

# Broadcasting Feb 4

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60th Year 1991

**TELEVISION / 23**

*Networks prepare for battle on the home front: February sweeps*

**BUSINESS / 34**

*Chasing debtors: Credit managers face old, new problems collecting bills*

**RADIO / 27**

*RAB unveils marketing plan; nuclear attack report elicits FCC investigation*

**MEDIA / 43**

*Religious broadcasters aim to fight reregulation, expand abroad*

WITHDRAWN

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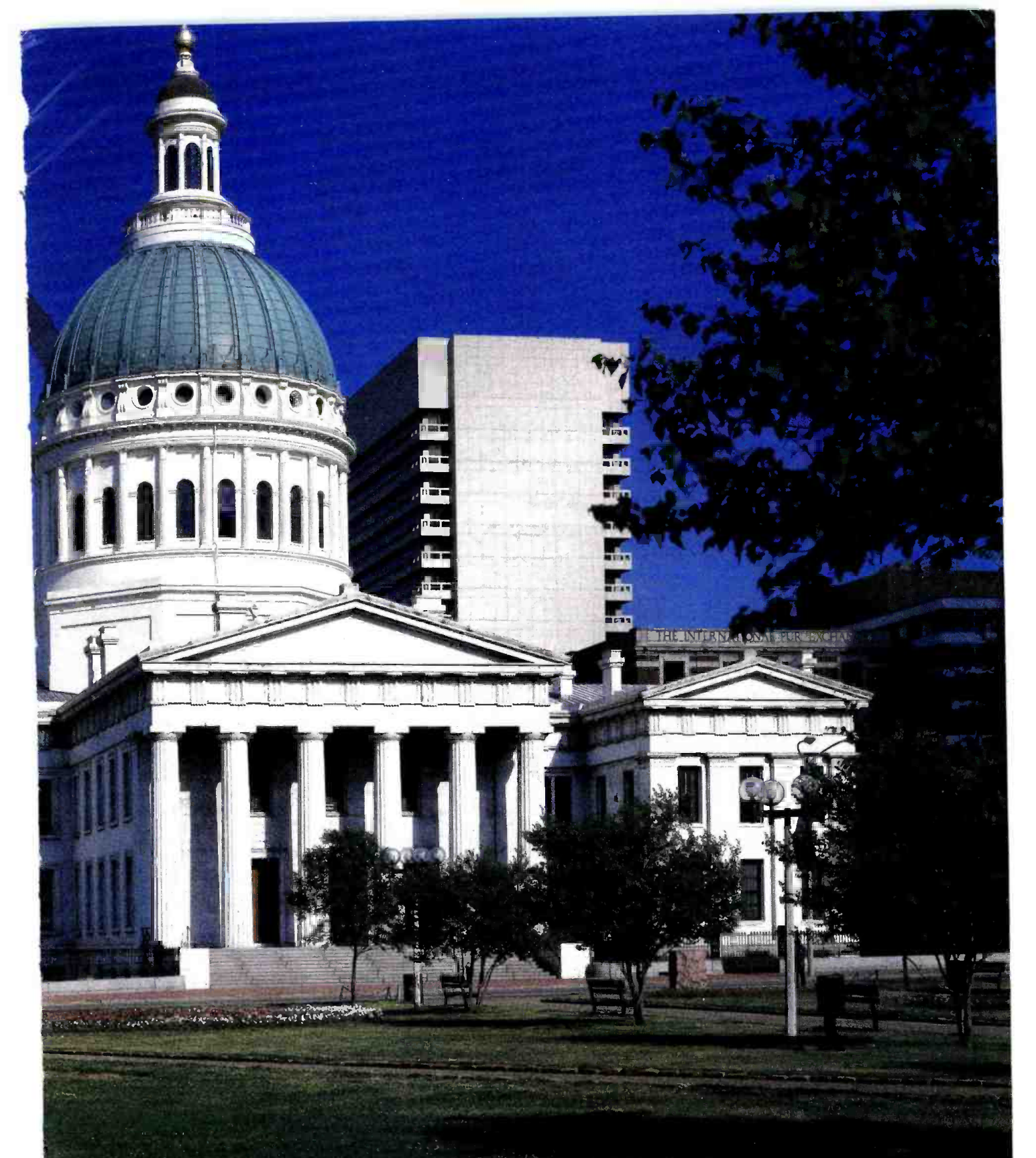
Vol. 120 No. 5

**DAB'S DAY IN THE SUN**  
Revolutionary radio system wins endorsement by NAB

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# THIS WEEK

## 15 / HERE COMES DAB

The prospect of a new radio medium taking the place of today's AM and FM sprang virtually full-blown from NAB's annual winter board meeting in Naples, Fla. The association not only has endorsed the concept of digital audio broadcasting (DAB) but wants to become a proponent and North American licensee of a leading format (Eureka 147). It may be the blueprint for radio's future.

## 16 / STATUS QUO

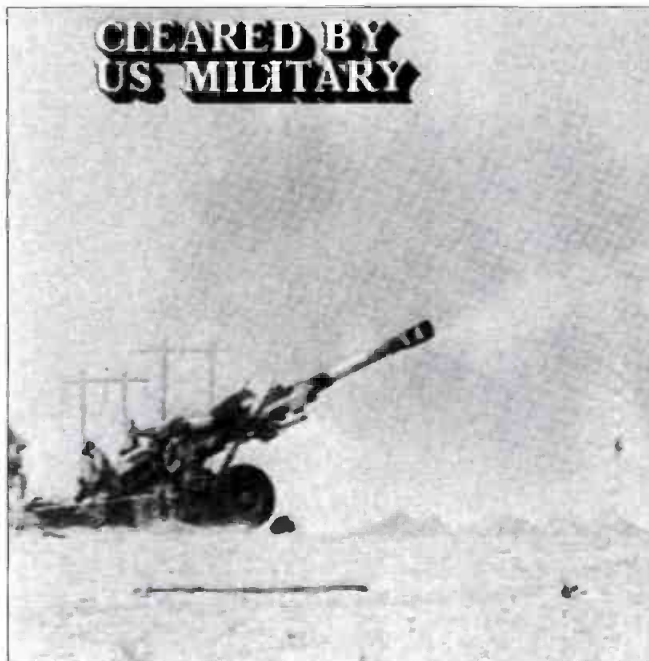
NAB's television board was less adventurous, reaffirming what everyone knew: it wants must carry and must pay and remains leery of telco entry. But it has agreed to talk with telcos, and has charged the staff with opening doors.

## 18 / PRIORITIES

Senate Commerce Committee Chairman Ernest Hollings is calling for a "broad look" at communications policy. Commerce will focus on communications issues during the 102nd Congress, he said, adding that he wants to "sit down" with FCC Chairman Al Sikes and the committee's John Danforth to see "where we can work together."

## 19 / OVERRIDING WAR COVERAGE

A majority of the nation's TV stations are expected to reduce their coverage of



Scenes from war (page 19).

the Persian Gulf war as they enter the February sweeps period. But stations are also prepared to increase coverage on a day-by-day basis if they believe developments in the region warrant more attention.

## 20 / OPTIONS EXERCISED

After a two-week delay, network advertisers for the most part exercised options on their second quarter upfront buys. While it was not as bad as expected, advertisers are said to have cancelled between 20% to 25% of the 50% of buys that could have been cancelled without penalty. Last year, only 10% to 15% was cut in the second quarter. The massive preemptions for war coverage, which, according to one estimate, have cost the networks

between \$30 million and \$40 million, are not expected to fill a whole lot of inventory.

## 22 / TAKING SIDES ON CHILDREN'S TV ACT

At least 56 companies and associations commented to the FCC on the details of the Children's Television Act of 1990. Those from broadcasters and public interest groups differ radically on basic definitions, and most say that operators are liable for cable network violations.

## 23 / FEBRUARY SWEEPS

ABC, CBS and NBC are each heading into this month's sweeps period with high-profile programming, including two-night mini-series and a list of made-for-television

movies. Fox, meanwhile, will not preempt its regular series schedule during the ratings month. It is, however, presenting special star-studded versions of its regular shows.

## 25 / COLORIZED VERSION

Koch Communications will launch a 26-title package of colorized films—many of which are in the public domain—that the company will market to independent and affiliate stations for prime time and early and late fringe time periods.

## 27 / RAB MSC REPORT

Attendance at the RAB's 11th annual Managing Sales Conference in Nashville was down from 1990, but

*The Redgrave sisters in ABC's What Ever Happened to Baby Jane? (page 23).*



ABC NEWS PHOTO

those sales managers who made the trip generally agreed the seminars and forums were of practical value. Former Gannett Co. chairman and USA Today founder Allen Neuharth revealed the secrets of his success—learning how to fail—while Motel 6 spokesman/NPR commentator Tom Bodett revealed the common-sense secrets of developing a successful radio ad campaign. Also, RAB and The Richards Group of Dallas unveiled a multi-tiered Radio Marketing Plan for the '90s that includes a series of radio spots and trade magazine print ads.

### 29 / FALSE ALARM

A KSHE(FM) St. Louis morning personality aired a report, complete with sounds of bombs exploding and a simulated Emergency Broadcasting System tone, that the United States was under nuclear attack last week, prompting calls from listeners and an FCC investigation into the broadcast.

### 30 / NPR WAR COVERAGE

The National Public Radio board of directors has voted to seek \$750,000 in voluntary funds from its member stations to continue its expanded coverage of the Persian Gulf War.

### 31 / SO FAR, SO GOOD

The first Scientific-Atlanta interdiction units are being strung in Jones Intercable's rebuild in Elgin, Ill., and so far, Jones says it is "very pleased" with the results.

### 32 / THINKING BEYOND CABLE

As part of an effort to free her Think Entertainment to



President Bush addresses NRB in Washington (page 43).

produce for venues other than cable, Shelley Duvall has bought out her Tele-Communications Inc., United Artists Entertainment and Newhouse Broadcasting partners' share in the production company, and may have the first of her network projects broadcast by next fall.

### 34 / PAST DUE

Credit managers and controllers in the broadcast/cable world are facing more late payments than usual as the recession starts to take a toll on advertisers and agencies. Some resort to collection agencies when bills are more than three months late; others fear that approach could alienate long-standing clients. Stations are starting to do more investigations before signing a new client. Other problems facing credit managers include agency/advertiser liability. There is no one rule as to who is liable when a payment is missed, and since much of the business is still done without signed contracts, a standard is needed.

### 36 / UK CABLE HOPES

Britain's cable industry, despite tremendous potential, remains hampered by tight financing and slower-than-anticipated system startups.

### 39 / REDUCED INTERNATIONAL BEAT

CBS News anchor Dan Rather, speaking at the Alfred I. duPont-Columbia University Forum in New York, lashed out against news divisions for cutting back on international coverage, adding that events in the Persian Gulf might have been altered had more correspondents been reporting from the region earlier in the crisis.

### 43 / ONWARD

Celebrating its 48th anniversary, the National Religious Broadcasters Association convened in Washington last week to hear President Bush extol the morality of the war against Saddam Hussein and to hear its own leaders proclaim the readiness of Christian broadcasters to police their own and to fight government regulation at home and to expand their services abroad.

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# CLOSED CIRCUIT

WASHINGTON

## Risky business

National Association of Broadcasters may be burning bridges on Capitol Hill with its filing at FCC on implementation of children's TV law (see page 22). Lawmakers who worked with association to draft law are said to be disturbed by NAB's comments that suggest time limits on advertising only apply to programs for children eight years or younger, not 12 years or younger as indicated in legislative history. Larry Irving, chief counsel to House Telecommunications Subcommittee, said broadcasters are "trying to undercut focus of the bill." He said Hill is "disappointed" and feels that NAB is trying to "undo deal." Irving said move was "politically unwise."

## New rereg timetable

Introduction of cable reregulation bill by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is likely to occur early this spring. Markey promised to produce measure at start of new Congress, but schedule changed, according to staff, because members are preoccupied with Persian Gulf war. Markey wants to wait until subcommittee reorganizes (this week) and members are more focused on issue, said source. He is not worried about opposition from cable industry, source said, nor does Markey need to count on Republicans who are not expected to embrace regulatory measure like they did last year. "We have the votes to pass it," source said.

## Tough talk

FCC Commissioner Ervin Duggan, who established himself as agency's leading hardliner on indecency enforcement with his dissent on National Public Radio complaint (see story, page 41), has persuaded other commissioners to add disapproving language to soon-to-be-released letter dismissing indecency complaint against WGBH-TV Boston for its July 1990 newscast containing explicit photographs of Robert Mapplethorpe. Agency has no choice but to dismiss complaint be-



Two familiar faces in the National Association of Broadcasters arena returned to the scene for the winter board meeting in Naples, Fla., last week (story page 15). They were joined for this picture with two NAB-outsiders who were auditing the course. L to r: Jim Hedlund, president of the Association of Independent Television Stations; Nick Zapple, long-time counsel to the Senate Communications Subcommittee, conspicuously during the chairmanship of John Pastore (D-R.I.); Shaun Sheehan, once an NAB senior vice president, now Washington representative for Tribune Broadcasting, and Pete Kenney, former Washington vice president for NBC, now retired in the Naples area.

cause newscast occurred after 10 p.m., time when FCC authority to enforce indecency prohibition is unsettled. One commissioner said additional language constitutes collective "raised eyebrows." If given his druthers, Duggan (and perhaps others) would have fined station.

## Built-in buffer

FCC Commissioner Sherrie Marshall, who has pushed for quick action on cable "effective competition" proposal, has no problem with Mass Media Bureau's decision last week to put off for two weeks acceptance of initial round of comments, even though postponement likely pushed back final action to May. Marshall said she fought for Jan. 31 deadline for comments, knowing from experience that bureau is more likely than not to grant extension. New deadlines: Feb. 14 for comments; March 1 for replies.

## Powwow

Prime Network's newly announced foray into sports news (see related story,

page 65) may only be beginning of drive for nonevent programming. National and regional service executives are due to meet this Tuesday (Feb. 5) with *USA Today* officials at Gannett newspaper's headquarters outside Washington. Prime and MSG Network both have had discussions with *USA Today* about program development and have now decided to combine efforts. Prime Network's Jack Stanfield, senior vice president, programming, is attending, as are programming executives from Prime regional affiliates. Don Corsini of Prime Ticket, MSG Network's Marty Brooks and Home Team Sports' Jody Shapiro are scheduled to be there, as is representative from Gannett-owned WUSA(TV), Paul Malke, station's creative services director.

NEW YORK

## FNN SCORECARD

Paramount has dropped out of alliance with Dow Jones to buy FNN. According to sources, MCA, Paramount's partner in USA Network, was

late entry to alliance before both parties backed out. Dow Jones is searching for new partner, but bid reportedly was not affected by Paramount's departure, since Dow Jones made bid alone. Speculation is that Capcities/ABC may be possibility, but one source points to Group W, another FNN bidder, as possible partner. With decision on buyer due this week, NBC continues to be considered front runner, and according to sources close to situation, possibility exists of it forming alliance with ABC and Hearst if it walks away with FNN. Time Warner also remains in running, and King World has stepped back into ring as well.

### Numbers crunch

Although outbreak of war in Persian Gulf (Jan. 16) threw temporary monkey-wrench into Nielsen Media Research's overnight and national ratings reports for first two weeks of conflict—including release delays for syndicated ratings—Jack Loftus, NMR's vice president of communications, said that "scheduling conflicts" created by news preemptions have been resolved and should have little or no impact on upcoming February sweeps measurements. "There have been a lot fewer preemptions going into this month, and it should not have impact on the February books," he said, barring unforeseen dramatic developments in war.

### Animation go

Sachs-Finley Advertising will go forward with new weekly animation program, *Toxic Crusader*, probably with third quarter (July or August) 1991 start date, according to Shelly Hirsch, president. Hirsch said that stations in over 60% of country have signed on for new series. Show was tested as five-part miniseries two weeks ago, and Hirsch said company was pleased with results. In 18 of 24 metered markets where program ran in its entirety, Hirsch said, it grew in share from its Monday Jan. 21 debut to Friday Jan. 25 conclusion. Weekly series will have initial 13-episode commitment. It is produced by Murakami Wolf Swenson, producers of *Teenage Mutant Ninja Turtles*.

### World access

International coproduction may figure prominently in second season of NBC News's syndicated *Memories...Then and Now*, half-hour weekly

nostalgia program airing in 80% of U.S. NBC started exploratory discussions at NATPE with broadcasters in UK, France, Germany and Japan holding large archives that could be tapped for program segments. While NBC hopes overseas broadcasters will be drawn by prospects of gaining U.S. prime time exposure, NBC itself could gain greater international acceptance for show it is in process of marketing overseas.

### Talkin' baseball

It's never too early for baseball, at least at CBS. Owned and operated station group baseball committee met in Orlando, Fla. after Super Bowl to discuss selling strategies for national pastime. Four different packages are being offered to advertisers—Grand Slam, Home Run, Base Hit and MVP—each allows advertisers to get some presence in All Star game and postseason and includes incentives for early commitment.

#### LOS ANGELES

### Fish story

Source close to theatrical production of "Mermaids," starring Cher, says Prion Television—companion division to film's producer, Orion Pictures—is in midst of production plans for spin-off pilot for CBS's fall 1991 prime time schedule. Spokesman for Orion Television said that studio is trying to "mount" pilot, but deferred confirmation to CBS officials—who re-

main mum—on whether network has actually given firm pilot order.

"Mermaids" source said that casting has not yet begun for projected half-hour sitcom, but did say that June Roberts would write pilot adaptation of her screenplay and veteran BBC sitcom director Terry Hughes would direct, rather than film's director, Richard Benjamin. Sitcom development for Orion is departure from recent norm, with hour dramas *WIOU* on CBS and *Equal Justice* on ABC this season.

### Stumper

FCC's top-25 market crossownership waiver raises interesting question. If licensee subsequently breaks up TV-radio combination created by virtue of waiver, is that licensee entitled to tax certificate for having furthered commission's goals of diversity in ownership, as is case with grandfathered cross-ownerships? No answer to question has been required as yet, so FCC has no standing policy. Closest similar situation was FCC transfer staff's granting of tax certificate to Beasley Broadcasting. Beasley was initially granted UHF exception to crossownership rule, permitting ownership of WYED(TV) Goldsboro (Raleigh-Durham), N.C. (company already owned nearby WFTC(AM)-WRNS(FM) Kinston, N.C.). Then in 1989, Beasley sold AM-FM combo and at beginning of last year, commission granted company tax certificate for voluntarily breaking up crossownership.

### OFF TO THE RACES

Candidates for next generation of NAB's executive committee were continuing to shape up during winter board meeting in Naples, Fla., last week. Major race is for joint board chairmanship, with Gary Chapman of LIN Broadcasting, incumbent TV board chairman, teamed against Tom Goodgame of Westinghouse, immediate past TV board chairman. Joint board post need not be filled by someone currently on board, hence Goodgame eligibility.

□ Another of key races is for radio vice chairman. Richard Harris, also of Westinghouse, declared last week. (Because rules prohibit two people from same company serving on executive committee, it's expected that either Goodgame or Harris will eventually yield.) Walter May of WPKE(AM)-WDHR(FM) Pikeville, Ky., was already in the race. The way NAB's board escalator works, the radio vice chairman is this two-year cycle will be in line to become joint board chairman. Richard Novik of WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y., current radio vice chairman, is so far unopposed to become chairman.

□ Ron Townsend of Gannett, now TV board vice chairman, is expected to run for that chairmanship. Judith Johnson of Meyer Broadcasting, Bismarck, N.D., is considering a run for the vice chairmanship.

# DATEBOOK

■ Indicates new listing or changed item.

## THIS WEEK

**Feb. 3-4**—Fourth annual local cable programming seminar, sponsored by *National Academy of Cable Programming*, Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

**Feb. 5**—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's "The Media and Society."* Speaker: Dan Rather, CBS News, Smithsonian, Washington. Information: (202) 357-3030.

**Feb. 5-6**—*Arizona Cable Television Association* annual meeting, Sheraton Hotel, Phoenix. Information: (602) 257-9338.

**Feb. 5-6**—Third annual *Advertising Research Foundation "Advertising and Promotion: Key Issues Workshop."* Topics: "Brand Equity: The Research Contribution to Valuing Brands," Feb. 5, and "Advertising and Promotion: Up to Date Information on Effectiveness," Feb. 6. New York Hilton, New York. Information: (212)

840-1661.

■ **Feb. 5-9**—"On Stage at Carnegie Hall: A Centennial Celebration," exhibition at *Museum of Broadcasting*, Museum, New York. Information: (212) 752-4690.

■ **Feb. 5-9**—"James Dean: The Television Work," screening series at *Museum of Broadcasting*, Museum, New York. Information: (212) 752-4690.

**Feb. 6**—Drop-in luncheon of *National Academy of National Arts and Sciences, New York chapter*. Speaker: Robert Wussler, president and chief executive officer, Comsat Video Enterprises, Copacabana, New York. Information: (212) 768-7050.

■ **Feb. 6**—*National Academy of Television Arts and Sciences, Washington chapter*, seminar featuring independent producer Ray Farkas, Capitol Video, Washington. Information: (301) 587-3993.

■ **Feb. 6-10**—19th annual *International Radio and Television Society Faculty/Industry Seminar*, "Breaking the Rules: Finding New Frontiers," New York Marriott East Side, New York. Information: (212) 867-6650.

**Feb. 7**—"Congress/FCC 1991," luncheon

seminar sponsored by *Federal Communications Bar Association, Legislation Committee*, Grand Hyatt, Washington. Information: (202) 833-2684.

■ **Feb. 7**—The Awards of Excellence and 40th Anniversary Celebration of *American Women in Radio and Television, Houston chapter*. Speaker: FCC Chairman Alfred Sikes, Westin Oaks, The Galleria, Houston. Information: Jennifer St. John, (713) 621-2680.

■ **Feb. 7**—*Advertising Women of New York* luncheon. Speaker: William Campbell, president-CEO, Philip Morris USA, Marriott Marquis hotel, New York. Information: (212) 593-1950.

**Feb. 8**—*International Radio and Television Society* newsmaker luncheon featuring Peter Chernin, president, Fox Entertainment Group; Robert Iger, president, ABC Entertainment; Warren Littlefield, president, NBC Entertainment, and Jeff Sagansky, president, CBS Entertainment, Waldorf-Astoria, New York. Information: (212) 867-6650.

**Feb. 8**—Deadline for regional entries in Mark of Excellence Awards, recognizing the best in student broadcast and print journalism on national and regional levels, sponsored by *Society*

## MAJOR MEETINGS

**Feb. 10-15**—13th International Market of Cinema, TV and Video, Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

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

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

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

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

**April 15-18**—*National Association of Broadcasters* 69th annual convention, Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

**April 19-24**—*MIP-TV*, international television program marketplace, Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**April 21-24**—*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 15-18**—*American Association of Advertising Agencies* annual convention Greenbrier, White Sulphur Springs, W.Va.

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

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

**May 22-23**—*NBC-TV* annual affiliates meeting, Marriott Marquis, New York.

**May 29-31**—*CBS-TV* annual affiliates meeting, Waldorf Astoria, New York.

**June 8-11**—*American Advertising Federation* national advertising conference, Opryland, Nashville.

**June 9-13**—1991 *Public Broadcasting Service* meeting, Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

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

**June 13-18**—17th International Television Symposium and Technical Exhibition, Montreux, Switzerland.

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

**June 18-21**—*National Association of Broadcasters* summer board meeting, NAB headquarters, Washington.

**July 24-27**—*Cable Television Administration and Marketing Society* annual conference, Opryland, Nashville.

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

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

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

**Oct. 1-3**—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

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

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

**Oct. 26-30**—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit, Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

**Oct. 27-30**—*Association of National Advertisers* 82nd annual convention, Billmore, Phoenix.

**Nov. 18-20**—*Television Bureau of Advertising* annual meeting, Las Vegas Hilton, Las Vegas.

**Nov. 20-22**—Western Cable Show, sponsored by *California Cable TV Association*, Anaheim Convention Center, Anaheim, Calif.

■ **Jan. 31-Feb. 1, 1992**—*Society of Motion Picture and Television Engineers* 26th annual television conference, Westin St. Francis, San Francisco.

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



of *Professional Journalists*. Information: (317) 653-3333.

**Feb. 8-9**—*Radio-Television News Directors Association* student conference. Arizona State University, Tempe, Ariz. Information: (213) 462-6053.

**Feb. 10**—Presentation of 15th annual *Television Bureau of Advertising* automotive commercial competition. Atlanta Convention Center, Atlanta. Information: (212) 486-1111.

## ALSO IN FEBRUARY

**Feb. 10-13**—*Broadcast Cable Credit Association* 25th credit and collection seminar. Loews Summit Hotel, New York. Information: (708) 827-9330.

**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. 10-15**—13th International Market of Cinema, TV and Video. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44 or (fax) (33) 93-50-70-14.

**Feb. 11**—"Winning New Business," seminar sponsored by *American Association of Advertising Agencies*. Beverly Hilton Hotel, Los Angeles. Information: (212) 682-2500.

**Feb. 11-12**—*National Association of Broadcasters*' Radio Group Head Fly-In for executives of radio groups. NAB headquarters, Washington. Information: Aimee Jennings. (202) 429-5402.

**Feb. 12**—"Economic, Demographic and Technological Changes in Television Network News Coverage," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: ABC News President Roone Arledge. Smithsonian, Washington. Information: (202) 357-3030.

**Feb. 12-13**—Television Advertising Forum sponsored by *Association of National Advertisers*, examining future of television advertising as a mass medium. Participants include Jamie Kellner, Fox Broadcasting Corp.; Terence McGuirk, Turner Broadcasting System; Peter Christanthopoulos, Network Television Association; Peter Jennings, ABC News; James Hedlund, Association of Independent Television Stations; Bruce Christensen, Public Broadcasting Service; Grant Tinker, GTG Entertainment; Warren Littlefield, NBC Entertainment; Robert Iger, ABC Entertainment; Jeff Sagansky, CBS Entertainment; Mike Wallace, CBS News, and Maria Shriver, NBC News. Waldorf-Astoria, New York. Information: (212) 697-5950.

**Feb. 12-13**—"The New Federal Budget: Presidential Priorities and Democratic Alternatives," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**Feb. 13**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Topic: "A Look Inside the Music Business—Foreign Ownership, Censorship, Intellectual Property Protection, Record Labeling." Speaker: Michael Greene, president, National Academy of Recording Arts and Sciences. Copacabana, New York. Information: (202) 768-7050.

**Feb. 13**—"DAB Broadcast Systems: The System Proponents—Strother Communications, CD Radio," seminar sponsored by *Society of*

*Broadcast Engineers*, chapter 15. New York Times Building, New York. Information: David Bialik, (914) 634-6595.

**Feb. 13**—"High Performance Account Management," seminar sponsored by *American Association of Advertising Agencies*. Century Plaza, Los Angeles. Information: (212) 682-2500.

**Feb. 13-15**—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System; other speakers: FCC Commissioner Ervin Duggan, NCTA Chairman Jerry Lindauer, Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

**Feb. 13-15**—"Satellite X: Global Pathways to Profit," 10th annual international conference and exhibition. Ramada Renaissance, Washington. Information: (301) 340-2100.

■ **Feb. 13-17**—"Jack Benny: The Classic Television Performances," screening at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

**Feb. 15**—Deadline for entries in *Guillermo Martinez-Marquez Journalism Award*, open to Hispanic journalists. Information: (202) 783-6228.

**Feb. 15**—Deadline for entries in *National Academy of Television Arts and Sciences's* Sports Emmy Awards. Information: Ira Zimmerman, (212) 586-8424.

**Feb. 17-20**—Advertising Agency General Management Program, sponsored by *American Association of Advertising Agencies*. The Lodge, Ponte Vedra Beach, Fla. Information: (212) 682-2500.

■ **Feb. 17-21**—Technology studies seminar for educators, sponsored by *Gannett Foundation Media Center*. Columbia University, journalism building, Gannett Center, New York. Information: (212) 280-8392.

**Feb. 18**—Deadline for entries in Charles E. Scripps Awards of National Journalism Awards, sponsored by *Scripps Howard Foundation*, open to newspapers, television and radio stations and local cable systems for outstanding efforts to combat illiteracy in their communities. Information: (513) 977-3035.

**Feb. 19-20**—*North Carolina CATV Association* winter meeting. Sheraton Imperial Hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

**Feb. 20**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Topic: "Programming for the Niche of the 90's." Speaker: Brooke Bailey Johnson, vice president, programming and production, Arts & Entertainment Network. Copacabana, New York.

■ **Feb. 20-24**—"Harry Porterfield: Broadcast Journalist," screenings at *Museum of Broadcast Communications*, including "An Afternoon with Harry Porterfield," on Feb. 23. Museum, Chicago. Information: (312) 987-1500.

**Feb. 21**—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington Marriott, Washington. Information: (202) 833-2684.

**Feb. 21**—*Broadcast Pioneers* Golden Mike Award dinner. Recipient: WOAI(AM) San Antonio. Plaza Hotel, New York. Information: (212) 586-2000.

**Feb. 21**—*National Academy of Television Arts and Sciences* trustees awards dinner and ceremony. Recipient of Trustees Award: Ted Turner, Turner Broadcasting System. Marriott

Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Feb. 21-23**—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

**Feb. 21-23**—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

**Feb. 21-28**—*C-SPAN* invitational seminar for general managers and managers in community relations, government relations, marketing and programming. C-SPAN, Washington. Information: Pat Daniel, (202) 626-4853.

**Feb. 22-23**—*National Academy of Television Arts and Sciences* trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Feb. 22-24**—"Oil, Foreign Policy and the Economy," economics conference for journalists sponsored by *Foundation for American Communications* and *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

■ **Feb. 25**—*Academy of Television Arts and Sciences* forum luncheon. Speakers: Linda Bloodworth-Thomason and Harry Thomason, producers. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

**Feb. 26**—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Resident Associate Program's* "The Media and Society." Speaker: Tom Brokaw, NBC News. Smithsonian, Washington. Information: (202) 357-3030.

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Rules and  
entry form, contact:

Public Affairs Office, American Psychological  
Association, 1200 Seventeenth Street, NW  
Washington DC 20036, (202) 955-7710.

**Feb. 26**—"Acquisition Financing and Workout of Broadcast Properties," seminar sponsored by *Federal Communications Bar Association, Continuing Legal Education Committee*. Washington Marriott, Washington. Information: (202) 833-2684.

■ **Feb. 26**—Deadline for entries in 18th annual Daytime Emmy Awards competition, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Information: Trudy Wilson or Nick Nicholson, (212) 586-8424.

**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*. Among speakers: Seth Abraham, president, Time Warner Sports, and John Severino, president, Prime Ticket Network. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

**Feb. 26-28**—Pay-per-call 900 programing, conference and expo sponsored by *Virgo Publishing*, Scottsdale, Ariz. Speakers include Paul FitzPatrick, Weather Channel; J.C. Sparkman, TCI Cable Management; Scott Campbell, Home Shopping Network; Brian Lamb, C-SPAN; Chris Mosley, The Discovery Channel; Elizabeth Farho, Turner Broadcasting and Janis Thomas, Black Entertainment Network. Inter-Continental Hotel, Miami. Information: (602) 483-0014.

**Feb. 27**—*National Press Foundation* annual awards dinner, including presentation of Sol B. Taishoff Award for excellence in broadcasting to *Roone Arledge*, president, ABC News and Sports. Sheraton Washington hotel, Washington. Information: (202) 662-7350.

**Feb. 27**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "Entering 'The Wonder Years': Turner Program Services Status in the Grand Scheme of Syndication." Speaker: Russ Barry, president, Turner Program Services, Copacabana, New York. Information: (212) 768-7050.

**Feb. 27-March 1**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

**Feb. 28-March 1**—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

## MARCH

**March 1**—Deadline for entries in *Guillermo Martinez-Marquez Photojournalism Award*, open to Hispanic journalists. Information: (202) 783-6228.

**March 3-6**—*Arbitron Television Advisory Council* meeting. Palm Springs, Calif. Information: (212) 887-1344.

**March 4**—*The Museum of Broadcasting's* Eighth Annual Television Festival cocktail reception. Ahmanson Building Atrium, Los Angeles County Museum of Art, Los Angeles. Information: (818) 777-2580.

**March 4-8**—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group, University of Nebraska-Lincoln*. Nebraska Educational Telecommunications Center, Lincoln, Neb. Information: (402) 472-3611.

**March 5**—*Radio Advertising Bureau* radio mar-

## ERRATA

**WWOR-TV New York has not yet decided on specific time period for Zodiac's animated strip *Widget***, as reported in Jan. 28 issue, but will probably air show sometime between 7 and 9 a.m.

Picture of Cluster Television's *Bucky O'Hare and the Toad Wars* was mistakenly published with story on so-called "**FCC friendly**" programs in Jan. 28 issue. Show that should have been pictured was **Cluster's Romper Room**.

Outgoing and new features mentioned in Jan. 28 story on CBS Spectrum should have been identified as **CBS Radio Network features**.

keting workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

**March 5**—*West Virginia Broadcasters Association* call on Congress. Washington. Information: (304) 344-3798.

**March 6**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "The Nashville Network and the Flip Side of Country...Country Music Television." Speaker: Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, Copacabana, New York. Information: (212)

**March 6**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

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

**March 7**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

**March 7**—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

**March 8**—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

**March 8**—Deadline for entries in Hometown USA Video Festival, sponsored by *National Federation of Local Cable Programers*. Information: (916) 456-0757.

**March 8-10**—*Society of Professional Journalists, Atlanta chapter*, region three conference. Atlanta. Information: (404) 496-9957.

**March 9**—Green Eyeshade Southeastern regional journalism awards banquet of *Society of Professional Journalists, Atlanta chapter*. Hotel Nikko, Atlanta. Information: (404) 496-9957.

**March 9-10**—Third annual West Coast regional conference of *National Association of College Broadcasters*. University of Southern California, Los Angeles. Information: (401) 863-2225.

**March 11-13**—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

**March 12**—*American Advertising Federation* government affairs conference. Willard hotel, Washington. Information: (202) 898-0159.

**March 12**—*Ohio Cable Television Association* annual meeting. Hyatt on Capital Square, Columbus, Ohio. Information: (614) 461-4014.

**March 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Terence McGuirk, executive vice president, Turner Broadcasting System, and co-chairman, National Cable Month, and Brian Roberts, president, Comcast Corp., and co-chairman, National Cable Month. Copacabana, New York. Information: (212) 768-7050.

**March 13-16**—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver.

**March 14**—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

**March 15**—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: (703) 528-4200.

**March 16**—Addy Awards presentation, recognizing excellence in advertising, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington, Washington.

**March 18-21**—Supercomm '91, international conference and exhibition co-sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*. Included will be two separate conferences sponsored by *Pacific Telecommunications Council* and *Caribbean Telecommunications Council*. George Brown Convention Center, Houston. Information: (202) 835-3100.

**March 19**—*Radio Advertising Bureau* radio marketing workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

**March 20**—*Radio Advertising Bureau* radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

**March 20-21**—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

**March 21**—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

**March 21**—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

**March 21**—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications, Washington Marriott, Washington. Information: (202) 833-2684.

**March 22-23**—*Society of Professional Journalists-Radio-Television News Directors Association* regional convention. Boston Park Plaza, Boston. Information: Marsha Della-Giu, (617) 578-8805, or Emily Rooney, (617) 449-0400.

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

**March 25-26**—"The Centralization of Media

"Datebook" continues on page 45.



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# OPEN MIKE

## WORKING FOR THE FUTURE

EDITOR: I wish to applaud Daniel R. Taylor's Jan. 7 "Monday Memo" encouraging networking among younger people in the media industry. The problem Mr. Taylor discusses is actually much larger. As the Executive Director of the National Association of College Broadcasters (NACB), I regularly work closely with both college and commercial radio and television stations.

In general, I have found the media, compared to other large industries, does a very poor job of recruiting young people. Unlike other industries that recruit on college campuses and widely publicize internships, the media industry depends upon young people to search out jobs. Is it really assumed that the best young prospects will walk in your door and ask for an internship?

If the American media industry wishes to continue to be competitive in the new global environment, it must begin investing in the future leaders of the media industry. Under 30's programs such as the one by the International Radio and Television Society are an excellent start. But stations should also take the initiative to support college radio and television stations in their area. These college broadcasters are usually very committed, hard working and bright. If commercial broadcasters begin developing relationships with college stations through internships and seminars the commercial stations will benefit from this relationship when the students graduate into the job market.

The media industry must also realize it is a national industry. The top compa-

nies should recruit nationally for entry-level positions from the 2,000 college radio and TV stations where students gain practical experience, as well as from the 1,200 communications departments across the country.

As Mr. Taylor notes correctly: "To shape the future, industry leaders must shape the leaders of the future." NACB was created to develop communication between college stations and their commercial counterparts. But, without the interest and involvement of the media, we cannot fulfill our mission.

I implore commercial broadcasters to realize that the future of the media industry is dependent upon your commitment to the youth of the media industry. For more information of how you can get involved with college broadcasters you may contact the National Association of College Broadcasters at (401) 863-2225.—*Steve Klinenberg, executive director, National Association of College Broadcasters, Providence, R.I.*

## NICE NICHE

EDITOR: Regarding your Dec. 17, 1990, article "Scrounging for Dollars," KIRO-TV Seattle uses niche marketing to produce weekly travel, business, home, garden and sports programs. Our ongoing joint news/sales/public affairs project, "The Spirit of the Northwest Environment," generates new revenue well into six figures. What's more, it appeals to non-traditional advertisers, insuring that sales don't come from dollars already earmarked for the station.—*John Lippman, executive vice president, KIRO-TV Seattle.*

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# MONDAY MEMO

*A fin-syn commentary from Leroy Paul, American Family Broadcast Group, Columbus, Ga.*

**T**he financial interest and syndication rules are restraining free and open competition in the program and syndication market, are unfairly restricting the operations of ABC, CBS and NBC and should be repealed in their entirety by the FCC.

The question of how the repeal of these rules will affect local television stations ought to be central to the deliberations currently underway at the FCC. It seems to me that the role of the commission is clear. It is not to protect the Hollywood community, or to assist the networks, or to insure the financial viability of any particular group. It is to insure that television viewers receive the best quality news, sports and entertainment programming a free marketplace can provide. Free marketplace is key because we have proved over and over again both here and throughout the world that the marketplace works better than central planning.

In the issue at hand, both the FTC and the Justice Department have concluded that the fin-syn rules should be repealed. They have done this not once, but twice: once in the current debate and in 1983 before White House pressure overturned the FCC's proceedings. The conclusion of the FTC and Justice was: no one will be able to exert enough leverage to control or manipulate the market. Despite this overwhelming support from the two agencies in our government that are primarily concerned with insuring fair and open competition in the marketplace, independent stations continue to hold forth the spectre of networks colluding with their local affiliates to freeze independent stations out of bidding for syndicated product. In today's sophisticated marketplace, that just cannot happen.

Fifteen years ago, a large majority of the television stations in this country were sole proprietorships. A dedicated local citizen with a few community backers got a license, constructed the station, and was president, bookkeeper, program director, chief cook and bottle washer. He was a true pioneer. While his knowledge of local markets and community interests was never in doubt, he left some of the other aspects of the business to the network. But all that began to change when companies like American Family Broadcast Group, a



subsidiary of a very large insurance company, began to buy these medium size stations from their owners and founders. Six of our seven stations were purchases from entities that were, for all practical purposes, the founding proprietor. Today, of the approximately 630 stations affiliated with the three networks, only about 100 of them are single stations entities. Seventy-eight of them are part of two stations groups; 60 three-station companies; 96 four-station groups, and the other 300 or so stations are part of operations involving five or more stations. What these companies brought with them was management, nationally known legal counsel, Big 6 public accounting firms, money and a degree of sophistication that was in every way equal of that possessed by the networks, syndicators and suppliers with whom we deal. The days of the Century Plaza conventions to "meet the stars" and then go home and do everything the networks said to do are long gone. Today's media companies often deal with more than one network. In our case it is all three. How then is network "A" going to conspire to favor us over the other stations in a particular market, when in another of our markets that same network is our competition? It just won't happen. Or if it does, network "A" is going to find itself in court and/or before the FCC and facing a plaintiff just as well represented legally and politically as are they.

And who buys programs just because they aired on your network? Of the 23 off network programs that are (or soon will be) a part of the schedule of our seven stations, only six appear on the station affiliated with the network which originally aired the series. We go after the programs we need and can afford. Who owns them plays no part in the decision.

Arms-length dealings by syndicators, or anybody else for that matter, is indeed an important factor in a free marketplace. The idea that the FCC is a toothless tiger when it comes to enforcing fair play certainly has an empty ring with all broadcasters of long standing I know. Ignoring FCC mandates is something done only by the foolhardy.

Our competitors who operate independent stations, it seems to me, should not take the approach that the best way to help emerging stations is to tear down

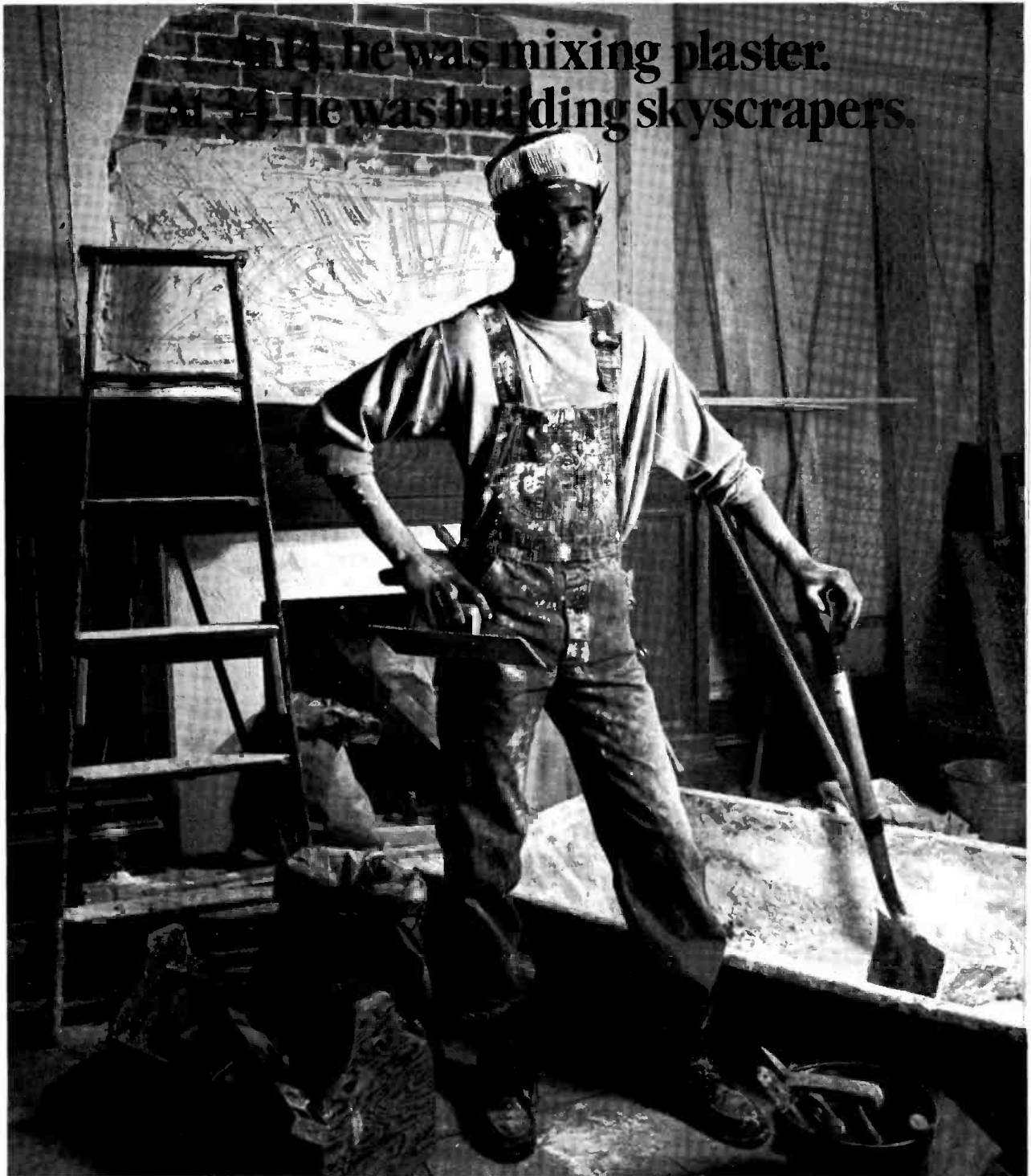
*"It is time we encourage more competition by letting the networks compete freely for a share of our dollars."*

the network-affiliate system. Penalizing the successful simply lowers the overall quality available to the American public, and encourages them to do something else with their time, as decreased sets-in-use figures should remind us. Independent

stations are, and rightfully should be, helped by temporarily not holding them to the same public service standards applied to the rest of us; by maintenance of PTAR, and by temporary waivers such as those provided Fox and its affiliates. But for independent stations to support the perpetuation of artificial rules like fin-syn that are designed to prevent competition by three specific companies, seems primarily designed to hurt the network-affiliate system rather than to improve one's own service.

The market for program production and syndication is dominated by only a handful of companies. It is time we encourage more competition by letting the networks compete freely for a share of our dollars. That's going to benefit independents, affiliates and the public.

We need more, not less competition in the syndication marketplace. ■



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Years ago, Herman Russell was just another kid growing up in a tough neighborhood with a part-time job as a plasterer.

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**Tough environments produce tough competitors.**

**United Negro College Fund.**  
A mind is a terrible thing to waste.



# TOP OF THE WEEK



The Ritz-Carlton in Naples

## NAB GOES FOR THE BRASS RING WITH DAB

*Endorses Eureka 147 as digital standard for new radio industry;  
TV board OK's talks with telcos, still favors must carry, must pay*

**O**n both sides of the aisle they were calling it an historic winter meeting of the National Association of Broadcasters joint board of directors, and they were half right. Spurred on by an aggressive task force and staff, the NAB set a new course for the radio industry that could retire all AM and FM stations in the next 20 years, and put in place a new digital audio broadcasting service (DAB) that would revolutionize that medium.

Television talked long but did less, relatively. The principal issues were must carry, retransmission consent and telco entry. NAB came away from its Naples, Fla., winter meeting deciding not to choose between the first two (it wants both) and to reaffirm its existing policy on the third. But with a twist: the board authorized the staff to open discussions with the telephone industry to see if they might hit a spark.

But it was DAB's day in the sun. Not only has NAB decided to support the digital revolution, which promises to

provide CD-quality, interference-free radio, but it wants to become a proponent. The association has settled on the Eureka 147 technology as its best hope, and is already at the letter-of-intent phase of becoming the North American licensee for that system. (There remains one minor hurdle: final evaluation by an NAB technical task force, which hopes to be in Europe this month.) Eureka is a technological subsidiary of the European Economic Community, and has previ-



ously developed a system for high-definition television that competes with the Japanese and other systems on the world stage.

What the American broadcasters don't want is development of satellite DAB, which could blanket the continent from a relatively few transponders and pose a serious threat to the viability of local radio. Advocates of that technology have already filed for FCC approval, and the NAB's action last week was seen as a preemptive strike in favor of terrestrial DAB.

Under the association's design, every existing AM and FM broadcaster would receive a DAB assignment, and might simulcast over the old and the new until there is a sufficient body of digital receivers to warrant retiring AM and FM altogether.

The DAB issue is larger than national in scope. It will be the business of WARC-92 (World Administrative Radio Conference), now scheduled for Spain from Feb. 3 to March 5 of next year. It



The NAB's executive committee assembled for this picture during the Florida meeting. L to r: Robert Hynes, NBC's Washington vice president and network representative on the executive committee; Ron Townsend, Gannett Television Group and TV board vice chairman; Gary Chapman, LIN Television Corp. and TV board chairman; Wally Jorgenson, Hubbard Broadcasting, immediate past joint board chairman; Lowry Mays, Clear Channel Communications, joint board chairman; David Hicks, Hicks Broadcasting, radio board chairman; Richard Novik, WKIP(AM)-WRNQ(FM) Poughkeepsie, N.Y., radio board vice chairman and Eddie Fritts, NAB president.

is hoped that the NAB initiative will advance development of a U.S. position for WARC.

(Later, the TV board resolved that current UHF spectrum now reserved for high-definition television should not be used for DAB service.)

NAB's involvement as a proponent and licensing agent would be a precedent. "Our motivation for this is not money," said NAB President Eddie Fritts, but the association could realize significant positive cash flow from such a pact. (Technically, the licensing activity would be undertaken by NAB Technologies Inc., a for-profit subsidiary.) It was noted that NAB would make the technology available to anyone authorized by the FCC to utilize DAB.

The NAB cites the difficulty in launching a new broadcast service with-

out an agreed-upon standard as another rationale for its involvement. The failure of AM stereo was noted by Michael Rau, NAB's senior vice president for science and technology, who said: "The principal lesson we have learned is that a single broadcast standard must be adopted by the government. But the government should not be the initial decision-maker; industry must make the first decisions, and make a strong representation to the FCC. We need to determine our own futures."

Such a take charge attitude was evident throughout the DAB deliberations in Naples. The association staff, working under Executive Vice President John Abel, mounted a five-hour presentation on Jan. 26, in concert with the DAB task force, chaired by Alan Box of EZ Communications, Fairfax, Va. None was

more bullish than Abel, who said: "One thing has been crystal clear ever since we first learned about DAB technology: The United States radio broadcasting industry is going to change." Nor was anyone more contemptuous of satellite proponents. He called them "spectrum hogs" that afford neither local service nor diversity.)

Television's actions paled by comparison, although NAB leadership insisted they meant more than met the eye. (TV Board Chairman Gary Chapman of LIN Broadcasting, New York, called them "historic," and the TV board put in the week's longest day to reach them.) Primarily, they came down to a statement of principles relating to the present and future TV marketplace—that is, with cable and broadcast TV now and

## BOUCHER URGES BROADCASTERS TO CUT TELCO DEAL

elco entry into the video delivery business is "inevitable." That is what Congressman Rick Boucher (D-Va.) told NAB directors and group broadcasters attending NAB's legislative forum in Naples, Fla. Boucher also said it is in broadcasters' best interest to cut a deal with the telephone industry and "mold the terms" of a telco entry bill. One of the provisions, he suggested, should be a retransmission consent fee for broadcasters.

(By the close of the NAB board meeting, the directors reaffirmed the association's earlier stand on telco entry: Phone companies operating as cable systems should be regulated as common carriers.)

"By being participants [in discussions], broadcasters can best protect their core concerns," Boucher told BROADCASTING following his remarks in Naples. He is a member of the



House Telecommunications Subcommittee and was the key sponsor of a bill in the last Congress that would permit phone companies to offer video services.

Boucher believes broadcasters "should and can obtain" a retransmission consent fee as part of a telco entry package. "The time is right for this change."

He urged broadcasters to sit down with the phone industry and devise a legislative package. Furthermore, Boucher said the telcos are "very interested in talking with

broadcasters." He thinks the "core concerns" of both industries can be met.

"I would not say that the NAB board is unanimous in their enthusiasm for this proposal," said Boucher. There were those, he added, who expressed "great concern." Still, there are "quite a few" who want to sit down with the telcos.

Boucher did not reveal a specific proposal, although he indicated that must-carry provisions and channel positioning protection would be included. He also said that the retransmission fee should be shared with the program production community.

-KM



the possibility of telco entry later. The board's four points:

- "Broadcasters support a mandated requirement that cable system operators carry local broadcast signals, which assures full, secure, equitable and stable access to their audiences in the geographic areas in which those broadcast licensees have traditionally served."

- "Broadcasters should be assured of permanent access to their local markets, including the use of new technologies such as HDTV, DAB and other enhancements, regardless of the technology viewers and listeners use to receive programing."

- "Broadcasters should have retransmission control over who uses their signals and under what circumstances."

- "Broadcasters reaffirm the existing NAB position on telco entry." Which is to say, only common carrier operation, no involvement in content, no acquisition of existing cable systems within a telephone company's service area and no acquisition of cable systems inside or outside the territories of regional Bell operating companies, among other restrictions or limitations.

The formal board meeting was preceded by a legislative forum that featured a number of key Washington figures, including FCC Chairman Alfred Sikes, Senators John Danforth (R-Mo.), Bob Packwood (R-Ore.) and Bob Kasten (R-Wis.), and Representatives Norm Dicks (D-Wash.) and Rick Boucher (D-Va.). The last named made most of the news with his appeal for an accommodation on telco entry—a position that appeared to be opposed by most who spoke up at his presentation, but that was given high marks for its cogency (see box, page 16).

Sikes spoke of sea changes coming in the industry and of a "seamless" video environment in which viewers could move from one provider to another without notice. Danforth, one of the prime movers behind the effort to reregulate cable in the last Congress, spoke confidently of a bill's passage this year. Packwood—who said NAB can now lobby its way out of a paper bag (he had once said it couldn't)—downplayed the danger of a spectrum tax in this Congress but said a transfer fee could arise.

Although the DAB and TV actions held the spotlight at the Naples meeting, they were not alone on the agenda:

- The joint board approved a record budget of \$16,745,885 for fiscal 1991-'92 (beginning April 1), up 3.96% from the

previous year's \$16,107,236 (see box).

- Both radio and TV boards adopted resolutions opposing the establishment of a performers royalty tied to the advent of digital broadcasting.

- The radio board gave the Electronic Industries Association 30 days to agree on a joint certification mark to be placed on AM receivers incorporating state-of-the-art circuitry and said the NAB would proceed on its own thereafter.

- ABC/Capcities Chairman Tom Murphy was named to receive the Distinguished Service Award at the annual convention in Las Vegas in April. A special "Spirit of Broadcasting" award will be given to former FCC commissioner Robert E. Lee, now with the Washington law firm of Fletcher Heald & Hildreth.

- LaQuinta (Palm Springs) was selected as site of next year's joint board winter meeting, Jan. 10-18. -DW

## NAB'S 1991-92 BUDGET

### INCOME

|                              |                                     |
|------------------------------|-------------------------------------|
| Radio network dues           | <b>\$3,501,235 (20.9% of total)</b> |
| TV network dues              | <b>3,671,530 (21.9%)</b>            |
| Adjusted radio income        | <b>(96,000)—</b>                    |
| Adjusted TV income           | <b>(17,500)—</b>                    |
| Associate members            | <b>1,035,000 (6.1%)</b>             |
| Annual convention net income | <b>6,252,250 (37.3%)</b>            |
| Radio convention net income  | <b>624,020 (3.7%)</b>               |
| NAB services                 | <b>1,261,350 (7.5%)</b>             |
| Rental income                | <b>0 (—)</b>                        |
| Interest income              | <b>475,000 (2.8%)</b>               |
| Miscellaneous income         | <b>39,000 (0.2%)</b>                |
| <b>TOTAL INCOME</b>          | <b>\$16,745,885</b>                 |

### EXPENSES

|                               |                            |
|-------------------------------|----------------------------|
| Government relations          | <b>\$2,552,560 (15.4%)</b> |
| Legal                         | <b>1,036,395 (6.2%)</b>    |
| Human resources/development   | <b>163,140 (0.9%)</b>      |
| Public affairs/communications | <b>922,520 (5.5%)</b>      |
| NAB services                  | <b>1,173,465 (7.1%)</b>    |
| Science/technology            | <b>977,310 (5.9%)</b>      |
| Research/planning             | <b>1,037,530 (6.2%)</b>    |
| Radio                         | <b>860,115 (5.2%)</b>      |
| TV                            | <b>684,845 (4.1%)</b>      |
| Meetings & special events     | <b>613,685 (3.7%)</b>      |
| Conventions/exhibits          | <b>68,010 (0.4%)</b>       |
| General/administrative        | <b>6,387,465 (38.7%)</b>   |
| <b>TOTAL EXPENSES</b>         | <b>\$16,477,040</b>        |

|                              |                  |
|------------------------------|------------------|
| <b>NET INCOME OPERATIONS</b> | <b>\$268,845</b> |
|------------------------------|------------------|

Footnotes: Board contingency, (\$65,000); Net income (expense), \$203,845; Replenishment of '89-'90 reserves, (\$103,845); Reserve for government issues (\$100,000); To fund balance, \$0.

# HOLLINGS: COMMERCE TO FOCUS ON COMMUNICATIONS

*Senate Committee Chairman says he wants to find common ground with FCC Chairman Al Sikes and committee's ranking Republican John Danforth*

**S**enate Commerce Committee Chairman Ernest Hollings (D-S.C.) is calling for a "broad look" at communications policy.

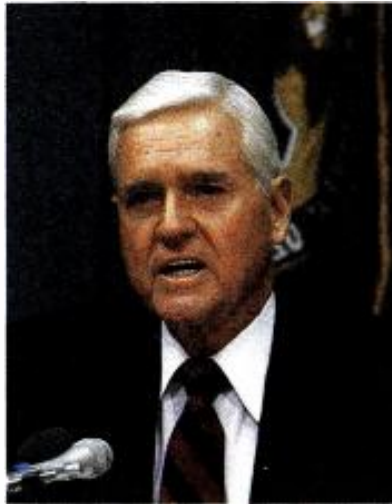
Last week at the committee's organizational meeting, Hollings said Commerce would concentrate on aviation and communications issues during the 102nd Congress. Hollings later told BROADCASTING that he wanted to "sit down" with FCC Chairman Alfred Sikes and the committee's ranking Republican, John Danforth of Missouri, to see "where we can work together" and head "down the same road." Hollings added that there are many issues "coming along," and that there should be a "sound approach" to them. He also indicated that Sikes and the other FCC commissioners would be required to testify at an oversight hearing to discuss what the agency "has on its plate."

Hollings's interest appears to be triggered by an article FCC Chairman Al Sikes wrote in *Newsweek* last month. Sikes wrote that the U.S. is on the "brink of a new age in communications." But he said outdated FCC rules and other government regulations will hamper development of new technologies and a more competitive communications marketplace.

For example, the FCC chairman said that if telephone companies "can't transmit video, and cable companies can't provide telephone services, then development of fiber optics may also be at risk. If that happens, our world leadership in communications is in serious jeopardy." The FCC wants to "identify which regulatory policies are helpful and which ones risk jeopardizing the future of communications in this country," Sikes wrote.

Hollings wants to get the "lay of the land," said a committee source. Also, this year Commerce will consider authorization legislation for the FCC and Hollings's overview will be part of that process. Moreover, the source said Sikes has undertaken a number of initiatives, and the senator wants to explore where Sikes "thinks we are."

Sikes last year announced his intention to conduct an "attic-to-basement" review of broadcast multiple ownership and crossownership restrictions with the intention of identifying those that might be relaxed or eliminated. The FCC staff has already begun the review and is ex-



Hollings

pected to offer some recommendations late next spring or summer.

The FCC also intends to resurrect, some time this year, an inquiry into whether the barriers against telephone companies' owning cable systems in their telephone service areas should be removed.

Hollings, who has been concerned about the loss of American jobs in the textile and telephone manufacturing industries to foreign competitors, was said by one committee staffer to have concerns about regulatory restrictions that

apply to U.S. media companies but not to those that are owned by foreign enterprises.

It is unclear whether Hollings is specifically concerned about the foreign ownership of major Hollywood studios, which are battling to preserve the financial interest and syndication restrictions on the U.S.-owned broadcast networks. The networks, particularly NBC, have raised the foreign ownership issue in their campaign to persuade the FCC to repeal the rules.

As for specific legislation on the committee's agenda, Hollings said it would consider a cable bill as well as legislation that would permit the Bell operating companies to manufacture telephone equipment. The committee will also consider a spectrum reallocation bill, something Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) wants to move on. The measure calls for reallocating 200 mhz of government spectrum for private use.

Hollings thinks legislation reregulating cable can pass the Senate, but he warned that if language is added that would permit the phone companies to offer video services, it would "kill" the measure.

As for the committee's reorganization, the membership remains the same on both the parent Commerce Committee and Communications Subcommittee. —KRM

## COPYRIGHT SUBCOMMITTEE GETS NEW CHAIRMAN

**D**emocratic Representative William Hughes of New Jersey was named chairman of the House Copyright Subcommittee last week. He chaired the Judiciary Committee's Subcommittee on Crime for 10 years and succeeds Robert Kastenmeier (D-Wis.), who was defeated in November. Hughes joined the Copyright Subcommittee in 1989. In a statement last week, the congressman said he intends to "review the current patent and copyright system to seek ways to help American businesses develop new inventions and innovations and to protect their investments in research and development." As for cable copyright issues, Hughes said he is not sure "where it's going to fit on our menu." He also reported that Hayden Gregory, his chief counsel on the Crime Subcommittee, will run the Copyright Subcommittee.

Copyright's roster includes returning members: Mike Synar (D-Okla.); Rick Boucher (D-Va.); Mel Levine (D-Calif.); George Sangmeister (D-Ill.); Carlos Moorhead (R-Calif.); Howard Coble (R-N.C.); Hamilton Fish (R-N.Y.), and F. James Sensenbrenner (R-Wis.). New members include: John Conyers (D-Mich.); Pat Schroeder (D-Colo.); Dan Glickman (D-Kan.); Barney Frank (D-Mass.); Charles Schumer (D-N.Y.); Craig James (R-Fla.) and Tom Campbell (R-Calif.). Schroeder, Glickman and Frank have served on the subcommittee before. Schumer is one of the cable industry's staunchest critics.

# TV STATIONS ARE SCALING BACK GULF COVERAGE

*Nielsen-Medialink survey finds that more than 75% of U.S. TV stations are expected to reduce their coverage of war in Middle East this week*

**T**he appetite for Persian Gulf news by television stations appears to be on the decline as networks are having limited success in clearing extended evening newscasts, and local news directors are leaning toward more traditional February sweeps fare.

More than 75% of the nation's stations are expected to reduce their coverage of the Persian Gulf war this week, according to a Nielsen Media Research-Medialink telephone survey of news directors, producers and assignment editors at 96 stations.

The broadcast networks by last week appeared to be having limited success clearing their extended evening newscasts, with CBS News covering about 40% and NBC less than 50% of U.S. households. ABC News, which had reported 80% coverage for its expanded newscast during the week of Jan. 21, was the first of the three networks to drop the daily extension, on Tuesday, Jan. 29. (ABC News said it was prepared to expand to a full hour as warranted by events, and did so on Wednesday night.)

Among the broadcast networks, CBS News has been offering the most local advertising time to its affiliates, an added six minutes during each expanded edition of the nightly newscast. Anthony Malara, CBS affiliate relations president, said the arrangement allows stations to cover for any revenue lost by the absence of local news or syndicated programming. The arrangement also avoids the problem of trying to get network sponsors to commit to advertise during war coverage, he said.

"It is very difficult for the advertisers to be involved in war coverage," said Malara. "But we're presenting the kind of information and the amount of information that is felt prudent by the network."

NBC was said to be giving affiliates four minutes of local advertising time during its added half-hour and maintaining about two minutes for national. ABC was reportedly offering local affiliates three minutes during the added half-hour and not maintaining any network spots.

Malara said last week that 34 CBS affiliates nationally were picking up the additional half-hour (21% of its household coverage included the CBS owned-and-operated stations). That number has

been constant since CBS News added the half-hour Jan. 24, he said, and is expected to hold at that number for the duration of the expanded newscast. The station list represents a mix of market sizes, he said.

Those affiliates that do not pick up the additional half-hour either feel their market is being served by war coverage during the regular newscast or find it difficult to give up the money available through regularly scheduled syndicated programming, said Malara. Some stations also feel that their local news is just as important as the Gulf coverage, he added.

"There is a wide variety of reasons why stations would choose not to clear; it's not just commercial reasons," said Eric Bremner, president of broadcast division, King Broadcasting. Just one of the three King Broadcasting stations, KGW-TV Portland, is currently clearing the added half-hour NBC News broadcast.

At CBS affiliate WBAL-TV Baltimore, vice president and station manager Joseph Heston said the station plans to pick up the additional half-hour only when developments merit the added coverage. As of Thursday, WBAL-TV had not (once all last week) picked up the additional half-hour.

"I'm convinced that a well-produced

half-hour will cover the news as released by the Pentagon," said Heston. "If indeed there were more news than what we heard reported during the summary, there is no question we would be on during the hour."

At KTBC-TV Austin, another CBS affiliate, which last week stopped picking up the additional half-hour, general manager Jack Harrison said: "If we feel the coverage warrants it, we'll be back there with the network."

More than 90% of the country's television stations devoted more than three-quarters of their newscasts to coverage of the Gulf during the first five days of fighting, according to the aforementioned Nielsen-Medialink survey.

Among other findings in the telephone survey, almost two-thirds of those surveyed said the U.S. government was being truthful and fair in providing war information to the media. On the subject of airing footage of wounded soldiers, one-third said they would air such footage, one-third said they would not, and another one-third remained undecided.

In other expanded news developments, the Public Broadcasting Service's daily hour-long *MacNeill/Lehrer NewsHour* has added a regular Saturday night broadcast during the war, anchored by chief Washington correspondent Judy Woodruff.

—RS

## REPRISING THE WEEK AT WAR

**P**rior to the outbreak of war in the Persian Gulf, CBS News Vice President Don DeCesare said the network would pursue options to the restrictive Pentagon press pools while at the same time placing a premium on the safety of its reporters. Despite the precautions, DeCesare last week found himself journeying to the region in search of clues for the whereabouts of the four-man CBS News crew that disappeared on Jan. 21.

At press time, CBS News still did not know the whereabouts of the crew, which included veteran war correspondent Bob Simon; London-based CBS News producer Peter Bluff; American cameraman Roberto Alvarez, and Juan Caldera, a Nicaraguan sound man. A CBS News spokesman said last week



CBS's Bob Simon

that the crew's car had been found at the Saudi border and that network officials had been read a Saudi document confirming that an Iraqi defector claimed to have heard about four foreigners taken

into custody by Iraqi troops.

Along with DeCesare's efforts, CBS News producer Larry Doyle was in Jordan last week trying to get a humanitarian visa into Iraq in order to track down the crew. And the Saudis, who had initially been criticized by CBS News for failing to help in the search, were described by the network last week as being much more cooperative.

□

The war's first full-scale ground battle—Wednesday's attack by Iraqi forces on the Saudi border town of Khafji—did not turn out to be the true test of the pool capabilities that some had anticipated, according to ABC News foreign news director John Arrowsmith.

Arrowsmith said correspondents based in the region told him they would have preferred that the pools had been more closely identified to the action in Khafji. The pools were accompanying the U.S. troops, while the Saudi troops actually served as the lead units in the military action.

The pools did work relatively well, however, in terms of quickly bringing the footage back home. Military escorts were able to drive correspondents from the action in Khafji to Dhahran within about four hours, at which point images were quickly beamed via satellite back to the U.S.

"For the first major ground engagement, the speed of getting the pool there and getting the material on the air was satisfactory," said George Watson, ABC News Washington bureau chief. "But that has not been the situation to date."

□

In other Persian Gulf developments, CNN last Tuesday aired an exclusive interview with Saddam Hussein. The interview, conducted by CNN correspondent Peter Arnett, raised further questions about the relationship between Iraq and the reporter, who last week was serving as one of the few Western journalists permitted in the region. Nearly all Western reporters had been ordered out by Iraq after the War began Jan. 16.

CNN, operating last week with a five-member crew in Iraq, managed to beam Arnett live via satellite from the country on Tuesday night for what was believed to have been the first live report from a country at war with the U.S.

Iraq late last week agreed to allow as many as two dozen journalists from Europe back into Baghdad. While ABC, CBS and NBC still were not able to obtain visas into Iraq last week, the networks were expected to utilize footage from such cleared European broadcasters as ITN, WTN and Japan's NHK. —RB

## ADVERTISERS EXERCISE SECOND QUARTER OPTIONS

*On average, 20% to 25% of buys cancelled; losses from war preemptions \$30-\$40 million*

**A**lready hurting from a soft scatter market and faced with rising war coverage costs, the networks and Fox took another hit last week from advertisers who decided to cancel their upfront buys during the second quarter.

Although the hit on second quarter option cancellations may not have been as bad as expected, advertisers, according to network, agency and advertiser executives, cut between 20% and 25% of their buys. That is 10% to 15% more than last year's second quarter cancellations. Advertisers can cancel up to 50% of their upfront commitments. The decision on exercising options normally is made 90 days prior to the quarter. Because of the war, however, most advertisers asked for and received extensions.

The canceled options do not bode well for the second-quarter scatter market. There is already a soft market and the additional inventory could further drive prices down. The situation is not the same at all the networks. Fox and NBC have had ratings shortfalls and can use the inventory for makegoods. ABC and CBS are hoping the economy will pick up and improve the market. In a good market, scatter prices are often at least

10% higher than upfront prices. But even without the inventory set aside for scatter, the networks still have a lot to sell. According to one media buyer, the second and third quarter markets are usually tightened artificially by makegood liability that spills into those quarters, and the markets would disappear before they opened. Now, advertisers are often getting makegoods in the same quarter the under-delivery occurred.

The second quarter is critical to networks in that it leads into the upfront market. No activity, according to one media buyer, could mean a soft upfront and leave advertisers wondering whether they should put a lot of money down early if they might get better deals in scatter. One network executive agreed this is not a good way to head into the upfront.

When the war first broke, there was speculation that massive commercial preemptions for news coverage might tighten up the marketplace. As it turned out, the networks only did massive preemptions the first two days. And while they have lost, according to one network executive's estimate, \$30 million to \$40 million in preemptions, it probably will

## CBS, FOX CUT SERIES CONTENT FOR NEWS BREAKS

**B**oth CBS and Fox have asked program suppliers to trim up to 30 seconds from the content of shows to make room for news breaks on the war in the Persian Gulf. According to ABC and NBC, so far neither network has asked its suppliers to do the same.

According to a CBS spokeswoman, the network has asked all its suppliers to make cuts up to 30 seconds. At Fox, however, the cuts have apparently been more selective. Shows that have been confirmed to have been affected include *Against the Law*, *Babes*, *True Colors* and *Beverly Hills 90210*, while spokespeople for *Married...With Children*, *The Simpsons* and *In Living Color*, three of Fox's highest rated shows, said they were not aware of the request. All the cut footage will be put back, either for the episodes' rebroadcast or for possible syndication.

In some cases, Fox is making the cuts itself. An MGM spokesman said the studio is turning over episodes of *Against the Law* to Fox and allowing them to make the cuts. Fox is able to make the cuts because the two companies employ the same editing process (Lexicon). In addition to program content, Fox has also taken time from public service announcements and promotional spots. Fox began making the cuts when they started feeding one-minute news breaks (every hour during prime time) to affiliates on Jan. 14.

Thus far, all producers who have been asked have complied. "The program suppliers have been very supportive because they agree it's important to keep the public informed," said the Fox spokeswoman.

not tighten up the marketplace.

Many advertisers are still skittish about running ads during war coverage. On the plus side, they are not canceling contracts or, as one network executive put it, "not double penalizing us...they just want makegoods."

Advertisers that did not cut back significantly included the big three domestic auto manufacturers. Of the three, one did not exercise any options, one asked for an extension and one only made minor cancellations. Said one big three media planner: "Even within our buys, there is room for flexibility and we are moving buys around the quarter. We did not push the panic buttons."

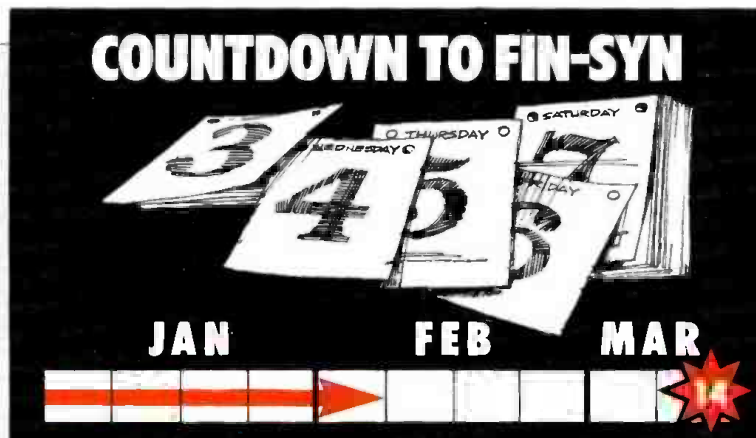
Cable networks say the economy has hit them slightly in cancellations on second-quarter options. "Cable will not be the first place people [cancel options,]" said Tom Winner, executive vice president, media director, Campbell-Mithun-Esty. "Advertisers will pull out of network before they pull out of cable."

Arts & Entertainment has had what it terms only "a couple of small cancellations," from package-goods advertisers, totalling about \$100,000, said Ron Schneier, vice president, advertising sales. Schneier said a few car advertisers have asked for extensions through to this week, and if they scale back their buys, A&E will lose a total of \$300,000 in ad revenue, according to Schneier. "Advertisers don't want to cut back on cable and they especially don't want to cut back on upscale viewers," he said. "While it's true upscale viewers are buying less, they're more likely to buy than others."

USA Network has had two cutbacks so far—from RJR Nabisco and Campbell's—and has no outstanding requests for extensions, according to John Silvestri, executive vice president, advertising sales. RJR exercised its second quarter option partially, and Campbell's withdrew the entire 50%, but according to Silvestri, Campbell's advertising is traditionally very light in the second quarter, so the impact is minimal. Silvestri said it is too early to predict the second quarter scatter market, but he said first quarter inventory was 95% sold out and that 75% to 80% of inventory is committed for the second quarter.

Lifetime has lost less than 3% of second-quarter ad revenue to cancellations, said Doug McCormick, executive vice president. He would only say that "in some cases, advertisers have canceled all 50%." Although cancellations have been light, the economy might negatively affect the second-quarter scatter market, said McCormick, who said Lifetime sold 85% of its inventory in the first quarter.

-JF, SDM



**F**CC Commissioner Sherrie Marshall reacted quickly and negatively to the staff options papers, which lean heavily toward repealing the rules.

By the middle of last week, her office had cranked out a nine-page response in defense of the two-step compromise that was criticized in the staff paper, but that she believes balances the competing interests of the networks and producers.

The two-step would allow a network to negotiate for financial interest and syndication rights in a program, but only after the network has agreed to license the program for network airing. Hollywood has been pushing two-step variations. But to the networks, it's completely unacceptable.

The options papers' call for "complete or near-complete elimination" of the rules disregards the FCC's "mandate to insure programing diversity," Marshall told BROADCASTING. Also, she said, the staff's "second best" proposal to cap the number of prime time programs that networks can acquire an interest in was an example of "cutting-the-baby-down-the-middle arbitrariness."

Despite the long hours that went into her response, Marshall said she doesn't plan to deliver it to FCC Chairman Alfred Sikes or the staffers who drafted the options paper. Instead, she said, she plans to use it in her discussions with them as she did last week in a meeting with Mass Media Bureau Chief Roy Stewart and Office of Plans and Policy Chief Robert Pepper. The response has reportedly received some circulation on the eighth floor, however.

Of the other commissioners, only Andrew Barrett would comment publicly on the options paper, but only in general terms. Like Marshall, his reaction was negative. "It did not give me a great deal to work from," he said. "The options were too conclusionary and they did not analyze the components on which the decision ought to be based."

Although, as Marshall noted, the FCC staff options paper of fin-syn reform leaned heavily toward repealing the rules, the network executives were not entirely happy with it. They felt there was still far too much discussion about compromise positions falling short of the repeal they believe they are entitled to. In addition, they object to the presumption that Fox deserved continued exemption for any residual rules. The papers focused not on whether Fox and other emerging networks should be given an exemption, they said, but on what criteria should be set for qualifying for an exemption.

Perhaps because of NBC's retaining of Barrett's long-time patron, former Illinois Governor Jim Thompson, the network executives are feeling fairly confident about Barrett these days. Barrett's response to the network's reported attitude: "I share the warm feeling if that's what they have for me."

NBC hopes to get a better read on the enigmatic Barrett this Thursday (Feb. 7) when President Robert Wright and other NBC executives meet with him in his office.

On his way in to see Barrett, Wright might bump into CBS Entertainment President Jeff Sagansky, who is scheduled to meet Duggan the same day. Sagansky is flying to Washington to visit the commissioner to continue discussions begun last year on Duggan's fin-syn fact-finding trip to Los Angeles.

-NAJ

## MULTIMEDIA NAMES NEW PRESIDENT

Robert Turner, president of Orbis Communications (*Jokers Wild*, \$100,000 *Pyramid*), was named president of Multimedia Entertainment (*Donahue*, *Sally Jesse Raphael* and *Big Break*) last week, a position vacant since the departure of Peter Lund several months ago. The appointment came as a surprise to some, who felt Turner was wedded to Orbis, the company he started in 1984. In 1987, Orbis merged with Carolco Productions, giving the company distribution rights to the series of "Rambo" movies, new made-for-TV movies and other product. Orbis subsequently acquired syndication rights to other "A" movie titles such as "Platoon" and "The Terminator." Orbis now has an estimated value of more than \$75 million. Turner will assume his new position on Feb. 11. Turner said last week he accepted the post because "I like to build and I think I've taken Orbis to the point" where the entrepreneurial work is done. He described Multimedia Entertainment as a "sleeping giant," a place where he hopes to instill "more entrepreneurial spirit." There was no word on Turner's replacement at Orbis at deadline, but three company executives, Hilary Hendler, Neil Russell and John Ranck were said to be in contention for the post. Also, a source said, Turner's duties may be divided among the three.

## BATTLELINES DRAWN ON CHILDREN'S RULEMAKING

**A**t least 56 companies and associations began slugging it out over the details of the Children's Television Act of 1990 last week in the form of comments submitted to the FCC. At odds on the fundamentals, broadcasters and public interest groups in particular appeared ready to go the distance, as the commission works toward instituting related policies and rules by October.

In one corner and unified on most points, broadcasters called on the commission to define terms and write rules that allow them the greatest possible leeway in assessing and meeting children's "educational and informational needs" and in satisfying new limits on "commercial matter" in children's TV (10½ minutes per hour on weekends, 12 minutes on weekdays).

In the opposite corner, 10 public interest groups led by Action for Children's Television recommended strict definitions of terms—which, for example, would allow only nonfiction under the "educational and informational programming" rubric—and urged adoption of tough reporting and enforcement standards. And, contrary to the recommendations of broadcast, cable, advertising and TV production entities, including the National Cable Television Association, the Motion Picture Association of America, Walt Disney Co. and Mars Inc., ACT urged the adoption of strict definitions of "commercial matter" and "program-length commercials," that would discourage production of entertainment and product-related programs.

Even the term "licensee" drew some controversy, as most argued that cable operators (licensees) should be held liable for commercial time limit violations in cable network programming (not licensees). And although virtually all parties approved defining "children's television" as programming produced for children 12 years and under, the National Association of Broadcasters urged the FCC to lower the top age, perhaps to eight.

But uniformly, over-the-air broadcasters—including NAB, the Association of Independent Television Stations (INTV), Capital Cities/ABC, CBS, NBC, Cox Enterprises, First Media Corp., Guy Gannett, Kelly Broadcasting, Media General Broadcast Group, Midcontinent Television and Multimedia—argued for maximum flexibility in assessing children's needs and in acquiring and scheduling educational and informational fare to meet them.

Congressional committee reports, said Great American, "make it clear that programs need not be narrowly 'educational' to qualify as serving children's educational and informational needs." Among others, a joint filing by 12 broadcast groups, including Cannell Communications, Cox and H&C Communications, said the definition of "educational and informational" programming should encompass entertainment, general audience or adult programs, as well as spots or short segments, that answer Senator Daniel Inouye's suggestion that the term refer

to programming that "furthers a child's intellectual, emotional and social development."

On the contrary, ACT called for "nonfiction, age-specific programming," for additional record-keeping requirements for broadcasters and for the FCC to randomly audit 5% of stations.

Opposing such requirements, the broadcasters also urged the FCC to apply no sanctions, including loss of renewal expectancy, for anything less than "willful" violations, or violations after warning, of the per-hour commercial time limitations and to consider children's program service only one element of renewal expectancy. Calling for an Oct. 1, 1991, start date for compliance, they also opposed ACT in urging adoption of a "clock hour," rather than a program segment, as the measure for the commercial limitations.

Potential definitions of "commercial matter" provided another hotly contested point. Claiming "toy-based" programs increased from 13 to 70 between 1983 and 1988, ACT devoted much of its comments toward persuading the FCC to ban all product-related programs—at least a ban of such programs where the product is released before or in conjunction with the program, concurred the Donald McGannon Communications Research Center.

Most broadcasters and program producers argued with the American Advertising Federation and the Association of National Advertisers that the definitions of "commercial matter" and "program-length commercials" should not discourage the production of programs with product-related characters or story lines.

Concerning cable liability, said Turner Broadcasting Service, "Nothing in the act grants the FCC new direct authority to regulate programmers. Instead, the act by its terms applies to cable operators" and other licensees. TBS added, however, that programmers would only hurt their own revenue streams by violating rules and putting operators in harm's way. And, like another commenter, USA Network, TBS said it will adhere to the commercial limits.

NCTA agreed that the FCC has no apparent authority over cable programmers, but that Congress appears to have intended their programming to be covered by the act. Declining to oppose the FCC's initial conclusion that the Act does not specify operators as liable for network infractions, it suggests that, given operator liability, the FCC allow for de minimis violations and encourage operators to secure constraints in contracts with programmers. —PDL

# PROGRAMMING

## MINI-SERIES, HIGH PROFILE SHOWS LEAD NETWORKS INTO FEBRUARY SWEEPS

**A**BC, CBS and NBC each head into the February sweeps armed with a four-hour, two-night mini-series and a list of made-for-TV movies rounding out their respective schedules. Each also is using the month to trot out high-profile product—especially CBS, which is once again relying on past CBS franchise series to power its sweeps programming. For this ratings period, CBS is tagging the weekend of Feb. 16 as "Classic Weekend," with retroactive specials commemorating *All in the Family*, *The Mary Tyler Moore Show* and *The Ed Sullivan Show*.

Following is a network by network look at February sweeps highlights.

■ **ABC:** At the network, the sweeps schedule is anchored by the four-hour, two-night *Son of the Morningstar* movie about General George Armstrong Custer and his death at the Battle of Little Big Horn. Gary Cole of *Midnight Caller* stars in the movie which was to begin Sunday, Feb. 3, at 9 p.m. and conclude Monday, Feb. 4.

The network was scheduled to kick off the sweeps month on Sunday, Feb. 3, with a \$100,000 winner on a special episode of *America's Funniest Home Videos*. On Wednesday, Feb. 6, another installment of the Barbara Walters interview series airs at 10-11 p.m. Her interviewees include actor John Goodman, actress Julia Roberts, and mother and daughter country singing duo, The Judds.

On Thursday, Feb. 7 (10 p.m.), *Fantasies* airs with Robert Urich and Joanna Kerns as hosts. The one-hour reality special features people who realize their dreams. The show preempts *Prime Time Live*.

*Big* makes its broadcast television premiere Sunday, Feb. 10, at 9 p.m. The comedy, starring Tom Hanks, earned in excess of \$150 million at the box office.

The remainder of ABC's lineup consists of made-for-television movies on Feb. 17, 18 and 20. On Sunday, Feb. 17, *Whatever Happened to Baby Jane?* airs, starring Lynn and Vanessa Red-



NBC's 'Perry Mason'



CBS's 'All in the Family'



CBS's 'Mary Tyler Moore'

grave. The following night of the 18th at 9-11 p.m., *Fire: Trapped on the 37th Floor*, stars Lee Majors and Lisa Hartman. On Wednesday, Feb. 20, another *Columbo* two-hour movie airs, the third of four such telecasts to be scheduled on ABC this season.

In addition, an ABC spokesman said the network has not yet scheduled movies for Feb. 24 and 25, the final Sunday and Monday nights of the February sweeps.

■ **CBS:** Buoyed by the past sweeps performance of its usage of traditional CBS properties such as *The Honeymooners*

and *I Love Lucy* specials, CBS is anchoring its sweeps lineup with a classic weekend of "Best Of" specials, featuring *All in the Family*, *The Ed Sullivan Show* and *The Mary Tyler Moore Show*. Norman Lear, Mary Tyler Moore and Carol Burnett will host the specials.

CBS's "Classic Weekend" debuts on Saturday, Feb. 16, with the *All in the Family 20th Anniversary Special*, hosted by Lear. The creator of the show for American TV is joined by series stars Carroll O'Connor, Jean Stapleton, Rob Reiner and Sally Struthers on the special airing from 8-9:30 p.m.

*The Very Best of Ed Sullivan* airs from 9 p.m. to 11 p.m. on Sunday, Feb. 17, with Burnett hosting from the Ed Sullivan Theater in New York where his variety showed originated for 23 years.

On Monday, Feb. 18, at 9:30-11 p.m., *Mary Tyler Moore: The 20th Anniversary Show* airs, featuring Moore, Ed Asner, Georgia Engel, Valerie Harper, Cloris Leachman, Gavin MacLeod and Betty White.

CBS starts the ratings period with a musical special, *Cher at the Mirage*, on Monday, Feb. 4, at 10-11 p.m. On Tuesday, Feb. 5, the network presents the broadcast television premiere of *Sea of Love*, starring Al Pacino and Ellen Barkin. The movie is part of the Universal movie package that CBS purchased

that bypasses pay-cable.

On Sunday, Feb. 10, CBS presents *Lucy and Desi: Before the Laughter*, a fictionalized look at the lives of the couple prior to their successful TV series.

On Tuesday, Feb. 19, *Sins of the Mother*, starring Elizabeth Montgomery, airs at 9-11 p.m. The following night on Wednesday, CBS presents the 33rd annual Grammy awards from 8-11 p.m.

The network concludes its February sweeps coverage with a four-hour, two-part movie, *And the Sea Will Tell*, starring Rachel Ward, Hart Bochner and Richard Crenna.

■ Fox: As it has in the past, Fox will not preempt its regular series schedule to present special programming during a ratings month. Fox is, however, presenting a special hour version of *Totally Hidden Video*, and is featuring guest starring roles by Dolly Parton on *Babes*, Danny DeVito on *The Simpsons* and Cheech Marin on a *Married...with Children* episode.

Also, on Fox's *Monday Night at the Movies* on Feb. 11 and 25, the network airs *Young Guns* and *Willow*, which makes its broadcast premiere.

■ NBC: The network's sweeps programming is anchored by its own four-hour mini-series, *Love, Lies and Mur-*

*der*, which airs on Sunday and Monday, Feb. 17 and 18 at 9-11 p.m. The movie stars Clancy Brown, John Ashton and Sheryl Lee in the based-on-fact crime story about two teen-age girls who are persuaded to commit murder by a family member.

On Monday, Feb. 4, *The Marla Hanson Story* airs, starring Cheryl Pollak in the true story of a model who is attacked by two men with razors hired by an admirer of the woman. On Sunday, Feb. 10, the network presents *The Chase*, starring Robert Beltran and Ben Johnson.

*Perry Mason: The Case of the Maligned Mobster* airs on Monday, Feb. 11, at 9-11 p.m.

NBC has yet to announce its movie plans for Sunday, Feb. 24, but has scheduled *Long Road Home* on Monday, Feb. 25 from 9 p.m. to 11 p.m. The made-for-TV movie stars Mark Harmon and Lee Purcell.

In addition to the movies, NBC has scheduled two installments of the *Super Bloopers & New Practical Jokes* series of specials for Friday, Feb. 8, and Friday, Feb. 15, with both airing at 8-9 p.m.

NBC began its sweeps schedule with the Feb. 3 premiere of *Sunday Best*, which made its debut in the 7-8 p.m. time slot. -SC

## ACTION-ADVENTURE SHOWS SALES CONTINUE

Less than two weeks out of the NATPE convention in New Orleans, first-run weekly hour and half-hour action-adventures—like last season—are still showing strong sales momentum. Two of the hour-long syndicated series—LBS Communications' *Baywatch* and Cannell Distributions' *Street Justice*—are banking on broadcast network recognition and reputation for producing successful long-form dramas to sell their respective shows.

Among the half-hour action/adventure shows are established players such as Worldvision Enterprises, with a revived version of *Tarzan*; New World Television, with a possible syndication entry of *The Three Musketeers*, and Viacom Enterprises with its action show, *Lightning Force*.

While the short-term goal is to maintain enough weekly clearances for each program's first three seasons on independent stations, network-size production budgets and fat local advertising splits are being put forward to lure network affiliates shopping for revenue-producing strips to make up for cuts in network compensation.

Cannell Distribution, which this season saved *21 Jump Street* after Fox Broadcasting Co. (FBC) canceled it at the end of the 1989-90 season, has a new hour drama in syndication that has been pushing a 5-plus rating average this season. Without a pilot at INTV and NATPE conventions, Pat Kenney, president of Cannell Distribution, has been using the Stephen J. Cannell Productions reputation to clear *Street Justice* in 55 markets (64% U.S. coverage), less than two months after its sales launch. Kenney said umbrella signings have been completed with five of the six Tribune Broadcasting Co. stations (KWGN-TV Denver is the exception) and at least three of the five Gaylord Broadcasting Co.-owned stations.

In the case of *Baywatch*, which was originally produced by GTG Entertainment for one season (1989-90) on NBC, LBS Communications has deals "close to being done in all top 50 markets," said Tony Intellisano, executive vice president, marketing, LBS Distribution. Intellisano declined to give the number

## GOOD NUMBERS FOR A GOOD GAME

While the 42.3 rating and 62 share garnered by ABC's Jan. 27 telecast of Super Bowl XXV was among the lowest-rated in the 25-year history of the championship, the numbers actually held their own when measured against other games rated by the three-year-old A.C. Nielsen Co. people meter measurement system.

When compared to earlier games measured by the people meter, the telecast, watched by 39.4 million viewers, topped last year's Super Bowl rating of 39.0/63 and approached the average 43.5/68 for 1989's Super Bowl XXIII. Super Bowl XXII, the first measured with a people meter, had a rating of 41.9/62.

Record-breaking Super Bowl ratings were all set prior to the introduction of Nielsen's controversial people meter system, which network research executives have criticized as underreporting audience viewing. The top-rated games over the last 25 years have been Super Bowl XVI with a 51.0 rating and Super Bowl XVII with a 48.6, each representing more than 40 million households.

Media buyers and advertisers were pleased with the close game (New York Giants over the Buffalo Bills, 20-19) and seemed unconcerned about the ratings because out-of-home viewing is not measured and an event such as the Super Bowl draws tremendous out-of-home viewership. "This year was pretty good," said one media buyer, adding that he measures it by the "next day talk" that he hears on the street. Whether the close game means that the 1991 unit price of \$800,000 for a 30-second spot will increase substantially remains to be seen. Next year's Super Bowl airs on CBS.

Following the Super Bowl, ABC's post-game show scored a 25.7/39, making it the second highest show of the week. The following debut of the new Jonathan Winters-Randy Quaid midseason sitcom, *Davis Rules*, ranked as the 16th most watched show of the week with a 15.5/25.



of stations signed to clear the program, or coverage, because of what he called "multiple offers" in many markets. However, he said that WWOR-TV New York, WPWR-TV Chicago and five independents within the Chris-Craft/United TV group (KCOP-TV Los Angeles, KBHK-TV San Francisco, KMSP-TV Minneapolis, KUTP-TV Phoenix and KPTV-TV Portland, Ore.) are among stations signed.

Hollywood Premiere Network, a wheel of three hour-long dramas (*Shades of L.A.*, *She Wolf of London* and *They Came from Outer Space*) from MCA TV, entered the market at INTV and NATPE, but company officials declined to comment on how sales have progressed. MCA TV, along with its co-owned company, Universal Television, produced and distributed *HPN* initially on an exclusive basis for WWOR-TV New York and KCOP-TV Los Angeles.

Hearst Entertainment, distribution agent for Canadian Television's (CTV) hour *Neon Rider*, according to William Kunkel, senior vice president, Hearst Entertainment, is awaiting word from CTV if it will renew the program's network contract before formally announcing that the drama will be available for 1991-92 syndication. Although he said that the first 26 episodes of *Neon Rider* have been averaging a 2 or 3 (NSI) overnight rating, Kunkel said that Hearst has incurred little risk, since CTV is fronting the production costs. Kunkel said that a cable network deal is possible if station interest is lukewarm.

Among half-hour action-adventures, Worldvision introduced *Tarzan* at INTV, but as Bob Raleigh, Worldvision senior vice president of domestic sales said, 75 stations (representing 65% of the U.S.) have signed in less than a month after its sales launch. Four Gaylord Broadcasting stations were early customers. Other top markets are WWOR-TV New York, WPWR-TV Chicago, WPHL-TV Philadelphia and KTVU-TV San Francisco. Raleigh said that 70% of those stations are committing to 4 p.m. to 8 p.m. Saturday and Sunday clearances.

A Viacom spokeswoman would only say that the syndicator's high-profile companion to *Superboy* and *Super Force—Lightning Force*—has been sold to 35 markets, including six of the top 10.

Another first-run project, *The Three Musketeers* from New World Television, is on hold as a syndication project. A spokesman for New World said it was "too early to tell" from the station reaction if a network or cable deal would not be more advantageous than syndication.

—MF



### DREAM TEAM

Three eighth graders from Waynesboro, Va., have become the envy of countless would-be script writers. Their unsolicited, hand-written and illustrated 120-page script submitted for an episode of Warner Bros.'s animated series, *Tiny Toon Adventures*, was "opened by accident" according to the company, and impressed Jean MacCurdy, VP, general manager, Warner Bros. Animation, and executive producer Steven Spielberg, who bought the script about attempts by show stars Buster and Babs bunny to enjoy a Hawaiian vacation. The three students were flown to Los Angeles by Warner Bros., where they met with Spielberg and *Tiny Toons* staffers. The writers will receive full screen credit for their episode, and be involved in "all aspects" of the production process. Shown above at a story conference with Spielberg are co-writers (l-r) Sarah Creef, Amy Crosby and Renee Carter.

## KOCH'S NEW PALETTE OF FILMS

**K**och Communications, New York, is about to launch a 26-title package of colorized films that the company will market to independent and affiliate stations for prime time and early- and late-fringe time periods.

Titles in the package, which is being colorized by the Tintoretto Co. of Toronto, include "Meet John Doe," with Gary Cooper and Barbara Stanwyck, "Blood on the Sun," with James Cagney, "The Immortal Battalion," with David Niven and "Father's Little Dividend," with Spencer Tracy and Elizabeth Taylor.

According to Koch Communications President Len Koch, many of the films in the package are in the public domain. But the company is negotiating with rights holders to some of the films, including Turner Entertainment. "We'll negotiate new copyrights for the colorized versions of the films," said Koch. Koch and Tintoretto would have an interest in, and certain distribution rights for, the new colorized films.

Koch is the U.S. sales representative for Tintoretto, one of a small handful of companies in the colorizing business. Others include the U.S.-based American

Film Technologies and Color Systems Inc. Koch negotiated Tintoretto's deal to colorize the 36 black-and-white episodes of *Gilligan's Island* for Turner Program Services. Turner is currently syndicating those episodes to stations along with about 60 other episodes shot originally in color.

Koch will offer its new colorized film package on a straight barter basis (probably 12 minutes each for local and national advertising), over a three-year license term. The company is projecting a 5 household rating average per film. The first film may be available as early as October 1991, although Koch said availability could slip to early 1992.

"It's a terrible year" for advertising sales, said Koch. "Those guys with straight barter packages are in such jeopardy. I don't want to be out there [with a lot of barter] because the barter dollars aren't there to the extent we want them to be there. As a supplier we have to be practical."

From Koch's standpoint, that means spreading the film package over a longer license period. "We don't want to release any more than four or six films a year" in the current environment, he said. But under the current plan, anti-

pating some improvement in the business after this year, Koch will release a "minimum of six" films in the package in 1992.

"Realistically, we have to deliver 85% station coverage and then find advertisers that make some sense to us. The networks are cutting rates to \$2 household CPM's [cost per thousand viewers]. We need \$4 household CPM's and \$9 to \$9.50 for women, 18-49."

According to Koch, Tintoretto can colorize the movies in the package for approximately \$200,000 each, and will start colorizing the films in March or April. -SM

## CABLE SUBSTITUTE

United Video Inc., satellite carrier of superstation WGN-TV Chicago, is carrying *Under 18...Not Admitted*, a half-hour first-run dance strip for cable systems that have to black out WGN-TV to meet FCC syndication exclusivity rules that certain broadcast stations have been granted for syndicated programming in their markets. A UVI spokesman said the program is the first show to be produced specifically to fill syndex blackout gaps, and that *Flip* magazine is underwriting the production of the 20 initial episodes of *Under 18* to be produced by On-Air Productions, Fort Lauderdale, Fla. Hosts are Alan Hunter (formerly a VJ with MTV) and Linda Energy (formerly a DJ with WPLJ/FM) New York). Instead of carrying WGN-TV's signal, UVI is transmitting *Under 18* on the station's transponder to cable operators Monday-Friday at 6:30 p.m. ET (blacking out *Perfect Strangers*).

## RATINGS ROUNDUP

### Week 19

### NTI Network Prime Report for week of Jan. 21-27

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  | 41.8/63   | A | Super Bowl XXV       |
| 2  | 31.7/54   | A | Super Bowl Kick-Off  |
| 3  | 25.7/39   | A | Super Bowl Postgame  |
| 4  | 21.1/31   | N | Cheers               |
| 5  | ▼ 19.4/27 | A | Roseanne             |
| 6  | 18.9/27   | C | Murphy Brown         |
| 7  | ▲ 18.4/31 | N | Empty Nest           |
| 8  | ▲ 18.2/31 | N | Golden Girls         |
| 9  | ▲ 17.5/28 | A | Full House           |
| 10 | 16.9/25   | N | Cosby Show           |
| 10 | ▲ 16.9/24 | A | Coach                |
| 12 | 16.7/25   | N | Unsolved Mysteries   |
| 13 | ▲ 16.5/24 | C | Major Dad            |
| 14 | ▲ 16.0/23 | C | Rescue: 911          |
| 15 | 15.9/24   | C | Good Sports Spec.    |
| 16 | 15.5/25   | C | Lonesome Dove, Pt. 3 |
| 16 | 15.5/25   | A | Davis Rules Spec.    |
| 18 | 15.4/24   | C | Lonesome Dove, Pt. 4 |
| 19 | 14.9/21   | A | Family Matters Spec. |
| 19 | 14.9/22   | N | Wings                |
| 19 | 14.9/23   | A | Wonder Years         |
| 22 | ▼ 14.8/21 | N | Matlock              |
| 22 | ▼ 14.8/22 | A | Who's the Boss?      |
| 24 | 14.6/22   | A | Doogie Howser, M.D.  |
| 25 | ▲ 14.5/21 | C | Evening Shade        |
| 26 | 14.4/22   | A | Growing Pains        |
| 27 | ▲ 14.1/25 | N | Carol & Company      |
| 27 | ▲ 14.1/21 | F | The Simpsons         |
| 29 | 13.7/21   | C | Lonesome Dove, Pt. 2 |
| 29 | 13.7/20   | N | Night Court          |

|    |           |   |                          |
|----|-----------|---|--------------------------|
| 31 | ▼ 13.3/20 | N | Fresh Prince Of Bel Air  |
| 32 | 13.3/21   | C | War In The Gulf-Mon.     |
| 32 | 13.2/22   | C | War In The Gulf-Fri.     |
| 34 | 12.6/20   | A | New Kids/Block: Disney   |
| 34 | ▲ 12.6/23 | A | 20/20                    |
| 36 | 12.3/19   | A | Married People           |
| 37 | ▲ 12.2/23 | N | Dear John                |
| 38 | 12.1/18   | A | MacGyver                 |
| 39 | 11.6/18   | C | 60 Min. War Diary Spec.  |
| 39 | ▼ 11.6/19 | N | Heat Of The Night        |
| 41 | 11.4/19   | N | L.A. Law                 |
| 42 | ▼ 11.3/17 | N | Movie: Morris Dees Story |
| 43 | ▼ 11.0/17 | A | Movie: Last To Go        |
| 43 | ■ 11.0/17 | N | Seinfeld                 |
| 45 | ▼ 10.9/16 | N | Blossom                  |
| 45 | 10.9/18   | A | Primetime Live           |
| 47 | ▼ 10.8/17 | C | Movie: Mary Gray         |
| 47 | ▲ 10.8/19 | N | Fanelli Boys             |
| 47 | 10.8/17   | C | Guns Of Paradise         |
| 50 | 10.7/16   | C | 48 Hours                 |
| 50 | 10.7/18   | N | Hunter                   |
| 52 | 10.6/16   | A | Father Dowling           |
| 52 | ▼ 10.6/15 | C | Murder, She Wrote        |
| 54 | ▲ 10.5/17 | A | thirtysomething          |
| 55 | ▼ 10.2/18 | N | Anen                     |
| 56 | ▼ 10.0/17 | A | Perfect Strangers        |
| 57 | ▼ 9.8/15  | N | Movie: Little White Lies |
| 58 | 9.1/14    | C | Top Cops                 |
| 59 | ▲ 8.9/16  | C | Sons & Daughters         |

|    |          |   |                         |
|----|----------|---|-------------------------|
| 60 | ▼ 8.7/15 | A | Young Riders            |
| 61 | ▼ 8.4/14 | N | Dark Shadows            |
| 62 | 8.3/14   | A | Equal Justice           |
| 63 | ▲ 8.1/12 | F | Babes                   |
| 63 | ▼ 8.1/12 | F | In Living Color         |
| 65 | ▼ 7.4/11 | F | Married...With Children |
| 66 | 7.3/13   | C | Candid Camera Spec.     |
| 67 | 7.2/11   | A | Gabriel's Fire          |
| 68 | 7.0/13   | N | Midnight Caller         |
| 68 | 7.0/13   | A | Tag Team                |
| 70 | 6.9/11   | N | Figure Skating Champ.   |
| 71 | ▲ 6.8/11 | F | America's Most Wanted   |
| 72 | ▼ 6.7/11 | F | Cops 2                  |
| 73 | ▼ 6.6/10 | F | Beverly Hills. 90210    |
| 74 | 6.3/9    | F | Movie: License To Drive |
| 75 | ▼ 6.1/10 | F | Cops                    |
| 75 | 6.1/11   | C | Uncle Buck              |
| 77 | 6.0/10   | A | Under Cover             |
| 78 | ▼ 5.8/8  | F | Get A Life              |
| 78 | 5.8/10   | C | Lenny                   |
| 80 | 5.4/9    | C | All-Madden Team         |
| 80 | ▼ 5.4/10 | F | Totally Hidden Video    |
| 82 | ▼ 5.2/8  | F | Parker Lewis            |
| 82 | 5.2/8    | N | Real Life Spec.         |
| 84 | ▼ 4.5/8  | F | Comic Strip Live        |
| 84 | 4.5/7    | N | News Sp.: Am. At War    |
| 86 | ▼ 4.4/7  | F | Good Grief              |
| 87 | ▼ 4.3/7  | F | Haywire                 |
| 87 | ▼ 4.3/7  | F | True Colors             |
| 89 | ▼ 3.6/6  | F | Against The Law         |

# RADIO

## ATTENDANCE DOWN, ENTHUSIASM UP AT RAB'S MSC

*Recession forces cutbacks in attendance; new five-track curriculum approaches radio as target medium of 1990's; RAB unveils industry-wide marketing plan*

**T**he sluggish economy and the Persian Gulf war were the primary concerns of many radio sales managers in Nashville for the Radio Advertising Bureau's 11th annual Managing Sales Conference, held at Opryland U.S.A. Jan. 24-27. Budgetary concerns were largely blamed for reduced attendance—estimated by RAB Executive Vice President George Hyde as about 750, down from the 1,100 who attended last year's conference in Dallas. For the 35-plus exhibitors and myriad consultants who judge the success of a meeting by the number of attendees, MSC 11 was less than stellar. But for those sales managers attending to learn strategies to improve their work, general consensus was that MSC XI met its mark.

Taking a new approach to radio sales and management this year, the RAB and its MSC Steering Committee established five separate tracks "to explore critical industry issues in greater depth," according to Hyde. Each track consisted of a series of presentations and seminars, organized sequentially, similar to a university course of study. Attendees were not required to enroll in a specific track, but they were encouraged to attend all sessions included in tracks of special interest. (The five tracks were *Hands-On Sales Management*, *Teaching The Fundamentals*, *Sales Manager's Toughest Choices*, *Developing New Radio Revenue* and *The Competition—A Two-Way Mirror*.)

Sales managers questioned by BROADCASTING generally agreed that the "intense, intimate atmosphere" of the highly focused meeting provided a sense of camaraderie that was considered lacking at larger industry meetings. In fact, "the only thing here that's at all distracting is the piped-in country music on the P.A. system," joked one attendee.

Addressing attendees at lunch on Friday (Jan. 25), RAB Board Chairman Richard Buckley, Buckley Broadcasting, cited the "glamour of television" as a fundamental reason for the lack of good radio creative at top ad agencies.



Richard Buckley

He reminded the sales managers that "pictures were never meant to fly through the air." He said that this "old cliché proved accurate when [CNN correspondent] Bernard Shaw was reporting from his room in Baghdad when the war began. The whole country heard Shaw instantly, but the pictures took 32 hours to get here," said Buckley.

Warren Potash, RAB president and chief executive officer, told attendees that RAB's primary objective in the coming year is to increase the medium's share of the total advertising pie to 7%, a .1% increase that amounts to some \$140 million. RAB's secondary objective is to "increase the awareness of radio as a primary advertising medium and to accelerate the establishment of local marketing organizations" through which local media can combine forces to work with certain advertisers, he said.

Potash recalled what he called previous "warm and fuzzy" radio marketing plans. "We enjoyed listening to 'Radio: It's Red Hot' and 'I Saw It on the Radio,' and we all felt good about that," he said. "But, it's time to get on with the business of business, and the time is now to start marketing radio in a more pragmatic and directed way." The most direct way to do this is to target local



Warren Potash

newspapers, Potash said. "That's the fruit that's closest to the ground," he said, citing current statistics that five daily newspapers fold each year.

Niche marketing is the key to success in the 1990's, Potash said, comparing 1970 auto sales statistics with those of 1990. "Twenty years ago, America's best selling car was a Chevrolet, with sales over a million units. Today the best seller is the Honda Accord, with 1990 unit sales of 471,000. If these markets aren't being fragmented, you're crazy."

Potash criticized advertisers who simply seek a 25-54 demo target audience, because very few of them actually produce products that attract all segments of that broad target. "Chrysler sells more than a Chrysler," he said. "They sell everything from a New Yorker to a Plymouth Laser. If you want to market a Fifth Avenue, you talk to me. If you want to sell a Laser, talk to my son. Mitchell Potash would kill for a Laser."

Recent cooperative arrangements between competing media such as that between Turner Broadcasting and Gannett, or *The New York Times* and *U.S. News and World Report*, are indicative of the future of marketing, Potash said. "The quicker we get to it, the faster we'll begin to prosper," he said.

-RAB

# RAB, RICHARDS GROUP UNVEIL MARKETING PLAN

*Newspaper is 'enemy' in radio; radio's print campaign will be targeted to auto industry*

**T**he Radio Advertising Bureau and Dallas-based advertising agency The Richards Group jointly introduced an RAB Radio Marketing Plan for the '90s. RAB President and CEO Warren Potash unveiled a multi-tiered strategy for implementing the detailed marketing plan, which calls for a number of separate industry-wide tactics. These include:

- Identifying advertiser-development targets with the highest realistic potential for revenue development;
- Creating premiums to offer to members for use in developing local and regional inquiries and leads;
- Establishing a dedicated RAB clearinghouse toll-free number for inquiries and advertiser leads; and,
- Intensifying the creation and utilization of local radio marketing groups and city associations to coordinate follow-ups on leads from local and regional advertisers and prospects.

The plan calls for an extensive cross-media marketing effort developed by The Richards Group, initially aimed at local automobile dealers to illustrate the advantages of radio advertising over



Rod Underhill

newspaper. This strategy includes a series of eight initial radio spots for local broadcast, plus a schedule of 40 ad insertions in three auto industry trade magazines, calculated to generate some 2.3 million impressions on auto industry decision-makers.

Rod Underhill, principal with The Richards Group, said that the media plan, which is designed to steal share from newspaper advertising, was

"based on the rationale that advertising effectiveness increases with relevance of message to the target." He said that "the more narrowly you define the target, the more relevant and effective the advertising can be."

Underhill said that RAB and The Richards Group focused on the auto industry because they wanted to target a heavily advertised category that is a heavy user of newspaper, "since that's the targeted enemy." He said they were seeking a broad-based, nationwide industry where media advertising was determined locally. "We felt this target was best served by automotive, because it's the number one local radio advertisers, but its radio spending is trending down."

The first year budget for the RAB Marketing Plan totals \$450,000, which includes \$300,000 for The Richards Group's ad campaign, \$40,000 for attending foreign auto manufacturers meetings and \$45,000 for three new awards programs. "It's your money, so pay attention," Potash reminded the audience. "We need your help...and you need to let us know how we're doing." **-RAB**

## NEUHARTH: RADIO IS CRUCIAL IN 'GLOBAL VILLAGE'

*Former Gannett chairman calls free market economy inevitable; views failure as fundamental in personal, professional growth*

**T**he world is shrinking and radio holds a crucial role in balancing "the future of the global village," according to Allen Neuharth, former chairman of the Gannett Co., founder of *USA Today*, and author of the autobiographical "Confessions of an S.O.B." Neuharth delivered the keynote address at the RAB MSC in Nashville, where he predicted that the 1990's will see "more economic and social changes than at any time in our history." Individuals who succeed amid these changes will be those who have imagination, guts, vision and will take risks, he said. "In the 90's there is no longer any status quo," he said. "People everywhere want to see more, hear more and read more. And when they do, they want to do more, play more and buy more." Because of this, he said, "media have never had a brighter future than today, and radio is the best bet to show the biggest gains now and in the near future."



Allen Neuharth

Response to recent world events indicate that people again are listening to the radio, Neuharth said. "Fact is, people want their news when they want it, where they want it and how they want it. They want it at work and at play, at home and away. And only radio can do

that," he said. "No doubt that radio's share of the pie is certain to grow to over 7% [by fall, 1992]. While this may not sound exciting, it means many hundreds of additional millions of dollars for the medium."

Neuharth credits the media as the glue holding together this global village. "Thanks to instant satellite communications, there are no more secrets anywhere in this world."

Neuharth said that in his career he "occasionally schemed and connived, but never did anything illegal, immoral, or unethical." Neuharth also said that early career failures helped him learn that "the greatest lesson is to have a big failure when we're old enough to understand and learn something from it, yet young enough to start over." He suggested that "everybody ought to fail at least once in a big way before they're 40. Once you can admit you screwed up, it's easy to get up off the floor and try

## BODETT SHEDS LIGHT ON MOTEL 6 SUCCESS

Having traveled thousands of miles from "the end of the road, eating airline food all the way," Motel 6 spokesman and National Public Radio commentator Tom Bodett said he appreciated RAB's invitation to come to its Managing Sales Conference "to talk about what little I know about radio, which is good, because that's about as much as I know." Bodett told a standing-room audience that "a little bit of knowledge is a dangerous thing, which means I might be the most menacing person in radio advertising."

In the past five years, on the strength of Bodett's voice and the exclusive use of radio advertising, Motel 6 occupancy has increased to 76%. Revenue has grown from \$226 million to \$460 million, and the chain has added over 300 locations in just five years of exclusive radio advertising.

Conceding that in no way is the Motel 6 campaign hypnotic, intricate, or amazing, Bodett said that "advertising is not rocket science; all we're trying to do is convince someone of something." He explained that advertising is akin to "trying to convince our children not to wear their hair like shrubbery. It's communication; we just talk to each other."

Bodett questioned the high-salaried account executives

who spend too much time and energy researching the target audience. "That phrase always brings to mind images of innocent consumers walking around with bull's-eyes on the foreheads."

He said that most people know when they're being targeted, which he called his "missing moose" theory. "In Alaska, there wasn't hardly a day went by that I didn't see a moose standing in the river," he explained. "But on Sept. 1, opening day of moose season, I could walk two days and not even smell one. Why? Because in that business they're what we call a target audience."

Bodett said the Motel 6 spots work because "we're talking to somebody or having fun with them, and not making fun of them. They're not a target as much as a preferred customer. Every spot is just a funny little story about pretty believable things: families on vacation, kids grinding wiggle worms into the car seats, traveling salesmen eating pizza on the bed. People remember the fun part, and down the road some day they'll be looking for a room and when they see that big red '6' they'll think about those wiggle worms all over again—and they'll rent a room. Fun works." —REB

again." After that first failure all risks and ventures are fun, "because no longer are you afraid to fail," he said.

Taking the world seriously and not taking ourselves too seriously is the approach "we all need to take as we eyeball the world in this decade," Neuharth said, adding that the earth has become the huge global village "just as Marshall McLuhan predicted it would be 25 years ago." Because of satellite communications, "there is no question that the decade of the 90's holds both the promise that it can become the best of all times, or the worst of times." Neuharth said it will be the best of times "for those of us who recognize and fulfill the public's dramatically changing wants and expectations, and the worst of times for those who don't."

While Wall Street and Washington doomsayers are expecting and planning for the worst, "men and women of vision across the country generally expect the best, even when things are tough," Neuharth said. He noted that recessions and wars "come and go, and both are painful, but rebounds [from both] have always offered great business opportunities."

Neuharth predicted that the next such economic upsurge will become even more dramatic "because of the dramatically different global playing field." He suggested that a worldwide free market economy is inevitable, and observed that "capitalism is replacing communism, country by country, and democracy will continue to dethrone dictators." —REB

## FALSE RADIO BROADCAST EVOKES FCC INVESTIGATION

*St. Louis DJ's fake report of nuclear attack on U.S. elicits complaints to FCC*

A St. Louis radio station has landed in hot water for falsely broadcasting last Tuesday morning (Jan. 29) that the U.S. was under nuclear attack.

Without warning or explanation, KSHE(FM) aired the phony announcement at about 7:30 a.m., along with a simulated Emergency Broadcasting System tone and the sound of exploding bombs in an apparent effort by morning radio personality John Ulet to demonstrate the seriousness of nuclear war.

The stunt evoked more than a hundred calls to the station as well as complaints to the FCC. The agency responded by firing off a letter the next day to the Emmis Broadcasting station advising it that the FCC was investigating to determine whether the broadcast violated rules prohibiting "false or fraudulent signals of distress or communications" and a policy against "deliberate distortion or falsification of programming."

John Beck, vice president and general manager of KSHE, told BROADCASTING last week that he was as surprised as everyone else by the broadcast. Ulet's motive was to dramatize the seriousness of nuclear war to listeners who have called the station demanding that the

U.S. "nuke Iraq," Beck said, who called Ulet's method "completely irresponsible."

By 11 a.m. Tuesday, Beck said that he had recorded and begun airing an apology: "This morning...you may have heard a broadcast of an emergency alert of a nuclear attack on the United States. We know that some of you may have taken this very seriously and may have been frightened by the sound of the broadcast.

"The broadcast was aired without the consent, permission or approval of the management of KSHE radio. Broadcast of the alert was intended...to dramatize the effect of a nuclear attack, not only on the U.S. but anywhere in the world. Although we respect the announcer's intention, we apologize for the manner in which the dramatization was aired. We realize that this may have unnecessarily frightened many of you, our listeners, and we sincerely apologize."

Ulet has been "severely reprimanded," said Beck. But as of last week, Beck said there were no plans to fire the announcer. "We don't know of anything we could do that would make him feel worse than he does right now." —LC



### CRONKITE DISCUSSES 'POLITICAL CENSORSHIP' IN GULF

**W**alter Cronkite, former CBS News anchor, discussed the relationship between the press and the U.S. military in the Persian Gulf War on a special edition of WCBS(AM)'s *Let's Find Out*, aired Saturday, Jan. 26. Cronkite, along with Chris Glenn, CBS News correspondent in Dharhan, Saudi Arabia (via satellite), and Ben Works, military affairs consultant for CBS, were guests of Art Athens, host of the weekly program.

Cronkite, who has covered wars since World War II, is outraged at what he termed "the political censorship" currently being imposed. The current war coverage is different than any this country has experienced in the past, said Cronkite. "You now have television that can be transmitted live from a suitcase-size satellite dish that can be taken to the front—and that is where we would like to be from the standpoint of coverage—but that signal is interceptable," he said. From a military standpoint, there is concern that the enemy can sit one mile behind the battle lines, pick up the transmission and direct forces on the basis of what is intercepted.

Cronkite admits that "you can't have a live war on radio and television without revealing military information." But that is not where he sees the problem. In his estimation, it lies in the political motives behind the suppression of information and picture not strategically compromising to the Allied effort. "Take the worst case scenario," he said, "the military says we are not going to be permitted to be at Dover AFB to see the return of the victims of this war. That is political censorship. There is no military information to be gained by the enemy in those pictures."

It is important to record history, said Cronkite, adding that even if reporters are not allowed to send out reports for one or two weeks after the events, they should be allowed to observe and record the events as they happen.

"We have to know what happened to our soldiers—in our name," he said. "We have to know that in a democracy.... If we are willing to send our young men to combat, we ought to be willing to see what they have to go through in that combat as long as we do not reveal military information." As an example of the importance of recording history, Cronkite pointed to the U.S. invasion of Grenada. He believes no one will ever be entirely certain of what happened there because there were no correspondents present. Said Cronkite: "This war is a far more sensitive war than Grenada in its historic effect, in its immediate effect on the development of the Middle East. And if we are not there, we had better start screaming loudly about the failure of our government to let us be there."

The broadcast of *Let's Find Out* was made available to all CBS owned and operated stations via satellite. Pictured above, l-r: Terry Raskyn, managing editor, assignments, WCBS(AM); Cronkite; Harvey Nagler, news director, WCBS(AM), and Athens (not pictured, Glenn and Works).

-LC

## NPR SEEKS EXPANDED WAR CHEST

**I**n a telephone conference held last Monday (Jan. 28), the National Public Radio board of directors voted to seek \$750,000 in voluntary funds from its member stations to continue its expanded coverage of the conflict in the Persian Gulf. Comments by 16 stations in a satellite conference two days later indicated that significant additional contributions from NPR members are forthcoming, to be raised in part through coming winter and spring pledge drives, according to NPR.

The voluntary funds would be in addition to two other lump sums earmarked for coverage of the war: a Corporation for Public Broadcasting grant expected to total \$300,000, and \$100,000 raised by KCRW(FM) Santa Monica, Calif. (BROADCASTING, Jan. 28).

Funds budgeted for expanded coverage were expected to run out by last Friday, Feb. 1. NPR's Bill Buzenberg, vice president of news and information, told BROADCASTING two weeks ago that NPR News was spending about \$300,000 above its \$1.2 million per month budget (BROADCASTING, Jan. 28).

The board, meeting specifically to assess war coverage so far and to plan further efforts, "agreed unanimously that the extended coverage had been excellent and that NPR is fulfilling its obligations" to members, said a Jan. 29 missive to member stations from NPR Chairman Dale Ouzts.

That coverage ran 24 hours over the first three days of the conflict and included expanded hours for *Morning Edition* and *All Things Considered*.

Since then, expanded coverage has been limited to hourly newscasts, daily two-hour national call-in programs and live coverage of press briefings and presidential addresses. Ouzts and NPR President Douglas Bennet were to design "a tiered system of pledge levels related to a station's total costs for NPR news."

The voluntary contributions, CPB grant and KCRW gift would approach the \$1.4 million Ouzts said will be needed to continue the reduced coverage through Sept. 30, 1991.

-PDL

# CABLE

## JONES PLEASED WITH INTERDICTION ROLLOUT

*Elgin system is being rebuilt with full use of S-A's interdiction equipment*

**T**he first Scientific-Atlanta interdiction units are being strung in Jones Intercable's rebuild in Elgin, Ill., and Bob Luff, group vice president, technology, with Jones, said the company "is very pleased" with the results, so far.

What sets Elgin apart is that it is not a test of interdiction, but rather a full-scale rollout of the technology. Luff said Warner Cable's 100-home interdiction test in Williamsburg, Va., "was the experiment." When the 14-month rebuild in Elgin is complete, the system will have installed 5,000 interdiction units, serving the system's 17,000 homes.

Many in the cable industry see interdiction technology as a significant technological and marketing leap forward. Interdiction units are spliced into the cable plant, with each unit serving three or four homes. The units control the services for which a subscriber is authorized, but from outside the home on the pole. That eliminates the need for set-top converters. By having the technology outside the home, many interdiction proponents believe truck rolls can be reduced.

Interdiction allows for scrambling or descrambling individual services, which opens the door for a wider variety of marketing packages, and thus revenue enhancements. Interdiction would allow noncable homes to order PPV for a special event, such as a major fight or the 1992 summer Olympics.

Basic cable packages could be tailored to meet the desires of noncable homes. There could be greater flexibility in marketing pay services. Even a la carte marketing is possible with interdiction.

It is for those reasons Jones decided to go ahead with full interdiction deployment in Elgin, which will cost about 15% more than a conventional rebuild, said Luff. As for truck-roll savings, Luff said: "We chose not to use that argument." He said there were predictions that truck rolls would be reduced when addressability arrived, but that never materialized.

When Jones began to examine the Elgin rebuild, said Luff, and examined the Williamsburg experience, it was clear interdiction presented "some striking differences...that are very attractive." The one advancement over the Williamsburg experiment, said Luff, was interconnecting with CableData's billing services. With interdiction, "you need

to know where the boards are," said Luff. Name and account number are not enough to provide accurate billing. But CableData devised a system that creates a databank that includes a geographic element to identify which homes subscribe to what services, overcoming a hurdle that was present in Williamsburg, Luff said. -MS

## BROADCAST NETWORKS' LOSS IS CABLE'S GAIN

With the broadcast networks cutting back on program development and pilots (BROADCASTING, Jan. 28), cable networks may find that some producers and studios previously not willing to work in cable might change their minds.

"The networks developing less programming should be good for us," said Brooke Bailey Johnson, Arts & Entertainment vice president, programming and production. "People who haven't been available to cable could become available to us." She stressed, however, that many producers and other creatives have long been eager to work in cable, but

that the "difference would be that the studios themselves might be more aggressive in figuring out how to work with cable."

Those who Neil Hoffman, vice president, programming, USA Network, describe as "the smart producers and distributors," have been coming to cable the last year or so. But he acknowledged that the cable network could benefit by attracting those who haven't looked at cable before.

Any change by some studios that have long been reluctant to work in cable "will be evolutionary. It wouldn't hap-

## SC FLORIDA TO BE CARRIED BY TCI-MANAGED SYSTEMS

**S**portsChannel Florida has managed to pick up carriage on two Tele-Communications Inc.-managed Storer systems in south Florida, and expects to pick up more Storer and TCI systems. Until now, SC Florida has not been carried on any systems controlled by TCI, which has a large ownership interest in SC Florida rival, the Sunshine Network.

Hollywood Cablevision and Pembroke Pines, which combined reach 32,000 homes, began carrying the service Jan. 20. SC Florida has been placed on a negative option tier that has 99.9% penetration, along with Sunshine Network, TNT, ESPN, USA, and A&E. Jeff Genthner, general manager, SC Florida, said the service expects to pick up the additional 138,000 Storer and TCI subscribers in south Florida, including TCI's 42,000-subscriber Miami system. Genthner said the additional south Florida Storer and TCI systems are "waiting for the phone call from Denver to turn it on," which one Florida TCI executive confirmed. Statewide, TCI and Storer each have 190,000 subscribers.

SC Florida carries the NBA's Miami Heat, and University of Miami and University of Florida sports, while Sunshine Network carries the Orlando Magic National Basketball Association team and Florida State sports.

pen right away," predicted Pat Fili, senior vice president, programming and production, Lifetime.

The cable programming executives stressed that cable, which has a much smaller ratio of programs in development to programs that get televised, is

not cutting back on its original programming. "If we scale anything, it'll be acquisitions," said Fili, whose network has abandoned plans to pick up *Designing Women*. Lifetime plans to launch its first full night of original programming next June and has plans for a second

night as well, but when that is rolled out depends on the first night's success. USA's Hoffman said the network is going ahead with both original programming and acquisitions and is still evaluating some possible buys it explored at NATPE.

-SDM

## DUVALL THINKING OF BROADCASTING

*Think Entertainment does not renew cable partnerships; company has about 40 projects in development, of which 10 have network or studio commitments*

As part of an effort to free up her Think Entertainment to produce for venues other than cable, Shelley Duvall has bought out her TCI, United Artists Entertainment, and Newhouse Broadcasting partners' share in the production company and may have the first of her network projects on the air by next fall. The three-year partnership expired Dec. 31, 1990.

Duvall, whose Think Entertainment was formed with her cable partners in 1987, said the decision not to renew the pact resulted from her desire to see Think reach its full potential, which "is to produce all of the projects that we want to do." She said economic conditions are particularly tough now for independent production, and "cable cannot provide enough work to supply an

independent company. I've had projects that I've sat on for years because they were too expensive for cable," she said.

The next partner for Think may be a studio to help off-set the enormous upfront costs of producing a network series or theatrical film, the two areas on which the company will be focusing. Duvall said she and MCA are in negotiations for the studio to finance several projects, but she is not in a rush to enter another alliance. "There's a possibility of a permanent partnership [with a studio], but only if the right thing comes along, then yes, I'd be interested," she said.

During her partnership with the three cable entities, which began with a capital infusion of between \$10 million and \$20 million, Think produced *Nightmare Classics*, a horror anthology series for

Showtime, as well as two movies, a contemporary version of *Dinner at Eight* for TNT, and *Mother Goose's Rock 'N' Rhyme*, which won an Emmy Award and two ACE Awards for The Disney Channel.

Of the conclusion of the partnership, John Sie, senior vice president, TCI said: "When the three cable companies first funded Shelley's project in 1987, it was our way of showing the importance of cable investing in quality original programming. In the past three years, not only did Think Entertainment make its mark, the rest of the cable programming industry has excelled in original programming production to make cable the success story it is today."

The actress, who starred in such feature films as *The Shining* and *Roxanne*, said Think currently has about 40 projects in development, with about 10 of those having commitments from either the networks or studios. The first of the network productions to air will be one of two children's series. She will find out early this week whether one for NBC will receive an order. The other is a CBS children's series Duvall said the network has already commissioned her to produce. "They just asked me to come up with my dream show," she said. The other network project close to completion is a two-hour made-for-television movie for ABC, starring Roseanne Barr and her husband, writer Tom Arnold. Titled *Backfield in Motion*, the movie is being produced in association with Avnet-Kerner Productions. Duvall and Jordan Kerner will serve as executive producers.

Other productions in the works include a six-episode order for a children's show on Showtime, with the two parties in final negotiations. Duvall is developing two movies for HBO, one of which will be produced with Michael Mannheim. TNT has also given Think a movie commitment.

-SC

### WAR CONTINUES TO BOOST CNN'S RATINGS

While CNN's ratings have dropped from the first week in the war, the network's ratings are still way above average. In the first week of the war in the Persian Gulf, CNN, in its universe of 56.7 million cable households, was leading in full day with a 7.5 rating, reaching 4.3 million homes. ABC was the highest rated broadcast network, with a 5.7 rating for full day. CNN, with a 4.4 rating, now trails all three broadcast networks, but it is only marginally behind NBC and CBS. With broadcasters returning in large part to regular programming, CNN has also dropped from first to last place in its prime time universe. The first week of the war it had an 11.7 rating, followed by ABC with an 11.5 among cable households.

CNN's prime time rating, however, still is 4½ times larger than the 1.2 rating it averaged in the fourth quarter. Its full day rating remains more than six times its fourth quarter average of 0.7.

### CNN IN CABLE HOMES THE WEEK OF JAN. 22-28

| Rating/Share | Prime Time | HHs       | Full Day<br>Rating/Share | HHs       |
|--------------|------------|-----------|--------------------------|-----------|
| ABC          | 15.1/22.7  | 8,575,000 | 6.3/17.8                 | 3,598,000 |
| NBC          | 10.7/16.1  | 6,074,000 | 4.6/12.8                 | 2,590,000 |
| CBS          | 9.9/14.9   | 5,632,000 | 4.6/12.9                 | 2,615,000 |
| CNN          | 5.9/8.8    | 3,324,000 | 4.4/12.4                 | 2,512,000 |

\*Note: Data is based on Nielsen numbers, and total universe for all four networks is based on CNN's 56.7 million households.



# CTPAA: A PRIMER FOR CABLE'S SPIN DOCTORS

*Annual convention will offer tips on improving industry's image and practical advice on handling regulatory and political issues*

**W**ith the National Cable Television Association contemplating multimillion dollar ways for cable to improve its image, it's likely that members of the Cable Television Public Affairs Association will implement many of the frontline tasks in that campaign.

Next week, the CTPAA hosts its fifth annual conference, in Atlanta, where attendees will be schooled on how to improve cable's image as well as on how to deal with regulatory and political issues. About 200 are expected for the Feb. 13-15 convention at the Ritz-Carlton in the suburb of Buckhead.

Alex Swan, vice president, communications, of Turner Broadcasting's cable sales arm, and chairman of the convention, said that with the industry facing reregulation, telco entry and implementation of customer services, "there has never been a more appropriate time" for cable to concentrate on public relations efforts.

CTPAA's charter is to train any cable employe—general managers, sales or

marketing executives—who has some public relations responsibility, according to Andy Holdgate, vice president of public affairs, Warner Cable, and chairman of the CTPAA. CTPAA has met with the NCTA public relations subcommittee, which is looking at ways to deal better with local media. "We would look to provide the resources to assist the industry in its public relations initiatives," said Holdgate. CTPAA is looking to intensify its training program for general managers, said Holdgate. The association conducts about 20 workshops a year and has seen more than 1,000 people attend them since they began in 1987.

CTPAA has 400 members, said Holdgate, including an increasing number of general managers. Holdgate said the answer to improving cable's image is not necessarily more public relations officials, but having more people practice public relations. Still, the public relations ranks are growing, Holdgate said. He pointed to TCI's plans to hire seven regional public relations/government af-

fairs officials and Warner's plans to hire more as the company decentralizes. As a goal, Holdgate said, regional offices that serve 100,000 subscribers or systems with 50,000 or more subscribers should have a public affairs position.

The CTPAA convention will begin on Wednesday, Feb. 13, with a Women In Cable presentation on the cable work force in the year 2000.

NCTA Chairman Jerry Lindauer, senior vice president, Prime Cable, will address Wednesday evening's dinner.

Friday begins with a CEO panel featuring Nick Davatzes, president of A&E; Jim Gray, president, Warner Cable; Ruth Otte, president of the Discovery Channel, and Jim Robbins, president, Cox Cable. A "Future Watch" panel will follow with Decker Anstrom, executive vice president, NCTA; William Johnson, chief executive officer, Scientific-Atlanta; Terry McGuirk, executive vice president, Turner Broadcasting, and Berry Sherman, chairman, telecommunications department, University of Georgia. —MS

## CABLECASTINGS

### BROADCAST-CABLE SYNERGIES

Two more major market broadcasters have entered agreements to produce local news inserts for CNN Headline News.

On Jan. 22, WJW-TV Cleveland began providing local news inserts for North Coast Cable on Headline News. North Coast, which serves the city, has 75,000 subscribers. And KMOV-TV St. Louis announced that it will provide news inserts on Cencom Cable, which serves 135,000 subscribers in the area.

Virgil Dominic, WJW-TV president and general manager, said: "I know in some ways this is a controversial move. Many of my fellow broadcasters feel cable is competition and should be shunned. But I believe an alliance between WJW-TV and cable companies can be beneficial to everyone involved."

The KMOV-TV inserts will begin in the next 60 days, officials said.

Broadcasters are now providing local Headline News inserts in seven of the top 20 markets.

### TRIPLE THREAT

In an unusual partnership, A&E, ESPN and Lifetime have teamed up to hold a series of local ad sales seminars across the U.S., beginning Feb. 20, promoting the value of a group buy on all three services. Entitled "Triple Demo Power—Tapping New Markets," the seminars are designed to aid local salespeople by showing advertisers the value of combining ESPN's male demos with Lifetime's female demos and A&E's affluent, educated male and female viewers.

The organizers said another goal of the seminars will be to position those networks "for longer-term local advertiser commitments and seasonal package plans." The schedule includes San Francisco (Feb. 20); Dallas (Feb. 22); Hartford, Conn.

(March 6); Tampa, Fla. (March 8); Charlotte, N.C. (March 13), and Chicago (March 15).

### TALK PUSH

Talk TV Network aspirant Ed Cooperstein has engaged Goodway Group, a Jenkintown, Pa.-based marketing company headed by Beryl Wolk, to help with the marketing, advertising and promotion of his new talk network based in Phoenix.

### NOTES FROM ALL OVER

Kevin Ryder and Bene Baxter, morning drive team on KROQ-FM Los Angeles, will also do stints as co-hosts on E! Entertainment Television, beginning Feb. 13. ■ Prime Network will launch *Golfweek* on March 29, half-hour program produced by *Golfweek* newspaper that will be hosted by Daniels & Associates' Bob Russo. ■ Ted Turner will receive National Academy of Television Arts and Sciences' Trustees Award Feb. 21 in New York.

# BUSINESS

## WEAK ECONOMY KEEPS COMPTROLLERS AND COLLECTION AGENCIES BUSY

*Broadcasters deal with more late payments than usual; try to crack down*

**T**he economic and advertising slowdown is keeping Fifth Estate credit managers and comptrollers busier than usual. The combination of war and recession has caused many agencies and advertisers to miss payment deadlines and to ask for, or take, extensions. Although it is a familiar problem for broadcast and cable operators, many say they are seeing more late payments and having more problems now than in the past, even when compared to the recession of 1982.

The normal payment schedule following a rotation of spots is 30 days. In good times, stations were willing to look the other way and extend deadlines by as much as 90 days. Now they are cracking down, although some comptrollers interviewed by BROADCASTING say years of lax behavior have made crackdowns impossible to enforce without turning the account over to a collection agency. Some are reluctant to do that, especially if the debtor is a long-time, valued client. "We no longer have very much control over credit and payment deadlines; the customer now tells us when



they will pay," says one top-10 market controller, who also said that "we can no longer demand or expect that our terms will be respected." The reason for this, the comptrollers says, is the increased competition that has led the industry to "compromise integrity."

Most people try to keep past due accounts to 60 or 90 days, says Diane Vickers, credit manager, WDIV-TV Detroit. Most stations, Vickers says, feel lucky if their accounts due are under 20%.

The industry, as one rep puts it, has always had "slow payers." What is happening now, according to reps and station executives, is that agencies and advertisers are going out of business at a faster rate and the credit managers are having trouble keeping up. Said one comptroller: "Businesses go so quickly...Our safe base of advertisers and agencies is gone." Many broadcasters and collection agency executives can tell stories about clients who went under overnight.

Media buyers contacted by BROADCASTING confirmed the tightening economy has caused some late payments. Also contributing to the problem are budget and schedule changes the broadcaster may not always learn about. Said one media buyer: "These changes don't catch up to the station in time. The station has an invoice for buys that [the advertiser] has changed or canceled." When that happens, the station and agency have to resolve the discrepancy, which is never an easy task, and, at times, can get ugly, especially when one party doubts the word of the other. For the most part, the business is still conducted verbally and many contracts are unsigned, an industry practice, according to many in the business. This increase in late payments, according to a leading spot media buyer, is nothing "like we'll see from war-related changes. That will be a nightmare for everyone."

Besides the struggle to get current

*Story continues on page 36*

### BLAIR REALIGNS NEW YORK OFFICE

**B**lair Television is restructuring its New York office effective Feb. 25. The realignment, which consists of four sales teams—three devoted to a mix of affiliates and one that will handle independent stations—is modeled after similar restructurings in Blair's Los Angeles and Chicago offices. Previously, the rep firm had individual teams for CBS, NBC and ABC affiliates. William Breda, Blair's senior vice president and general sales manager, told BROADCASTING that while the network affiliate structure that the firm has used since the early 1970's still has value, the "value is not what it was" because of changes in the industry.

The sales teams will be designed by region, market size and amount of revenue. No personnel changes are planned. The new divisions—Red, Gold, Blue and Independent—will be managed by William Murphy, Leo MacCourtney, David Herman and Thomas McGarrity, respectively. Blair Television represents 140 TV stations.

# CHANGING HANDS

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

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$525,000 □ 3

FM's □ \$5,000 □ 2

AM-FM's □ \$16,112,978 □ 6

TV's □ \$2,300,000 □ 1

Total □ \$18,942,978 □ 12

Year to Date:

AM's □ \$3,775,000 □ 15

FM's □ \$30,323,362 □ 26

AM-FM's □ \$26,385,978 □ 19

TV's □ \$66,085,000 □ 7

Total □ \$126,569,340 □ 67

For 1989 total see Feb. 5, 1990 BROADCASTING.

**KLOE(AM)-KKCI(FM) Goodland, Kan.** □ Sold by Ross Beach to Robert E. Schmidt for \$14,137,978. Price includes \$4,137,978 cash at closing and a \$10 million promissory note. Transfer includes **KCOW(AM)-KAAQ(FM) Alliance** and **KOOQ(AM)-KELN(FM) North Platte**, both Nebraska; **KWBW(AM)-KHUT(FM) Hutchinson**, **KAYS(AM)-KHAZ(FM) Hays**, and **KHOK(FM) Great Bend**, all Kansas, and **KFEQ(AM) St. Joseph, Mo.** Beach is transferring 60% of outstanding stock to KAYS Inc., headed by Schmidt. He owns 49.3% of KAYS, licensee of **KAYS-KHAZ, KHOK, KKCI** and **KVOI(AM)-KATX(FM) Plainview, Tex.** KAYS also owns cable TV systems in Hays, Goodland, Ellis, Wakeeney, Russell and Hoxie, all Kansas. Schmidt also owns 49.3% of **KFEQ Inc.**, licensee of **KFEQ(AM)**; 40% of **KLOE Inc.**, licensee of **KLOE(AM)** and **KCOW(AM)-KAAQ(FM)**; 50% of **Valley Communications Inc.**, licensee of **KOOQ(AM)-KELN(FM)**, and 49.3% voting stock of **Beach Schmidt Inc.** Station licensees are also headed by **Norman W. Jeter** and **Kenneth R. Braun**. **KLOE** has an adult contemporary format on 730 khz with 1 kw day and 50 w night. **KKCI** has a light rock format on 100.7 mhz with 100 kw and antenna 430 feet above average terrain.

**KCIT-TV Amarillo, Tex.** □ Sold by **Ralph C. Wilson Industries to KCIT Acquisition Co.** for \$2.3 million cash at closing. Seller is headed by **Ralph C. Wilson Jr.**, **David N. Olsen**, **Jeffrey C. Littman** and **P. Jane Wright**, and is licensee of **WEVV(TV) Evansville, Ind.**, and is 75% shareholder of **KICU-TV San Jose, Calif.** Buyer is headed

by **F. Lanham Lyne Jr. (50%)**, **Martha Steed Lyne Management Trust (25%)**, **Peter D'Acosta (20%)** and **Charles R. Hart (5%)**. **Lyne, D'Acosta** and **Hart** have interests in **BSP Broadcasting Inc.**, licensee of **KJTL(TV) Wichita Falls, Tex.**, and is licensee or permittee of five translator **LPTV's** in Oklahoma and Texas. **KCIT-TV** is Fox affiliate on ch. 14 with 1,280 kw visual, 10 kw aural and antenna 1,521 feet above average terrain. Broker: **Kalil & Co. Inc.**

**KVOR(AM)-KSPZ(FM) Colorado Springs** □ Sold by **Unistar Holdings Inc.** to **SPZ/VOR Inc.** for \$1.5 million cash in stock purchase agreement; 100% of stock will be transferred; price includes noncompete covenant. Transferor is headed by **Carl T. Robinson** and **William C. Moyes**. Transferee is headed by **Robinson (50%)**, **Moyes (50%)** and **Kenneth Weiland**, and has no other broadcast interests. **KVOR** has newstalk format on 1300 khz with 5 kw day and 1 kw night. **KSPZ** has adult contemporary format on 92.9 mhz with 53 kw and antenna 2,130 feet above average terrain.

**KGRE(AM) Greeley, Co.** □ Sold by **New Directions Media Inc.** to **Keith M. Ashton Sr.** for \$275,000 cash at closing. Seller is headed by **Robert D. Zellmer** and **Marjorie M. Zellmer (80.5%)** and **Paul L. Coates**, and is licensee of **KKGZ(AM) Brush** and **KRDZ(AM)-KATR-FM Wray**, both Colorado. **Robert Zellmer** is general partner of **KKDD FM Broadcasters**, licensee of **KKDD(FM) Brush, Co.** Buyer, **Ashton**, along with his wife **Valerie Ashton** jointly own minority stock interest in assignor and have no other broadcast interests. **KGRE** is fulltimer with country format on 1450 khz with 1 kw.

**KKMX-AM-FM Hayden, Co.** □ Sold by **Radio Colorado to Gardiner Broadcast Partners Ltd.** for \$275,000. Price includes \$190,000 cash at closing, \$10,000 escrow deposit, \$75,000 five-year promissory note at 10% and five-year noncompete covenant. Seller is headed by **Dwight H. Gayer** and has no other broadcast interests. Buyer is headed by **Gardiner Broadcasting Corp.**, general partner (100%); **Clifton H. Gardiner (75%)**; **Rex R. Miller (15%)**, and **Patrick J. O'Keefe (10%)**, and has no other broadcast interests. **KKMX** has CHR format on 1000 khz and 10 kw day. **KKMX-FM** has CHR format on 95.9 mhz with 63.1 w and antenna 602 feet above average terrain.

For other proposed and approved sales see "For the Record," page 47.

## CLOSED!

The sale of **KRGE-AM/KRIX-FM, Brownsville, Texas** from **Daytona Group of Texas, Inc.**, **Norman S. Drubner**, Principal to **Sunbelt Radio Group, Inc.**, **Richard N. Lea**, Principal for \$1,100,000.

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Continued from page 34

past-due clients to pay, broadcasters are also faced with finding new clients to replace the old and that, too, can lead to trouble. Peter Szabo, president, Szabo Associates Inc., a collection agency, says the "ultimate effect is that it puts pressure on stations to wheel and deal more in the sales arena than they have been accustomed to in the past."

That, adds Szabo, means selling to a lot of new local advertisers that have not advertised before on TV or radio. "Lots of times, there is a lack of information on these new customers and their history with the media, making the collection side of business volatile."

The industry, according to Szabo, is seeing a domino effect. Advertisers have slashed budgets and that impacts negatively on the cash flow of the agencies, which puts pressure on broadcasters. Agencies and advertisers also are not making commitments as far in advance as in years past. The business, says Szabo, has changed from a quarter-to-quarter operation to a week-to-week operation.

That means broadcasters need to spend even more time and resources investigating new clients. "Broadcasters," says Szabo, "need to do more investigations in the front end before making a deal on existing and new customers."

Late and/or nonexistent payments are not the only problems facing the industry. The Broadcast Cable Credit Association (BCCA) is holding its 25th seminar in New York next week. Besides discussing payment problems, the conference will also focus on agency/advertiser liability to stations and the issue of notarization of broadcast/cable invoices.

Who is liable to broadcasters when a bill is past due is being hotly contested at the moment. The standard contract of the American Association of Advertising Agencies (AAAA) with various broadcast and cable associations currently has nothing dealing with liability. Previously, the contract held agencies solely liable. But, according to the association, broadcasters want dual liability and the AAAA is rethinking its policy.

Wanda Borges, an attorney with Teitelbaum, Braverman & Borges, says that at the moment, there are no set rules for liability. Some contracts provide for agency-only liability; some call for advertiser-only liability while others call for some form of joint liability. Borges recommends a joint liability contract that states that if the advertiser pays the

agency and the agency goes under, the advertiser is still liable to the broadcaster. Borges says she is finding that some broadcasters have eliminated the liability contract all together. "If you do that," says Borges, "then you have to battle in court to see who really is responsible for payment."

Some time ago, according to Borges, the BCCA and its parent, the Broadcast Cable Financial Management Association (BCFM), tried to come up with a clause that would say the agency is liable, but if the agency becomes insolvent, then the advertiser is liable only on those bills the advertiser has not paid to the agency and bills that the advertiser paid to the agency even though the advertiser knew the agency was in financial trouble. "Some stations," Szabo says, "don't even know what kind of liability contract they have."

Another issue the BCCA will address next week—notarization of invoices—seems small on the surface. However, this has also become a sticking point among the industry, advertisers and agencies.

Notarization of invoices is almost as old as broadcasting itself. In the past,

station managers, according to the BCCA, knew the spot load and when and where spots ran. The station manager usually signed the invoice in the presence of a notary public who confirmed the signature's authenticity. A recently released white paper from the BCCA says changes in the industry including invoice preparation process have made it "virtually impossible for a station manager or any other individual to personally monitor or validate every spot which has been run."

Despite all the changes in the industry, the notarization process lives on, even though, according to the BCCA, "the person signing [the invoice] usually had no personal knowledge of the invoice contents." Although the notarization only verifies the signature, some advertisers, according to broadcasters, make the notarization a sticking point, leaving stations no choice but to go through the notarization process. Says one comptroller: "It's still an issue and it may cost you if you don't do it. It can cause a slowdown in payments, and some advertisers feel that there would be a negative connotation to no notarization." —JF

## UK CABLE HOPES CONFRONT FINANCIAL REALITY

*London conference attendees remain optimistic, but cite difficulties in raising money, slow start for new franchisees*

**F**ew members of the not-yet-burgeoning UK cable industry doubt the enormous potential of their medium, but most recognize that industry financing remains tight and the pace of development may not be as fast as once hoped.

That was the consensus of a representative slice of UK cable operators converging in London last month at the 1991 Cable Suppliers Conference, where they appraised the investment climate for the coming year and looked for inspiration about the prospects ahead.

An update of the market showed that of the 133 UK franchises awarded by the (now reorganized) cable regulatory authority in July, 27 currently offer service and four franchises are in the building stage, leaving no action on 102 others.

Financing the cable and telecommuni-

cations ventures continues to be the critical concern of the day. That North American companies control 75% of the market reflects the undisputed dependence on North American financiers and cable entrepreneurs in the short term. Described by conference moderator Edward Mercer as the cable industry's "Seventh Cavalry," American investment will set the pace for large scale British investment over a long period.

But even if the purse strings are largely controlled from America, argued consultant David Sheppard, the future success of the market will rest with UK management's ability to influence consumer purchasing decisions.

The Independent Television Commission's Jon Davey (the former Cable Authority head now responsible for the ITC's cable branch) was optimistic

# FOCUS ON FINANCE

**M**edia stocks were helped by overall market gains, which averaged roughly 3% for larger issues and 5% to 7% for smaller capitalization stocks. Last Wednesday, Cablevision Systems Corp. rose 13%. Dow Jones wire report noted that recent analyst comments had focused on possible squeeze of large short position in stock, said to be 51 times average daily trading volume and roughly 500,000 more shares than "freely trading float." Certain other MSO stocks did well last week, including Tele-Communications Inc. and

Comcast, both up 8%. Other stocks showing large gains included Control Data, up 22%, and QVC network, up 25%. Former company last Monday reported reduced fourth-quarter loss, while latter recently reported stock purchases by executives. King World Productions rose 10%, to 27½. News Corp. was up 32% for week, to 9¼. One report suggested company was on verge of selling interest in European sports channel, proceeds of which would presumably be used to pay down debt.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

|  | Closing<br>Wed<br>Jan 30 | Closing<br>Wed<br>Jan 23 | Net<br>Change | Percent<br>Change | P/E<br>Ratio(000,000) | Market<br>Capitali-<br>zation |
|--|--------------------------|--------------------------|---------------|-------------------|-----------------------|-------------------------------|
|--|--------------------------|--------------------------|---------------|-------------------|-----------------------|-------------------------------|

## BROADCASTING

|                            |     |     |     |      |        |        |      |       |
|----------------------------|-----|-----|-----|------|--------|--------|------|-------|
| A (BHC) BHC Comm.          | 48  | 5/8 | 46  | 1/8  | 2 1/2  | 05.42  | 12   | 1,424 |
| N (CCB) Cap. Cities/ABC    | 443 |     | 423 | 1/4  | 19 3/4 | 04.66  | 15   | 7,678 |
| N (CBS) CBS Inc.           | 159 | 1/4 | 153 |      | 6 1/4  | 04.08  | 12   | 3,770 |
| A (CCU) Clear Channel      | 10  | 3/4 | 10  | 5/8  | 1/8    | 01.17  | -119 | 61    |
| O (JCOR) Jacor Commun.     | 2   | 3/8 | 2   | 5/16 | 1/16   | 02.70  | -1   | 23    |
| O (OSBN) Osborn Commun.    | 6   |     | 6   | 1/4  | - 1/4  | -04.00 | -8   | 41    |
| O (OCOMA) Outlet Comm.     | 9   | 1/2 | 10  | 1/2  | - 1    | -09.52 | 11   | 62    |
| N (PL) Pinelands           | 17  | 3/4 | 17  | 1/2  | 1/4    | 01.42  |      | 299   |
| A (PR) Price Commun.       |     | 3/8 |     | 3/8  |        | 00.00  |      | 3     |
| O (SAGB) Sage Bsg.         | 1   |     | 1   |      |        | 00.00  | -1   | 3     |
| O (SCRIP) Scripps Howard   | 46  | 1/2 | 46  | 1/2  |        | 00.00  | 17   | 480   |
| O (SUNNC) SunGroup Inc.    |     | 3/4 |     | 3/4  |        | 00.00  | -1   | 5     |
| O (TLMD) Telemundo         | 5   |     | 5   |      |        | 00.00  | -2   | 114   |
| O (TVXGC) TVX Group        | 9   | 3/8 | 9   | 5/16 | 1/16   | 00.67  |      | 68    |
| O (UTVI) United Television | 29  | 1/2 | 28  | 1/4  | 1 1/4  | 04.42  | 3    | 320   |

## PROGRAMING

|                             |     |      |     |      |        |        |     |         |
|-----------------------------|-----|------|-----|------|--------|--------|-----|---------|
| O (IATV) ACTV Inc.          | 2   | 1/4  | 2   | 1/8  | 1/8    | 05.88  |     | 1       |
| O (ALLT) All American TV    | 2   | 5/8  | 2   | 5/8  |        | 00.00  |     | 5       |
| N (CRC) Carolco Pictures    | 7   | 7/8  | 7   | 1/2  | 3/8    | 05.00  | 12  | 238     |
| O (DCPI) deK Clark prod.    | 3   |      | 3   |      |        | 00.00  | 18  | 24      |
| N (DIS) Disney              | 108 | 1/8  | 101 | 1/8  | 7      | 06.92  | 18  | 14,379  |
| O (FNNC) FNN                | 2   | 3/8  | 2   | 1/4  | 1/8    | 05.55  | 7   | 43      |
| A (FE) Fries Entertain.     |     | 5/8  |     | 7/16 | 3/16   | 42.85  |     | 3       |
| A (HHH) Heritage Ent.       |     | 9/16 |     | 9/16 |        | 00.00  |     | 4       |
| N (HSN) Home Shop. Net.     | 4   | 1/8  | 4   | 1/8  |        | 00.00  | 11  | 372     |
| O (IBTVA) IBS               | 1   | 1/2  | 1   | 3/8  | 1/8    | 09.09  | 18  | 4       |
| N (KWP) King World          | 27  | 1/2  | 25  |      | 2 1/2  | 10.00  | 12  | 1,045   |
| O (KREN) Kings Road Ent.    |     | 5/32 |     | 3/16 | - 1/32 | -16.66 |     | 0       |
| N (MC) Matsushita           | 126 |      | 122 |      | 4      | 03.27  | 16  | 262,109 |
| A (NNH) Nelson Holdings     | 1   | 3/4  | 2   |      | - 1/4  | -12.50 | -1  | 7       |
| O (NNET) Nostalgia Net.     |     | 9/16 |     | 9/16 |        | 00.00  |     | 3       |
| N (OPC) Orion Pictures      | 11  | 1/8  | 11  | 3/8  | - 1/4  | -02.19 | 27  | 250     |
| N (PCI) Paramount Comm.     | 41  | 3/4  | 39  | 1/2  | 2 1/4  | 05.69  | 28  | 4,922   |
| N (PLA) Playboy Ent.        | 4   | 1/2  | 4   | 1/4  | 1/4    | 05.88  | 23  | 84      |
| O (QNTXQ) Quintex Ent.      |     | 1/8  |     | 1/8  |        | 00.00  |     | 26      |
| O (QVCN) QVC Network        | 6   | 1/4  | 5   |      | 1 1/4  | 25.00  | -16 | 108     |
| O (RVCC) Reeves Commun.     | 6   | 3/4  | 6   | 3/4  |        | 00.00  | -16 | 85      |
| O (RPICA) Republic Pic. 'A' | 8   | 1/4  | 6   | 3/4  | 1 1/2  | 22.22  | 45  | 35      |
| A (SP) Spelling Ent.        | 4   | 1/8  | 3   | 3/4  | 3/8    | 10.00  | 27  | 136     |
| O (JUKE) Video Jukebox      | 4   | 1/4  | 4   | 1/2  | - 1/4  | -05.55 | -32 | 40      |
| O (WONE) Westwood One       | 2   |      | 2   | 1/16 | - 1/16 | -03.03 | -1  | 29      |

|  | Closing<br>Wed<br>Jan 30 | Closing<br>Wed<br>Jan 23 | Net<br>Change | Percent<br>Change | P/E<br>Ratio(000,000) | Market<br>Capitali-<br>zation |
|--|--------------------------|--------------------------|---------------|-------------------|-----------------------|-------------------------------|
|--|--------------------------|--------------------------|---------------|-------------------|-----------------------|-------------------------------|

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                            |     |     |     |     |       |        |      |        |
|----------------------------|-----|-----|-----|-----|-------|--------|------|--------|
| N (BLC) A.H. Belo          | 29  | 1/8 | 29  |     | 1/8   | 00.43  | 22   | 544    |
| A (AK) Ackerly Comm.       | 2   | 3/4 | 2   | 5/8 | 1/8   | 04.76  | -3   | 42     |
| N (AFL) American Family    | 21  | 3/8 | 19  | 3/4 | 1 5/8 | 08.22  | 15   | 1,739  |
| O (ACMA) Assoc. Comm.      | 28  |     | 26  |     | 2     | 07.69  | 71   | 522    |
| N (CCN) Chris-Craft        | 26  |     | 24  | 3/4 | 1 1/4 | 05.05  | 2    | 662    |
| O (DUCO) Durham Corp.      | 26  | 1/2 | 26  | 7/8 | - 3/8 | -01.39 | 13   | 224    |
| N (GCI) Gannett Co.        | 40  | 1/4 | 38  | 3/4 | 1 1/2 | 03.87  | 16   | 6,360  |
| N (GE) General Electric    | 62  |     | 57  | 1/4 | 4 3/4 | 08.29  | 13   | 55,094 |
| O (GACC) Great American    | 2   |     | 1   | 3/4 | 1/4   | 14.28  |      | 70     |
| A (HTG) Heritage Media     | 3   | 1/2 | 3   | 3/8 | 1/8   | 03.70  | -5   | 158    |
| N (JP) Jefferson-Pilot     | 37  | 7/8 | 38  | 3/4 | - 7/8 | -02.25 | 9    | 1,353  |
| N (LEE) Lee Enterprises    | 26  | 1/4 | 25  | 3/8 | 7/8   | 03.44  | 15   | 612    |
| N (LC) Liberty             | 43  | 3/8 | 42  |     | 1 3/8 | 03.27  | 9    | 339    |
| O (LINB) LIN               | 65  |     | 63  | 1/4 | 1 3/4 | 02.76  | -18  | 3,339  |
| N (MHP) McGraw-Hill        | 55  | 3/4 | 53  |     | 2 3/4 | 05.18  | 118  | 2,713  |
| A (MEGA) Media General     | 20  |     | 18  | 1/8 | 1 7/8 | 10.34  | 24   | 506    |
| N (MDP) Meredith Corp.     | 25  | 1/8 | 24  |     | 1 1/8 | 04.68  | -20  | 452    |
| O (MMEDC) Multimedia       | 62  | 1/2 | 60  |     | 2 1/2 | 04.16  | 16   | 707    |
| A (NYTA) New York Times    | 22  | 7/8 | 20  | 7/8 | 2     | 09.58  | 50   | 1,742  |
| N (NWS) News Corp. Ltd.    | 9   | 1/4 | 7   |     | 2 1/4 | 32.14  | 5    | 2,483  |
| O (PARC) Park Commun.      | 14  | 3/4 | 15  | 1/2 | - 3/4 | -04.83 | 16   | 305    |
| O (PLTZ) Pulitzer Pub.     | 20  |     | 19  | 1/4 | 3/4   | 03.89  | 8    | 209    |
| O (STAUF) Stauffer Comm.   | 118 |     | 118 |     |       | 00.00  | 48   | 144    |
| N (TMC) Times Mirror       | 30  | 1/2 | 29  | 1/2 | 1     | 03.38  | 18   | 3,920  |
| N (TRB) Tribune Co.        | 43  |     | 40  |     | 3     | 07.50  | 16   | 2,832  |
| A (TBSA) Turner Bestg. 'A' | 15  | 3/8 | 14  | 3/8 | 1     | 06.95  | -102 | 2,293  |
| N (WPO) Washington Post    | 209 |     | 206 | 3/4 | 2 1/4 | 01.08  | 13   | 2,515  |
| N (WX) Westinghouse        | 27  | 3/4 | 26  | 1/2 | 1 1/4 | 04.71  | 8    | 8,077  |

## CABLE

|                              |    |     |    |     |       |       |     |       |
|------------------------------|----|-----|----|-----|-------|-------|-----|-------|
| A (ATN) Acton Corp.          | 4  | 7/8 | 4  | 5/8 | 1/4   | 05.40 | -3  | 7     |
| O (ATCA) ATC                 | 37 | 1/4 | 33 | 1/2 | 3 3/4 | 11.10 | 6   | 790   |
| A (CVC) Cablevision Sys. 'A' | 16 |     | 13 | 1/4 | 2 3/4 | 20.75 | -1  | 355   |
| A (CTV) Century Comm.        | 6  | 7/8 | 6  | 5/8 | 1/4   | 03.77 | 6   | 449   |
| O (CMCSA) Comcast            | 15 | 1/8 | 14 |     | 1 1/8 | 08.03 | -10 | 1,707 |
| A (FAL) Falcon Cable         | 7  | 1/8 | 6  | 5/8 | 1/2   | 07.54 | -5  | 45    |
| O (JOIN) Jones Intercable    | 7  |     | 6  | 1/4 | 3/4   | 12.00 | -4  | 87    |
| N (KRI) Knight-Ridder        | 49 | 3/8 | 47 | 5/8 | 1 3/4 | 03.67 | 15  | 2,477 |
| T (RCIA) Rogers 'A'          | 9  | 3/4 | 8  | 1/2 | 1 1/4 | 14.70 | -17 | 349   |
| O (TCAT) TCA Cable TV        | 15 | 1/2 | 15 |     | 1/2   | 03.33 | 67  | 375   |
| O (TCOMA) TCI                | 15 | 5/8 | 14 | 1/2 | 1 1/8 | 07.75 | -22 | 5,562 |
| N (TWX) Time Warner          | 92 | 1/2 | 87 | 1/4 | 5 1/4 | 06.01 | -6  | 5,316 |
| O (UAECA) United Art. 'A'    | 13 |     | 11 | 3/4 | 1 1/4 | 10.63 | -18 | 1,825 |
| A (VIA) Viacom               | 25 | 1/4 | 25 | 1/8 | 1/8   | 00.49 | -84 | 2,694 |

# STOCK INDEX (CONT.)

Closing Wed Jan 30    Closing Wed Jan 23    Net Change    Percent Change    P/E Ratio    Market Capitalization (000,000)

## EQUIPMENT & MANUFACTURING

|                            | Closing Wed Jan 30 | Closing Wed Jan 23 | Net Change | Percent Change | P/E Ratio | Market Capitalization (000,000) |   |
|----------------------------|--------------------|--------------------|------------|----------------|-----------|---------------------------------|---|
| N (MMM) 3M                 | 84                 | 1/8 80             | 3/4        | 3 3/8          | 04.17     | 14 18,673                       |   |
| N (ARV) Arvin Industries   | 19                 | 7/8 18             | 1/8        | 1 3/4          | 09.65     | 18 373                          |   |
| O (CCBL) C-Cor Electronics | 3                  | 5/8 3              | 7/8        | - 1/4          | -06.45    | 3 15                            |   |
| O (CTEX) C-Tec Corp.       | 15                 | 1/2 13             | 3/4        | 1 3/4          | 12.72     | -29 255                         |   |
| N (CHY) Chyron             | 13/32              |                    | 1/2        | - 3/32         | -18.75    | -1 4                            |   |
| A (COH) Cohu               | 11                 | 1/4 10             | 3/8        | 7/8            | 08.43     | 8 22                            |   |
| N (EK) Eastman Kodak       | 42                 | 1/8 40             |            | 2 1/8          | 05.31     | 43 13,666                       |   |
| N (HRS) Harris Corp.       | 22                 | 5/8 20             |            | 2 5/8          | 13.12     | 7 907                           |   |
| N (IV) Mark IV Indus.      | 9                  | 3/8 8              | 3/4        | 5/8            | 07.14     | 2 127                           |   |
| O (MATT) Matthews Equip.   | 1                  | 7/8 1              | 11/16      | 3/16           | 11.11     | 93 11                           |   |
| O (MCDY) Microdyne         | 4                  | 1/8 3              | 5/8        | 1/2            | 13.79     | 58 17                           |   |
| O (MCOM) Midwest Comm.     | 1                  | 1 1/16             |            | - 1/16         | -05.88    | 2 3                             |   |
| N (MOT) Motorola           | 53                 | 49                 | 3/8        | 3 5/8          | 07.34     | 13 6,970                        |   |
| A (PPI) Pico Products      | 9/16               |                    | 3/8        | 3/16           | 50.00     |                                 | 2 |
| N (SFA) Sci-Atlanta        | 13                 | 1/8 12             | 1/8        | 1              | 08.24     | 7 294                           |   |
| N (SNE) Sony Corp.         | 48                 | 1/2 45             | 1/4        | 3 1/4          | 07.18     | 26 16,098                       |   |
| N (TEK) Tektronix          | 19                 | 1/2 18             | 1/2        | 1              | 05.40     | -6 566                          |   |
| N (VAR) Varian Assoc.      | 38                 | 1/4 35             | 3/4        | 2 1/2          | 06.99     | -182 731                        |   |
| O (WGNR) Wegener           |                    | 3/4 7/16           |            | 5/16           | 71.42     | -4 5                            |   |
| N (ZE) Zenith              | 7                  | 7                  |            |                | 00.00     | -2 187                          |   |

Closing Wed Jan 30    Closing Wed Jan 23    Net Change    Percent Change    P/E Ratio    Market Capitalization (000,000)

## SERVICE

|                           | Closing Wed Jan 30 | Closing Wed Jan 23 | Net Change | Percent Change | P/E Ratio | Market Capitalization (000,000) |
|---------------------------|--------------------|--------------------|------------|----------------|-----------|---------------------------------|
| O (AFTI) Am. Film Tech.   | 4                  | 1/8 2              | 1/2        | 1 5/8          | 65.00     | 13 40                           |
| O (BSIM) Burnup & Sims    | 8                  | 7/8 7              | 3/4        | 1 1/8          | 14.51     | 98 111                          |
| A (CLR) Color Systems     | 3                  | 3/4 3              | 1/8        | 5/8            | 20.00     | -4 34                           |
| N (CQ) Comsat             | 24                 | 3/4 23             |            | 1 3/4          | 07.60     | 8 462                           |
| N (CDA) Control Data      | 11                 | 9                  |            | 2              | 22.22     | -2 467                          |
| N (DNB) Dun & Bradstreet  | 46                 | 1/2 43             | 1/2        | 3              | 06.89     | 16 8,485                        |
| N (FCB) Foote Cone & B.   | 20                 | 3/4 19             | 3/8        | 1 3/8          | 07.09     | 10 224                          |
| O (GREY) Grey Adv.        | 123                | 129                |            | - 6            | -04.65    | 11 138                          |
| O (HDBX) HDB Commun.      | 8                  | 1/4 8              | 1/4        |                | 00.00     | 91 52                           |
| N (IPG) Interpublic Group | 38                 | 3/4 36             | 3/8        | 2 3/8          | 06.52     | 17 1,325                        |
| N (OMC) Omnicom           | 23                 | 3/8 22             | 3/4        | 5/8            | 02.74     | 11 613                          |
| O (RTRSY) Reuters         | 46                 | 1/4 42             | 3/8        | 3 7/8          | 09.14     | 21 19,937                       |
| N (SAA) Saatchi & Saatchi | 1                  | 3/8 1              | 3/8        |                | 00.00     | -1 217                          |
| O (TLMT) Telemation       |                    | 1/4 1/4            |            |                | 00.00     | 1                               |
| O (TMCJ) TM Commun.       |                    | 1/4 1/4            |            |                | 00.00     | -1 5                            |
| A (UNV) Unitel Video      | 7                  | 1/2 7              |            | 1/2            | 07.14     | -12 11                          |
| O (WPPGY) WPP Group       | 3                  | 7/16 3             |            | 7/16           | 14.58     | 1 141                           |

Standard & Poor's 400    403.14    389.67    +13.47    +3.5%

Continued from page 36.

about British cable potential, but admitted that it was still bedeviled by lack of finance and lack of confidence by British investors. He cited the current economic recession, the U.S. banking crisis and UK interest rates as the primary hurdles to access money.

Davy emphasized that while penetration rates are improving, they must be considerably higher to convince investors that the cable and telecommunications market is a prudent risk.

Bank of Boston's Susan Harris tackled the reigning questions of finance and

set out one scenario for future investment. "The real question is not *where* the money is coming from," Harris said, "but *when* it will come." Harris estimated that £4 billion-£5 billion in equity (a \$10 billion proposition for U.S. investors) is still needed to develop the cable franchises.

Initial financing will likely be 50% equity-funded and 50% debt-funded, although all early constructions will have to be financed by equity until the franchise proves successful enough to afford a higher percentage of debt.

The source of this equity will be North American telecommunications

companies and multiple system cable operators with programing interests, Harris predicted.

On the debt side, American banks well-versed in cable are the likely underwriters. But in light of lending-side economic crises in the U.S., per subscriber market values are under threat and teamed with a weak dollar and inhospitable interest rates, Harris is not optimistic about the U.S. ability to provide adequate equity in 1991.

Nevertheless, if the industry moves along as planned, she believes banks will be ready to lend.

Despite these monetary handicaps, US Cable Corp. UK Managing Director Phillip Morgan forecasts that a further 750,000 homes will be passed in 1991 (effectively doubling the size of the industry) and expects action on 75% of awarded franchises.

Also touched on was the telecommunications dimension opened up by the anticipated end to Britain's telephone duopoly. PacTel Cable's Vito Palmieri called this new option an incentive for investors further highlighting the potential of the global liberalization of the telecom industry. While insisting that cable provision is the first priority, Cable Telecom's Alan Hindley also expressed his faith in the opportunities afforded by combined service.

-Meredith Amdur, European correspondent

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# JOURNALISM

## RATHER CRITICIZES DECLINE IN INTERNATIONAL REPORTING

**C**BS News anchor Dan Rather, the keynote speaker at the 49th annual Alfred I. duPont-Columbia University Forum in New York last Tuesday (Jan. 29), lashed out against news divisions for cutting back on international coverage, adding that events in the Persian Gulf might have been altered had more correspondents been reporting from the region earlier on in the crisis.

"There's a perception that foreign news doesn't sell and foreign news is a circulation killer," said Rather, pointing an accusatory finger toward network news managers and audience research data supplied by news consultants. News executives interested in expanding foreign coverage, he said, have become "a decreasing and endangered species in every news operation in the country, bar none."

Rather said that as the Persian Gulf crisis was developing, many U.S. news operations steered away from the story with such rationales as "Who in the world cares about someone named Saddam Hussein?" and "Iraq is too far from Broadway."

"I hope we can learn from our mistakes," he said. Rather said care should be taken not to allow the current intensive Persian Gulf coverage to cloud the fact that international reporting is on the decline.

The problem of neglecting international stories extends to newspapers, said Rather, citing a Gannett Media Center study that found the amount of editorial space given to international news by top U.S. newspapers fell from 10% in 1971 to 2.6% in 1988. "We've had more and more people looking at news as a commodity in recent years," he said.

Asked whether events in the region would have been altered by more on-the-scene correspondents, Rather said: "I think it could have. I would feel a lot better about it if more institutions had more reporters over there for a long time."

Rather's comments followed months of trimming by network news divisions, including the closing of several domestic



Dan Rather

and international bureaus. Rather said that while he did not anticipate the reopening of any of those bureaus any time soon, and while network news executives remain too focused on controlling costs, he still stands by the medium.

Contemplating the future of network news, Rather said he expected a "com-

pletely changed" landscape in future decades, with CNN facing newfound competitors and the possibility of direct broadcast satellite eclipsing cable all together. He added he would "not be surprised" to find one of the broadcast networks eventually exiting the news business, or possibly exiting the television business entirely. "It will be so different from today that you will not recognize it," said Rather.

In other Persian Gulf comments, Rather described CNN correspondent Peter Arnett as a "first-rate" journalist and approved of his remaining in Iraq, despite apparent censorship by officials there. Rather said any criticism directed at Arnett is a jealous response to his being the sole reporter permitted to stay in Iraq. "I have no stomach for cheap-shotting Arnett or CNN because they are there," said Rather.

The CBS newsman did direct criticism, however, toward network news divisions for not sufficiently resisting restrictions placed against reporters in the Persian Gulf by the Pentagon. "Once the agreement was made," said Rather, "our fate was sealed at that moment and will continue to be the case." **-RB**

## DUPONT FORUM CRITIQUES GULF COVERAGE

*Panelists agree government has upper hand in control of war coverage; one criticism of network reporting is that so far it lacks context, perspective*

**C**overage of the Persian Gulf crisis by the networks has lacked perspective and has suffered immeasurably from Pentagon restrictions, according to panelists at the annual Alfred I. duPont-Columbia University Forum assessing the first two weeks of telecasts.

"The situation today is absolutely ideal from a military point of view, in terms of ability to limit access," said James Webb, former secretary of the Navy and assistant secretary of defense.

Among areas of concern for Webb and other panelists was the lack of information on television about suspected military and civilian casualties in Iraq.

"Today, one of the reasons that [public support for U.S. involvement in the Persian Gulf] remains high is that there are no cameras on the other side recording what is almost certainly a high amount of carnage," said Webb.

The government is much more "back

*Continues on page 46*

# WASHINGTON

## INDECENCY BAN COMES UNDER FIRE

*Appeals court judge criticizes FCC's 24-hour indecency prohibition, challenging commission's contention that it is 'narrowly tailored'*

**F**CC General Counsel Robert Pettit and the agency's enforcement of the statutory 24-hour-a-day ban on broadcast indecency came under fire last Monday (Jan. 28) from a three-judge panel of the U.S. Court of Appeals in Washington where the ban is being challenged on First Amendment grounds by a consortium of media organizations and citizen groups.

At oral arguments in *Action for Children's Television v. FCC*, Chief Judge Abner Mikva quickly zeroed in on the FCC's top lawyer, challenging his arguments that the 24-hour ban meets the constitutional test of being a "narrowly tailored" means of promoting a "compelling" governmental interest.

Mikva was on Pettit before he was able to get to the second sentence of his prepared argument. "[Congress] did not set out to do a narrow tailoring job, did it?" Mikva demanded. "It specifically rejected the fine lines the commission and the courts have been crafting over the years about 'safe harbors.' That was

clearly the stated purpose to the legislation. Isn't that correct?"

Pettit conceded that Congress's aim was to do away with safe harbors, times of day when the broadcast of indecent material was acceptable because the number of unsupervised children in the audience was low. (Prior to Congress's passage of the total ban, the FCC had established a midnight-to-6 a.m. safe harbor.)

But, Pettit added, last year's FCC proceeding aimed at building a record to undergird the 24-hour ban (BROADCASTING, July 16, 1990) concluded the ban will "effectively and feasibly serve the government's interest" in protecting the "psychological and physical well being of children."

According to Pettit, the FCC record indicates that many "unsupervised" children are tuned in during the former midnight-to-6 a.m. safe harbor and thus, the only way of protecting them is with a 24-hour ban.

Following the argument, few, if any,

of those on hand felt the ban would survive. "The FCC did the best job it could under the circumstances, but the court is going to reverse it," said former FCC General Counsel Diane Killory, who helped shape indecency policy under FCC Chairman Dennis Patrick.

"I think we're home free," said Peggy Charren, president of Action for Children's Television, part of the challenging coalition.

"They are going to throw the whole thing out," said Andrew Schwartzman, a public interest attorney. However, he said, it is "conceivable" the court could strike down the 24-hour ban and remand the case to give the FCC a chance to justify a more restrictive safe harbor.

Compared to Pettit, Timothy Dyk, the Washington attorney representing the coalition, breezed through his argument. The 24-hour ban unconstitutionally restricts adults' access to news programs, serious dramas, motion picture, music and anything else that meets the FCC's definition of indecency. And, he said, the situation is aggravated by "the uncertainty and vagueness" of the FCC's definition.

According to Dyk, the legislative history, case law and the FCC's own record contains nothing that demonstrates a 24-hour ban is necessary to assure parental supervision of children's broadcast listening and viewing habits. On the contrary, he said, the record shows the "vast majority" of parents are supervising their children "for many hours of the broadcast day, including those which would fall into any safe harbor period."

The same court in July 1988 affirmed the FCC's authority to prohibit indecency for the sake of children when the risk of there being a high number of them in the audience was great. However, finding that the prevailing midnight-to-6 a.m. safe harbor was arbitrary, it ordered the FCC to conduct an inquiry into the viewing and listening patterns of children.

Before the FCC could act, Congress,

### BURDEN OF RESPONSIBILITY

**F**CC Chairman Alfred Sikes told members of the National Religious Broadcasters in Washington last week FCC action alone will not rid the airwaves of indecency. Speaking at the NRB's annual convention, Sikes said the FCC enforcement of the anti-indecency statute seems "to have reduced indecent broadcasting." But "in the final analysis, only self-responsibility will truly work," he said. "The law can act on the especially egregious only, while shared responsibility will restrain those who choose to prey on the viewing or listening audience."

### FCC FINES CHICAGO STATION OVER INDECENCY

**A**lthough the noncommercial stations that aired National Public Radio's February 1989 story on alleged mobster John Gotti escaped FCC sanction for indecency (see above), WLUP(AM) Chicago was not so fortunate. In another series of such actions, the FCC last Monday (Jan. 28) imposed a \$6,000 fine on the Evergreen Media station for three segments of its *Steve and Garry Show* broadcast in August 1987 and March 1989. "We find that all the broadcasts... fit squarely within our definition of indecency," the FCC order says. "Each of the passages describes sexual or excretory activities or organs, specifically oral-genital contact, sexual activity with a child and anal intercourse," it says.



led by Senator Jesse Helms (R-N.C.), in fall of 1988 passed a law mandating the 24-hour ban and eliminating all safe harbors. The FCC implementation of the blanket ban prompted another court challenge.

Although the court stayed implementation of the 24-hour ban, the FCC has continued to enforce the prohibition during the daytime hours—from 6 a.m. to 8 p.m.—which it believes would be well outside any safe harbor that is ultimately adopted or imposed on the FCC.

During the hearing, Mikva agreed with Pettit the government has an interest in regulating access by children to broadcast indecency. But according to constitutional law, "you have to protect it by the narrowest means possible," he said. "A 24-hour ban is not very narrow, is it?"

Before Pettit could respond, Edwards was attacking on another front, scolding the FCC for not developing audience information for particular shows as the court had instructed it to do when it remanded an earlier indecency case to the commission.

Edwards also slammed one of the few arguments Pettit was able to make—that is, people wishing to listen or view indecent material can turn to other media, including cable television, home video and home satellite.

"The existence of alternative sources is not a justification when you are talking about content-based regulation," Edwards said.

Pettit tried to answer, but Edwards interrupted him. "No, counselor," he said. "That there are alternative sources of indecent stuff that's either relevant or it's not. It's irrelevant. The Supreme Court has said that it cannot be a justification."

Again Pettit tried to respond and again he was cut off by Edwards. "The Supreme Court has told us that is not permissible so it's not in the balance."

Mikva jumped in on the side of Edwards. If tuning to indecent programming is a "legitimately protected endeavor," he said, "don't tell them they can go read it in the newspapers or the comic books. If they are entitled to do this, they are entitled to do this."

It would be "unseemly" for the FCC to disregard a congressional mandate and to declare a law unconstitutional, Mikva said. "But it is another thing to try to buttress that statute in a way that is different than what you thought could be done 10 or 20 years ago."

Mikva said he was troubled by the FCC's trying to square the 24-hour ban with existing case law instead of taking

some new tack. "Why aren't you burning the house down?" he asked.

Pettit agreed with Mikva's assertion that a 24-hour ban has the effect of lowering the level of broadcast programming to that of the children in the audience. That is "undoubtedly true," Pettit said. There is "no doubt," he added, the ban places additional burdens on parents wishing to expose themselves or their children to "such material."

In trying to explain how the FCC settled on the 17-and-under definition of children, he started by saying the definition was not inconsistent with the act.

"Twenty five would not have been inconsistent," snapped Mikva, evoking laughs.

Mikva and Edwards recognized that the law had put the FCC and Pettit in a difficult legal position. Edwards asked Pettit if he felt "squeezed." "You sound like you are feeling terribly squeezed," he said. If so, he added, it may explain the apparent "lack of reason" in the FCC's argument.

And Mikva could not resist tweaking Pettit: "You may be more narrowly drawn than the FCC policy," the judge said. —HAJ

## THE DISSENTING VOICE OF ERVIN DUGGAN

When Ervin Duggan took his seat as an FCC commissioner last year, he made clear he would be out front in the FCC's campaign to clean up the airwaves through enforcement of its anti-indecency statute.

Duggan made good on the promise two weeks ago when he cast the lone dissenting vote in the FCC's affirmation of a dismissal of an indecency complaint against National Public Radio's *All Things Considered* for its February 1989 broadcast of a recorded phone conversation of alleged mobster John Gotti that contains the word "fuck" or "fucking" 10 times. The tape had been played at Gotti's trial.

In his two-page dissenting statement, Duggan argued strongly against the use of "patently offensive language even in bona fide news stories." He said: "Although the commission has twice declined to adopt an express news exemption for indecency enforcement, it may have implicitly created such an exemption here."

What's more, Duggan said, the FCC may open "the floodgates to the repeated, gratuitous use of language that has historically and legally been considered indecent or obscene" and "unwittingly encourage a plethora of 'newscasts' that purvey patently objectionable material under the cover of journalistic legitimacy."

Such outcomes would "not only be a misfortune for our national culture, it would also contravene the intentions of Congress and the courts, who have never suggested that broadcasters be given carte blanche to incorporate indecent material into news or public affairs programming."

As Duggan suggested, the four-person FCC majority's affirmation of the Mass Media Bureau's October 1989 dismissal comes close to creating a new exemption. Although the repetitious use of coarse words is objectionable to many, the majority said, "we do not find the use of such words in a legitimate news report to have been gratuitous, pandering or otherwise 'patently offensive' as that term is used in our indecency definition.

"We note that the program segment...was an integral part of a bona fide news story concerning organized crime...[and] we have traditionally been reluctant to intervene in the editorial judgments of broadcast licensees on how best to present serious public affairs," it said.

But Duggan, in his statement, called "the famous F-word...the most objectionable, the most forbidden, and the most patently offensive to civilized and cultivated people." Noting it was among the "seven dirty words" the Supreme Court found to be out of bounds in its 1978 *Pacific* ruling, Duggan said the word, "especially [in] its deliberate, repeated, gratuitous use, has almost always been sufficient to justify a ruling of indecency."

Just one airing of the word by NPR to establish the character of John Gotti might be defensible, Duggan said. "Although I recognize the importance of context to indecency determinations, I consider that the deliberate and repeated use of the word fits precisely the meaning of the word gratuitous: unnecessary and unwarranted," he said. And such deliberate and repeated use...however noble the intent of the broadcaster, seems to me to fit the definition of pandering: catering to low tastes." —HAJ

# TECHNOLOGY

## GI AND MIT FORM HDTV ALLIANCE

*New effort will be known as American Television Alliance and will develop two digital simulcast high-definition systems for consideration by FCC*

**G**eneral Instrument Corp.'s Video-Cipher division, San Diego, and the Massachusetts Institute of Technology, Cambridge, agreed last week to merge their efforts to develop all-digital high-definition television transmission systems. The new joint project is known as the American Television Alliance.

The new alliance will submit two digital simulcast HDTV systems to the FCC's advisory committee on advanced television service for possible approval as the FCC standard in 1993.

Before the announcement, GI was already an established proponent of the all-digital DigiCipher system, which is scheduled for testing by the Advanced Television Test Center (ATTC) in September 1991. MIT was proposing its own Channel-Compatible hybrid analog-digital HDTV system, which was to be in April 1992, the ATTC's final slot. The hybrid system is now to be replaced on the testing schedule by another all-digital system, which is to be co-developed by MIT and GI.

"We had been talking to other proponents [about mergers] since we entered the race," said Robert Rast, GI's vice president, advanced television.

ATA's formation was facilitated by an already close relationship between MIT and GI. Several GI executives and engineers are MIT graduates and a number of GI's younger researchers studied under Jae Lim, director of MIT's Advanced Television Research Program, and former Television Research Program Director William F. Schreiber, who remains a consultant and senior lecturer with the school.

Beyond the established MIT-GI relationship, the formation of the alliance "is a business deal," Rast said. Both parties gain from the deal. MIT solves its constant difficulties in funding HDTV research. The school had hoped to announce a conversion of its analog-digital system to all-digital before the end of 1990, but did not have the money to continue its research in that direction.

And GI gains considerable research expertise through cooperation with MIT's staff. It also wins time with MIT's final slot in the ATTC testing schedule. "We have much less opportunity to change system one than system two," Rast said. Attributes not ready for testing on DigiCipher in fall 1991 could be ready for the testing of the second system six months later. The scanning formats of the two may also differ. DigiCipher is currently proposed as a 1,050-line interlaced system. The second may employ progressive scanning.

GI radically changed the direction of HDTV transmission research last June with the introduction of DigiCipher, the first of the proposed all-digital systems (BROADCASTING, June 4, 1990). Today, four out of six systems scheduled to be tested by ATTC are to be all-digital. The Advanced Television Research Consortium (ATRC, comprising NBC, North American Philips, Thomson Consumer Electronics and the David Sarnoff Research Center) and a partnership of Zenith Electronics Co. and AT&T decided to convert their proposed analog and analog-digital hybrid simulcast systems to all-digital after DigiCipher was announced. NHK's Narrow-MUSE (simulcast HDTV) and Sarnoff's ACTV (receiver-compatible enhanced-definition television) are the only analog systems still under consideration.

With so many digital proposals, the odds on the advisory committee's need to test one or more of them in the field following the end of ATTC lab tests in spring 1992 have increased.

Several manufacturers, including Har-

ris Corp., Andrew Corp. and Comark, made verbal pledges to donate or lend equipment or provide personnel for the digital system field testing. Written letters of intent will be submitted to the advisory committee later. Proponents were unusually open about the expected transmitter specifications their systems will require.

Another purpose for the meeting was to discuss the feasibility of pooling equipment among the all-digital proponents to create a generic transmission system capable of emitting any one of the four digital systems. Richard Wiley, senior partner, Wiley, Rein & Fielding, and chairman of the advisory committee, offered the pooling idea last month during a meeting with the proponents (BROADCASTING, Jan. 14). There was no decision on the feasibility of pooling last week, but several in the room were optimistic about eventual agreement.

Wiley has given each of the proponents until March 15 to report their plans for organizing and funding field tests, whether it be in a pool or individually. That information is expected to be included in the fourth interim report to the FCC on the progress of the advisory committee. A meeting of the advisory committee's parent "blue ribbon" committee (comprising the heads of the major broadcast and cable networks and consumer electronics companies) has been scheduled to approve the interim report. The meeting will be held 2 p.m., April 1, at Public Broadcasting Service headquarters in Alexandria, Va. Committee members will be offered a tour of the adjacent ATTC test facility. —RMS

### ZENITH POWER STRUGGLE BREWING

**N**ycor Inc., manufacturer of air conditioning systems and a minority stockholder in Zenith Electronics Corp., Glenview, Ill., is mounting a challenge to gain control of Zenith's board of directors. Nycor has been critical of Zenith's business strategies, especially its plans to develop proprietary high-definition television systems. Pro- and anti-HDTV candidates are planning a proxy vote during the company's annual meeting, scheduled for April 24.

# MEDIA

## NRB '91: PREPARING FOR NEW WORLD

*Having weathered 'storm,' Christian broadcasters prepare to battle reregulation at home, expand abroad and 'live the message they preach'*

**W**hen President George Bush last week used his fifth address to a National Religious Broadcasters convention to proclaim the Persian Gulf war "just," he found support in the form of an NRB board resolution "to wholeheartedly stand in prayer and in support of our president and government ... as they do all that is necessary, though costly, to bring genuine peace in the Middle East."

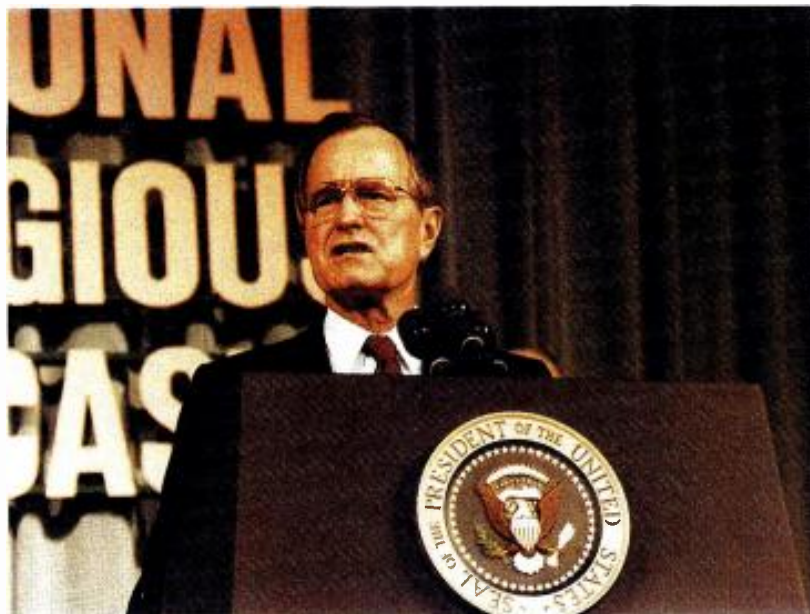
But the annual gathering in Washington also provided a forum for Christian broadcasters to outline their own campaigns to come: to fight reregulation; to expand broadcast operations abroad—particularly in regions now shifting away from communist rule—and to continue policing the conduct of NRB's own.

After four years of public and government scrutiny following the fall from grace of former NRB members Jim Bakker and Jimmy Swaggart, Christian broadcasting has "stabilized," said outgoing NRB President Jerry Rose. "We have turned a corner, a very important corner," he said. Incoming President David Clark—who is also chairman of the association's Ethics and Financial Integrity Commission (EFICOM)—echoed that claim. NRB, he said, has "come through the storm."

Despite a series of rescinded deadlines for several dozen members still not in compliance with EFICOM, Clark and Rose said NRB will continue to demand full financial disclosure and the relinquishing of family control among its members. To reinforce that determination, the association will soon appoint one to three non-NRB members to EFICOM, a move gauged to preclude the perception, said Rose, that the three-year-old watchdog commission is "too inbred."

But present and future challenges, not past ones, dominated the five-day agenda at the Sheraton Washington Hotel.

True to the convention's theme, "Declaring His Glory to All Nations," speakers from the Soviet Union, Eastern



President Bush exhorts the National Religious Broadcasters

Europe, Latin America, Africa and Asia exhorted members to expand their operations overseas. And domestic members, including Michael Little, group vice president for Christian Broadcasting Network International, encouraged further "work in world evangelism and using the tools of television and radio" to spread the Christian gospel.

### Arming against reregulation

On Tuesday, Jan. 29, the board approved a move of its offices from Parsippany, N.J., to Washington in mid-1992—a decision in line with what Clark told BROADCASTING is his main concern: assuring that member interests are represented in legislative, judicial and other regulatory forums, as an era of regulation gains momentum.

During the convention's annual "FCC-Legal Update" panel, Washington attorney Lawrence Secrest III

warned that court decisions may "continue to go south for religious broadcasters." Secularization, he said, is leading forces, "including federal judges, [to] crowd religious broadcasters out of the mainstream." Secrest pointed to a ruling by Supreme Court justices last year that a law exempting religious groups from taxes on "explicitly religious activities" constituted establishment of state religion. The decision set the precedent, said Secrest, that "there can't be any endorsement by not taxing." In another case, involving Jimmy Swaggart, the high court ruled similarly that, in the sales and use area, religious organizations had no right to exemptions.

Because of the decisions, said Secrest, the future of special tax exemptions offered in 45 states "is, to say the least, uncertain."

At least some uncertainty over support inside Washington for Christian broadcasters also surfaced last week. Despite the President's live appearance, one NRB member, former presidential

candidate Pat Robertson's Christian Broadcasting Network, questioned Bush's support of evangelicals. Following a showing of a CBN News segment first aired last fall that alleged discrimination in the White House against Christian staff, CBN's Gary Lane told one Tuesday session: "Sad commentary; it's what Christians are facing, not only in the White House, but on Capitol Hill and elsewhere in Washington." The Republican Party, he said, now views Christians as unwelcome "party bashers."

But if the President and his party met with some criticism there, FCC Chairman Alfred Sikes did not. Introduced before Monday's presidential session by NRB counsel Richard Wiley as "a man who will stand up and be counted when it comes to the poison of indecent and obscene programing," Sikes told attendees that FCC actions under his tenure, "have seemed to reduce indecent broadcasting." And FCC attorneys that day, he said to a standing ovation, were scheduled to argue in court in favor of the congressionally mandated 24-hour ban on indecent and obscene programing (see page 40).

Additionally, Sikes said their access to the airwaves had been better assured over the past several months, thanks to commission progress in removing "the underlying incentive [to gain] green-mail" through the comparative hearing process—ending a period during which some broadcasters, including Christian stations, "had been intimidated into making payments that shouldn't have been made."

Nevertheless, attendees also expressed concern over government sanctions for political program content aired on their stations. Although Secrest said he believed the chances were "very remote" that airing editorials or programs on controversial issues "would ever threaten your 501 C(3) [tax exempt] status," New Orleans-based attorney Ashton Hardy suggested that "too much involvement in political issues" might draw regulatory fire. According to former FCC Chairman Wiley, "issues of free speech and broadcast freedom" should protect members, although "blatant propagandizing might be a different story."

In any case, a variety of speakers, including Jerry Falwell, indicated that the kind of political activism practiced by some members in the mid-1980's is no longer viable.

"I plan to live to 115 and give hernias to the ACLU, Planned Parenthood and all the liberals," said Falwell. He issued

a caution, however, to attendees of a Jan. 29 Congressional Breakfast that seated several dozen members from the Hill to "think about a new life in a new world. We never change the gospel," he said, "but, boy, we better change. Where we can adapt, without violating our theological integrity, let's do it." And considering criticism from both left and right, he said, "I figure I must be right where I should be, somewhere right in the middle. But it took me a long way to get there."

Later that day, Michael Patrick, executive director of the Rutherford Institute, a legal defense organization dedicated to trying cases related to religious freedoms, lauded the "maturing" of Christian political activism from "a great deal more belligerence than action [to] more action than belligerence."

And in his final address as president of NRB, Rose said: "Above all, we need to offer consistency of message...popular or not...so the world can see us as stable, consistent people of strong, solid character...who live the message that they preach."

The board, he said, also considered recommendations on EFICOM from a panel appointed by Rose on how to continue implementing EFICOM requirements without unnecessarily forcing members out. Despite the defection over the new ethics rules of prominent members including Paul Crouch's Trinity Broadcasting (Clark said large ministry dues are about \$5,000 a year), Rose said NRB will continue to "bite the bullet. We knew there was a risk when we got into this [EFICOM]. We knew we would lose some members." The new ethical standards, he said, "have not been compromised, but rather broadened" to keep members in.

## Surviving 'tough financial times'

If a re-regulatory atmosphere and "tough financial times" pose threats to Christian broadcasters, Clark said, the increasing fragmentation of radio and TV audiences is destined to "see this niche remain healthy."

Clark, Rose, Falwell, NRB Executive Director E. Brandt Gustavson and others acknowledged that a significant number of broadcast ministries are still suffering financially in the receding wake of the scandals. (Although convention registration—1,326 full registrants and 1,000 exhibitors—ran 11% above 1990, membership has dropped by more than 100 to

805 from a peak three years ago.)

The "terrible scandals...impacted us all," Falwell said during his congressional breakfast address, which he concluded by conceding that his own Baptist Road Baptist Church has had a "very difficult financial experience these past three years, especially the past year." Although, according to a fact sheet provided by NRB, the 1991 Baptist Road budget will approach \$100 million, Falwell said his ministry cannot currently meet payment schedules—perhaps including more than \$300,000 per week to buy air time for his *Old Time Gospel Hour*.

NRB itself, said Gustavson, has had to take out a \$100,000 bank loan and a \$50,000 loan from NRB's own \$112,000 legal defense fund to pay all but \$57,000 of the \$152,000 debt owed when he became executive director a year ago. By press time, only \$9,000 had been raised toward a \$25,000 matching grant offered by an anonymous member to cover the remaining debt.

But all things considered, said Clark, the industry's "recovery is remarkable." Thirty-eight new member applications were approved last week. And he projected growth through the decade. "If we are successful, it is because we have accurately assessed the needs of our audiences," which, he said, "are much larger than many people think."

## Manifest destiny

"Saddam," Bush told the Jan. 28 crowd of some 3,000 to 4,000, "tried to cast this conflict as a religious war. But it has nothing to do with religion per se. It has, on the other hand, everything to do with what religion embodies—good versus evil, right versus wrong, human dignity and freedom versus tyranny and oppression."

"The war in the Gulf is not a Christian war, a Jewish war or a Moslem war. It is a just war. And it is a war in which good will prevail."

Nevertheless, several speakers from the changing Soviet Bloc and elsewhere suggested members wage a Christian war of words and images.

"The freedoms we now have," Soviet evangelist Gregory Commandant told a Jan. 28 International Banquet, are the result of "prayer. Thank you for your radio and television broadcasts that are reaching us. Continue to pray for us. We will pray for you," he said.

Repeating the belief that evangelism by Western ministries had greatly influ-

enced changes in Eastern Europe. Peter Kuzmic, principal of the Evangelical Theological Seminary in Yugoslavia, said that timing and conditions are right for Christian broadcasters to fill "a spiritual, moral vacuum" in nations now freed from behind the Iron Curtain. "There is a tremendous hunger for spiritual reality," he said, portending "an unprecedented harvest" of believers "during the last decade of the second millennium."

Kuzmic cautioned, however, that

because "communist ideology is being replaced by nationalism...national religions," current levels of freedom in Eastern Europe might not be indefinitely enjoyed. "Even in this country," he said, "your media was censoring the spiritual aspects of changes in Eastern Europe," such as the chanting of "God exists" by 200,000 Romanians in a public demonstration shortly before the fall of the communist government there."

According to Dan Kendrick, whose

Christian Foundation of Kenya has entered co-ventures in Nairobi to produce films and radio series for distribution across Africa, although translating American programs is a "fine idea," NRB members should consider a "long-term commitment to training...strategic financing and partnerships" with indigenous talent. Western media "have the obligation to produce locally researched, locally produced programs," he said, adding, "to a very real extent, our money can overshadow all that talent." —PBI

# DATEBOOK

Continued from page 10.

Buying in Europe," conference of *International Advertising Association, U.K. chapter*, Marriott Hotel, London. Information: David Hanger, (71) 839-7000.

**March 26**—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*, Waldorf-Astoria, New York. Information: (202) 898-0089.

## APRIL

**April 2**—*Radio Advertising Bureau* radio marketing workshop, Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

**April 3**—*Radio Advertising Bureau* radio marketing workshop, Benson Hotel, Portland, Ore. Information: (212) 254-4800.

**April 4**—*Radio Advertising Bureau* radio marketing workshop, Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

**April 4-5**—*International Radio and Television Society's* eighth annual minority career workshop, Viacom Conference Center, New York. Information: (212) 867-6650.

**April 5**—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting th Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Chicago. Information: (213) 282-8801.

**April 5-7**—"Urban Growth and Poverty in the Economy," economics conference for journalists sponsored by *Foundation for American Communications, Ford Foundation* and *Atlanta Journal and Constitution*, Colony Square Hotel, Atlanta. Information: (213) 851-7372.

**April 7-9**—*Cabletelevision Advertising Bureau* 10th annual conference, Marriott Marquis, New York. Information: (212) 751-7770.

**April 8**—*NATPE Educational Foundation* regional seminar. Sessions: "Reading and Righting th Ratings" and "Beaking Up and Making Up: Current Affairs Between Local Stations and Cable." Washington. Information: (213) 282-8801.

**April 8-11**—*Electronic Industries Association* spring conference, Washington. Information: (202) 457-4900.

**April 9**—*Electronic Industries Association* government/industry dinner, during association's spring conference (see listing above), Washington. Information: (202) 457-4900.

**April 9-11**—*Cable Television Administration and Marketing Society* service management master course, Chicago. Information: (703) 549-4200.

**April 10**—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*, Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

**April 10-13**—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention, Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

**April 11**—55th annual Ohio State Awards banquet and ceremony, sponsored by *Institute for Education by Radio-Television*, Columbus, Ohio, National Press Club, Washington. Information: (614) 292-0185.

**April 12-14**—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*, Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

**April 13-15**—*Broadcast Education Association* 36th annual convention, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

**April 15-18**—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below), Hilton Center, Las Vegas. Information: (202) 429-5300.

**April 15-18**—*National Association of Broadcasters* 69th annual convention, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

**April 18**—*Broadcast Pioneers* breakfast, during NAB convention (see listing above), Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

**April 18-19**—"Cable Television Law: Living with Reregulation," program sponsored by *Practising Law Institute*, Hyatt Embarcadero,

San Francisco. Information: (212) 765-5700.

**April 18-21**—11th annual Health Reporting Conference, sponsored by *American Medical Association's Division of Television, Radio and Film Services*, Hilton hotel, Washington. Information: (312) 464-5484.

**April 19-21**—Southern regional conference of *National Association of College Broadcasters*, Georgia State University, Atlanta. Information: (401) 863-2225.

**April 21-23**—*Broadcast Cable Financial Management Association*, and subsidiary *Broadcast Cable Credit Association*, 31st annual conference. Theme: "Breakthrough Performance: Lights! Camera! Innovation!" Century Plaza, Los Angeles. Information: (708) 296-0200.

**April 19-24**—*MIP-TV*, international television program market, Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**April 21-24**—*Broadcast Financial Management Association* 31st annual convention, Century Plaza, Los Angeles. Information: (708) 296-0200.

■ **April 24**—*International Radio and Television Society* Gold Medal Award dinner. Recipient: Frank Bennack Jr., president-CEO, Hearst Corp., Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 26**—Deadline for entries in Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Information: (212) 586-8424 or (818) 953-7575.

**April 29-30**—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*, Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

## MAY

**May 5-11**—31st annual Golden Rose of Montreux festival for light entertainment television programs, sponsored by *Swiss Broadcasting Corp.* and *City of Montreux, Switzerland*. Information: John Nathan, (212) 223-0044.

in charge" of providing the American public with information about military developments than it was in previous administrations, said David Gergen, editor-at-large. *U.S. News and World Report*. In contrast, the networks had the upper hand while Gergen worked for the Reagan White House, where he said television coverage directly prompted

the removal of Marines from Lebanon.

Earlier, said Gergen, President Lyndon Johnson learned the Vietnam War was over when Walter Cronkite told CBS News viewers that the war could not be won. Gergen argued that the government's power to control news has grown while the dominance once held by Cronkite has been diluted over four network news operations.

"I would argue we have far less infor-

mation than we've had before," said Gergen. "In effect, what television is serving as in this crisis is an international partyline."

The panelists generally agreed that not enough had been done to protest the Pentagon restrictions on Persian Gulf coverage before the fighting began. Journalist Mark Hertsgaard and others said the corporate parents for the networks should have publicly criticized the Pentagon for the rules. "It doesn't matter what you say in the phone call to your buddy in the White House press office; what matters is what you put on the air," he said.

Hodding Carter III, anchor of PBS's *Frontline* and a former State Department spokesman, described the originally proposed Pentagon ground rules as "ridiculous" and the present ground rules as "onerous". "Government is in the business of propaganda," said Carter. "It is not the same thing as lying, but it is also not the same thing as truth."

To demonstrate the government's effect on reporting, Carter said news organizations have been reporting about the "deadly accuracy" of launched U.S. missiles in the conflict as if the reporters themselves were able to actually confirm their accuracy.

"I am frightened by the level of distorted news we're getting," said the Rev. Jesse Jackson. "What we really see everyday is a very stacked set of cards."

Panelists also took swipes at the networks for erroneous reports during the crisis, such as the early accounts of supposed chemical warfare against Israel.

"The stakes are too high for amateurish reporting and unedited pictures," said Ellen Hume, executive director of the Barone Center at Harvard University. "The repercussions are bigger than they've ever been in history."

Hume further criticized the use of various retired military personnel as experts to describe the Persian Gulf crisis to network news audiences. "We need all perspectives, not just a cheerleading section for the U.S. military efforts," she said.

Several panelists said the coverage has been weakest in describing the implications of other developments in the region, such as recent shakeups in Turkish leadership.

CNN vice president and executive producer Pamela Hill criticized television as having an "overall weakness...in terms of context and perspective," saying that the challenge for the networks now will be to "overcome our narrow perspective of what makes a good story for the American audience."

## CNN'S BANK CRISIS

CNN may be gaining the esteem of the world for its Persian Gulf war coverage, but it has earned some boos—and a possible lawsuit—for some of its domestic coverage.

On Thursday, Jan. 24, the network aired a report on Rhode Island's banking crisis—the governor closed all privately insured credit unions on New Year's Day. CNN footage accidentally showed the facade of the headquarters of Old Stone Bank, a federally insured institution that is still open. When the bank opened for business on Thursday morning, there was a run on all 29 branches, which even the attention of local media and the presence of Rhode Island's governor could not stop.

According to Pat Pyne, spokeswoman for the bank, officials notified CNN of the error on Thursday morning, shortly after the report aired. CNN did not air a correction until Friday afternoon. The correction, which calmed the run, continued throughout the weekend, but CNN would not explain why it took so long for the correction to be shown, or respond to any questions on the matter. Pyne said the network is facing "impending litigation."

With CNN's audience swelling due to its war coverage, many people saw that report. On Jan. 24, the day the piece ran, CNN's full day rating in its cable universe was a 4.4, reaching nearly 2.5 million households, six times its average audience before the war started.

## AND THE WINNERS ARE...

A PBS documentary, *Inside Gorbachev's USSR with Hedrick Smith*, was awarded the top prize, the Gold Baton, at a ceremony on Tuesday night in New York to present the 49th annual Alfred I. duPont-Columbia University Awards in broadcast journalism.

Broadcasts aired on public television or radio stations accounted for six of the total 14 awards granted on Tuesday, including ones to Christine Choy, Renee Tajima, WTVS-TV Detroit and *P.O.V.* for *Who Killed Vincent Chin?*; Frederick Wiseman for *Near Death*, which aired on PBS; Blackside Inc. for *Eyes on the Prize II: America at the Racial Crossroads*; KQED(TV) San Francisco for *Express: Shield for Abuse*, and Helen Borten and National Public Radio for *Horizons: And Justice for All*.

On the network side, CBS News and ABC News were each honored for their foreign coverage: CBS News for segments on Eastern Europe on the *CBS Evening News with Dan Rather*, and ABC News for *Peter Jennings Reporting: From the Killing Fields*. *NBC Nightly News with Tom Brokaw* won honors for *Tragedy at Pine Ridge*, a three-part series on poverty and alcoholism among native Americans in South Dakota.

Among local television broadcasters, awards went to KING-TV Seattle for *Critical Choices: America's Health Care Crisis*; Dick Feagler and WKYC-TV Cleveland for nightly commentaries; WCBD-TV Charleston, S.C., for coverage of Hurricane Hugo, and WJLA-TV Washington for *NFL Drug Testing: Illegal Procedure*. On the radio side, KCBS(AM) San Francisco was honored for its earthquake coverage.

Award winners were selected from more than 600 submissions. The awards ceremony, hosted by John Chancellor, was broadcast nationally over PBS through WNET-TV New York.

# FOR THE RECORD

As compiled by BROADCASTING from Jan. 24 through Jan. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—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

■ **KVOR(AM)-KSPZ(FM)** Colorado Springs, CO (AM: BTC910115EQ: 1300 khz; 5 kw-D; 1 kw-N; FM: BTCH910115ER: 92.9 mhz; 53 kw; ant. 2,130 ft.)—Seeks transfer of control from Unistar Holdings Inc. to SPZVOR Inc. for \$1.5 million in stock purchase agreement; 100% of stock will be transferred. Transferor is headed by Carl T. Robinson and William C. Moyes. Transferee is headed by Robinson (50%), Moyes (50%) and Kenneth Weiland, and has no other broadcast interests. Filed Jan. 15.

■ **KGRE(AM)** Greeley, CO (BAL910109EC: 1450 khz; 1 kw-U)—Seeks assignment of license from New Directions Media Inc. to Keith M. Ashton Sr. for \$275,000. Seller is headed by Robert D. Zellmer and Marjorie M. Zellmer (80.5%) and Paul L. Coates, and is licensee of KKGZ(AM) Brush and KRDZ(AM)-KATR-FM Wray, both Colorado. Robert Zellmer is general partner of KKDD FM Broadcasters, licensee of KKDD(FM) Brush, CO. Buyer, Ashton, along with Valerie Ashton jointly own minority stock interest in assignor, and have no other broadcast interests. Filed Jan. 9.

■ **KKMX-AM-FM** Hayden, CO (AM: BAL910115EM: 1000 khz; 10 kw-D; FM: BALH910115EN: 95.9 mhz; 63.1W; ant. 602 ft.)—Seeks assignment of license from Radio Colorado to Gardiner Broadcast Partners Ltd. for \$275,000. Seller is headed by Dwight H. Gayler and has no other broadcast interests. Buyer is headed by Gardiner Broadcasting Corp., general partner (100%); Clifton H. Gardiner (75%); Rex R. Miller (15%), and Patrick J. O'Keefe (10%), and has no other broadcast interests. Filed Jan. 15.

■ **KLOE(AM)** and **KKCI(FM)** both Goodland, Kansas (AM: BTC910115EA: 730 khz; 1 kw-D; 50 w-N; FM: BTCH910115EI: 100.7 mhz; 100 kw; ant. 430 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for \$14,137,978. Transfer includes KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska; KWBW(AM)-KHUT(FM) Hutchinson. KAYS(AM)-KHAZ(FM) both Hays and KHOK(FM) Great Bend, all Kansas, and KFEQ(AM) St. Joseph, MO (see below). Beach is transferring 60% of outstanding stock to KAYS Inc., headed by Schmidt. Station licensees are also headed by Norman W. Jeter and Kenneth R. Braun. Schmidt owns 49.3% of KAYS, licensee of

KAYS(AM), KHAZ(FM), KHOK(FM) and KKCI(FM), and KVOP(AM)-KATX(FM) Plainview, TX. KAYS Inc. also owns cable TV systems in Hays, Goodland, Ellis, Wakeeney, Russell and Hoxie, all Kansas. Schmidt also owns 49.3% of KFEQ Inc., licensee of KFEQ(AM); 40% of KLOE Inc., licensee of KLOE(AM) and KCOW(AM)-KAAQ(FM); 50% of Valley Communications Inc., licensee of KOOQ(AM)-KELN(FM), and 49.3% voting stock of Beach Schmidt Inc. Filed Jan. 15.

■ **KHOK(FM)** Great Bend, KS (BTCH910115EH: 99.5 mhz; 100 kw; ant. 516 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for

\$14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KAYS(AM)-KHAZ(FM)** Hays, KS. (AM: BTC910115EF: 1400 khz; 1 kw-U; FM: BTCH910115EG: 99.5 mhz; 100 kw; ant. 516 ft.)—Seeks transfer of control from Ross Beach to Robert E. Schmidt for \$14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KJTH(FM)** Hiawatha, KS (BALED910110HI: 91.1 mhz; 398 w; ant. 134 ft.)—Seeks assignment of license from Hiawatha Educational Broadcasting Foundation to Joy Public Broadcasting Corp. for \$5,000.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| SERVICE             | ON AIR        | CP% <sup>1</sup> | TOTAL <sup>2</sup> |
|---------------------|---------------|------------------|--------------------|
| Commercial AM       | 4,984         | 242              | 5,226              |
| Commercial FM       | 4,372         | 929              | 5,301              |
| Educational FM      | 1,438         | 298              | 1,736              |
| <b>Total Radio</b>  | <b>10,794</b> | <b>1,469</b>     | <b>12,263</b>      |
| Commercial VHF TV   | 552           | 18               | 570                |
| Commercial UHF TV   | 563           | 184              | 747                |
| Educational VHF TV  | 125           | 3                | 128                |
| Educational UHF TV  | 229           | 16               | 245                |
| ■ <b>Total TV</b>   | <b>1,469</b>  | <b>221</b>       | <b>1,690</b>       |
| VHF LPTV            | 185           | 165              | 350                |
| UHF LPTV            | 594           | 1,056            | 1,650              |
| ■ <b>Total LPTV</b> | <b>779</b>    | <b>1,221</b>     | <b>2,000</b>       |
| FM translators      | 1,863         | 318              | 2,181              |
| VHF translators     | 2,714         | 97               | 2,811              |
| UHF translators     | 2,248         | 382              | 2,630              |

### CABLE

|                                    |            |
|------------------------------------|------------|
| Total subscribers                  | 53,990,000 |
| Homes passed                       | 71,300,000 |
| Total systems                      | 10,823     |
| Household penetration <sup>†</sup> | 58.6%      |
| Pay cable penetration              | 29.2%      |

<sup>1</sup> Includes off-air licenses. <sup>†</sup> Penetration percentages are of TV household universe of 92.1 million. <sup>2</sup> Construction permit. <sup>3</sup> Instructional TV fixed service. <sup>4</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Seller is headed by Gerald C. Veicht, Warren Lowe and Melvin Strohm, and has no other broadcast interests. Buyer is headed by Lowell Bush, George Douglas, Joyce Bush and Mary Lou Denbleyker, and is licensee of noncommercial educational stations KJTY(FM) Topeka, KS; WJTY(FM) Lancaster, WI and WJTG(FM) Fort Valley, GA, and is permittee of WJTM(FM) Frederick, MD. Filed Jan. 10.

■ **KWBW(AM)-KHUT(FM) Hutchinson, KS (AM):** BTC910115ED: 1450 khz; 1 kw-U; FM: BTCH910115EE: 102.9 mhz; 28.5 kw; ant. 496 ft.—Seeks transfer of control from Ross Beach to Robert E. Schmidt for \$14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KPWB-AM-FM Piedmont, MO (AM):** BAL910117EO: 1140 khz; 1 kw-D; FM: BALH910117EP: 104.9 mhz; 3 kw; ant. 300 ft.—Seeks assignment of license from Clearwater Broadcasting Co. to Hunt Broadcasting Group Inc. for \$200,000. Seller is headed by C. Dwayne Hackworth, and has no other broadcast interests. Buyer is headed by Jack G. Hunt and Shirley Hunt. Jack Hunt is licensee of KBMV-AM-FM Birch Tree and KDFN(AM)-KOE(AM) Doniphan, both Missouri, and permittee of KKJJ(FM) Campbell, MO. Filed Jan. 17.

■ **KFEQ(AM) St. Joseph, MO (BTC910115E):** 680 khz; 5 kw-U—Seeks transfer of control from Ross Beach to Robert E. Schmidt for \$14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KCOW(AM)-KAAQ(FM) Alliance, NE (AM):** BTC910115EB: 1400 khz; 1 kw-U; FM: BTCH910115EC: 105.9 mhz; 100 kw; ant. 700 ft.—Seeks transfer of control from Ross Beach to Robert E. Schmidt for \$14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KOOQ(AM)-KELN(FM) North Platte, NE (AM):** BTC910115EK: 1410 khz; 5 kw-D, 1 kw-N; FM: BTCH910115EL: 97.1 mhz; 100 kw; ant. 458 ft.—Seeks transfer of control from Ross Beach to Robert E. Schmidt for \$14,137,978 (see KLOE[AM] Goodland, KS, above). Filed Jan. 15.

■ **KVIV(AM) El Paso, TX (BAL910114EC):** 1340 khz; 1 kw-U—Seeks assignment of license from Bruce Crow to Sun Valley Communications Inc. for \$250,000. Crow is receiver for Dunn Broadcasting Co., headed by John Dunn, and has no other broadcast interests. Seller is headed by Michael Venditti (50%), KDW Trust (50%) and Michael Don Wringler. Venditti has 50% interest in application for new AM at Hamby, TX. Lundgren, trustee for KDW Trust, is president of Parity Radio Corp. of Texas, applicant for new FM at Tahoka, TX. Filed Jan. 14.

#### Actions

■ **KCRE-AM-FM Crescent City, CA (AM):** BAL901114EA: 1310 khz; 1 kw-D; FM: BALH901114EB: 94.3 mhz; 3 kw; ant. -275 ft.—Granted app. of assignment of license from Ber Tec Broadcasting Inc. to Pelican Bay Broadcasting Corp. for \$442,500. Seller is headed by Robert C. Berkowitz, David E. Tecker and Sharon C. Tecker, husband and wife, and has no other broadcast interests. Buyer is headed by Laurence Goodman and Linda J. Goodman, husband and wife. Laurence Goodman is 100% shareholder of Bay Broadcasting Corp., licensee of KHSN(AM) Coos Bay and KOOS(FM) and North Bend, both Oregon; renewal applications are currently pending for both stations. Action Jan. 17.

■ **KKGD(AM)-KZKS(FM) Rifle, CO (AM):** BTC910103IEB: 810 khz; 1 kw-D; FM: BTCH910103IEC: 105.3 mhz; 100 kw; ant. 1,740 ft.—Granted app. of transfer of control from Western Media Inc. to David R. Smith and Steven L. Albrecht \$36,380 in assumption of debts. Transferor is Steven Humphries and has no other broadcast interests. Transferees have no other broadcast interests. Action Jan. 18.

■ **WLFF(FM) St. Petersburg, FL (BAL901119EB):** 680 khz; 1 kw-D—Granted app. of assignment of license from Century Broadcasting Corp. to ZGS Broadcasting of Tampa Inc. for \$200,000. Seller is headed by George A. Collias, Anthony C. Karlos, Richard J. Bonick, Paulette Williams, Ronald Jamison, Howard Grafman, Helen Suter, James E. Haviland and

Michael P. Greenwald, and is licensee of KYBG(AM) Aurora and KYBG-FM Castle Rock, both Colorado. Century is general partner of Century Chicago Broadcasting Ltd., licensee of WXEZ-AM-FM Chicago, and San Francisco Century Broadcasting Ltd., licensee of KMEL(FM) San Francisco. Buyer is headed by Ronald J. Gordon (60%), Mark W. Jorgenson (20%) and Eduardo A. Zavala (20%). Gordon is licensee of LPTV stations W48AY Oldsmar, FL, K49CD Odessa and K51BX Woodrow, both Texas. Action Jan. 18.

■ **WGGA-FM Cleveland, GA (BAPLH901019GG):** 101.9 mhz; 1.45 kw; ant. 453 ft.—Granted app. of assignment of CP from Communications Marketing Services Inc. to Advantage Media Inc. for \$1.18 million ("Changing Hands," Nov. 5, 1990). Sale includes WGGA(AM) Gainesville, GA. Seller is headed by Terry W. Bamhardt and has no other broadcast interests. Buyer is headed by C.B. Rogers (87%), Richard N. Hubert (10%) and Alan A. Aycock (3%), and has no other broadcast interests. Action Jan. 18.

■ **WCDS(AM)-WOVO(FM) Glasgow, KY (AM):** BAL901102EB: 1440 khz; 5 kw-D; FM: BALH901102GX: 105.5 mhz; 1 kw; ant. 480 ft.—Granted app. of assignment of license from WCDS Broadcasting Inc./WOVO Broadcasting Inc. to Ward Communications Corp. for \$575,000. Seller is headed by John M. Barrick and has no other broadcast interests. Buyer is headed by Mark Ward and Dianne Ward, and has no other broadcast interests. Action Jan. 18.

■ **WQXY(AM) Hazard, KY (BTC901113EB):** 1560 khz; 1 kw-D; 500 w-CH—Granted app. of transfer of control from Black Gold Broadcasting Partnership to Black Gold Broadcasting Inc. in transfer of stock. Transferor is headed by John E. Edwards, and has no other broadcast interests. Transferee is headed by Edwards (23%), Colin K. Cox (26%), William D. Gorman Jr. (26%) and Kenneth R. Finnisson (25%). Finnisson has interests in Hazard TV Co., cable system of approximately 800 subscribers serving part of Hazard, KY. Action Jan. 18.

■ **WKLT(AM) Kalkaska, MI (BAL901114ED):** 1420 khz; 500 w-D—Granted app. of assignment of license from Northern Radio of Michigan Inc. to Kalkaska Area Educational Foundation Inc. for no cash consideration; station is gift for business and tax reasons. Seller is headed by Langer Gokey, and has interests in WKLT-FM Kalkaska, MI, and is subsidiary of Northern Broadcasting Inc. Buyer is headed by Doyle A. Disbrow, John Franco, David Wolfe, Jerry Fitch, Linda Winter, Virginia Sore, John Cook and Linda Disbrow, and has no other broadcast interests. Action Jan. 18.

■ **WTLJ(TV) Muskegon, MI (BALCT901126KF):** ch. 54; 439 kw-V; 440 kw-A; ant. 1,000 ft.—Granted app. of assignment of license from Miami Valley Christian TV Inc. to Video Mall Communications Inc. for \$2 million. Sale includes WTJC(TV) Springfield, OH (see below). Seller is headed by Marvin D. Sparks, Vernon Wilson, Homer Speece, Murray Ross and William Koch, and has no other broadcast interests. Buyers, headed by Marvin D. Sparks (70%), Richard L. Woodyby (15%) and John W. Elliott (15%), have interests in WTJC. Action Jan. 15.

■ **WEEL(FM) Shadyside, OH (BTCH901119HT):** 95.7 mhz; 850 w; ant. -626 ft.—Granted app. of transfer of control from Adventure Three Inc. to Michael R. Shott for \$1 in transfer of stock. Seller is headed by Arthur V. and Lydia Belendiuk, husband and wife, and Michael R. Shott, Arthur Belendiuk has interests in Calypso Communications, applicant for new FM at Charlotte Amalie, VI; Ravena Broadcast Partners, permittee of WRAV-FM Ravena, NY; 51% stockholder of Ohio Valley Broadcasting Inc., permittee of WZTX-FM Coal Grove, OH; 51% stockholder of Adventure Three Inc., permittee of WBJY(FM) Shadyside, OH; New Age Broadcasting, permittee of WRJ(FM) Crooksville, OH, and S&B Communications Co., applicant for new FM at Lenoir, SC. Shott is 88% stockholder of Adventure Communications Inc., licensee of WHIS(AM)-WHAJ(FM) Blue Field, WKEE-AM-FM Huntington and WAXS-FM Oakhill, all West Virginia, and 67% shareholder of Adventure Four Inc., licensee of WSIC(AM)-WFMX(FM) Statesville, NC. Action Jan. 10.

■ **WTJC(TV) Springfield, OH (BALCT901126KE):** ch. 26; 1170 kw-V; 117 kw-A; ant. 500 ft.—Granted app. of assignment of license from Miami Valley Christian TV Inc. to Video Mall Communications Inc. for \$2 million. Sale includes WTLJ(TV) Muskegon, MI (see above). Action Jan. 15.

■ **KBJM(AM) Lemmon, SD (BTC901109EB):** 1400 khz; 1 kw-U—Granted app. of transfer of control from Lois Peterson to Michael J. Schweitzer for \$108,420 in sale of stock. Peterson has no other broadcast interests. Transferees are Schweitzer, Robert P. Kelley (25%), Petersen, Jean E. Kelley, and Stanley M. Peterson Estate (75%), and has no other broadcast interests. Action Jan. 17.

■ **WENR(AM) Englewood, TN (BAL900315EB):** 1090 khz; 1 kw-D—Granted app. of assignment of license from Middle Tennessee Radio to Middle Tennessee Christian Radio Inc. for \$110,000. Seller is headed by John C. Roberson, Donald P. Mowry, Lee Roberson (father of John) and Ernie Hahn, and has no other broadcast interests. Buyer is headed by B. Sam (70%) and Joyce E. Hart (25%), husband and wife, and D. Anthony Hart (5%), and has no other broadcast interests. Action Jan. 17.

■ **WLAX(TV) Lacrosse and WGBA(TV) Green Bay, both Wisconsin (WLAX: BALCT901113KE; ch. 25; 501 kw-V; 50.1 kw-A; ant. 1,000 ft.; WGBA: BALCT901113KF; ch. 26; 2,510 kw-V; 251 kw-A; ant. 1,229 ft.)—**Granted app. of assignment of license from Family Group Ltd. III to Aries Telecommunication Corp. for \$7.6 million. Seller is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wititzky and Don Clark, and is permittee of WEUX(TV) Chippewa Falls, WI. Buyer is headed by Mitchell A. Labert, Gordon F. Van Driel, Floyd L. Meyer, James L. Schneider and Thomas M. Olejniczak, and has no other broadcast interests. Action Jan. 14.

#### NEW STATIONS

#### Actions

■ **Atmore, AL (BPH891205MJ)—**Granted app. of Alabama Native American Broadcasting Co. for 105.9 mhz; 3.7 kw; ant. 446 ft. Address: 1210 S. Main St., Atmore, AL 36502. Principal is headed by Randy Dale Gehman, Martin Eby Gehman, Vernie Lee Gehman, Martin Gerald Gehman and David Wayne Gehman, and owns WASG(AM) Atmore, AL. Randy Gehman has 30% interest in Alabama Native American Broadcasting and is general manager of WASG. Action Dec. 7, 1990.

■ **Georgiana, AL (BPH900329MN)—**Granted app. of Sharon A. Seifert for 107.7 mhz; 6 kw; ant. 328 ft. Address: 4755 White Willow Lane, Orlando, FL 32808. Principal has no other broadcast interests. Action Jan. 9.

■ **Visalia, CA (BPED891117ME)—**Granted app. of Community Educational Broadcasting Inc. for 88.9 mhz; 1 kw; ant. 2,646 ft. Address: 8477 E. Clarkson, Selma, CA 93662. Principal is headed by Robert S. Peart, Wanda L. Peart, Robert J. Croft, Kenneth Adams and Richard Thomas Wheeler, and has no other broadcast interests. Action Jan. 15.

■ **Port St. Lucie, FL (BPH891018MP)—**Granted app. of Gantt Communications Inc. for 101.3 mhz; 6 kw; ant. 328 ft. Address: P.O. Box 2071, Tallahassee, FL 32316. Principal has no other broadcast interests. Action Jan. 17.

■ **Frankfort, KY (BPH880303ME)—**Granted app. of Allan Communications Inc. for 103.7 mhz; 2.5 kw H&V; ant. 358 ft. Address: 306 W. Main St. Ste. 509, Frankfort, KY 40601. Principal is headed by Leigh W. Allan and Kenneth O. Mitchell, and is licensee of WKED(AM) Franklin, KY. Action Jan. 11.

■ **Shepherdsville, KY (BPH860317MW)—**Granted app. of Claire Tow for 105.1 mhz; .74 kw H&V; ant. 1,807 ft. Address: 65 Locust Ave., New Canaan, CT 06840. Principal owns 50% OF WJJS(AM)-WSTO(FM) Owensboro, KY. Action Jan. 15.

■ **Lima, OH (BPH880407MF)—**Granted app. of American Christian Radio Services Inc. for 93.1 mhz; 3 kw H&V; ant. 328 ft. Address: Infirmary Rd. (Rte.



6, Box 253). Wapakoneta, OH 45895. Principal is headed by Dwight Wisener, June K. Wisener and Jeffrey Ryan, and has no other broadcast interests. Action Jan. 14.

■ **Tahoka, TX** (BPH880711MU)—Granted app. of Parity Radio Corp. for 95.3 mhz; 3 kw H&V; ant. 328 ft. Address: 110 County Rd. 203, Cameron, TX 76520. Principal is headed by Fred Lundgren III and Jerome Friemel, and has no other broadcast interests. Action Jan. 11.

■ **Lebanon, VA** (BPH861001TC)—Granted app. of Yeary Broadcasting Inc. for 107.3 mhz; 2.6 kw H&V; ant. 1.132 ft. Address: Box 250 Hwy. 65, Dugannon Rd., Castlewood, VA 24224. Principal is headed by D. Lannis Yeary and Donna F. Yeary, and has no other broadcast interests. Action Jan. 17.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Apopka, FL** WTLN(AM) 1520 khz—Jan. 8 petition for review: CP to change freq: 700 khz and increase power to 10 kw.

■ **Louisville, MS** WLSM(AM) 1270 khz—Jan. 15 application for CP reduce power to 2.7 kw; make changes in antenna system and correct geometric coordinates to 33 07 20N 89 01 07W.

#### FM's

■ **Citronelle, AL** WKQR(FM) 101.9 mhz—Jan. 10 application for CP to change ERP: 15.4 kw H&V; ant.: 426 ft.; change freq: 102.1 mhz; class: C3; TL: 15.8 km WSW of Citronelle, AL at intersection of AL Hwy. 146, Lott Rd. & Beverly Jeffries Rd. (per docket #89-438).

■ **Berkeley, CA** KPFB(FM) 89.3 mhz—Jan. 15 application for CP to change ERP: .460 kw H; ant.: .98.4 ft.; change TL: 1929 Martin Luther King, Jr. Way, Berkeley, CA 94704; Other: new DA pattern.

■ **McFarland, CA** KSUV(FM) 102.9 mhz—Jan. 11 application for mod. of CP (BPH860707OG) to change TL: .4 km due S of intersection of Merced Ave. and Scaroni Ave.; 4.52 km WNW of Shafer, CA on a bearing of 304.5 degree (T).

■ **Paradise, CA** KRJJ(FM) 92.7 mhz—Jan. 14 application for mod. of CP (BPH9003051D) to change freq: 103.5 mhz; change ERP: 1.65 kw H&V; ant.: 1.233 ft.; TL: 23 km NW of Paradise, CA at 338 degree true; class: B1 (per docket #86-488).

■ **Hilo, HI** KKBG(FM) 97.9 mhz—Dec. 24 application for CP to change ERP: 100 kw H&V; ant.: 574 ft.; change TL: Stainback Hwy.; 6.25 km NE of Puu Kuluu, HI; class: C1 (per docket #89-127).

■ **Red Oak, IA** KOAK-FM, 95.3 mhz—Jan. 10 application for CP to change ERP: 25 kw H&V; ant.: 295 ft.; TL: .1 mi N of Oak St. on County Rd.; Red Oak, IA; change channel from class 237C1 to 237C3 (per docket #89-174).

■ **Collins, MS** WKNZ(FM) 101.7 mhz—Jan. 10 application for CP to change ERP: 2.25 kw H&V.

■ **Louisville, MS** WLSM-FM 107.1 mhz—Jan. 15 application for CP to change ERP: 12.5 kw H&V; ant.: 466 ft.; change class: C3; other: correct geographic coordinates.

■ **New York** WNCN(FM) 104.3 mhz—Jan. 16 application for CP to change ERP: 6 kw H&V; ant.: 1.361 ft.

■ **New York** WBLS(FM) 107.5 mhz—Jan. 16 application for CP to change ERP: 4.3 kw H&V; ant.: 1.361 ft.

■ **New York** WNSR(FM) 105.1 mhz—Jan. 16 application for CP to change ERP: 6 kw H&V; ant.: 1.361 ft.

■ **New York** WNEW-FM 102.7 mhz—Jan. 16 application for CP to change ERP: 6 kw H&V; ant.: 1.361 ft.

■ **New York** WLTW(FM) 106.7 mhz—Jan. 16 application for CP to change ERP: 6 kw H&V; ant.: 1.361

ft.

■ **New York** WQXR-FM 96.3 mhz—Jan. 16 application for CP to change ERP: 6 kw H&V; ant.: 1.361 ft.

■ **New York** WXRK(FM) 92.3 mhz—Jan. 16 application for CP to change ERP: 6 kw H&V; ant.: 1.361 ft.

■ **New York** WSKQ-FM 97.9 mhz—Jan. 16 application for CP to change ERP: 6 kw H&V; ant.: 1.361 ft.

■ **Moyock, NC** WTZR(FM) 92.1 mhz—Jan. 11 application for mod. of CP (BPH8808151D) to change ERP: 18 kw H&V; change ant.: 384 ft.; TL: 1265 W Landing Rd., Virginia Beach, VA; make changes to directional antenna.

■ **Wadesboro, NC** WRPL(FM) 93.5 mhz—Dec. 31 application for mod. of CP (BPH880505OT as mod.) to change ERP: 2 kw H&V; ant.: 1.151 ft.; TL: .2 km SE of junction NC 218 and County Rd. 1455, 22.4 km NW of Wadesboro, NC (per docket #89-370).

■ **Wanchese, NC** WOBR-FM 95.3 mhz—Jan. 7 application for CP to change ERP: 25 kw H&V; ant.: 295 ft.; change class: C3 (per docket #89-574).

■ **Edinboro, PA** WXTA(FM) 97.9 mhz—Jan. 14 application for mod. of CP (BPH891222IG) to change ERP: 10 kw H&V; change class: B1 (per docket #89-484).

■ **Trenton, TN** WLOT(FM) 97.7 mhz—Jan. 11 application for CP to change freq: 97.5 mhz; ERP: 25 kw H&V; change ant.: 328 ft.; TL: Keely Mill Rd., .52 km NNE of intersection with Taylor Rd., 5.7 ENE of Dyer, TN; class: C3 (per docket #89-446).

■ **Bryan, TX** (no call letters) 99.5 mhz—Jan. 16 application for mod. of CP (BPH880113MA) to change TL: 1240 Villa Maria Rd., Bryan, TX.

■ **Clifton, TX** KWOW(FM) 103.3 mhz—Jan. 8 application for CP to change ERP: 8.369 kw H&V; ant.: 574 ft.; change TL: State Rte. 708, 6.5 mi E of Clifton, TX; class: C3 (per docket #89-568).

■ **Harrisonburg, VA** WMRA(FM) 90.7 mhz—Jan. 16 application for CP to change ERP: 7.5 kw H&V; ant.: 1.046 ft.; change TL: 10.9 km at 115 degree to Linville, VA.

#### TV's

■ **Denver** KRMA-TV ch. 6—Jan. 16 application (BMPET910116KG) for mod. of CP to change ant.: 918 ft.; change TL: on Colorado Hill, 4 km SW of Golden, CO 39 43 49N 105 15 00W.

■ **Norfolk, NE** KXNE-TV ch. 19—Jan. 16 application for CP to change ERP: 767.5 kw (vis); ant.: 1.122 ft.; change TL: on Hwy. 98.5 mi SW of Carroll, NE, 42 14 15N 97 16 41W; change antenna: Dielectric Comms. TFU-36JDA (DAXBT).

■ **Chillicothe, OH** WWAT(TV) ch. 53—Jan. 14 application for mod. of CP to change ERP: 3.250 kw (vis); ant.: 679 ft.; TL: near Williamsport, OH; antenna: Dielectric TFU-36JDAS(DA)(BT) 39 35 30N 83 06 38W.

■ **Rutland, VT** WVER(TV) ch. 28—Jan. 15 application for CP to change ERP: 274 kw (vis); ant.: 1.407 ft.; change TL: Summit of Grandpa's Knob, approximately 7 mi NW of Rutland, near Rutland, VT; antenna: Harris Wavestar TWS-30(BT) 43 39 32N 73 06 25W.

### Actions

#### AM's

■ **Santa Barbara, CA** KIST(AM) 1340 khz—Jan. 15 application (BP901115AL) granted for CP to change TL: 400 ft. S of junction of US 101 and Montecito St., Santa Barbara, CA and reduce power to 675 watts.

■ **Atlanta** WAEC(AM) 860 khz—Jan. 14 application (BMP900405BJ) granted for mod. of CP (BP891101AD as mod.) to make changes in antenna system and change TL: Fayetteville Rd. at Graham Circle, 2 km W of Atlanta city limits: 33 43 45N 84 19 19W.

■ **Fort Scott, KS** KMDO(AM) 1600 khz—Jan. 16 application (BP900920AC) granted for CP to move TL: to .5 km S of Ft. Scott City limits on Hwy. 69 S & .4 km W of Hwy. 69 in Bourbon County, Ft. Scott, KS 37 48 27N 94 42 33W.

■ **Zeeland, MI** WBXM(AM) 640 khz—Jan. 11 application (BMP900726AA) returned, resubmitted nunc pro tunc: for mod. CP (BP810330AG) to increase day power to 2.5 kw & change city of license to Merrillville, IN.

■ **Brevard, NC** WPNF(AM) 1240 khz—Jan. 14 application (BP900711AC) granted for CP to make changes in antenna system; and change TL: SW corner Elm Bend Rd. & Wilson Rd., 2.9 km ESE of center of Brevard, NC 35 13 23N 82 42 20W.

■ **Hereford, TX** KPAN(AM) 860 khz—Jan. 15 application (BP901113AG) granted for CP to change coordinates to: 34 47 33N 102 25 45W.

■ **San Antonio, TX** KSLR(AM) 630 khz—Jan. 15 application (BP900405DC) granted for CP to make changes in antenna system.

#### FM's

■ **Tusayan, AZ** KRBFZ(FM) 92.1 mhz—Jan. 10 application (BMPH9007031D) granted for mod. of CP (BPH851012JD) to change ERP: 1 kw H&V; ant.: 335 ft.; TL: 375 m W of AZ State Hwy. #604 and immediately W of the Grand Canyon Squire Motel in Tusayan, AZ.

■ **Eureka, CA** KRED-FM 92.3 mhz—Jan. 16 application (BPH8907031B) granted for CP to change ERP: 25 kw H&V; change class: C1.

■ **Julian, CA** KBNN(FM) 100.1 mhz—Jan. 16 application (BMPH901204IC) returned for mod. of CP (BPH850710MC as mod.) to change ERP: .048, ant.: 2.221 ft.; TL: 23690 Volcan Rd., CA.

■ **San Francisco** KXXX-FM 99.7 mhz—Jan. 15 application (BPH900504IC) granted for CP to change ERP: 40 kw H&V; change ant.: 1.299 ft.

■ **Washington** WDJY(FM) 100.3 mhz—Jan. 11 application (BMPH9006211B) granted for mod. of CP (BPH871106MJ) to change ERP: 36 kw H&V; ant.: 574 ft.; TL: 5232 Lee Hwy., Arlington, VA.

■ **Washington** WETA-FM 90.9 mhz—Jan. 14 application (BMLD900315KB) granted for mod. of license (BLH850819KH) to make changes in transmitter output power.

■ **Springfield, FL** WRBA(FM) 95.9 mhz—Jan. 15 application (BPH900817IG) granted for CP to change ERP: 30 kw H&V; change ant.: 282 ft.; class: C2 (per docket #89-23).

■ **Tallahassee, FL** WTHZ(FM) 103.1 mhz—Jan. 11 application (BMLH891213KG) granted for mod. of license to increase ERP: 3.3 kw H&V (pursuant to docket #88-375).

■ **Richmond Hill, GA** WRHQ(FM) 105.1 mhz—Jan. 8 application (BMPH9009211H) granted for mod. of CP (BPH870819MG) to change ERP: 4.4 kw H&V; TL: approximately 9.5 km SE of Richmond Hill, GA.

■ **Mitchell, IN** WOTS(FM) 102.5 mhz—Jan. 16 application (BMPH900702IC) granted for CP to change ERP: 6 kw H&V; change ant.: 282 ft.; TL: .52 km E of State Rte. 37, 1.97 km S of Orleans City limits, Orleans Township, IN 38 38 16N 86 27 11W.

■ **Fort Scott, KS** KOMB(FM) 103.9 mhz—Jan. 8 application (BPH900920IA) granted for CP to change ERP: 2 kw H&V; change ant.: 400 ft.; TL: .5 km S of Fort Scott city limits on Hwy. 69 and .4 km W of Hwy. 69 in Bourbon County, KS.

■ **Auburn, ME** WKZS(FM) 99.9 mhz—Jan. 11 application (BPH900821IG) granted for CP to change ERP: 50 kw H&V; change ant.: 492 ft.

■ **Kosciusko, MS** WBKJ(FM) 105.1 mhz—Jan. 9 application (BPH881128IC) granted for CP to change ant.: 981 ft.; change TL: .8 mi N of intersection of Farmhaven Rd. and Hwy. 16, 5.2 mi E of Sharon, MS.

■ **Sparks, NV** KROI(FM) 100.9 mhz—Jan. 9 application (BMLH900119KH) granted for mod. of license to increase ERP: .91 kw H&V (pursuant to docket #88-375).

■ **Farmington, NM** KNMI(FM) 88.9 mhz—Jan. 14 application (BPED890825ME) granted for CP to change ERP: 6.218 kw H&V.

■ **Delhi, NY** (no call letters) 100.3 mhz—Jan. 9 application (BMPH9011009IE) granted for mod. of CP

(BPH890221MC) to change ERP: .77 kw H&V; ant.: 643 ft.; TL: 1.3 km W of Crowe Rd., 12.5 km NNE of Delhi, NY.

■ **East Hampton, NY** WVEH(FM) 96.7 mhz—Jan. 16 application (BMPH9005311C) granted for mod. of CP (BPH830318AC) to change ERP: 4.3 kw H&V; ant.: 116.8 m H&V; TL: Springs-Fireplace Rd. at intersection with Abrahams Path, E Hampton, NY; other: application for modification of CP to increase ERP: to equivalent of 6 kw & change transmitter site.

■ **Fort Plain, NY** WLKO(FM) 101.1 mhz—Jan. 9 application (BMPH9005161A) granted for mod. of CP (BPH860325MB) to change ERP: 1.25 kw H&V; ant.: 718 ft.

■ **Paul Smith's, NY** WPSA(FM) 89.1 mhz—Jan. 15 application (BPED890404MI) granted for CP to change freq: 98.3 mhz.

■ **Scotland Neck, NC** (no call letters) 102.7 mhz—Jan. 17 application (BMPH891002IP) granted for mod. of CP (BPH870331MP) to change ERP: 2.6 kw H&V; ant.: 476 ft.; TL: 4.3 SE of Draughn, NC.

■ **Lima, OH** WTGN(FM) 97.7 mhz—Jan. 7 application (BPH9005111C) granted for CP to change ERP: 6 kw H&V.

■ **Ashland, OR** KSMF(FM) 89.1 mhz—Jan. 9 appli-

cation (BPED890807MA) granted for CP to change ERP: 2.28 kw H&V.

■ **Roseburg, OR** KRBSB-FM 103.1 mhz—Jan. 15 application (BMPH9009241A) granted for mod. of CP (BPH8812211C) to change ERP: 25.6 kw H&V; ant.: 674 ft.; TL: Mt. Rose, 2.9 from the Douglas County Courthouse on a bearing of N030E degrees.

■ **Pittsburgh** WEZE(FM) 104.7 mhz—Jan. 15 application (BPH9011201A) granted for CP to change ERP: 19 kw H&V; change ant.: 794 ft.; TL: 750 Ivory Ave., Pittsburgh, PA.

■ **Farwell, TX** KLZK(FM) 98.3 mhz—Jan. 14 application (BLH891129KC) granted for mod. of license to cover CP (BPH8712231F) and increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Lubbock, TX** KOHM(FM) 91.1 mhz—Jan. 9 application (BPED8911171A) granted for CP to change ERP: 50 kw H&V; ant.: 525 ft.; change to class C1.

■ **Huntington, WV** WMUL(FM) 88.1 mhz—Jan. 8 application (BMPED9007301F) granted for CP to modify (BPED870211MD) for increased tower structure height.

■ **Salem, WV** WXK(FM) 105.7 mhz—Jan. 15 application (BMPH9010021C) granted for mod. of CP (BPH871203NS as mod.) to make changes in antenna

supporting-structure height.

■ **Wheeling, WV** WOVK(FM) 98.7 mhz—Jan. 16 application (BMPH9010171D) granted for mod. of CP (BPH8709211A) to change ERP: 15 kw H&V; ant.: 889 ft.; TL: 1 km N of Bridgeport, OH.

■ **Medford, WI** WIGM-FM 99.3 mhz—Jan. 15 application (BPH9009251B) granted for CP to change ERP: 23 kw H&V; change ant.: 342 ft.; TL: 2.6 km N of State Rte. 64 and .7 km W of State Rte. 13, in Medford Township, WI; class: C3 (per docket #89-217).

■ **Suring, WI** WRVM(FM) 102.7 mhz—Jan. 15 application (BPH9012281C) returned for CP to change ant.: 1,309 ft.; change TL: Hwy. 32 N., .3 km SW of Suring, WI.

■ **Tomah, WI** (no call letters) 96.1 mhz—Jan. 9 application (BMPH9007261A) granted for mod. of CP (BPH861203MD) to change ERP: 1.828 kw H&V; ant.: 571 ft.; TL: intersection of Hwy. 131 and A, 7 km S of Tomah, WI.

TV's

■ **Miami** WTVJ(TV) ch. 4—Jan. 17 application (BPCT901115KF) granted for CP to change ERP: 100 kw (vis); ant.: 997 ft.; TL: 1 km E SE of intersection of Turnpike and Northwest 215th St., Miami; antenna: DielectricTDM-7A4(BT) 25 58 07N 80 13 15W.

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# CLASSIFIED

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## RADIO

### HELP WANTED MANAGEMENT

**Director of radio.** Northwest Public Radio, a leading public radio organization and producer of NPR's *Bob & Bill*, seeks manager with strong programming and management skills. Excellent living environment; competitive salary and benefits; progressive licensee. Application review begins March 4; open until filled. For information packet contact Radio Search, NWPR, Washington State University, Pullman, WA 99164-2530, 509-335-6511. WSU is an EO/AA employer and educator. Protected group members are encouraged to apply.

**Come home to Long Island.** WBAZ, 101.7FM, Southold Eastern Long Island's market leader, seeks a mature, experienced station manager/general sales manager. Intelligence, innovation, integrity and hands-on sales leadership are mandatory. Call Jana, 516-765-1017 today M/F, EOE.

**Station manager opportunity** for experienced small market manager looking for a career advancement. L&M Broadcasting Co. in Lincoln, Illinois is seeking the right individual to provide WPRC/WESZ the many skills gained from working small market radio. If this interests you send your resume to Stephen Lovellette, L&M Broadcasting, PO Box 190, Lincoln, IL 62656. EOE.

**GSM:** Group operator, Top 75 Northeast markets looking for goal-oriented GSM to head AM/FM sales team. Must train, motivate, set and achieve goals, be a hi energy leader strong in promotional, CO-OP vendor and development skills. Are you ready for this tall order? Excellent compensation package for right person. Step up to a big opportunity. Send resume and history. EOE. Reply Box B-2.

**General manager needed** for southern Illinois multi-station market FM. Only GMs or GSMs with a solid management background and proven sales history considered. Material submitted should convince us of your ability to create and operate a truly outstanding station. Group owner. Include salary history, resume and references in first letter to Box B-3.

**General sales manager:** WJMH-FM, a fast growing Churban station in the Greensboro market, is seeking a GSM. Must have 2 years sales management experience. Send resume to: Roger Stockton, PO Box 19990, Greensboro, NC 27419. EOE.

**GSM-Opportunity** of a lifetime. Baltimore's Classic Rock, 100 GRX, is looking for a results oriented leader with sales management experience who is a trainer, planner, and doer. Be prepared to take a station that sounds great to a station that bills great. EOE. Send resume with references to: Gen. Mgr., WGRX, 540 East Belvedere Ave., Suite 204, Baltimore, MD 21212.

**No. VA Class A FM,** well equipped, AC format, small market, with big growth potential, needs manager strong in sales. EEO employer. Reply Box B-1.

**High-performing GM/sales** wanted to lead station and purchase equity in Class B FM north of San Francisco. Majority control for \$45,000 cash plus note and attainment of sales goals. EOE. Replies to Box B-4.

### HELP WANTED SALES

**We need a marketing consultant** for our CHR top-rated 50,000 watt Milwaukee FM. Must have proven track record with new business development, both agency and direct. Must possess strong negotiation skills and ability to overcome objections through promotions and value added selling. Send resume to: HOT 102/WLUM-FM, 2500 N. Mayfair Rd. #390, Milwaukee, WI 53226. Attention: Bill McNulty, GSM. Equal opportunity employer.

**Experienced professional salesperson:** North Carolina 100,000 watt market leader seeks experienced professional salesperson for established account list. Resume and requirements to Post Office Box 609, Kinston, NC 28502. EOE.

**Group broadcaster** is seeking experienced account executive for successful coastal market operation. Excellent opportunity for sales professional desiring a career change or for a seasoned broadcast account executive. Management opportunity is there plus solid earning potential. Send resume, including compensation history, references, and billing track record to Box B-5. EOE.

**Advertising sales:** We are looking for an experienced account executive to join the Capital District's top rated fastest growing radio station. All candidates must be assertive and professional. Minimum 2 years experience in radio broadcast sales. Excellent commission structure and benefits. Send resume to: General Sales Manager, WGNA AM/FM, PO Box 1077, Albany, NY 12201-1077. WGNA AM/FM is an EOE.

**Radio account executives needed:** We have sales jobs in all markets. If you're ready for a move or just want to see what's out there call now. Radio Placement Services...516-367-3790.

**Colorado Springs, sales manager:** KIKX FM CHR, 7.5 share ranks us #3. Looking for sales manager with the experience, track record, and attitude to make us a million dollar biller in a ten million dollar market. Send complete resume, recent photo, earnings history, and a statement of your belief as to the job description and responsibilities of a sales manager to: John Dantzer, GM, KIKX, 304 South 8th Street, Colorado Springs, CO 80905. EOE.

### HELP WANTED ANNOUNCERS

**KXPR/KXJZ, Sacramento:** We're not hiring right now but we will be in May. KXPR/KXJZ is an FM/FM combo featuring classical music, jazz music and in-depth news and public affairs. If you're talented, dedicated to the finest in non-commercial fine arts, jazz and news broadcasting and interested in exploring all the possibilities, send a non-returnable cassette that displays your finest radio talents, letter of interest and current resume to: KXPR/KXJZ, 3416 American River Drive, Suite B, Sacramento, CA 95864. We'll send you a job application and list of job descriptions when available. No phone calls will be accepted. Equal opportunity employer.

**Disk jockeys needed:** We have jobs in all markets. Earn what you're worth. All formats. Call Radio Placement Services now. 516-367-6273.

**Announcer:** University owned public radio station has immediate opening for versatile announcer-producer. Competitive entry level salary plus 12 days annual leave, 11 paid holidays and paid retirement. Applicants should have good working knowledge of jazz music. Classical background helpful. Send tape including news and different types of jazz, music, resume, references to Dick Ellis, Director, WETS-FM, Box 21, 400A, East Tennessee State University, Johnson City, TN 37614. Affirmative action/equal opportunity employer.

### HELP WANTED TECHNICAL

**New England group engineer:** 3FM/2AM stations in markets that offer everything from mountains to the ocean. Well equipped facilities in excellent medium markets. If you are strong in RF/AF, facilities build-outs and want to join a major group with a high engineering consciousness, let us hear from you. All replies will be held in confidence. SBE certification desirable. Reply Box A-55. Equal opportunity employer.

### HELP WANTED NEWS

**Beautiful Napa Valley** California's only AM-FM radio stations...KVON KVVN, seeking morning news anchor. Prefer female to work with all male team. Stations recognized for local news commitment. 45 miles from San Francisco. Send resume and cassette to Tom Young, KVON, 1124 Foster Road, Napa, CA 94558. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**New West Texas CHR** looking for program director/morning person. Must be able to work with consultant, put together staff and bring Outrageous promotions to the table. Versed in guerrilla tactics. Group operator. Kick-off date February 15th. EOE M/F. Reply to Box A-53.

**WHYY-FM, Philadelphia's** NPR news and information station has an exciting and unique opportunity for an Arts Reporter/Producer. Responsibilities include producing features and stories for Inclusion in Morning Edition and local magazine/talk programs. Will also cover a wide range of cultural and arts issues including profiles of exhibits, performers, writers and artists. Requires excellent production and interviewing skills. We welcome your resume and audition tape addressed to: Personnel, WHYY-FM, 150 North 6th Street, Philadelphia, PA 19106. EOE M/F.

### SITUATIONS WANTED MANAGEMENT

**22 year programing, management** and on-air professional with heavy promotion, programing and sales experience seeks first GM challenge. Bottom line oriented, creative, motivated, organized, community involved with people management degree. Will relocate to most markets for right opportunity. Mr. Franz 412-487-6984.

**Aggressive bottom line GM/GSM** available today! Proven sales record in large and small markets. Call Tim Bryan, CRMC 919-256-4019.

**Seeking GM position.** Turn around or start-up considered. 30 years - management, sales, programming, air talent. Mature, honest, dedicated. Chuck 512-643-5125.

**Winning programmer seeks** group programming position with solid company. Over 20 years experience at delivering group ratings like 11.6 to 18.4, 7.9 to 14.3 and start-up at 10.3. These ratings increased prior group revenue by \$1 million + if your group can use my expertise call W.R. 412-487-6984.

**Selling GM available now** to fix or improve your station. Aggressive manager brings results fast. Call John 702-827-5118.

**Searching for professional,** positive, stable ownership to work with! You get leader experienced in all aspects of radio! Last 14 years successful ownership, sales, management! Currently GM/GSM. Get full details now! Reply Box A-57.

**Small market selling GM** seeks new challenges. 16 years exp. 34 yrs. old. Presently managing successful small market AM. In addition to GM duties also host morning show and play by play sports. Past Chamber President. Active in local civic clubs & church activities. Married to Nurse - 2 children. Prefer Southeast. Reply Box A-38.

**Interim management/sales promotion:** 14 years sales, promotion, and proven management experience. Greg Biggs will make you money. Call 405-721-9877.

**Experienced GM** with strong sales, engineering, and programming background seeking Western states opportunity. Developed sales programs to generate new business and train entry level salespeople. Completely familiar with keeping costs down and getting sales up. Call Jim Meeker 206-353-1668.

**General manager, retired.** Forty year broadcast veteran. Could be of value to you, from babysitting property to total hands-on operation. All areas considered. Prefer upper Midwest, Sunbelt, San Francisco Bay Area. Reply Box B-7.

**20+ year pro** will provide management, sales, staff recruitment, training, programming, promotions, small/medium markets on term basis. Start-up and turnarounds welcome. Can provide maintenance. Reply to Box B-6.

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#### SITUATIONS WANTED SALES

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**Radio sales veteran:** Five year average sales \$185,000 - 30,000 market. Seeks management or sales opportunity. Excellent references, credit and leadership qualities. All inquiries answered. Reply Box B-8.

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#### SITUATIONS WANTED ANNOUNCERS

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**Major league PBP** talent. Triple "A" experience. Write Box A-40.

**Experienced, enthusiastic,** hard working PBP - high school football & basketball - ready for next step up. Accustomed to long hours. Prefer southeast. Reply to Box A-58.

**Hometown radio:** I love remotes from county fairs and Fourth of July celebrations. I've done news, music, talk. Professional spot, news, and feature writer. Not a kid looking for a start: I want a permanent home in local radio, in a good town to raise twin boys. Make me part of your community. John, 603-497-8339.

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#### SITUATIONS WANTED TECHNICAL

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**Stable radio/TV engineer** with high standards. 17 yrs. broad experience in medium market. Seeks C.E. or other positions. Board shift possible. Can relocate and will consider all offers. Reply to Box A-59.

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#### SITUATIONS WANTED NEWS

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**Major market anchor:** Excellent background in Los Angeles and San Francisco, seeks large market anchor slot. Call 619-325-6642.

**Who needs a blind box?** I'm proud of my name. Jackson Kane looking! Under-capitalization sank ship. Medium, big, major market N.D., anchor, internationally honored editorialist. Out of country correspondent duty. Lebanon, Israel, El Salvador. If you're serious about information and ratings think seriously of me. Family, dogs, cat and gerbils; you get them all for the price of one. 405-728-0130.

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#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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**26 year country radio pro.** Family man looking for right P.D. slot. Available immediately. "The Colonel" 804-744-2330.

**Imaginative comic air-talent** of the 90's ready to pounce. Writing, production, voice characterizations more. Currently at top rated, top 20 station in So. California market. AM drive/overnights preferred. Willing to travel. Salary negotiable. 619-281-6778.

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#### MISCELLANEOUS

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**Make money in voiceovers.** Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

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#### TELEVISION

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##### HELP WANTED MANAGEMENT

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**KOKH-TV,** Oklahoma's #1 Independent, has a sales management opportunity. The winning candidate will have national experience, be a people motivator, have good communication skills and have the aggressive spirit that accomplishes goals. Send resume to James L. Harmeyer, President and General Manager at 1228 E. Wilshire Blvd., Oklahoma City, OK 73111. Phone calls welcomed 405-843-2525.

**National sales manager:** WMC-TV immediately needs a bright, aggressive communicator with minimum of 2 to 3 years of hands-on NSM, or national rep. experience. PC/Marshall Marketing skills extremely helpful. Send resume to: Joe Cooper, Asst. GM/Sales, WMC-TV, 1960 Union Avenue, Memphis, TN 38104. No calls please. WMC-TV/Scripps Howard Broadcasting is an affirmative action/EEO.

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##### HELP WANTED SALES

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**TV/radio national sales position.** Immediate opening with broadcasting's oldest (38 years) media/merchandising/marketing, media sales-promotion firm. TV/radio sales experience required. Full-time travel. Monday through Friday. Substantial draw against generous commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

**General sales manager:** Medium market NBC station in Texas. Must have 1 to 2 years sales management experience. Send resume and references to Box A-63. EOE.

**California's #1 Independent TV station** seeks to fill the position of Marketing Specialist (Southern division). Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing accounts. Comprehension of independent television helpful. Immediate reply essential. Send resume to: Personnel Department KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 2-15-91. No phone calls please. An EOE M/F/H.

**National sales manager:** Top CBS affiliate in Sunbelt seeks experienced professional with strong national sales background; minimum two years required. Good research and communications skills a must. Local sales background preferred. Send resume, salary history, sales philosophy to: WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. No phone calls please. M/F/EOE.

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#### HELP WANTED TECHNICAL

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**Chief engineer** for a VHF Midwest network affiliate. This candidate must possess a working knowledge of all technical equipment as well as a motivator and manager of a 31-person department. In addition, the candidate must have the expertise in preparing operating and capital budgets. Mail resume to P.H. Fredericksen, PO Box 10305, Des Moines, IA 50306. All replies held in strict confidence. EEO Employer.

**Maintenance technician** needed by expanding Hollywood production/post-production facility. Familiarity with cameras, switchers, effects devices, and recording formats a must. Systems troubleshooting experience desired. Mobile experience a plus. Compensation commensurate with experience. Send resume to B-9. EOE.

**GW Television,** the professional television facility of the George Washington University, is seeking TV maintenance engineers to fill current vacancies. The position requires a background in electronics with at least 3 years experience in television production/broadcasting. We are looking for candidates with a demonstrated ability to follow a preventative maintenance program, to maintain and repair production and broadcast equipment, and to trouble-shoot problems to the component level. An FCC General Class Radiotelephone License is essential. The position offers full University benefits with a salary of \$30,000+, commensurate with experience. The George Washington University is an equal opportunity employer and encourages minority and female applicants. Please apply in person Monday-Friday, 9:00-4:00 or send resume to GWU Personnel Services, 2125 G Street, NW, Washington, DC 20052. EOE/AAE.

**Chief engineer:** Needed - a hands-on team player willing to be involved in all station activities, with the following minimum qualifications: 5 years UHF transmitter operation experience, knowledge of operation and maintenance of BPW, BVU, Beta-Cart, GVC MC and all current TV systems and products. Expertise in computers/automation systems critical. Motivational and interpersonal skills a must as is the ability to budget and strategically plan a growing engineering and production department. If you have a general class FCC license and/or ESB certificate, can turn on a dime and want to be a part of an already successful Fox affiliate, please send resume to: GM, WTTQ-TV, PO Box 832100, Birmingham, AL 35283. EOE M/F.

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**HELP WANTED NEWS**

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**Wanted:** A leader for the station with the highest ratings in the nation. WDAM-TV, Laurel-Hattiesburg, MS - NBC - needs a news director. He or she will direct newscasts that achieve 70+ shares, in one of America's top 10 small cities. Send resume to Cliff Brown, WDAM-TV, PO Box 835, Laurel, MS 39441-0835. Phone: 601-544-4730. EOE.

**TV sports personality:** Number one news station in Southeastern US medium market seeks creative sports personality. At least two years full-time TV sports anchoring/reporting experience required. Must produce lively sportscasts/reports and enjoy covering local non traditional sports and leisure activities. Must send recent photograph with confidential resume and salary history, plus cover letter describing how above objectives are met, to News Director, Box A-66. Minorities encouraged to apply.

**Local CBS affiliate looking** for a producer for nightly newscast, with strong writing skills, good news judgement, knowledge of graphics a must. Minimum one year news reporting experience. Send tape and resume to Steve MacDonald, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. No phone calls please. Equal opportunity employer.

**Producer:** Immediate opening for a show producer for evening newscast. Applicant must be an experienced television news producer in a medium to large market with familiarity in ENG and SNG field production techniques. Excellent writing skills are required. Strong interpersonal skills and organizational abilities essential. Tape and resume to: Jim Prather, Assistant News Director, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

**Great Lakes group** owned network affiliate seeks general assignment reporter. No beginners. Send resume to Box B-10. Affirmative action/EOE.

**Reporter/weekend sports anchor** to specialize in leisure time activities. Creative person to draw non-sports fans to the sportscast. This person covers what people do to have fun, not just high-lights and talking heads. Tapes and resumes to: Perry Boxx, News Director, WWTM, 590 West Maple Street, Kalamazoo, MI 49008. EOE.

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**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

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**Notice of position.** Position title: Program development coordinator. Duties: Assist the executive director in setting programing priorities. Responsible for the coordination of all production and programing activities, including solicitation, lunding recommendations, screenings, cataloging, marketing and distribution. Qualifications: Knowledge of production, distribution and the Public Broadcasting System required. Send resume to: Mable Haddock, Executive Director, National Black Programing Consortium, 929 Harrison Ave., Suite 104, Columbus, OH 43215. Salary: \$30,000 annually, plus benefits and travel. Deadline: February 8, 1991. EOE

**Traffic/accounting person** needed for software installation and phone support for our growing number of stations. 2-3 years experience in television traffic/accounting required. PC knowledge a plus. Travel will be required and relocation to Western Massachusetts is possible. Send resume and references to VCI, PO Box 215, Feeding Hills, MA 01030-0215. EOE.

**Traffic position available:** Aggressive Conn. television station seeks a highly organized detail oriented person with Columbine experience. Please send resume and cover letter to: Reply Box B-11. EOE.

**Kansas Regents Educational Communications Center (ECC)** seeks graphic designer II. ECC serves the Kansas Regents Institutions, public schools nationwide and the general public with educational programing delivered via satellite, video tape and other technologies. New \$4 million facility opens in March. Graphic designer responsible for all ECC print and electronic graphics, from desktp publishing to character generation and high end computer graphics stations. Will head graphics department and recommend TV graphics equipment. BA in Art or equivalent degree required, supplemented by one year of experience in commercial art graphic design, illustration or drafting. 5 years commercial experience (3 in computer graphics, desktop publishing or TV paint systems) preferred. Education/experience substitutions allowed. \$21 + K. Send resume and three reference letters by February 28 to Mel Chastain, Director, ECC, Bob Dole Hall, KSU, Manhattan, KS 66506. EEO/AA. Women and minorities encouraged to apply.

**Program/Community affairs director:** WSYX-TV (ABC) Columbus, Ohio currently has an opening for the above position. Candidates should have at least five years program director experience and be able to show a strong track record of success, along with research and program production abilities. Resumes should be sent to Tony Twibell, Vice President and General Manger, WSYX-TV, Job #01219101, PO Box 718, Columbus, OH 43216. (No phone calls please). Company is an EOE and encourages qualified minority and women applicants.

**Director of programing** and operations. Manages programing, production and public affairs departments. Supervise live, daily hour-long morning program. Responsible for station studio and remote production, commercial production. Minimum five years experience in current television station production. Must demonstrate solid record of accomplishments as director and producer in local television programing and production. Require skill as a supervisor who can lead, train and motivate professional staff. Send resume to: Becky Strother, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

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**SITUATIONS WANTED MANAGEMENT**

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**Television general manager.** Seeking new challenge. Excellent track record, top references. If your operation needs improvement in profits and prestige, let's talk. Confidential to: Box A-46.

**Want back in broadcasting** after 4 year hiatus as VP/publisher newspaper group. Experienced as TV general manager/TV GSM/NSM/LSM and AE. Retail management. I know how to sell and motivate. I can increase revenue and cash flow. Mike Lennon 3412 NE 26th Ave., Lighthouse Point, FL 33064. 305-785-6678 or 305-785-2518.

**General manager-plus** past 25 years! Outstanding record of achievements! Has produced spectacular ratings, sales, profits; prestige nationwide! Expertise: management, sales, programing, news, promotion; turnarounds! Compensation based on performance! Also, outside board director! Reply Box B-12.

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**SITUATIONS WANTED TECHNICAL**

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**Award winning midwest news** anchorman seeks sunbelt relocation. 15 years experience. #1 news ratings. Reply box A-29.

**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 A-27.

**Senior maintenance engineer,** 20 years. D2. Betacart, Chyron, 1", TCR, BWV75SP, Ikegami, Calgary + Seoul Olympics, major market, post, studio + remotes. Resume 204-831-5249, Fax 204-474-1180.

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**SITUATIONS WANTED NEWS**

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**Excellent, experienced sportscaster** looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

**Former top 20 weekend weathercaster** looking to return to TV weather, fulltime 3 years TV experience, 20 total broadcasting. Will relocate for right opportunity. Mr. Richards 412-487-6984.

**Meteorologist:** 5+ years experience ready to join your winning news team. Have also produced and hosted two half-hour weather specials. Call Mark. 606-278-0221.

**Breaking away!** CBS News producer/writer with management experience. Twenty-five years in the broadcast trenches. Peabody and Emmy credits. Ready for new vistas and fresh air! Charles Kuralt (CBS) and Bill Moyers (PBS) among my advocates. Call Norman Morris. 201-239-8622.

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**SITUATIONS WANTED PROGRAMING  
PRODUCTION & OTHERS**

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**Looking for a qualified camera person,** CG operator, production assistant, MCO? Give me a call, I can help. 801-565-1726.

**Recent graduate seeks** entry level position where interest in television production can be utilized and developed. Willing to relocate. Box 51, Grifithville, AR 72060. 501-323-4446.

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**MISCELLANEOUS**

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**Attention job-hunters!** Our consultancy offers a full range of personalized services including employment listings nationwide: FREE referral with no placement fees; written demo tape evaluations; individualized coaching; and much more! Now in our 7th year. Media Marketing/THE HOT SHEET, PO Box 1476-SFB, Palm Harbor, FL 34682-1476. 813-786-3603.

**Bill Statter and Associates** gets you that better TV job. Coaching and placement help for reporters, anchors, weather, sports. Help with audition tape. 601-446-6347.

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**CABLE**

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**HELP WANTED SALES**

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**Top 100 cable company MSO,** seeks experienced and self motivated broadcasting sales executive to develop and manage company's barter/tradeout business in its operating systems in 5 states. Individual must have proven barter/tradeout skills and be willing to travel from company's home office. Salary plus commission and bonus and benefits available. Contact Greg Kriser, COO & Exec. VP, Helicon Corp., 630 Palisade Avenue, Englewood Cliffs, NJ 07632. 201-568-7720 Fax: 201-568-6228. EOE.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Broadcasting:** Indiana State University seeks an assistant professor, tenure track, to teach courses in Broadcast Journalism, Fundamentals of TV Production, and other courses of expertise. Ph.D. or near, and professional experience required. Commitment to research and scholarship expected. Evidence of teaching effectiveness and professional/scholarly performance. Send letter of application, current vita, names and phone number of three references to: Joe Tenerelli, Area Head, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after March 1, 1991, cannot be guaranteed consideration. AA/EOE.

**Duke University, Public Policy:** The Department of Public Policy Studies seeks applications for the Eugene C. Patterson Professorship, we seek an eminent practitioner in the general areas of media or communications, with preference given to one whose career, writing, or other professional achievement signifies commitment to the institution of free and forthright journalism in American society. The Patterson Professor will be responsible for teaching several courses each year and contributing to the development of Duke's Center for the Study of Communications and Journalism. The initial appointment will be for a term of five years, beginning September 1, 1991. Application materials should be sent to Professor Philip J. Cook, Department of Public Policy Studies, 4875 Duke Station, Durham, NC 27706. Applications received before March 1, 1991 will be considered. An EO/AA employer. Women and minority applicants are encouraged to apply.

**Seek tenure-leading Assistant Professor in Broadcasting** starting in August. Will be filled at a higher level if successful candidate possesses exceptional qualifications and credentials. As one of the nation's better known quality undergraduate programs and a growing one at the Master's level, the University of Nebraska-Lincoln requires a Master's minimum (Ph.D. preferred) with outstanding relevant experience. Must have a commitment to classroom instruction and in helping foster a continuing climate of excellence. Submit cover application along with vita, including names, addresses and telephone numbers of a minimum of three references, indicating areas of interest, postmarked by March 1 to: Broadcasting Search Committee, College of Journalism, c/o Office of the Dean, University of Nebraska-Lincoln, Lincoln, NE 68588-0127. 402-472-3041. Affirmative action/equal opportunity employer.

**Assistant professor of radio-television.** Eastern Washington University invites applications for this probationary, tenure-track position which will be available commencing fall quarter of the 1991/92 academic year. Responsibilities include teaching approximately thirty-six (36) credits per academic year in television production, supervision of student on-air production, television and the humanities and creative programming. Doctorate preferred, but Master's with significant professional experience in television production will be seriously considered. Salary commensurate with qualifications and experience. Review of applications will begin March 1, 1991. Submit letter of application, resume and three references to: Mr. Lew Boles, Chair, Search Committee, Department of Radio-Television, MS #104, Eastern Washington University, Cheney, WA 99004. AA/EOE.

**Trainer/client services rep:** Software vendor needs person with broadcast administration background, Enterprise Systems experience helpful. Must be self motivated, organized, and have good people skills. Extensive travel required. Competitive compensation package. Send resume, references & salary history to: Reply Box A-60. EOE.

**Faculty positions:** Lyndon State College is a vigorously growing comprehensive institution with degrees through the master's level. Nestled in the mountains of Vermont's Northeast Kingdom, Lyndon enrolls 1150 undergraduates and 200 graduate and non-degree students, and employs 60 full-time and 50 adjunct faculty. Lyndon's faculty are especially attentive to an academically diverse student body, including a growing number of non-traditional students. The College's mission emphasizes personal attention to individuals. Faculty are active in campus governance and community service, while effective teaching is an important measure for continued employment. Successful candidates will also demonstrate ability to work harmoniously with colleagues in the department and share advising duties. Prior teaching experience is desirable unless noted. The position below is tenure-track, and unless otherwise stated, requires an appropriate doctoral degree for award of tenure; candidates who are at dissertation stage in active pursuit of a doctorate may be considered. Salary is commensurate with experience; generous benefit package is provided without employee contribution. Academic year opens August 27, 1991. **Communications Arts & Sciences:** Television Broadcast Journalism. Teaching all aspects of television news production; reporting, writing, video editing, shooting. News director for region's only daily local news broadcast, staffed by advanced communication students. 225 undergraduates enrolled in pre-professional programs television, radio and visual design. The successful candidate will be involved in curricular development with five full-time telecommunications staff members. Video production facilities are 1/2" industrial VHS, 3/4", Betacam; two audio production labs include multi-track analog capabilities. Applicant must have minimum three years experience as reporter or news director/producer; master's degree required (in journalism preferred); other master's degrees acceptable with extensive appropriate experience. Send letter of application and vita (listing at least three references) to Chair, Faculty Search Committee, c/o Associate Dean Hruska, Lyndon State College, Lyndonville, VT 05851. Closing date: February 15, 1991. Lyndon, as an equal opportunity employer, invites applications from women and from minority and handicapped persons.

**Graduate assistants:** Boise State University is seeking graduate assistants to pursue a master's degree, while working at the BSU Radio Network. BSU Radio is a public radio service consisting of three stations and five translators, and is affiliated with both NPR and APR. The network serves a major portion of Idaho - as well as adjacent sections of eastern Oregon and Northern Nevada. BSU Radio's assistantships are available in (1) News, (2) Engineering, (3) Management, (4) Operations, and (5) Statehouse Reporting. These are University wide assistantships; these graduate assistants can study in any graduate degree program. Boise State offers master's degree programs in fourteen areas, including Communication, Business, History, English, Exercise & Sports Studies, Education, Instructional Technology, and Interdisciplinary studies. Send resume to Dr. James V. Paluzzi, General Manager, BSU Radio Network, 1910 University Drive, Boise, ID 83725. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Advertising and Promotions:** Major Chicago museum seeks highly motivated individual for its Public Relations Department working to advance aggressive marketing plan. Duties include, advertising placement and coordination of promotional tie-ins & events, tourism efforts, budget projection & tracking, and placement of radio & print advertising buys. Requires two years experience in similar position and special training or experience in promotions, advertising production and media buying. Bilingual Spanish/English preferred. Send resume and salary requirements to: Personnel Department, Field Museum of Natural History, Roosevelt Road at Lake Shore Drive, Chicago, IL 60605. EOE M/F.

### EMPLOYMENT SERVICES

**Government jobs** \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

**Reporters:** Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

**Intelligence jobs.** All branches. US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext. K-7833.

### EDUCATIONAL SERVICES

**On camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. Group Workshop March 23, 914-937-1719. Julie Eckhart, Eckhart Special Productions.

### WANTED TO BUY EQUIPMENT

**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" 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.

**Wanted to buy:** Modern 10KW UHF air cooled transmitter. Fax information to Chester Smith, 209-523-0898.

### FOR SALE EQUIPMENT

**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 transmitters:** Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BTF 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888. FAX 215-884-0738.

**AM transmitters:** Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BA5K, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), 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.

**Betacam tape riot!** 5 minutes - \$1 00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 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.

**Equipment financing:** New or used, 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding, 1-800-275-0185.

**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.

**Save \$\$\$.** Demo, overstock, repo - modminder, composite clipper, cart machines, carts, mics, pre-amps, DA's, cassette decks, speakers, etc. - cash with order - 806-372-5130.

**FM antenna's.** Jampro 6 bay with Radomes, Jampro 2 Bay with Radomes, ERI 10 Bay with Deicers, Shively 4 Bay, 3 Kw dummy load - cash with order 806-372-5130.

**For sale:** UHF transmitter, 36KW mid range, minus klystron and exciter, \$60,000 cash. Call 209-523-0777.

**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.

**Complete low power studio.** Two years old. Low used prices. Cameras, editing console. PC-based auto ad inserter, 3/4" tapes and players, microwave ink, cables, racks...the works. Great value. Call 601-957-1122. Ask for Wyatt Emmerich. Will sell whole or part.

**Used Wheatstone console** A-32 Ex 12 Channel or equivalent. ITC 3-D stereo cart deck with record amplifier. ITC stereo playback cart deck. Otari 50/50 reel-reel deck. Call Rod Chambers: 916-257-2121.

**Two Betacam BVW-30** camcorders with BVW-20 portable playback deck and many accessories. Great condition. \$25,000 for package Video Ventures Productions, 305-621-5266.

**Used television production equipment** - buy or sell used broadcasting equipment through Media Concepts, Inc. Now celebrating 10 years of service to our clients. Call Media Concepts, 918-252-3600.

**RCA BTA1R 1KW transmitter;** Harris 6100 Satellite receive station with 6550 receiver; Gates "Executive" Stereo console; Microtrak, Sport II stereo console; Four Otari ARS 1000 automated reproducers; Cart machines: three tapecaster 700s, one Audicord; TM "Producer" commercial production library; 350 used carts, various lengths. 803-457-3568.

**Save on videotape stock.** We carry 3/4" & 1" evaluated broadcast quality videotape. 3/4 20 min. - \$4.59. 60 min - \$7.49. All time lengths available. Try us you'll like us. Call toll free IVC 800-726-0241.

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

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

**C-band uplink truck,** 5 meter dish, redundant electronics. \$120,000 Megastar 702-386-2844.

**IGM/EC complete automation system,** instacart, rack, pwr. supply, manuals, islatron, includes computer! \$7,000. complete. Dave Klahr 609-692-8888.

**Television transmitter,** UHF, TTU60C, two exciters, filterplexer, dplexer, waveguide, etc. Low band. 702-386-2844.

## RADIO

### Help Wanted News

## WRITERS, EDITORS CORRESPONDENTS, STRINGERS

Apply now for present and future adventures with fast-growing new wire service. Full-time, part-time, freelance. Writing samples and resume to:

Zapnews Head-Hunting  
Division  
4002 University Drive,  
Suite 200  
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Classified Advertising

## Public Notices

**The Subcommittee on Budget, Finance and Audit of the PBS Board of Directors** will meet at 1:00 p.m. on February 14, 1991 in the Offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes FY 1992 budget, national program assessment policy, contract approval procedures, stations on deferred or advance payment schedules, and reports from PBS officers.

**The Executive Committee of the Public Broadcasting Service** will meet at 9:00 a.m. on February 15, 1991 at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers and Board committees on finance, programming, education services, video marketing, satellite replacement, equal employment opportunity, election of new officer, 1991 PBS Meeting, and other business.

## Situations Wanted Announcers

### ATTENTION, NEWS/TALK AND FULL-SERVICE STATIONS!

Morning host at news/talk legend seeks better spot. Funny, topical personality does bits, phones, commentary, keeps drivetime rolling, makes everyone around him sound better. Also superb interviewer and talk show host for middays or evenings.

Reply Box B-15.

## Situations Wanted Technical

### VP Engineering/ Major Radio Group

Seeks similar challenging position with a company interested in excellence in technical people and operations. Well known and respected in the industry with over 20 years experience. Superb references and a long track record of successful and innovative projects as well as a demonstrated ability to recruit the top technical talent in the business. Present position seven years.

Reply Box A-68

## Situations Wanted Management

**Successful Director of Sales in top market looking for GSM opportunity leading to general management. Aggressive, creative, strong people skills. Over 10 years experience making impossible budgets possible! Prefer Northeast but will relocate.**

Reply Box B-14.

### GENERAL MANAGER AVAILABLE TODAY

I am a sales and bottom-line people-oriented manager. As former owner, I have the knowledge and experience to handle any situation. Experienced in ALL SIZE MARKETS. Successful start-ups and turnarounds in my background. Work outs or sale transitions will be considered. Energy, knowledge and experience. CALL TODAY David C. Weinfeld 508-394-4041



**Situations Wanted Management Continued**

# WHAT DO YOU WANT?

Another learn-as-he-earns GM who makes the mistakes of inexperience on your time and money so he'll be ready for someone else in a few years? THIS pro has long ago make his early mistakes, has learned and has succeeded. If your station is a training ground for beginner GM's and you like it that way, disregard the rest of this ad. However, whether you've got a turnaround situation or want to step up to the next success level, is you want a PROVEN pro, I'M what you want! Former PD, GSM, GM and owner...a sales, sound, goal and everlovin' bottom-line oriented GM who will not only WIN for you but STAY WITH YOU to enjoy it! I'm choosy because this is my last move. If you've read this far, let's talk!

601-255-9806

## TELEVISION

### Help Wanted News

#### PRODUCERS, ASSOCIATE PRODUCERS and RESEARCHERS

Network looking for broadcast journalists experienced in science news or nutrition news. Must have experience in TV production and science news or nutrition news. No calls. Send resume and salary history to box A-51

### Situations Wanted Programing Promotion & Others

#### PROGRAMING WANTED FOR EAST COAST TOURIST CHANNEL

Cable TV in popular resort area has availabilities for paid programs.

CALL JOHN WILLCOX 1-800-825-7897

### Business Opportunity

The Catholic Communication Campaign is issuing Requests for Proposals for 13 media projects. The projects include television series and specials, multi-media public service campaigns, media literacy campaigns, and print projects. Proposers would be responsible for the production, promotion and distribution of most projects with the Catholic Communication Campaign serving as Executive Producer. The deadline for most proposals is March 15, 1991. To request an RFP package, please call:

202-541-3237

or write to:

The Catholic Communication Campaign, United States Catholic Conference, 3211 4th Street, NE, Washington, DC 20017

Blind Box Responses

**BOX ???**  
c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

## ALLIED FIELDS

### Help Wanted Management

#### CORPORATE COUNSEL

Nationwide communications company seeks attorney with minimum 2-3 years experience in radio or CATV. Excellent benefits. Send resume and salary history to: Greater Media, Inc., PO Box 859, East Brunswick, NJ 08816.



**Greater Media, Inc.**  
Equal Opportunity/Alternative Action Employer

### Programing Services



#### Lum and Abner Are Back

... piling-up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

### Employment Services

California

#### Broadcast Job Bank

For application information call  
**(916) 444-2237**

California Broadcasters Association

#### WHY MEDIALINE INSTEAD OF 900?

Because MediaLine

- Lists jobs taken ONLY FROM THE HIRING SOURCE.
- Offers FAST FORWARD, REWIND and PAUSE functions.
- Averages 65-85 NEW, CONFIRMED TV LISTINGS per week.
- Has an EASILY ACCESSIBLE OFFICE STAFF to answer questions.
- ALLOWS YOU TO PICK UP LOTS MORE JOBS FOR LOTS LESS MONEY!

Ask around — those in the business will tell you  
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THE BEST JOBS ARE ON THE LINE  
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**Employment Services Continued**

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RADIO • TV • ADVERTISING • CABLE  
**1-900-234-INFO ext. TV (88)**  
\$2 per minute From any touch tone phone



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7 Days A Week!

\$2.29  
per minute

### For Sale Stations

## FORECLOSURE AUCTION

2 MD RADIO STATIONS  
COMPRISING BUILDINGS, TOWERS,  
F.C.C. LICENSE AND  
BROADCAST EQUIPMENT  
KNOWN AS

STATION WDLE (FM)  
Federsburg, MD  
STATION WSMD (AM)  
La Plata, MD

SALES ON RESPECTIVE PREMISES

TUESDAY, FEB. 26, 1991  
AT THE FOLLOWING TIMES

AT 11:00 A.M.-WDLE  
112 S. MAIN ST. (Federsburg)

Located In Caroline County  
(Maryland Eastern Shore), formerly  
WCTD-107.1 MH2 - Class A. Antenna  
Heights - 408'.

AT 3:00 P.M.-WSMD  
DUMP ROAD (La Plata, MD)

Located in Charles County (Maryland  
Western Shore) near Washington,  
DC 1KW. Daytime 250 watts critical  
hours, post sunset authority 35  
watts. Antenna Height-200'.

Financing is available by contacting  
Mr. Jon Lewson 212-850-5342. For  
complete details, contact  
Auctioneers.

**A.J. BILLIG & CO.,**  
AUCTIONEERS  
16 Fayette Street,  
Baltimore, MD 21202  
301-752-8440

**For Sale Stations Continued**

**W. John Grandy**

**BROADCASTING BROKER**  
1150 Osos St., Suite 206  
San Luis Obispo, CA 93401  
Phone: (805) 541-1900  
Fax: (805) 543-7885

**CASHDOLLAR**  
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**Debt and Equity Financing**  
317-289-7140

**TOP 50 MARKET - TENNESSEE**

- Full-time AM
- Non-directional
- New Building and Equipment
- Perfect for Owner-Operator
- Real Property Optional
- \$375,000 with Terms Available

JOHN W. SAUNDERS 713-444-4477

**AMARILLO**

C-1 FM  
Needs some equipment  
\$450,000  
404-355-6800

**OPPORTUNITY KNOCKS**

Turn failing stations into satellites programmed from your station making them profitable. Call Dan at Marti for details of PLAN A.

817-645-9163

**FORECLOSURE SALE**

**WDLE(FM)6kw. Federalsburg, MD**  
**WSMD(AM)1kw.D. LaPlata, MD**  
Both Licensed & Off Air  
Call Ray Rosenblum  
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Texas FM Class A  
C-3 Pending  
Full time AM  
Real Estate Included  
Near Lubbock  
\$110,000  
\$55,000 down  
Reply Box B-17

**SOUTH FLORIDA**  
WEST COAST AREA

Class A FM. Can be upgraded to 6 Kw. Great potential. Reasonable price. Call Don Roberts,  
**KOZACKO-HORTON COMPANY**  
813-966-3411

**Wanted to Buy Stations**

Radio stations wanted by principal. Fixer-uppers welcome if on-air. Seller can retain minority interest. Reply now in confidence to Box B-16.

**WASHINGTON STATE**

Class A FM Top 100  
\$500,000 Terms

**SIOUX FALLS, SD**  
FM Construction Permit C1  
\$375,000 Terms

**LINCOLN, NB**  
FM Construction Permit "A"  
\$350,000 Terms

Dick Chapin 402-475-5285  
Mark Jorgenson 813-264-2346

**NOTICE**

THE CONNELLY COMPANY is NOT going out of business, we are NOT moving to the country, we are NOT closing offices BUT we are SELLING stations, both RADIO and TV.

If you are a qualified buyer or have a station to sell, call us. We match qualified buyers with sellers. It's our job and we love it.

So, if you're a qualified buyer or have a station to sell, we want to hear from you. Experience and integrity make the difference.

**THE CONNELLY COMPANY**  
813-287-0906 FAX 813-289-0906  
5401 W. Kennedy, Suite 480  
Tampa, FL 33609

**EARLY DEADLINE NOTICE**

**Due to the President's Day Holiday, Deadline for the February 25, 1991 issue is Friday, February 15, 1991.**

**FOR SALE**  
**Fox Tv**  
**AFFILIATE**

**IN THE TOP 70 ADI**  
**BIDS ACCEPTED UNTIL**  
**MARCH 1, 1991**

**EXCELLENT MARKET**  
**EXCLUSIVE REPRESENTATIVE**

**CLIFTON GARDINER**  
**& ASSOCIATES INC**

Communications Brokers  
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REX MILLER  
CLIFF GARDINER

**INDIANA FM/AM COMBO**

County Population Over 125,000  
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Upgrade to 6K Approved  
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**DEBT FINANCING**

**For broadcasters**  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

**BROADCASTING 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. (202-659-2340, info only please)

**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.

# FATES & FORTUNES

## MEDIA

**Daniel Aaron**, vice chairman, Comcast Corp., retired.

**John P. Zanotti**, publisher and CEO, *The Arizona Republic/The Phoenix Gazette* newspaper, joins Great American Broadcasting, Cincinnati, as president, television group.

**Lana King**, VP, marketing, Association of Independent Television Stations, joins Fox Broadcasting Co., Washington, as VP, Midwest affiliate relations. **Bob Mariano**, VP, affiliate relations, Central region, Fox Broadcasting Co., named VP, marketing and cable relations, newly formed Chicago Cable Network there.



King



Deichman

**Edward Deichman Jr.**, corporate controller, Media General Broadcast Group, Tampa, Fla., named VP and corporate controller.

**Karen Levinson**, associate, Paul, Weiss, Rifkind, Wharton & Garrison law firm, New York, joins Home Box Office there as VP, business affairs.

**Shukti Majumdar**, director of human resources, Paragon Cable Manhattan, New York, named VP, human resources.

**Dave Urbach**, VP, sales, WJMO(AM) Cleveland Heights, Ohio, joins WQAL(FM) Cleveland, as VP and general manager.

**Francie Leader**, VP, cable sales, NuCable Resources Corp., joins Group W Satellite Communications, Stamford, Conn., as manager, Eastern division, affiliate relations.

**Dennis Edwards**, news director, WNNK(FM) Harrisburg, Pa., joins WKBO(AM) there as operations manager.

**Bonnie Blecha**, VP, cable communications division, U.S. West Inc., joins Home Box Office Inc., New York, as VP, domestic new business development.

**Alison J. Glander**, formerly of CBS, joins ABS Communications, group owner of three FM's, Richmond, Va., as VP, retail development.

**Robert Gluck**, VP, station manager, WTIC-TV Hartford, Conn., named VP and general manager.

**Ellen Clark**, associate director of public relations, Hearth Stone Museum, joins Wisconsin Public Radio, Green Bay, Wis., as regional manager, corporate services, Northeastern and Central Wisconsin.

**Bill Wardino**, VP, North America One satellite programing service, named assistant to president, parent company Kayla Satellite Broadcasting Network, Clearwater, Fla.

**Kevin Tanner**, program director, WXCF-AM-FM Clifton Forge, Va., joins WVOT(AM) Wilson, N.C., as operations manager.

**Molly Breedon**, assistant director of educational services, The Learning Channel, Washington, named director of educational services.

**Stevie Prettyman**, sales manager, WKHI(FM) Ocean City, Md., named general manager, succeeding James Layton, resigned.

## SALES AND MARKETING

New VP's, client marketing team named at NBC-TV, New York: **Scott Bonn**, director of sales, Point of Purchase Radio; **Jim Hicks**, account executive, prime-time, Eastern sales, and **Tom Rocco**, director of sales development, WNYW(TV) New York.

**Debbie von Ahrens-Wong**, account executive, WNYW(TV) New York, named manager of sales development.

**Larry Miller**, from The Mediators media buying firm and program development organization, New York, joins WQCD(FM) there as director, marketing and creative services.



Hopkins

**Dale Hopkins**, VP, advertising sales, Western region, NBC Cable, joins E! Entertainment Television, Los Angeles, as VP, advertising sales, Western region.

**Edward A. Peters**, from The Weather Channel, joins Nostalgia Television, New York, as VP, advertising sales.

**Bonnie Stone**, local sales manager, KLAC(AM)-KZLA-FM Los Angeles, named sales manager.

**Bruce Nugent**, founder and president, N.W. Media, joins Seltel Inc., New York, as VP, finance and chief financial officer.

**Ted S. Jakubiak**, sales manager, Unistar, Chicago, named VP, Chicago sales.

**Abe Shefa**, account executive, KYCR(AM) Golden Valley, Minn. (Minneapolis), joins The Ad Department, there as national sales director.

**Kevin D. Brown**, formerly from Rainbow Productions, joins WLWT(TV) Cincinnati, as account executive.

**Renny Fanning**, account executive, KDOB-TV Bakersfield, Calif., and **Janet Scheffer**, sales manager, *Hawaii Fifty Plus Magazine*, join KFVE(TV) Honolulu, as account executives.

**William J. Lipp**, research director, WEGX(FM) Philadelphia, joins Cable Ad-Net, there as local zone sales manager.

**Vincent Stewart**, graduate, University of Florida, joins WKTK(FM) Crystal River, Fla. (Gainesville), as account executive.

**Laura Lynne Navarro**, senior account executive, KGSW-TV Albuquerque, N.M., named regional sales manager.

**Diane Kruthaupt**, general manager, WGFX(FM) Gallatin, Tenn., joins WERC(AM)-WMJJ(FM) Birmingham, Ala., as VP, sales.

**Barry N. Frey**, VP, target sales, MCA Broadcasting, joins USA Network, New York, as managing director, international sales.

**William T. Lind**, from Schulhof-Lind Broadcast Development Inc., joins WVTW(TV) Milwaukee, Wis., as general

sales manager.

**Linda Hamil**, from Consumers Choice, joins KPRC(AM) Houston, as account executive.

**Paul Braun**, from WIBA(AM) Madison, Wis., joins WCCO(AM) Minneapolis (St. Paul, Minn.), as sports sales director.

**Terence B. Dunning**, local and national sales manager, KTVI(TV) St. Louis, named general sales manager. **Kevin L. Harlan**, national sales manager, KTVI named local sales manager.

**Kevin Weinman**, VP, group supervisor, Fahlgren Martin Benito Advertising, Tampa, Fla., joins W.B. Doner & Co., Detroit, as VP, account supervisor.



**Keslo**

**Michael Keslo**, senior VP, chief financial officer, Viacom Broadcasting, New York, named executive VP and chief operating officer.

**Harry W. Tremain**, chief financial and operations officer, Norstar

Entertainment Inc., Toronto, joins Paragon Entertainment Corp., there as VP, finance.

**Aimee S. Roush**, manager of comedy development, Patchett Kaufman Entertainment, Culver City, Calif., named director of comedy development.

**Brian Henson**, son of late Jim Henson and director/producer, Jim Henson Productions Inc., London, named president, New York. **Cheryl Henson**, daughter of Jim Henson and designer/puppet builder, Jim Henson Productions, New York, named VP, creative affairs, Children's Television Workshop.

**Mary O. Hanna**, assistant programing manager, Continental Cablevision, Boston, named programing manager.

**Rose Marie Vega Lee**, business affairs consultant, Universal Television, Universal City, Calif., named director, television business affairs.



**Lee**



**Cohen**

**Betty S. Cohen**, senior VP, creative services, Turner Network Television, Atlanta, named senior VP and general manager. **Lisa E. Mateas**, VP, program scheduling and acquisitions, TNT, Atlanta, named senior VP, program scheduling and acquisitions.

**Tom Warner**, regional sales manager, Showtime Networks Inc., Cincinnati, named director, sales planning and support, New York.

**Dave Grosby**, former sportscaster, KF(AM) Los Angeles, joins KJR(AM) Seattle, as sports announcer.

**Marion Meginnis**, program director, WBT(TV) Charlotte, N.C., joins WBBM-TV Chicago, in same capacity.

Appointments at Advancers Media Programming Inc., St. Louis: **Donna Parks Hathaway**, broadcast manager, named VP and director of syndication services; **John Lenzini**, associate group director, named VP; **Dave Hatt**, associate director, named VP and director, broadcast promotions, and **Lisa Dell**, broadcast manager, named VP.

**Edward Palluth**, regional manager of affiliate sales, Western region, Nostalgia Television, Irving, Tex., named regional director of affiliate sales, Western region. **Bryna Brush**, regional manager, Eastern region, Nostalgia Television, Southampton, Penn., named regional director of affiliate sales.

**John M. Farris**, account executive, Blair Television, Chicago, joins Independent Sports Productions, there as national sales manager.

**Jan Goldstein**, account supervisor, Cone Communications, Boston, joins Eastern Educational Television Network, there as director of program and marketing information.

**Ed Clare**, Western regional sales manager, professional broadcast products, Ikegami Electronics, joins Showbiz Expo East, Hollywood, as general manager, Live Time Inc.

## PROGRAMING

Appointments at Fox: **Mary Barela**, director, licensing and merchandising, Fox Inc., Los Angeles, named VP, licensing and merchandising; **Diane Seaman**, VP and general manager, Eastern sales, NBC-TV, joins Fox Broadcasting, New York, as VP, sales, and **Paul Rittenberg**, VP, daytime sales, ABC Television Network, named VP, Central sales, Fox Broadcasting, Chicago.

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**Dave Wingert**, from WOW-AM-FM Omaha, joins KLYF(FM) Des Moines, Iowa, as air personality.

**Jim M. Sorenson**, from WYMS(FM) Milwaukee, joins KEDM(FM) Monroe, La., as program director and host.

**Kathy Steiner**, program coordinator, KSCH-TV Stockton, Calif. (Sacramento), joins KXTV(TV) Sacramento, Calif., to same capacity.

**Barbara C. Brooks**, office manager, Tabler Communications national cable television rep firm, Louisville, Ky., named VP.

**Andrew Jacobson**, talent agent trainee, William Morris Agency, joins New World Television, Los Angeles, as manager, series development.

Appointments at Public Television International, New York: **Celia Chong**, manager of sales promotion, adds duties as director of Hong Kong office; **Karen Rothrock**, manager, named director of international distribution, and **Pat Stotler**, administrative assistant, named international distribution coordinator.

**Mary Rusen**, art director and designer, Filigree Films Inc., New York, joins WUSA(TV) Washington, as design manager.

**Paul A. Heimbach**, senior VP, engineering, Viacom Network, New York, adds duties as managing Viacom Networks Operations Center.

**Linda Ekizian**, director, sales administration, Devillier-Donagan Enterprises international television sales and production company, Washington, named VP, international sales.

## NEWS AND PUBLIC AFFAIRS

**Bob Jimenez**, anchor and reporter, KRON-TV San Francisco, joins KCBS-TV Los Angeles, as senior correspondent.

**Chris Travers**, VP, news, Visnews U.S.A., New York, named executive VP.

Business correspondents appointed at Consumer News and Business Channel: **Roderic Pratt**, from Worldwide Television News, for London; **Brenda Buttner**, correspondent, Gannett News Service, for Washington, and **John Metaxas**, reportorial producer, ABC News, for New York.

Reporters **Harry Hairston** and **Julia Jackson**, WKBD(TV) Detroit, named 10 p.m. weekend anchors.

**Willy Walker**, former executive producer, 2 *The Point*, WMAR-TV Baltimore, named executive producer.

## BELL RETIRES AFTER 23-YEAR TENURE WITH AAF

American Advertising Federation president **Howard H. Bell** announced his retirement as of December 31, 1991. Bell was appointed president of AAF in 1968 and since then has more than tripled the number of membership affiliates. He developed policies and procedures which led to the creation of the National Advertising Review Board program. In 1973, Bell directed the AAF college chapter program with the merger of Alpha Delta Sigma, an honorary society of advertising students.

He began his career at WMAL-AM-FM-TV Washington as sales promotion manager. He joined the National Association of Broadcasters in 1951, and was named director of the NAB Code of Authority in 1963 where he was responsible for the administration, interpretation and enforcement of the radio and television broadcast codes.

He is a member of the International Radio and Television Society, Broadcast Pioneers and the Advertising Club of Metropolitan Washington. A presidential succession committee is beginning its review of potential candidates to succeed Bell.



## PROMOTION AND PR



Sherman

falo, N.Y., named manager.

**Abby Sherman**, assistant to president and chief operating officer, Ventura Entertainment Group, Los Angeles, named director of creative affairs.

**Dale Bluestein**, creative services writer and producer, WIVB-TV Buffalo, N.Y., named on-air promotions manager.

**John Ballard**, former public relations executive, Dana Communications, Princeton, N.J., joins Deming Advertising, Ithaca, N.Y., as director of marketing and public relations.

**Joy Ross Scarbrough**, director of advertising and promotion, KASN(TV) Pine Bluff, Ark. (Little Rock), joins WKY-TV Danville, Ky. (Lexington), as director of promotion.

**Linda J. Rebottini**, public relations and marketing program supervisor, Citi-parks, Pittsburgh, joins DDF&M public relations, there as copy director.

**Laura Nickerson**, publicist, Boston University, joins MWW/Strategic Communications Inc., River Edge, N.J., as account executive.

**Trisha Hard Myers**, audio visual coordinator, Keller-Crescent Co., Evansville, Ind., named assistant public relations account manager.

**Jim Rudes**, consumer advocate and seniors' correspondent, WTVG(TV) Toledo, Ohio, retired.

**Rafael Rivera**, program developer, Puerto Rican Congress of New Jersey, joins WCBS-TV New York, as manager of New Jersey affairs, based in Secaucus, N.J.

Appointments at WROC-TV Rochester, N.Y.: **Dale Bolton**, formerly from WDEF-TV Chattanooga, named reporter; **Mike Thomas**, editor in production department, named photographer, and **Ken Van Riper**, student, Rochester Institute of Technology, named photographer.

**David James**, sports director, KEYT-TV Santa Barbara, Calif., joins KOVR(TV) Stockton, Calif. (Sacramento), as sports director.

**Karen Church**, 6 p.m. anchor, WDAF-TV Charlotte, N.C., joins WDAF-TV Kansas City, Mo., as co-anchor and general assignment reporter.

**Michelle Lee**, host, *News 6 Sunday*, KBJR-TV Superior, Wis., adds duties as principle weekday anchor.

**Dana Baird**, reporter, KWTV(TV) Oklahoma City, named noon anchor.

**Marla Carr**, from Family Service, joins WILL-AM-FM-TV Urbana, Ill., as special projects director.

**Jeff Hertrick**, producer, WHP-TV Harrisburg, Pa., named news director.

**Harry Downie**, air personality, WGY-AM-FM Schenectady, N.Y., named community affairs director.

**Dan Mills**, recent graduate, Broadcasting Institute of Maryland, Baltimore, joins WVOT(AM) Wilson, N.C., as news director.

## TECHNOLOGY

**Jerry Henshaw**, VP, engineering, research and development, United Video Satellite group, Tulsa, named senior VP, technology and communications.

**Carol A. Adamek**, director of syndication, Innovative Productions Inc., Atlanta, joins Pittsburgh International Teleport satellite communications facility, as account executive, video services.

**Joe Bean**, Eastern sales manager, professional dealer products, Studer Revon America Inc., Nashville, named regional manager, mid-America.

**Albert K. Barton Jr.** sales support engineer, display products, Southeast region, Sony Business and Professional Group, named product marketing manager for monitors, Montvale, N.J.

**William G. Bakonyi**, product manager, Panasonic Broadcast & Television Systems, Secaucus, N.J., named product marketing manager, MII 1/2 inch video products.

## ALLIED FIELDS



Jacobi

operating officer.

**William G. Jacobi**, executive VP, Nielsen Media Research, Northbrook, Ill., named president and chief operating officer. **John H. Costello**, president, Nielsen Marketing Research USA, adds duties as chief operating officer.

**Angela Gerken**, senior VP, programing and operations, Showtime Satellite Networks Inc., New York, elected to 1991 national board of directors of Women in Cable.

**James Culver**, manager, Armstrong Utilities cable system, Zelionople, Pa., given Community Antenna Television Association "APIL" Award for work in cultivating local officials and providing exemplary customer service.

New officers at Southern California chapter of Women in Cable. Los Angeles: **Marianne Seiler**, Digital Planet, president; **Pam George**, Avenue TV Cable, VP, northern region; **Jane Stonnington**, Showtime Network, VP,

Southern region; **Linda Miller**, KWHY-TV Los Angeles, secretary, and **Yvonne Borrowdale**, Home Shopping Network, treasurer.

**James L. Hoyt**, director, School of Journalism, University of Wisconsin—Madison, resigns to return to full-time teaching and research there.

**Frank A. Bennack Jr.**, president-CEO, The Hearst Corp., has been chosen to receive 1991 Gold Medal from International Radio & Television Society for his outstanding achievement in communications. Award will be presented at association's annual gathering April 24 at New York's Waldorf Astoria.

**Anthony Abner**, recent graduate, Stanford University law school, San Francisco, joins Jeffer, Mangels, Butler & Marmaro law firm, Los Angeles, as associate.

**Dick Cavett**, entertainer and television personality, and **Ken Elkins**, president and CEO, Pulitzer Broadcasting Co., named 1991 inductees into Nebraska Broadcasters Association Hall of Fame.

**Tim Vignoles**, partner, The Creative Concern Ltd. special event production and promotion company, joins Korn/Ferry International management consulting firm, London, as director, worldwide entertainment division.

New officers at Women In Cable, Washington: **Jeanine Taylor**, Media General Cable, president; **Patricia MacEwan**, The Learning Channel, VP; **Molly Breen**, The Learning Channel, treasurer, and **Lauri Zacharia**, The Discovery Channel, secretary.

**Albert H. Kramer**, from Wood, Luck-singer & Epstein law firm, Washington, joins Keck, Mahin & Cate law firm, there as partner, concentrating in communications and trade regulation.

**Thomas Martz**, Western sales manager, *Fortune* magazine, joins Northern Cali-

fornia Broadcasters Association. San Francisco, as executive VP and general manager.

**David E. Gilbert**, president, Eastern Oregon State College, appointed to Oregon Commission on Public Broadcasting, Portland.

**Barbara Feigin**, executive VP and director of strategic services, Grey Advertising Inc., New York, named 1991 chairwoman. Advertising Research Foundation board of directors.

**Jane Dinse**, director of research, Emerald Entertainment Group, Nashville, named head of newly created division for country formatted radio stations, Country Only Research.

## DEATHS

**Fanney Neyman Litvin**, 90, retired FCC attorney, died Jan. 28 of heart attack in Washington. Litvin moved to Washington from Butte, Mont. to work for late Sen. Thomas J. Walsh (D-Mont.). In 1928 she joined newly-formed Federal Radio Commission, re-established six years later as Federal Communications Commission, as first woman lawyer and retired in 1955. She continued to work in private practice as communications lawyer. She is survived by her sister, Lena Neyman Rudolph.

**W. Harold Crout Jr.** 45, chief, labor-employe relations division, Voice of America, Washington, died in Arlington, Va., Jan. 25, of injuries received in traffic accident. Crout joined VOA in 1986. He is survived by his wife, Carolyn; mother, Stella, and father, W. Harold Sr.

**John Bardeen**, 82, co-inventor of transistor, died of heart attack in Boston Jan. 30. In 1948, Bardeen along with Walter H. Brattain and William P. Shockley developed transistor which altered electronics industry. Survivors include his wife, Jane; daughter, Elizabeth; two sons, James and William and six grandchildren.

**Richard A. Glascock**, 43, former general manager, United Cable's East Los Angeles system, died of cancer Jan. 21 in West Lake, Calif. Glascock came to United Cable from Jones Intercable's Oxnard Calif. system, and most recently worked for Action Pay Per View. He is survived by his wife, Jo; daughter, Amy, and son, Adam.

**Everett Freeman**, 79, radio writer, died Jan. 24 of kidney failure in Westwood, Calif. Freeman created radio character "Baby Shooks" for comedian Fanny Brice and television series, *Bachelor Father*.

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# FIFTH ESTATE

## ANDREW BARRETT: FCC'S QUIET MAN

If you want to know where FCC Commissioner Andrew Barrett stands on an issue, you will have to wait until it comes up for a vote and FCC Chairman Alfred Sikes calls for the yeas and nays.

Barrett is not about to tip his hand before he has to. No matter how hard a reporter pushes Barrett for his views on reform of the financial interest and syndication rules or cable reregulation, the most he gets are some of the underlying concerns and perceptions that may shape the eventual decision.

By all accounts, the lawyers, lobbyists and industry executives that meet regularly with Barrett to plead for a vote and, not incidentally, divine Barrett's intentions have no better luck.

"I listen to everybody who comes here," says Barrett, one of three Republicans and one of four Bush appointees now staffing the commission. "But if people are sitting and waiting for me to give them a yes or a no without a record before me, they will be waiting a long time," he says.

Intentionally or not, Barrett's eleventh-hour decisionmaking has made him the swing vote on many key issues, most notably the proceedings aimed at reforming the fin-syn rules. While the other commissioners have staked out positions—either publicly or privately—Barrett has kept his counsel. As a result, advocates on both sides of the controversy have begun zeroing in on Barrett. "He's in the catbird seat," said one network executive.

Barrett's close-to-the-vest style on policy contrasts with his personal openness and accessibility. Through his years of government work in Illinois, he has developed a congenial, nonconfrontational style that seems to have served him well in the sometimes heated decisionmaking process of the FCC's eighth floor.

Barrett is also not much for the Washington political-social scene. He eschews the wining and dining that has been an integral part of the scene and which federal ethics standards have failed to discourage to any measurable extent. After nearly 17 months on the job, he says, he has had only five or six lunches with people interested in more than his company.

Since his appointment to the commis-



sion in September 1989, Barrett has lived in the Washington suburb of Arlington, Va., but his heart and most of his friends remain in Chicago, where he

grew up in a primarily Irish-Catholic neighborhood of which his father's shot-and-a-beer tavern was part.

As he collected his academic credentials, which included a law degree from DePaul University, in the late 1960's and early 1970's, Barrett was active in the civil rights movements.

After declaring himself a Republican, Barrett was named by newly elected Republican Governor Jim Thompson to a series of high-ranking state jobs, culminating with a seat on the Illinois Commerce Commission, which regulates utilities and functions much like the FCC.

Barrett maneuvered for an FCC appointment in 1988, but abandoned that ambition when President Reagan nominated Washington attorney Susan Wing and FCC staffer Bradley Holmes. Congress never confirmed the nominations, so after Bush became President and FCC Chairman Dennis Patrick resigned, three seats were up for grabs in

1989.

Barrett says he was no longer thinking about Washington when he was approached by administration officials about an FCC seat in early 1989. But he jumped at the opportunity and began lining up support.

Although Barrett says he owes much to his patrons, he does not believe that includes a vote. Barrett does not hold with the Washington axiom: "When it's close, go with your friends." When it's close, he says, the thing to do is "look closer at the record."

Like the other four commissioners, Barrett has revealed himself through his votes to be a deregulatory pragmatist—that is, as one who is prepared to strike regulations, but only after careful consideration of the practical impact such action will have on affected businesses.

He also shares the belief in promoting

competition as an alternative to regulation. But again the belief is tempered by pragmatism. For instance, Barrett has been expressing some skepticism about allowing telephone companies to compete with cable because of the telcos' ability to subsidize competitive business with monopoly ratepayer dollars.

At the FCC, Barrett has joined Ervin Duggan and Sherrie Marshall to form a three-vote majority that hangs together to win changes in proposals introduced by FCC Chairman Alfred Sikes and the bureaucracy he directs.

Barrett, who, as a result of new pay schedules for top federal executives, now earns

108,000, says his current ambitions are to serve at the FCC to the end of his term in 1995 and, if all goes well, beyond.

After a few more years of consensus building within and persistent reporters and lawyers without, Barrett may start taking earlier and more public positions on issues. But don't count on it. ■

### Andrew Camp Barrett

*Commissioner, FCC, Washington; b. April 14, 1940, Rome, Ga.; sergeant, U.S. Army, 1963-65; BA, political science, Roosevelt University of Chicago, 1969; MA, public administration and economics, Loyola University of Chicago, 1971; JD, DePaul University, 1975; unit manager, YMCA of Metropolitan Chicago, 1966-68; associate director, National Conference of Christians and Jews, 1968-1971; executive director, National Association for the Advancement of Colored People, Chicago chapter, 1971-75; director of operations, Illinois Law Enforcement Commission, 1975-79; assistant director, Illinois Department of Commerce, 1979-80; commissioner, Illinois Commerce Commission, 1980-89; present position since September 1989.*

# IN BRIEF

**Lawrence Pollock**, who has overseen eastern-based television stations within **Capital Cities ABC-owned station group** since 1986, **has been promoted to president** of entire group, effective immediately. **Ken Johnson**, who had been overseeing four company-owned stations in Western half of U.S., **is retiring**. Johnson will turn 65



Pollock

later this year. Before heading eastern stations, Pollock ran Capital Cities'

WPVI-TV Philadelphia, for 11 years. Before running western station group, Johnson ran company's KTRK-TV Houston for 16 years. Capcities/ABC group is strongest, financially, of three network-owned station divisions. John Reidy, broadcast and cable analyst at Smith Barney, New York, estimated group had profits in 1990 approaching \$440 million, compared to approximately \$160 million-\$165 million for CBS-owned stations. Profit figures for General Electric-owned NBC Stations are harder to come by, but probably fall between \$200 million and \$300 million, said Reidy. Last week, Pollock, who will continue to be based in Philadelphia, said he was not planning a major reorganization of group. "We went through all that when Capcities acquired ABC" in 1986, he said. Pollock will continue to report to Michael Mallardi, senior VP, Capital Cities/ABC Inc.

According to cable sources, **Discovery Channel has all but locked up deal to buy The Learning Channel**, 51% owned by In-

fotechnology. At press time, TLC board had not yet met on matter. Hearst/ABC-Viacom Entertainment Services backed out of \$30 million to \$35 million deal to buy channel when Tele-Communications Inc. would not guarantee four million subscribers it controls. One source close to deal said price Discovery, one-third owned by TCI, would pay would be "somewhere south of \$25 million."

**American Association of Advertising Agencies said amended version of alcohol advertising restrictions passed last week by Washington State Liquor Control Board "sets a dangerous precedent**, but in and of itself is not dangerous." Amended version essentially "bans something that does not exist—alcohol ads that depict intoxication as amusing" and appears to satisfy moderate Washington State legislators that might have supported proposed alcohol ad ban there, said AAAA VP John Kamp. However, he said, door remains open for introduction of further restrictions.

**National Association of Broadcast Engineers and Technicians (NABET) said that eight of 12 units have ratified NBC's latest modified proposal for new four-year contract**. Ratification by all 12 units is required for master agreement to be accepted. Union has informed NBC of results and will schedule meetings to resolve rejected contracts.

**Monte Carlo TV market**, annual international program fair set to start next Sunday, Feb. 10, **has seen cancellations by several exhibitors**, attendance cutbacks by other companies and prospects of shortened visits, all in wake of Gulf crisis. U.S. contingents of Warner Bros. and Disney's Buena Vista will not attend, leaving company representation to European executives, and among those confirming cancellation are U.S. distributors Sunbow, Genesis, World International Network, Public Television International and Fox/Lorber. Many others contacted said travel plans were still on, but remain open to change this week.

**Turner Broadcasting System board was meeting last Friday to discuss voluntary contributions TBS is seeking from cable industry to defray CNN's costs in covering war in Gulf**. MSO sources said TBS has

## RATING GAINS PROMPT CNN TO RAISE AD RATES

**C**NN's huge rating gains have prompted the cable network to raise its advertising rates and try to persuade advertisers with current commitments, for which the network over-delivered, to give back some spots. The news that CNN would increase its rates came as no surprise to advertisers, since the rate increase does not mean a cost per thousand (CPM) increase. In unit prices terms, a 30-second spot during prime time on CNN is said to have gone from about \$5,000 to more than \$20,000. A CPM increase, however, is not something CNN is ruling out. "We'll deal with the CPM level as that arises," said Joe Uva, executive vice president, CNN sales.

However, before the war started, the news daypart for the networks and CNN was soft and most advertisers showed little interest in having their spots run during war coverage. Budgets were being cut before the war and that has not changed. CNN is able to raise its inventory in part because the network reduced its ad inventory to allow for more war coverage. The artificial tightening of the market may not work, especially since most expect the network's ratings to drop after the war is over.

CNN claims if it can get what it terms "voluntary cooperation" from advertisers. The inventory given up will be used for make-goods and not sold at higher rates. According to Uva, the spots would go to advertisers who shifted ads out of first week of war coverage and for ads pre-empted due to war coverage. The network has reduced ad time by 25% since the war started, and has made no decision on how long that will continue.

Although there is always room for negotiation, advertisers and media buyers will probably not want to give any spots back. One media buyer said that "buyers have enough tools to lower the price."



put four to seven cents per month recommendation on contribution. Maximum length for contribution is said to be six months. CNN President Tom Johnson, who estimated 1990 war coverage at \$10 million, reportedly said network spent \$4 million in January alone. If war lasts six months, total cost would exceed \$34 million. CNN reaches 56 million homes. If CNN received five cents per month from 56 million homes, it would amount to \$2.8 million per month.

**News Corp.** said last Friday it **completed revised credit agreement** covering \$7.6 billion in non-public, short-term and medium-term debt. New three-year credit agreement sets in place \$600 million bridge facility for "working capital and capital expenditure requirements." Company committed to pay down debt by at least \$800 million prior to February 1992 and \$400 million "at the end of each ensuing six months." New agreement will cost company additional one percent on interest rate plus refinancing fees. Company will submit proposal to shareholders at meeting in March that would give them option of receiving dividends in form of additional shares. Company said chief executive, Rupert Murdoch, and family had already agreed to accept shares instead of cash. Murdoch last week named as chief operating officer August Fischer, who joined in 1989 from Napp Systems, printing plate producer.

**ABRY Communications**, group owner and licensee of Fox affiliate WTTO(TV) Birmingham, Ala., last Thursday **said it had signed two independent stations** in neighboring cities—WNAL-TV Gadsden and WDBB(TV) Tuscaloosa—to be affiliates, carrying all but roughly 10 hours per week of WTTO(TV) schedule. ABRY partner Royce Yudkoff said that two UHF affiliates, who would also keep certain advertising spots, would provide station's coverage with additional 105,000 TV household's. Deal also provides WTTO(TV) with some local program rights held by other two stations.

**Brian Donnelly** (D-Mass.), member of House Ways & Means Committee, **introduced legislation that would eliminate ability of companies to deduct "advertising relationships and customer or circulation base in the case of a broadcast, cable, newspaper, cellular or any other business."** J. Michael Hines, of Dow, Lohnes & Albertson, said legislation appears to be attempt to counter recent court losses of Internal Revenue Sources. The proposed legislation also would prohibit use of section 1253(d)(2)

or (3) under which many broadcasters and MSO's have sought to depreciate franchise or affiliation agreements, or FCC licenses, if seller (transferor) "does not retain any significant power, right or continuing interest with respect to the subject matter of the franchise...."

Both **ABC and NBC postponed annual management meetings** scheduled for last week because of war in Middle East.

**New York regional sports service Madison Square Garden Network and WPIX(TV) New York have finally announced agreement for broadcast coverage of New York Yankees** through 1993. As expected, MSG is essentially buying time on WPIX for 50-55 games and in turn keeps right to sell all advertising spots. MSG has 12-year, \$500 million contract for local rights to all Yankees games that started in 1988. Until now, MSG's deal was not exclusive, since for first two years of contract, WPIX had rights for 75 games.

**CNN correspondent Peter Arnett's broadcasts from Baghdad came under attack last week** from Congressman Larry Coughlin (R-Pa.). In letter to CNN, Coughlin complained that Arnett is being used as propaganda tool by Saddam Hussein. He said Arnett's reports are inciting fanatics and endangering U.S. troops. He urged CNN to review its policies. In floor statement, Coughlin said Arnett has been "reduced to being the Joseph Goebbels of Saddam Hussein's Hitler-like regime."

**CBS Radio Networks has rescinded its decision to charge "nominal fee" for affiliate stations to carry network's NFL and Major League Baseball play-by-play broadcasts.** CBS announced sports fee last month (BROADCASTING, Jan. 14), but said it would regroup at the end of January to determine whether it would go ahead with planned fee. Network spokesperson said outbreak of war in Persian Gulf, declining economic conditions and hardship that unbudgeted expense of play-by-play charge would have on radio stations led CBS to change its mind. At this point, CBS has no intention of reversing its decision again, spokesperson added.

**Scripps Howard Broadcasting said it would postpone until at least this week decision to terminate proposed purchase of WMAR-TV Baltimore** from Gillett Holdings for \$155 million. Escape clause, effective as of last Friday, from purchase exists because government approval of sale is still undecided pending appeal of FCC's decision rejecting petitions to deny.

**USIA Director Bruce Gelb told senior staff last Monday (Jan. 28) that White House had offered him ambassadorship to Belgium**, confirming *Washington Post* story of Jan. 26. Belgian government had yet to concur on appointment by press time. Sources could not confirm, and Gelb's office declined comment on, reports that Gelb had conditioned departure from USIA on removal of VOA chief Richard Carlson, who last week told his staff he wishes to remain.

## SPORTS NEWS FROM PRIME NETWORK

**P** rime Network announced last week it will produce a late-night sports news service for its affiliates to carry as their schedules permit. Prime Sports News, to debut during the baseball season, will be available to affiliates in late prime time through the early morning hours, according to Jack Stanfield, senior vice president, programing.

Firm details have yet to be worked out, but the service will likely be a half-hour wheel concept, running four to six hours per night, to provide final updates and scores for both coasts. Stanfield said PSN's programing will include natural breaks, likely every 15 minutes, so affiliates can smoothly join the news service in progress. Costs are likely to exceed \$1 million.

The timing of Prime's announcement appears to have stolen some thunder from NBC. Word has been circulating among the cable industry that Landmark backed out of buying Sports News Network because of NBC plans to launch some form of a sports news service.

Such a service could take several different forms. NBC is a leading bidder for FNN and could program sports events, call-in shows or news on weeknights in addition to weekends, or it could carry SportsChannel America there.

(In fact, a source close to the FNN situation said not only NBC, but the other final bidders—Time Warner, Group W and Dow Jones—are fairly set on having some type of sports programing in prime time and on weekends.)

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## NAB'S PREEMPTIVE STRIKE

**B**e not the first by whom the new is tried" was an injunction popular with President Dwight Eisenhower, but not with this generation of the National Association of Broadcasters. Last week, in Naples, Fla., the NAB radio board set in motion a juggernaut that, in time, promises to wipe out the existing AM-FM tried and true to be replaced by an interference-free service of far greater fidelity. It's called DAB (digital audio broadcasting), and it's about to become a household word.

Not only is NAB endorsing the concept (Eureka 147, a product of the European Economic Community) but it's poised to become a proponent. If all goes well it may become the North American licensee for the format, and could even make some money in the process. That's clearly not the intent, but it could be a fortuitous result.

If there's a touch of protectionism in the NAB's initiative, it's of the kind that opened the West. Instead of waiting for DAB to overwhelm it from the outside, it has chosen to seize this new technology for its own advantage, hoping to establish a terrestrial system in which every existing broadcaster can participate before the satellite proponents—or other DAB hopefuls—can establish a prior claim. It's a bold stroke and an inspired one.

And there's a good chance it will work, at least in giving today's radio industry a crack at tomorrow's. Whether it will succeed in turning aside the champions of satellite DAB, or grandfathering an entire industry in this new technology, will have to be played out in Washington.

For the moment, we're both amazed and impressed by the due diligence with which the NAB staff and its task force pursued the DAB challenge, and by the courage and innovation they're exhibiting in putting the ball in play. That's not the stuff of which trade associations are made, normally. We don't want to be premature about it, but the names of Mays, Hicks, Box, Fritts, Abel, Rau and company could one day lead the honor role of a new radio industry.

## BAN ON THE RUN

**L**ast week, Chief Judge Abner Mikva and his colleagues on the three-judge panel of the U.S. Court of Appeals heard oral arguments in the appeals court's review of Congress's 24-hour ban on indecent broadcasts, which had been stayed since the ban was appealed in 1988. By the end of the proceeding, the FCC's familiar arguments had been shot down, one after the other like so many clay pigeons, by a court whose patience was wearing thin. One example from the hearing suffices to set the tone:

To the FCC's argument that alternate media were available, Mikva shot back that if indecent programming is "legitimately protected...[then] don't tell them they can go read it in the newspapers or the comic books. If they are entitled to do this,

they are entitled to do this." Even former FCC General Counsel Diane Killory, who helped craft the commission's indecency policy, had conceded the ban's defeat by day's end, although the court's decision is not expected for several months.

Although we fully expect the court to throw the ban out as unconstitutional, that leaves the commission with its policy of building an indecency standard at the expense of the unfortunate broadcasters who cross a line not yet drawn.

Although lifting the ban will clearly be a victory for the media and their audience, the fight against censorship is far from over. The freeze may soon lift, but the chill remains.

## EARLY DETECTION

**W**ashington State's liquor control board has unanimously defeated a number of proposed restrictions on alcohol advertising that would have imposed ad bans based on regulators' content calls about a commercial's "bad taste," whether it contained "implications" toward a particular course of conduct or lifestyle and other such distinctly subjective judgments.

We congratulate the board on reaching that decision, but hasten to add that it had some help. Back in November, the board held a hearing on the proposed changes (BROADCASTING, Dec. 10) at which more than a hundred witnesses appeared on both sides of the argument, including (on the media's side) Hal Shoup on behalf of the American Association of Advertising Agencies and former FCC Chairman Richard Wiley representing the American Advertising Federation.

We would like to believe that the rightness—or wrongness—of some arguments is self-evident. Unfortunately, such an assumption is a luxury broadcasters have never been able to afford (witness the "narrowly tailored" 24-hour indecency ban). For that reason, and as last week's victory emphasizes, it is important for this industry to make its strongest case against content regulation whenever and wherever it starts.



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# Broadcasting Abroad

FEBRUARY 1991

VOL. 3 NO. 2

**Broadcasting  Abroad**  
**UPCOMING 1991 ISSUES:**

| Date  | Calendar of Events   | Adv Deadlines |
|-------|--|---------------|
| ● Apr | NCTA/Umbria Fiction<br>TV Festival, Italy                        | Mar 8         |
| ● May | MIP-TV/NAB   | Apr 5         |
| ● Jun | LA Screenings  | May 3         |
| ● Jul | Banff Television Festival<br>International Festival,<br>Montreux | May 31        |

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