FLORIDA

Great opportunity for first time buyer. Florida AM with trailing and current cash flow near Tampa. Call Don Roberts, Kozacko-Horton Company, (813) 966-3411.

No. Calif. Class C Combo

Buy on the "way up"
Positive Cashflow & Growth
Asking \$875K w/\$275K down

East Bay, San Francisco

Broadcast School & Cable FM Network

Unique business opportunity

Asking \$375K with \$150K down

Broker: 805-523-7312

WKXX - ST. LOUIS

For Sale At Auction

Class B FM. Bids must be submitted on or before October 24, 1990.

DON CAVALERI, RECEIVER
314-878-1040

For Sale Stations Continued

**TOP 50 MARKET
POWER FM
START-UP UNDER
\$4,000,000.00
REPLY BOX Q-21**

**FULLTIME OHIO AM
With Real Estate
\$125,000
Clarence Bucaro
216—352-1460**

Profitable Texas AM/FM
No other radio and no TV in market. Also, Class C uncontested application. Realistically priced. Majority financing by owner.
Box Q-24

TEXAS
AM/FM Small Market
Near Gulf Coast
Limited Competition.
Positioned for high growth with two MAJOR new employers coming to the market.
\$450,000.
Qualified buyers contact:
Charles Goyette
602—992-7242



**Opportunities!
ALL OWNER
FINANCED**

- FM SE upgrade to C3 cover larger city **\$300K dn**
 - FM Florida hot medium market **\$1.5 mil dn**
 - FM Profitable, SW best full C signal **\$1 mil dn**
 - FM Profitable, South upgrade, growing **\$300K dn**
- Several other excellent AMs & FM's, primarily Sunbelt. Call us.

Donald K. Clark, Inc.
Media Broker
 **813.949.9311**
P. O. Box 340617, Tampa, FL 33694

FOR SALE:
**Southeast Television
Station;**
**Network Affiliate
\$2,000,000 Cash;**
Unusual Circumstances;
Box Q-25

**For Fast Action Use
Broadcasting's
Classified
Advertising**

FAX (202) 293-FAST
Deadline is Monday at noon Eastern Time for the following Monday's issue.

**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.

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

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

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

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

Replies to ads with Blind Box numbers should be 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.

FATES & FORTUNES

MEDIA



Yeldell

Eric Yeldell, VP, legal affairs, Fox Broadcasting Co., Los Angeles, named senior VP, legal affairs.

Julia W. Sprunt, VP, advertising and promotions department, Turner Broadcasting System, Atlanta, named VP, marketing and communications, TBS.

L. Dale Crandall, managing partner, Price Waterhouse, San Francisco, and managing partner of merger acquisition and corporate finance services, Western region, named managing partner, Southern California practice, Los Angeles, succeeding **Abbott L. Brown**, who resigned to join Columbia Pictures there as executive VP and chief financial officer.

Jack Abernethy, director of broadcast operations and finance, WRC-TV Washington, joins Consumer News and Business Channel, Fort Lee, N.J., as VP, finance and operations.

Jerry Pont, customer service support manager, American Express Information services, Omaha, named director, cable control system, product development, cable services group.

Jo Anne Wallace, former director of administration and planning, National Public Radio, joins KQED-FM San Francisco as general manager, radio.

Gregg Filandrinos, station manager, director of sales, KDNL-TV St. Louis, named VP and general manager.

New appointments at Commonwealth Communications Services Inc., Harrisburg, Pa.: **M. David Detweiler**, president and CEO, co-owned Stackpole Inc., adds duties in same capacity; **Joseph M. Higgins**, retired president and CEO, co-owned WHP Inc. since 1986, to same capacity; **John R. Eby**, president and CEO, resigned, and **Kenneth Gaines**, VP, WHP Inc., resigned.

Michael M. Cohen, manager of realty company, Chevy Chase, Md., joins WIOI-FM Brunswick, Ga. (Jacksonville, Fla.), as VP and general manager.

Tom Voegeli, producer and VP, national programing, Minnesota Public Radio, joins Chicago Educational Television Association there as senior VP, radio.

Charles Wolf, manager of creative services, KTRK-TV Houston, adds duties as operations manager.

Mark W. Driscoll, general sales manager, WPTT-TV Pittsburgh, named general manager.

Andrew Bast, employment manager, Warner Cable Communications, Dublin, Ohio, named general manager, Dekalb, Ill., system.

Priscilla Forte, interim manager, educational services, New Hampshire Public Television, Durham, N.H., named educational services manager. **Nancy Beach**, manager and leasing director, Foster Executive Suites, Portsmouth, N.H., joins New Hampshire Public Television as auction manager.

Ray Edwards, assistant controller, CBS Radio, joins Win Communications, Greenwich, Conn., as VP and chief financial officer. **Miles Sexton**, VP and general manager, KLTR(FM) Houston, joins Win Communication's KORG(AM)-KEZY(FM) Anaheim, Calif., in same capacity.

Judith M. Carlough, general manager, WKKU(AM)-WSSH-FM Boston, joins co-owned XETRA(AM) Tijuana, Mex. (San Diego), as VP and general manager. **Thomas Jimenez**, VP and general manager, XETRA named VP, business development.

John T. Price, from Arbitron Co., joins MaxTel Cablevision, Atlanta, as regional manager.

Rich Lindsey, program director, WNDZ(AM) Portage, Ind. (Lansing, Ill.), named operations manager.

Paul E. Stankavich, general manager, KAWV(TV)-KAWB(TV) Bemidji, Minn., joins WLN-FM-TV Erie, Pa., as president and general manager.

SALES AND MARKETING

Dale G. Parker, general manager, WSYM-TV Lansing, Mich., joins Orbis Communications, New York, as director of Southeast sales.

Ron Lorentzen, executive producer, programing, KPIX(TV) San Francisco, named marketing director.

Harry Remboldt Jr., national sales manager, WDIV(TV) Detroit, named local sales manager.

Elsie Fuller, national TV buyer, media department, BBDO New York, named network supervisor.



Turner

Keith G. Turner, account executive, prime time network, NBC, named VP, sports sales.

Rob Sadler, director of sales and marketing, Warner Cable Communications, Milwaukee, named VP, marketing, Dublin, Ohio.

Diane Opelt, manager, Katz Communi-

CASE 88-3:

The Experienced TV Group Head

The Assignment:

President needed for major TV group. Must have history of proven success dealing with diverse markets and producing strong, consistent bottom-line results.

The Search:

Thorough nationwide search by JS&A identifies the most effective group executives in the industry.

The Solution:

Meticulous reference checking and screening reveals the ideal candidate is President of a smaller group. JS&A recruits him successfully, persuading him that the larger company offers a more challenging environment and a superior career opportunity.

Joe Sullivan & Associates, Inc.
Executive Search & Recruitment

44210 North Road
Southold, NY 11971
(516) 765-5050



The person you describe is the person we'll deliver.

cations, Boston, joins WROR(FM) there as local sales manager.

Michael Jeary, executive VP, group account director, Della Femina McNamee, joins Saatchi & Saatchi Advertising, New York, as executive VP, director of business development.

Charlie Levy, sales manager, WEGL(AM) Fitchburg, Mass., joins WHOB(FM) Nashua, N.H., in same capacity. **Mary Decker**, account executive, WSNO(AM)-WORK(FM) Barre, Vt., joins WHOB in same capacity.

Marsha Reagan, former local sales manager, KISW(FM) Seattle, joins KKNW(FM) there in same capacity.

Appointments at DDB Needham, Chicago: **Wendy Lapidus-Saltz**, senior VP, creative director, Campbell-Mithun-Esty, named associate creative director; **Katherine Zeppelin**, art director, creative marketing, Revlon Inc., named art director; **Adam Glickman**, art supervisor, Leo Burnett Co., and **Mike Meyers**, copy supervisor, Leo Burnett Co., named associate creative directors, and **Rosa Capobianco**, account executive, New York, named account supervisor.

John Gee, national sales manager, WLOS(TV) Asheville, N.C., joins WPEC(TV) West Palm Beach, Fla., as local sales manager. **John Heislman**, sales manager, WJKS(TV) Jacksonville, Fla., joins WPEC as national sales manager.

Hunter Meadows, VP, sales manager, Christal Radio, Atlanta, named VP, stations, Southeast division. **Ellen O'Connell**, account executive, Christal Radio, Boston, named sales manager.

Dick Harbison, general sales manager, WREX-TV Rockford, Ill., joins WTWO(TV) Terre Haute, Ind., in same capacity.

Dan Dillier, production manager, WTAJ-TV Altoona, Pa., named marketing director. **Pete James**, account executive, WTAJ-TV, named local sales manager.

Appointments at Interep Radio Store: **Art Salisch**, research analyst and sports sales coordinator, Christal Radio, named research manager, New York; **Katrina Liendecker**, research analyst, New York, to same capacity, Los Angeles; **Lynne Mecca**, office manager, Durpetti & Associates, named sales associate, New York; Appointments at McGavren Guild Radio, Philadelphia: **Kathleen O'Connor**, sales assistant, named office manager; **Deborah Nichols**, account executive, named senior account executive; **Brian Nagy**, account executive, named director of sales and **Gary Blum**, from WQCD(FM) New York, named account executive there; **Durpetti & Associates: Kelly Chandler**, radio division manager, Thatcher Co., named regional manager there, and **Don Triolo**, sales assistant, named account executive, Los Angeles; **Greg Obata**, general manager, Major Market Radio/Northwest, named director of sales, Los Angeles.

Will McManus, regional director, Home Shopping Network, joins WSYT(TV) Syracuse, N.Y., as general sales manager.

Thomas Gatti, senior VP and general manager, DIR Broadcasting, New York, joins co-owned KYW(AM) and WMMR(FM) Philadelphia, as director of national sales.

Jack Sweeney, general manager, KCBS(AM) San Francisco, joins KJAZ(FM) Alameda, Calif., as general sales manager.

Christopher R. McCleary, from Radiation Systems Inc., Atlanta, joins American Mobile Satellite Corp., Washington, as VP, sales and marketing, succeeding **David Castiel**, who resigned.

Brenda Caver, former account executive, MMT Sales, San Francisco, joins KBHK-TV there as national sales manager.

Michael G. Martinez, local sales manager, KMEX-TV Los Angeles, named director of sales.

PROGRAMING

Deborah Service, VP, Television, ITC Entertainment Group, joins MGM/UA Television, Culver City, Calif., as VP, movies for television and mini-series.

Nancy Alspaugh, executive producer, current projects, Group W Productions, Los Angeles, named VP, programing.

Karen Miller, director of broadcasting, CBS owned WBBM-TV Chicago, named VP, programing, CBS Television Stations, Los Angeles.



Miller



Lampel

David Lampel, general manager and host of programing, WLIB(AM)-WBLS(FM) New York, joins WPIX(TV) there as host, *Best Talk*.

Paul R. Wissmann, VP, finance, Ventura Entertainment Group Ltd., Hollywood, named senior VP, corporate development.

Bruce Mann, VP, marketing, Microband Co. Inc., joins E! Entertainment Television, Los Angeles, as VP, affiliate sales, Western division.

Appointments at Columbia Pictures Television, Los Angeles: **Michael Hanel**, manager, current programs, named director, current programs, comedy; **Steve Maddox**, from Orion Television Entertainment, named account executive, syndication; **David Saunders**, independent producer, Los Angeles, joins Columbia Pictures Entertainment Inc., there as president, Guber Peters Entertainment Co.

S. William Scott, chairman, H&S Communications consulting firm, joins The Travel Channel, Hollywood, Calif., as president and CEO.

Appointments at King World Productions: **Lee Keirsted**, account executive, named manager, Central division, Chicago; **Steve Hackett**, manager, Southeast division, World Vision Enterprises, joins King World, Dallas, as manager, Southwest division, and **Michael Auerbach**, VP, Eastern sales, Camelot Entertainment, barter division of King World, named senior VP, Camelot Entertainment Sales, New York.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685: Title 39, United States Code). 1. Title of Publication: BROADCASTING, 1B. Publication No. 7202800. 2. Date of Filing: September 24, 1990. 3. Frequency of Issue: Weekly. 3A. No. of issues published annually: 52. 3B. Annual subscription price: \$70.00. 4. Location of known office of publication: 1705 DeSales St., NW, Washington, D.C. 20036. 5. Location of headquarters or general business offices of the publishers: 1705 DeSales St., NW, Washington, D.C. 20036. 6. Names and addresses of the publisher and managing editor: Publisher—Lawrence B. Taishoff, 1705 DeSales St., NW, Washington, D.C. 20036. Managing Editor: Donald V. West, 1705 DeSales St., NW, Washington, D.C. 20036. 7. Owner: Broadcasting Publications, Inc., Washington, D.C. Times Mirror Companies, Los Angeles, CA. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None. 9. Not applicable. 10. Not applicable. 11. Circulation: A. Total number of copies. Average number of copies each issue during preceding 12 months 36,077. Actual number of copies of single issue published nearest to filing date 36,900. B. Paid and/or requested circulation 1. Sales through dealers & carriers, street vendors & counter sales. Average number of copies each issue during preceding 12 months 205. Actual number of copies of single issue published nearest to filing date 185. 2. Mail subscriptions (paid and/or requested) Average number of copies each issue during preceding 12 months 30,548. Actual number of copies of single issue published nearest to filing date 31,882. C. Total paid and/or requested circulation Average number of copies each issue during preceding 12 months 30,753. Actual number of copies of single issue published nearest to filing date 32,067. D. Free distribution by mail, carrier or other means, samples, complimentary and other free copies. Average number of copies each issue during preceding 12 months 4,601. Actual number of copies of single issue published nearest to filing date 4,003. E. Total distribution. Average number of copies each issue during preceding 12 months 35,354. Actual number of copies of single issue published nearest to filing date 36,070. F. Copies not distributed. 1. Office use, left-over, unaccounted, spoiled after printing. Average number of copies each issue during preceding 12 months 723. Actual number of copies of single issue published nearest to filing date 830. G. Total. Average number of copies each issue during preceding 12 months 36,077. Actual number of copies of single issue published nearest to filing date 36,900. I certify that the statements made by me are correct and complete.

Lawrence B. Taishoff
Publisher

Kevin Harris, director of programing, WGBH-TV Boston, joins KQED(TV) San Francisco in same capacity.

John Cook, from KKIQ-FM Pasadena, Tex. (Houston), joins WSNI(FM) Philadelphia as music director.

David B. Beasing, operations manager, KRMG(AM) Tulsa, Okla., joins WLTJ(FM) Detroit as program director.

Laurie Oberman, executive producer of programing, WDIV(TV) Detroit, adds duties as assistant program manager.

Nancy Geller, from International Creative Management's motion picture department, joins The Comedy Channel, New York, as VP, original programing.

Jonathan Wickham, senior producer, nonfiction and documentary program division, Turner Entertainment Networks, Atlanta, named executive producer, Turner Entertainment Networks' nonfiction and documentary program division.

Michael Hassan, VP, special markets, Playboy Entertainment Group, Los Angeles, named VP, special markets and international distribution. **Susan Eaton**, senior VP, international sales, has resigned to join James Phillips Distribution Co., Los Angeles, as senior VP, worldwide television sales.

Ann Garfield Black, director of documentaries and specials, Lifetime Television, and **Alex Williamson**, producer, *Sally Jessy Raphael*, join *The Joan Rivers Show*, New York as producers.

Enid J. H. Karpeh, from Steven J. Massarsky, joins Arts & Entertainment Network, New York as director, legal and business affairs. **Susan Wittenberg**, manager of documentaries, Arts & Entertainment Network, New York, named director of performing arts programing.

Steve Harris, program director, WJMO(AM) Cleveland, joins WVAZ(FM) Oak Park, Ill. (Chicago), as program director.

Kate Forte, former director of development, Marian Rees Associates, joins HARPO Productions Inc., Los Angeles, as VP, development.

Ken Barnett, air personality and program director, WMJJ(FM) Birmingham, Ala., joins KHYI(FM) Arlington, Tex. (Dallas), as air personality.

Daniel Wilhelm, former partner, DW and Co., joins Prime Network, Houston, as general manager, program operations.

NEWS AND PUBLIC AFFAIRS

Judith A. Foy, community affairs coordinator and producer, WCVB-TV Boston, named executive producer of public affairs.

AWRT LAUNCHES NEW SEASON



The New York City chapter of American Women in Radio & Television inaugurated its 1990-91 calendar with the "Start of the Season" cocktail reception. Pictured are Lucille Luongo, vice president, corporate relations, Katz Communications and president, AWRT; Jim Greenwald, chairman, Katz Communications; Dolores

White, corporate vice president, business operations, MMT Sales Inc., and treasurer, AWRT; Charlie Lizzo, executive vice president, MMT Sales Inc.; Jerry Feniger, managing director, Station Representatives Association, and Audrey Tanzer, administrative assistant, SRA and executive vice president, AWRT.

Erika Dilday, recent graduate, Harvard University, Cambridge, Mass., joins WFXT(TV) Boston as public service coordinator.

Brad Hicks, Mass Media Fellow, CNN, Atlanta, joins WGAL-TV Lancaster, Pa., as anchor and reporter, *Farm Report*.

Rick Hepner, associate producer, South Dakota Public Television, Vermillion, S.D., named development producer.

Gene Burke, special projects director, KTRK-TV Houston, resigned.

Mark Miller, reporter, WBAL(AM) Baltimore, named news director.

New news team for KUSI-TV San Diego, 10 p.m. newscast: **Pete Jacobus**, former VP, ABC Network News, news director; **Roger Grimsby**, from WNBC-TV New York, sports anchor; **George Reading**, from KMST(TV) Monterey, Calif., anchor; **Rod Luck**, from WCPX-TV Orlando, Fla., sports director; **Carol Novotny**, from WDBJ(TV) Roanoke, Va., weather anchor; **John Ireland**, from KBMT(TV) Beaumont, Tex., sports anchor, and **Connie Colla**, formerly from KTGF(TV) Great Falls, Mont., weather anchor.

Appointments at WWLV(FM) Daytona Beach, Fla.: **Jay Cresswell**, promotion director, named program director; **Jessie Scott**, operations manager, WAOA(FM) Melbourne, Fla., named morning announcer, and **George White**, weekend announcer, named morning announcer.

Peter Cashion, from U.S. Army, and **Cheryl W. Lurie**, formerly with Corporation for Public Broadcasting, join The Blackwell Corp., as associate producers, *American Interests*, PBS weekly foreign affairs series.

TECHNOLOGY



Evola

Maria Evola, Midwest sales manager, HLC Killer Music, joins Editel/Chicago as broadcast communications sales representative.

Lamont Dorrity, product manager, BTS Broadcast Television Systems Inc., Salt

Lake City, named regional sales manager.

Laurie Deitz, associate producer, *Night Music*, Broadway Video, joins Captain of America HDTV production co., New York as director of development.

Lynn Regino, consultant, Hugin Sweda Inc., joins Pioneer Communications of America Inc., Upper Saddle River, N.J., as marketing coordinator.

Glenn Miller, sales manager, SAT-TEL Communications Ltd., joins General Instrument's Jerrold Communications, Reading, Berkshire, England, as sales executive, European operation.

Robert H. Fisher, controller, consumer products group, Zenith Electronics Corp., Glenview, Ill., named corporate controller.

Bill Culbertson, customer service manager, Varian TVT, Dallas, retired. **Kevin Mooney**, field service engineer, Continental Electronics, joins Varian, in same capacity.

PROMOTION AND PR

Janet Bonifer, director of advertising, promotion and publicity, MTM Television Distribution, Studio City, Calif., named VP, creative services.

Frank Brooks, director of marketing, King World Productions, New York, named director of creative services.

Darlene Fiscus, director of advertising and promotion, WORAM New York, joins Katz Radio Group, there as manager, publicity and promotion.

Michael Goldberg, design director, WBZ-TV Boston, joins WLVI-TV Cambridge, Mass. (Boston), as art director.

ALLIED FIELDS

Michael D. Osterhout, president and chief operating officer, Edens Broadcasting, Tampa, Fla., reappointed chairman of group radio committee at National Association of Broadcasters.

Lamar Marchese, general manager, KNPR(FM) Las Vegas, elected to National Public Radio board of directors.

Beverly McKittrick, associate, Laxalt, Washington, Perito & Dubuc law firm, joins FCC, Washington, as assistant division chief for spectrum management, policy and rules division, Mass Media Bureau, reporting to Douglas W. Web-bink, chief of policy and rules division.

Andrew P. McClure, VP, William A. Exline Inc. media brokerage, San Rafael, Calif., named president.

New officers elected at West Coast Public Radio, Eugene, Ore.: **Ronald Kramer**, from KSOR(FM) Ashland, Ore., president; **Dennis Haarsager**, from KWSU(AM) Pullman, Wash., VP; **Patricia Swenson**, from KBPS(AM) Portland, Ore., secretary; **Michael Huntsberger**, from KAOS(FM) Olympia, Wash., treasurer, and **Martin J. Neeb**, from KPLU-FM Tacoma, Wash., member-at-large.

New officers elected at Concert Music Broadcasters Association, 1990-91: **John K. Major**, from KMCA(FM) Broken Arrow, Okla. (Tulsa), president; **Warren Bodow**, from WQXR-AM-FM New York, VP; **Elise Topaz**, from WNCN(FM) New York, secretary; **Sue Swigart**, from WRR(FM) Dallas, treasurer, and **Ron Klemm**, from KFUD-FM Clayton, Mo. (St. Louis), past president.

Ronald A. Johnson, business development manager, American Appraisal Associates, New York, joins Kane Reece Associates Inc., Metro Park, N.J., as VP, business development, Valuation

Consulting Group.

Susan Kraus, VP, media relations, National Association of Broadcasters, Washington, joins Telecom/US Sprint, there as VP, national media relations.



Kraus



Swanson

Dennis Swanson, president, ABC Sports, New York, named recipient of 1990 Graham McNamee Award, from American Sportscasters Association.

DEATHS



Glicker

Carl Glicker, 60, local and regional sales manager, WESH(TV) Daytona Beach, Fla., died Sept. 12 at Winter Park (Fla.) Memorial Hospital of cancer. His 30 year tenure in broadcasting sales included positions at WALT(AM) Tampa, Fla., WYLD-AM-FM New Orleans, WFUN(AM) Miami, Fla., WCIN(AM) Cincinnati, WDAE(AM) Tampa, and WKIX(AM) Raleigh, N.C. Glicker was named president and general manager of Home Security Broadcasting in 1971 before joining WESH in 1980. He is survived by his wife, Conny; daughter, Cynthia; three sons,

Jeff, David and Douglas, and four grandchildren. Donations for scholarship fund established in Glicker's name should be sent to: The Carl Glicker Broadcast Scholarship Fund, Orlando Area Advertising Federation, P.O. Box 1614, Orlando, FL 32802.

David Moore, 27, development associate and music director, KHSU-FM Arcata, Calif., died of leukemia July 28 at Stanford (Calif.) University Medical Center. He is survived by his parents, Eric and Halfrid; sister, Carrie; brother, Stephen, and nephew, Ryan.

Robert M. Egan, 55, former senior VP and management supervisor, Saatchi & Saatchi Advertising, died Sept. 24 of cancer at Memorial Sloan-Kettering Cancer Center in New York. Egan had stints at Kudner Agency and Chesebrough-Pond's Inc. before joining Saatchi & Saatchi (formerly Dancer Fitzgerald Sample), in 1961. He is survived by his wife, Betty; daughter, Nancy; three sons, Leo, Kenneth and Michael; sister, Virginia, and brother, Peter.

Lawrence Kasha, 57, producer, died of brain cancer Sept. 29 at Cedars-Sinai Medical Center, Los Angeles. Kasha was co-executive producer of *Knots Landing*. He is survived by brother, Al, and niece, Dana.

Peter Herman Adler, 91, pioneer television opera conductor, died in his sleep at friend's house in Ridgefield, Conn., October 2. From 1949-59, Adler was music and artistic director of NBC Opera, and National Educational Television network, predecessor of Public Broadcasting Service.

Charles Ellis II, 71, retired RCA executive, died of liver cancer Sept. 26 at Sibley Memorial Hospital, Washington. Ellis served as executive VP, financial planning from 1972 until his retirement in 1982. He is survived by his wife, Jean; two daughters, Pauline and Nancy; two sons, Charles and Richard; sister, Ruth and four grandchildren.

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FIFTH ESTATE

GERRY LAYBOURNE: ARCHITECT OF CHILDREN'S TELEVISION

The first time Gerry Laybourne encountered a television, it spoke to her, literally. "It arrived at our house, my mother said to the set: 'Hello, television,' and somebody on a program said back to her: 'Hello out there in television land.' It was one of those amazing coincidences," she says today, "but to me, three years old, it looked like television answered people, and that it could see."

Laybourne grew up to be president of MTV Networks' Nickelodeon and Nick at Nite, and has come a long way in her understanding of how television and children relate. However, she continues to believe in the medium as a tool that can be utilized to respond to children's needs and at the same time broaden their visions.

Laybourne sees herself today as a "bifurcated executive: I'm half creative and half business oriented. I think that's because of my parents, and how I was raised. My father was a businessman and my mother was a soap opera writer, producer, actress for radio. There was a lot of stuff going on in my childhood that pulled me in both directions."

After graduating from Vassar with a degree in art history, Laybourne decided on a career in architecture, took a job with a firm in Philadelphia and quickly decided her future lay elsewhere. "I realized that I had a spatial orientation problem and figured that was pretty much of a liability in architecture," she quips. After a year, she left, and began building the career that would lead her to Nickelodeon.

While in Philadelphia, Laybourne met her future husband, Kit Laybourne, who was to have a strong influence on her professional path. "He was a pioneer in media education," she says, "and what he was doing was infinitely more interesting, so I went to the University of Pennsylvania and got a Master's in elementary education." During this process, Laybourne also discovered that "I have a strong interest in kids; I'm more excited to be with them than anybody else."

Back in New York, Laybourne co-founded the Media Center for Children, a nonprofit agency serving as a resource library for schools, libraries and media producers. She also contributed to media education books, coordinated the Ameri-



can Film Festival and did a "short stint" at the EPIE Institute, a consumer group for teachers. "This all melds together," she says, "because what I was doing was making myself an expert in kids and media."

Laybourne was becoming increasingly concerned about what she believed to be a move away from the "diversity of programing" available during the early days of television.

"What I saw now for the kids I was teaching and the kids I was bringing into the world was a narrowing of television. Basically in my research I was trying to find kids' tolerance, what they would accept, and how you introduce new things to kids."

In 1979 while researching players in the area of children's programing, Laybourne hooked up with a brand new cable channel for kids called Nickelodeon. "We got them to hire us to produce two pilots. In the process they liked working with me and asked me to come work there." Laybourne joined the small Nickelodeon staff in September 1980 as program manager, and

was promoted six times in eight years, culminating in her rise to president.

She says the things she brought to the network included a belief in targeting programing towards "2-5, 6-9 and 9-12 year olds, rather than 2-11 year olds"; faith in "researching things with a few number of kids—I don't believe you need quantifiable, statistical information to improve your product," and a "let's not waste kids' time" bias.

In 1984, Laybourne and Nickelodeon decided to take advertising "because one of the difficult things in children's television has been to find an economic basis for good programing." Using co-owned MTV as a model, Nickelodeon set out "to create an attitude. Our single-minded goal became 'how do we get to be first choice with kids?'"

Other Nickelodeon milestones include the 1985 birth of Nick at Nite and the 1986 premiere of *Double Dare*, a game show for children. Nickelodeon took *Dare* into syndication in 1987 and the added income enabled it to double its original programing.

Today, Nickelodeon and Nick at Nite

are thriving enterprises, seen in approximately 52 million households. Nickelodeon Studios, a 90,000 square foot soundstage and tour located at Universal Studios in Orlando, opened last June.

Upcoming projects include the December debut of *Early Days*, the first original in-house production for Nick at Nite.

"Kids have consistently watched about 25 hours of television a week for the past 20 years," says Laybourne. "As long as they're going to watch that much television, we think they should be smart while they're watching it, and learn to question and analyze; we're trying to be sensitive to the needs of kids in the 1990's."

Geraldine Bond Laybourne

President, Nickelodeon and Nick at Nite, New York; b. May 19, 1947; BA, art history, Vassar College, 1969; MS, elementary education, University of Pennsylvania, 1971; administrator, Wallace, McHarg, Roberts & Todd, Philadelphia, 1969-1970; teacher, Concord Academy, Concord, Mass., 1972-73; festival coordinator, American Film Festival, New York, 1974-76; co-founder, Media Center for Children, New York, 1974-77; partner, Early Bird Specials Co., New York, 1978-80; joined Nickelodeon as program manager, 1980; held variety of acquisitions, scheduling and programing positions, 1981-86; senior VP-GM, Nickelodeon and Nick at Nite, 1986-87; executive VP-GM, Nickelodeon-Nick at Nite, 1987-89; present position since 1989; m. Kit Laybourne June 28, 1970; children: Emily, 19; Sam, 15.

IN BRIEF

Department of Justice Antitrust Division filed comments to FCC last week in favor of repealing financial interest and syndication rules. Second set of comments on fin-syn filed by Justice this year (first comments, also in favor of repeal, were filed four months ago) specifically responds to latest argument by Coalition to Preserve Financial Interest and Syndications Rule that repeal would allow networks to control off-network syndication market by acquiring partial interest in new network programs to discourage producers from making program by program investments in 'syndicability' of their programs. Justice said analysis of coalition's theory led it to "seriously question" underlying assumptions, and, further, even if assumptions were judged "realistic," off-network theory "would not provide a competition basis for retention."

"Most likely revenue-enhancing option" before Congress next year would cost advertising industry \$15.3 billion over five years, American Advertising Federation President Howard Bell told AAF Advertising Law & Business Conference last week. Option would require that advertisers amortize 20% of business tax de-

duction over four years, he said, adding that ad taxes are also "attractive source" of revenue for at least 37 states facing deficits next year—with New York, California, Pennsylvania, Minnesota, Kansas and New Jersey considered most "high risk" states.

As result of FCC political broadcasting audit, testified FCC Chairman Alfred Sikes before House Subcommittee on Telecommunications and Finance, **one station will "refund nearly \$20,000 in possible overcharges."** Sikes did not identify station. Commission sent formal letters of inquiry to KRON-TV and KZTV(TV), both San Francisco; KGW-TV and KPTV(TV), both Portland, Ore.; WCAU-TV Philadelphia, and KDFW-TV Dallas. More notices to some stations hit by audit (BROADCASTING July 23, Sept. 10) are due out early this week.

By voice vote, **House passed closed captioning bill (H.R. 4267)** Oct. 1. Senate already passed companion bill of its own, and President Bush is expected to make it law. Measure would require TV manufacturers, as of July 1993, to include decoders for receiving closed captions on sets 13 inches or larger.

CBS News's **America Tonight** premiered **Oct. 1, receiving 3.9 rating/12 share,** according to Nielsen overnights (show airs in 17 of top 24 markets). *Tonight* scored 3.2/12 on Oct. 2 and 3.7/13 next day. *Tonight* is anchored by Charles Kuralt in New York and Lesley Stahl in Washington, Monday-Thursday at 11:30 p.m. ET. More informal Friday edition, known as *America Tonight Friday*, is anchored by Robert Krulwich and Edie Magnus.

FCC Chairman Alfred C. Sikes will address and do Q&A at Community Broadcasters Association convention in Las Vegas (trade group for low-power TV stations) via satellite Nov. 17.

WMTR(AM) Morristown and WDHA(FM) Dover, both New Jersey, have been sold by Drexel Hill Associates to Signal Communications of New Jersey for \$12 million and includes minority tax certificate. Seller, headed by Peter Arnow, owns WEOV(FM)-WKIZ(AM) Key West, Fla. Buyer is headed by Larry Patrick, who is also President of Legend Communications, which owns WYCL(FM) Boyerstown, Pa., WSOM(AM)-WQXX(FM) Salem, Ohio, and KMNS(AM)-KSEZ(FM) Sioux City, Iowa. WMTR is on 1250 khz with 5 kw day, 1 kw night. WDHA is on 105.5 mhz with 3 kw. Broker: Hickman Associates.

HOUSE SENDS CHILDREN'S TV BILL TO BUSH

The House gave final congressional approval last Monday (Oct. 1) to legislation limiting commercial time in children's TV programming and giving broadcasters an explicit license renewal obligation to serve children. Hill proponents expect the President to sign the measure or at least allow it to become law by not vetoing it within 10 days of receiving it, even though the White House has repeatedly raised concerns about the constitutionality of the measure. The latest were expressed last Wednesday by White House Press Secretary Marlin Fitzwater. At a press briefing, Fitzwater said "conditioning broadcast licensing renewals on program content is constitutionally suspect." Commercial limits are "questionable constitutionally and could have adverse consequences for children's programming," he said.

The legislation reflects a compromise between NAB and lawmakers. "We believe it addresses congressional concerns about overcommercialization in children's TV and cable programs, but avoids unnecessary and unconstitutional programing standards," said Jim May, NAB executive VP. Legislation entitles FCC to consider at license renewal time whether stations provided "programing specifically designed to serve the educational and informational needs" of children. The commercial limits—10½ minutes per hour on weekends and 12½ minutes per hour on weekdays—would apply to cable as well as broadcasting. The bill also creates a programing endowment, to be administered by the Commerce Department or the Corporation for Public Broadcasting. It would amount to \$2 million in fiscal 1991 and \$4 million in fiscal '92.

Hoping to "remove all the filters between the candidates and the voters"—at least in three elections in Kentucky and Illinois—**Fred Paxton, president of wpsd-tv Paducah, Ky., is giving free air time to candidates.** WPSD-TV will, at time and place designated by candidate, "turn the cameras on and then two minutes later shut them off." Paxton will run spots unedited during "the heart of the 6 p.m. and 10 p.m. newscasts" two weeks before Nov. 6 election, he said. "Two minutes is enough time to address an issue, while being too little time" to avoid one, Paxton said.

King World has signed comedian Dom DeLuise to host its new version of Candid Camera, scheduled to debut in fall of 1991. Pilot has been shot and King World is currently offering show to stations. Sources said neither Allen Funt, nor his son Peter, would have day-to-

REBATE STATUS

CNBC's Oct. 1 deadline for 10 million new homes to qualify for a \$3 rebate per subscriber has come and gone, but CNBC hasn't quite reached its goal. More than seven million subscribers are committed, and "we're still in significant negotiations with key MSO's," said CNBC President Al Barber. "I'm encouraged by our progress to date."

Barber said CNBC is undecided whether it will give MSO's the rebate even if it doesn't reach its goal of 10 million subscribers. While operators are to be notified if they'll get the rebate by Oct. 22, Barber said he's looking forward to a "positive announcement" this week. The Oct. 1 date had already been an extension from the deadline of Aug. 31.

The rebate is open to new affiliates if they commit 75% of their subscribers, and to existing affiliates if they add on 25% more. Slightly more than half of the participating MSO's are already existing affiliates. Barber wouldn't specify how many MSO's are taking part in the rebate offer, saying only that a lot of "small and medium MSO's are coming in."

day roles in new show, which is being produced by Vin Di Bona, who also produces *America's Funniest Home Videos* and *America's Funniest People* for ABC.

Taking aim at USA Network and Lifetime, newly-appointed Turner Entertainment Networks President **Scott Sassa criticized basic cable networks that pay too much to buy movie packages that bypass syndication.** At luncheon speech in New York two days after his promotion, Sassa called such buys "lack of creativity," and said basic cable networks are unnecessarily spiraling programming costs. Sassa's comments came on heels of USA's recent purchase of Paramount and MCA packages for reported \$2 million per title. "I'm not saying we shouldn't bid, but how high do we go?" he asked. "What premium is it worth to have that [syndication] window missing?" Sassa also said that such purchases potentially devalue pay category by shortening window.

Newly-launched **Action Pay Per View** has made its first major carriage deal. PPV

network specializing in adventure and thriller films **signed corporate-wide affiliation agreement with United Artists Cable**, which has 330,000 subscribers. Service will be launched in UA's 250,000 addressable homes.

NAB has announced its opposition to FCC proposal to establish new personal communications services (PCS) in 1990-2110 mhz. Those frequencies are used by many TV stations as auxiliary spectrum for electronic newsgathering and microwave links between studio and transmitter. NAB said that broadcasters have invested heavily in equipment for that band and that FCC proposal to relocate TV users "could result in severe operational and financial burdens."

Christian Science Monitor purchased space for The Monitor Channel (TMC) on Galaxy V, Hughes Communications' cable programming satellite scheduled to replace Westar V in early 1992. Monitor was unprepared to identify "very prominent cable bird" that will carry TMC in interim between May 1991 launch of service and move to Galaxy V.

NASA's Television Development Division awarded Florida Atlantic University, Boca Raton, contract to develop digital high-definition system. One-year contract went into effect on Sept. 27 and may be renewed for up to four more years. Potential value of agreement is \$3.05 million. Research will be performed by William Glenn, former head of New York Institute of Technology's Dania, Fla., TV lab where he developed "Vista," high-definition augmentation system for terrestrial transmission that was formerly proposed for standardization before FCC eliminated consideration of augmentation systems last spring.

NCTA and superstations have taken swing at Major League Baseball pitch for special relief or waiver concerning program syndication and exclusivity protection. NCTA called request "legally unsustainable and factually insufficient" and that "relief sought by MLB is aimed at maximizing the revenues of sports interest, not enhancing the public interest." Tribune Broadcasting, owner of Chicago superstation WGN(TV), which broadcasts Cubs and White Sox games, said MLB petition is "protectionist" and said there was no evidence that "viewers' current ability to choose between a local broad-

cast and a different version of the same game is harmful to either sports or the public interest." Turner Broadcasting, owner of superstation WTBS(TV Atlanta, exclusive rights holders to certain Atlanta Braves games, said that since "neither the audio nor the video" is same as opposing team, nonduplication rule does not apply. United Video said "blacking out one game would deprive viewers...an important programming choice" while "MLB proposal would do nothing to increase program supply [but] would diminish existing program diversity."

CBS IN BARCELONA

CBS has chosen a drama coproduction between Lorimar and Spanish broadcaster TV3 to fill part of its new late-night checkerboard. Two other projects are in the works between Lorimar and TV3, including a prime time series and a syndicated program for early fringe or access. The network ordered 22 episodes of the hour-long *Dark Justice*, which is to be shot entirely in Barcelona, Spain, with a predominately American cast, and centers on a American judge who adopts a secret identity at night to bring criminals to justice. The show is to air at 11:30 p.m. beginning the week of Jan. 7.

Lorimar TV President David Salzman said the show's budget would be at a level normally associated with prime-time programming, although Lorimar's Les Moonves added that the CBS license fee is considerably lower than normal prime time fees. The deficit burden is to be shared by Lorimar and TV3. The Spanish channel will also carry the program and worldwide distribution rights will be handled by Time Warner division, Warner Bros. International Television.

In related activity last week, Orion Television International signed \$75 million deal with TV Catalunya (on behalf of Spanish Federation of Regional Television Stations) for exclusive free television broadcast rights to new Orion motion picture and television product over next three years. Agreement also includes broadcast rights to product from Orion's library.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

LET GEORGE DO IT

The Fifth Estate had a new cliff-hanger last week. Would George Bush follow his predecessor's presidential lead in vetoing the children's TV bill fashioned from a cozy arrangement between the National Association of Broadcasters and a to-hell-with-the-First Amendment Congress? The odds, we fear, are against it, but one can hope.

Basically, the bill is deceptively simple. It requires that broadcasters serve children as part of their community—and conditions license renewals on their having done so. And it limits advertising in children's programming to 10 1/2 minutes per hour on weekends and 12 1/2 minutes per hour on weekdays—a limit applicable to cable as to conventional TV.

The White House is at least aware of what's going down. Marvin Fitzwater, the President's press secretary, told a news conference last week that "the provisions of this bill raise serious constitutional concerns. For example, conditioning broadcast licensing renewals on program content is constitutionally suspect. Similarly, imposing rigid quantitative limits on advertising during children's programming is also questionable constitutionally and could have adverse consequences for children's programming....I guess we don't have a veto threat on the bill, but we do have very strong reservations."

Would that such reservations were expressed by the NAB. Instead, that organization's executive vice president for government relations, Jim May, went on record as saying: "If President Bush decides to sign this bill into law, at least broadcasters will once and for all know where they stand on children's programming." Preferring safety over freedom, the NAB is likely in the long run to have neither.

THE DOCILE MEDIUM

Just when you thought that broadcasting's fate at the hands of the politicians couldn't get worse, up comes the newest initiative on the lowest unit rate—that's the law that says political advertising must be sold to candidates at the lowest discount in sight (or sound). Make that "radio and TV" political advertising; no other media need apply. As in children's TV advertising (see above), or the prohibition of tobacco advertising on the air, Congress may again demonstrate how it considers the Fifth Estate to be a mere extension of the Second and Third Estates that are its heritage.*

We rise not to defend any malpractice on the part of broadcast stations in their administration of the lowest unit rate law. We simply take the occasion to again protest the iniquity of imposing on broadcasting a political obligation shared by no other medium in the country.

The worst of it is, broadcasters have gotten used to it. Not to pick on the NAB, but that organization was up on the Hill last week testifying there would be no problem in going along with Congress's new demands, instead of pressing for a return to basic fairness and/or a level media playing field. What broadcasting may need is the approach cable has perfected to a T: high statesmanship in public and some hard-nosed industry

members who take off the gloves in court whenever their constitutional rights are infringed.

Oh, well, you can't win 'em all. But too often, we feel lately, the broadcasting industry has been so fearful of being exposed to something terminal that it settles for the merely outrageous. It's as though the industry has accepted as inevitable the second-class citizenship to which it has been assigned, and only goes to Capitol Hill to renegotiate the terms of its current servitude. There must be a better way.

**Periodic reminder to readers: in English history, the First Estate was the Church of England, the Second Estate was the House of Lords and the Third Estate was the House of Commons. Edmund Burke is credited with creating the Fourth Estate when, pointing to the reporters gallery in Commons, he said: "There sits a Fourth Estate far more important than them all." The Fifth Estate—first radio and then the successor broadcast and cable media—was so dubbed by BROADCASTING magazine at its founding in 1931.*

MORNING LINE

Two things that are not yet dead in Washington: the spectrum fee and the cable bill. In reverse order:

Despite the near mortal blow given to cable bill prospects by Senator Tim Wirth's (D-Colo.) virtual veto the previous Friday, proponents (all from the cable industry) were working feverishly behind closed doors to work out a last-minute compromise.

Last Monday, when news of the budget compromise circulated in Washington, broadcasters breathed a sigh of relief at not being on the list for a \$10 billion contribution. The euphoria was short lived; when it became evident that the initial package would not be the final one, the NAB began assembling its defense for yet another goal line stand.

This page would not be surprised if the cable bill makes it—and, indeed, would rejoice if it did. The combination of stability for cable and for broadcasting (primarily because of the must carry provisions) is almost irresistible. As for the spectrum fee: our disbelief that the government would consider such a thing is matched only by our fear that it might. Vigilance remains the order of the day.



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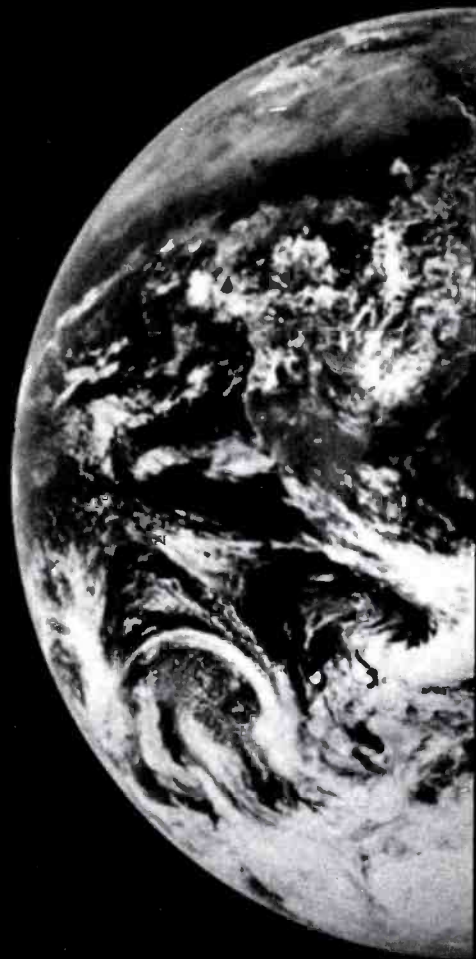
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