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- GOULAZIAN NEW KATZ CEO, JOYELLA JOINS FROM TVB / 6
- NAB'S SECOND THOUGHTS ON EUREKA/DAB / 10
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**The FCC
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Vol. 121 No. 26

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Success in kids' programming boils down to one thing. The ability to play week after week. Season after season. And still hold on to the lion's share of the kids audience.

That's the case with "Tiny Toon Adventures." Not only did the Toons turn in a spectacular performance in their first year. This season they are continuing to win against the toughest kids competition, in the country's most competitive markets.

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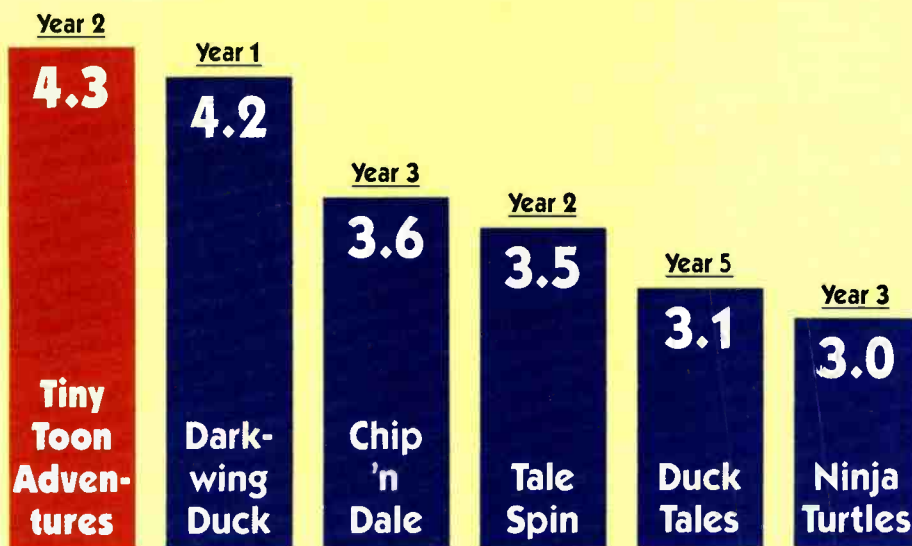
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Top of the Week

FAMILY FEUD AT THE FCC

Rancor between commissioners, Chairman Sikes shows no sign of abating, but antipathy has yet to impede progress on the chairman's agenda

By Harry A. Jessell

When the FCC finally adopted new financial interest and syndication rules last April, many FCC watchers assumed the hard feelings between the three commissioners who voted for the rules and dissenting Chairman Alfred Sikes would gradually give way to a spirit of cooperation. They were wrong.

Not only has the situation not improved, it has apparently worsened.

Each member of the fin-syn majority—Sherrie Marshall, Ervin Duggan and Andrew Barrett—continues to harbor resentment toward Sikes for what they perceive as his high-handed approach to policy-making and efforts to undermine them.

The latest manifestation of that ill will came after the FCC's last open meeting two weeks ago. Sikes, in essence, accused Barrett of being a Dukakis Democrat. Sikes says the remark was meant as a joking reference to comments Barrett had made during the meeting lamenting the negative effects of deregulation in the airline and S&L industries. Barrett was not amused. "Al Sikes is fine as long as you agree with him, whether he's right or wrong," he told BROADCASTING ("Closed Circuit," Dec. 16).

Ironically, Barrett's assessment is shared by Sikes's only strong ally on the commission at the moment, James Quello. "He just has to sweeten up a little bit," he says. "He doesn't like people who disagree with him."

According to the commissioners and other high-ranking FCC officials, Sikes has contributed to the bad blood by failing to adopt what Duggan calls a "collegial" approach to policy-



The FCC's fin-syn vote last April failed to put an end to the animosity between Chairman Sikes and the other commissioners.

making. Rather than consult other commissioners, they say, Sikes more often presents proposals as faits accomplis and expects the other commissioners to go along. Sikes tends to ignore input from other commissioners, they say, unless it represents the views of a majority of three.

Sikes acknowledges the tension, but says it is inherent in the FCC process. Such tension "is frequently quite creative and has sometimes helped, not harmed, our work," he says. For the most part, Sikes says, he gets along well with the other commissioners. But he expects to continue to be the target of criticism. "That is just part of the job description."

Despite the rancor, Sikes says the FCC has accomplished much. "Every member of this commission can be quite pleased at two years of significant success," he says.

Sikes's chief nemesis has probably been Marshall, who almost beat him

for the chairmanship. Leading a three-member coalition, Marshall acted as a shadow chairman on two key items—the FCC 1990 report to Congress on cable and fin-syn.

With her term set to expire in June 1992, Marshall appears to have become more conciliatory. Nonetheless, Sikes has declined repeated invitations to endorse her reappointment. Moreover, say FCC sources, Marshall is bothered by reports she has heard that Sikes has been actively promoting others for her seat. Marshall declines comment on the matter.

Some of the commissioners fault Terry Haines, who signed on as the chairman's chief of staff a week before the fin-syn vote, for failing to play peacemaker. Because of Haines's reputation for competence and affability as a House Telcomsubcom staffer, the commissioners expected him to foster a new cooperative spirit. During his nearly eight months on the job,

however, he has failed to do so, while drawing complaints from Barrett and Duggan about some of his tactics.

Barrett says Haines tried to cause him trouble by telling administration officials that his support for permitting new entrants in the expanded AM band was tantamount to support for minority preferences.

Sikes's critics say the problem is his unyielding adherence to positions. Depending on one's point of view, the attribute is either stubbornness or standing on principle. In any event, Barrett thinks he knows how to deal with it.

During the fin-syn deliberations, Barrett says, one of the commissioners came to him and said the only way to deal with Sikes is as you would a donkey: hit him on the head with a two-by-four to get his attention. Barrett said the advice was only half right. Forget the two-by-four, he said. "You bring up another donkey and blow his brains out and you keep doing that," he said. "Either the donkey is going to get the message or you're going to have a lot fewer donkeys."

The friction may have slowed down Sikes's agenda, but it has yet to derail any major items, including review of the broadcast ownership regulations.

Nonetheless, the real test of Sikes's effectiveness will come next year, when he tries to bring home proceedings initiated this year. The lack of goodwill will surely make that task more difficult. ■

BUSH ATTACKS 'FILTH' FROM TRIAL COVERAGE

By Rich Brown

President Bush last week complained about televised trial coverage and the "filth and indecent material" he believes it carries into the nation's homes.

One week after the televised William Kennedy Smith rape trial, President Bush said in an interview with KGO-TV San Francisco on Tuesday that he was "worried about so much filth and indecent material coming in through the airwaves and through these trials into people's homes."

"I think the American people have a

This Week

THE LONG AND SHORT OF IT

In recognition of the holiday season, **BROADCASTING** is publishing abbreviated issues this week and next. Missing are most of the standard departments; present are the full weeks' budget of breaking news.



Paul Harvey's new contract with ABC Radio Networks takes the newscaster/commentator into the next century (p. 20).

FEUD AT FCC / 4

FCC Commissioners Sherrie Marshall, Ervin Duggan and Andrew Barrett bristle at what they consider Alfred Sikes's high-handed approach to policy-making, but the chairman's agenda moves ahead.

BACKING OFF EUREKA / 10

Several NAB Radio Board members believe it may be time to

back off NAB's endorsement of the European Eureka satellite DAB system. The move is expected to boost in-band technology's competitive position.

ADIEU BIRCH / 11

This year's fall survey will be the last

for Birch: operations will cease Dec. 31, parent VNU/BIS announced last week. Arbitron has acquired the rights to be exclusive marketer of VNU's Scarborough report.

QUEENS IS CHANNEL KING / 18

Time Warner unveiled its first-in-the-nation 150-channel cable system in Queens, N.Y., last week. Many of the new channels—57 out of 75—will be devoted to pay per view and promotion, and the company hopes to recoup its \$150-\$200-per-subscriber upgrade costs through PPV revenues. The system also offers three channels of time-shifted HBO and Cinemax.

FCC AUDITS TIME BROKERAGE / 20

The FCC has just completed the information-gathering portion of an audit of radio stations in an effort to assess the nature of local marketing agreements. The commission hopes to determine whether licensees are maintaining control of their operations or relinquishing it to outside programers and sales staffs.



Patricia Bowman (left) and ABC's Diane Sawyer (p. 14).

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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At Deadline

MERGER COUNTDOWN?

The INTV and NATPE conventions may merge in 1993. "That's certainly a possibility," says INTV President Jim Hedlund. "We are talking but not really negotiating at this point." A big factor, he adds, will be how smoothly the San Francisco convention runs next month.

BUYING AND SELLING

The FCC last week approved CBS's \$200-million purchase of Midwest Communications, whose broadcast holdings include WCCO-AM-TV-WLTE(FM) Minneapolis and WFRV-TV Green Bay, Wis., and three satellite TV's. FCC granted permanent waiver of "one-to-a-market" rule, permitting CBS to retain Minneapolis AM-TV combo, and temporary waiver of its multiple ownership rule, giving network 18 months to spin off one of its FM's to stay below 12-station cap. CBS has put KMOX(FM) St. Louis on block.

IN AGREEMENT

NBC joined Disney and CBS in calling on the FCC to eliminate the PTAR off-network prohibition. NBC also said shows produced by network O&O's should not be considered "network" programs, and be exempt from some PTAR restrictions.

CHASE FOR CLEAR?

Clear Channel Communications is said to be looking to buy at least two of the five Fox affiliates Chase Communications has for sale. Possible purchases are KDVR(TV) Denver and WPTY-TV Memphis. They are estimated to be worth \$13 million and \$33.7 million, respectively. Dan Sullivan, Clear Channel president, would only say: "Chase owns some fine stations, and we are still in an acquisition mode."

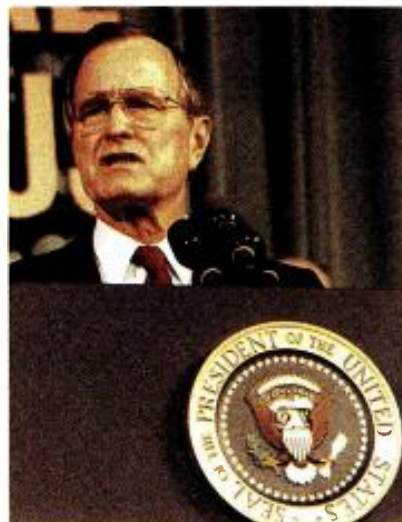
right to be protected against some of these excesses," said Bush. "While people have a right to a fair trial, I think the American people have an overriding right to let those matters be decided behind closed doors."

The President could make a stronger case against cameras in the court if the only televised cases were sexual assault trials, said Steven Brill, president, Court TV, which aired the William Kennedy Smith proceedings in their entirety. But the case was just one of three sexual assault trials out of a total of 65 trials that have been covered by the fledgling channel so far, he said.

"It's clear that having cameras in the court created a fairer trial and as a result Americans have a lot more confidence in the system," Brill said of Court TV's coverage of the Smith trial.

David Bartlett, president of the Radio-Television News Directors Association, was "disappointed" by the President's remarks regarding cameras in the courtroom.

The Sixth Amendment clearly demands that the courts be open, Bartlett said, adding that Bush did not appear to think the issue through pri-



President Bush complained last week of 'filth' in televised trial coverage.

or to making his statements.

"I don't like hearing those words on TV, either, but that's the price that we pay for open courts," said Bartlett. "No one has to watch any particular television channel. That's the nice thing about today's video marketplace; you're not enslaved to one or two channels of news." ■

KATZ REORGANIZES; JOYELLA LEAVES TVB FOR REP

By Joe Flint

The line of succession at Katz Communications appears to be set. Last week the TV-radio rep firm chose Peter Goulazian, president of Katz Television Group, to be president and chief executive officer of Katz Communications. Goulazian takes over the CEO title from Katz Chairman James Greenwald and will oversee both Katz's radio and TV operations. The presidency of Katz Communications has been vacant for two years.

The move of Goulazian from Katz Television to Katz Communications set off a series of personnel changes at the rep firm that included the hiring of Television Bureau of Advertising President Jim Joyella to run Katz Television's American Division.

Tough times at TVB

Joyella is leaving the struggling trade

association to join Katz in mid-January. A committee of TVB board members has been formed to search for Joyella's successor, and TVB has retained the recruiting firm of Spencer Stuart to help in the search.

Joyella's announcement comes a month after the association dramatically restructured its mission and cut its staff. Once primarily a research and sales education organization, it has changed its focus to that of a marketing and promotion organization pushing spot and local television to advertisers. In the process, the TVB slashed its budget by 30% and either laid off or offered early retirement to over 30 staffers, or more than half the staff. Boasting a membership of over 600 stations five years ago, the TVB now has about 325 stations, and at one point last month membership was dropping at an average of close to a station a day.

There is no word yet on who the

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Peter Goulazian



Jim Joyella



Arnie Sheffer



Harvey Fenster



Tom Olson



Jim Beloyianis

leading candidates are to replace Joyella. Apparently some on the board want to discuss the possibility of the association naming someone from the advertiser-agency world to push spot, much the way the Network Television Association hired Peter Chrisanthopoulos, who had both advertiser and agency experience.

Other board members questioned whether someone from the "outside" could work with the membership. "It is an awful idea," one board member said, because of a "lack of understanding of the membership."

For Joyella, the resignation comes after four years with TVB. "My nearly four years with the bureau have coincided with the most tumultuous period in its 37-year history," he said. Joyella told BROADCASTING his decision to leave TVB had more to do with the

opportunity at Katz than with what was going on at the association. He declined to comment on whether his compensation package at Katz would be greater than his current agreement with TVB.

Joyella said his greatest frustration with running the TVB was the association's "ability to give members what they perceived as value." Said Joyella: "One size does not fit all when you are in the station service business.... TVB had a hard time trying to respond to the changing configuration of the business."

Changing the guard at Katz

The appointment of Goulazian as Katz president-CEO would seem to make him the heir apparent to Greenwald whenever the Katz chairman, who turns 65 next April, decides to

step down. That may not be soon, however. In the letter to stations announcing the changes, Greenwald, currently in his 37th year with the rep firm, said he was looking forward to his 40th anniversary.

The other executive changes made last week include Arnie Sheffer, chief financial officer, who was named executive vice president and chief operating officer. Succeeding Sheffer is Harvey Fenster, a former executive vice president, finance, Piro Energy Corp.

Tom Olson, executive vice president, Katz TV group, will replace Goulazian as president. Jim Beloyianis, president, Katz American Television, has been named senior vice president, Katz TV Group, and will take over many of Olson's previous responsibilities. ■

NAB MAY RESCIND EUREKA ENDORSEMENT

U.S. support of S-band, coupled with in-band development in 1991, could prompt Radio Board to adopt more 'impartial' stance at January meeting

By Peter Lambert

When it meets in Palm Springs, Calif., Jan. 10-16, the National Association of Broadcasters' Radio Board may back away from its endorsement of Europe's Eureka 147 satellite digital audio broadcasting (DAB) system and discontinue its letter of intent to license Eureka technology in North America.

Speaking for themselves, several members of NAB's DAB Task Force and Radio Board said neither body has yet made a decision on the Eureka endorsement or on the controversial makeup of the task force's Technical Advisory Committee, which includes one but not all DAB proponents.

However, they conceded that the Bush administration's decision to support S-band (rather than Eureka's tar-

geted L-band) DAB spectrum at the World Administrative Radio Conference in February—coupled with charges of partiality against in-band DAB development—has made it desirable that the NAB take a more impartial stance toward proponents.

At the same time, they argued, the original endorsement of Eureka has served the industry well in spurring in-band development and underscoring the technical and economic issues surrounding DAB. But, they added, in-band proponents, now including Eureka, have yet to demonstrate that narrowband DAB will work in a mobile, over-the-air environment.

When NAB endorsed Eureka almost a year ago, "we felt the need for an affiliation was strong," said Alan Box, task force chairman and president of EZ Communications. "With

the shift toward in-band, the need is not as strong. I don't think there will be a rush to close a [system licensing] deal," he said, adding that, if L band is not adopted at WARC, Eureka's satellite approach would be eliminated and, "obviously, we'd have no choice but to continue pursuing in-band."

Although Box said he is "disappointed in the lack of in-band development," fellow task force member Randy Odeneal, general partner in Sconnix Broadcasting, suggested that Eureka, which had criticized the in-band approach but now promises to pursue one, "appears further behind [on in-band development] than some U.S. developers. My sense is that a lot of people on the task force feel that way, but this Eureka arrangement transcends any advice on digital audio broadcasting.

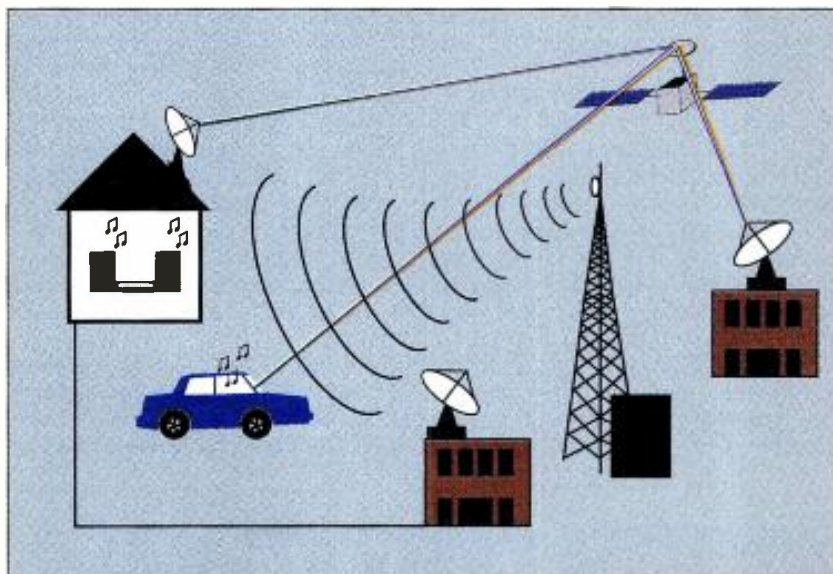
"I don't see any justification at all for NAB continuing to pursue a relation with Eureka," he said.

Wayne Vriesman, radio network vice president for Tribune Co. and NAB Radio Board member, said: "We need to do everything we can to create an environment that encourages in-band development. If that means NAB has to take a little more of a back seat in its relationship with Eureka, that's OK."

Nevertheless, he said, "I don't think NAB has made any dramatic mistake," adding that the association's proactive strategy has "helped us manage and control DAB development" and has probably slowed the development of competing digital radio delivery systems, particularly satellite.

Fellow Radio Board member Dean Goodman, vice president and general manager of WLVE(FM) Miami Beach, argued that the NAB-Eureka relationship has already changed since NAB encouraged Eureka to pursue an in-band approach. Goodman said he supports NAB's current "firm but not unyielding position; there's nothing cast in stone [and] I still see Eureka having the best chance at developing a working narrow [in-] band system," with its overall headstart and pan-European backing. Many U.S. in-band proponents, he noted, are using elements of the Eureka system.

Goodman said he does not believe the Eureka affiliation "has really deterred [in-band proponents'] ability to



WARC and in-band proposals mean square one on DAB.

develop competing systems. If somebody's got an effective system, they're going to be in the driver's seat, and Eureka doesn't have one yet."

Goodman, Odeneal and Vriesman agreed that broadcasters are caught between a rock and a hard place—between a recession that limits the ability to fund research or drastic upgrades, and a desire to keep pace with proposed and real satellite and cable DAB services.

They also agreed that the task force's Technical Advisory Committee ought to seat either all or none of the in-band proponents. Box argued that CBS's Tony Massiello and Gan-

nett's Paul Donahue—partners in development of Acorn Project/Digital USA's in-band system—are some of the best educated on DAB" and properly belong on the committee. Including proponents in such working groups is standard industry practice, he said.

But, said Goodman, inclusion of proponents "maybe should be all or none, though I think a real problem does not exist." Odeneal suggested all proponents should be seated, but said "if NAB severs its relationship with Eureka, [the advisory committee] then could sit as an impartial adviser," with no proponents on board. ■

BIRCH RADIO TO CEASE OPERATIONS DEC. 31

VNU/BIS discontinues radio ratings service; announces joint venture with Arbitron Co.

By Reed E. Bunzel and Joe Flint

Birch Radio will be out of business by the end of the year.

In an announcement made last week, VNU Business Information Services (BIS) said that it would "discontinue its unprofitable Birch radio ratings product line by Dec. 31, after delivery of the fall survey." VNU/BIS said that Birch had "won extensive advertiser and agency support," but financial pressures in the radio station marketplace led to dramatic decreases in station subscriptions, which in turn "caused Birch to sustain significant losses for its quantitative

service." Notices of discontinuance of service were sent via Federal Express to all Birch clients immediately following the announcement.

In a prepared statement, Birch President Bill Livek said, "We reluctantly decided to close down Birch Radio because the losses related to this activity weighed too heavily on the other units of VNU/BIS." He told BROADCASTING that the company "got beat by the overwhelming debt pressuring so many stations in the last two years. Although advertisers and agencies loved us, we didn't achieve the station success we thought we would and decided there wasn't a fu-

ture for us in quantitative ratings. That's why we kept focusing so much on the qualitative data, because we believe that that is where the future lies."

Livek said that Birch had negotiated to sell the ratings service to several different companies, including the Nielsen Co., but had fielded no firm offers. "We worked very hard to find a buyer, and we were unable to arrive at a deal before our deadline," he said. Livek said he anticipated substantial personnel layoffs, but declined to comment on the number of pink slips except to say that "a number of jobs in the Coral Springs office

will be retained, [although] a majority of the sales and marketing staff are leaving."

With the demise of Birch, VNU/BIS and former Birch competitor Arbitron have signed a five-year license contract in which the ratings company will be the exclusive marketer of VNU's Scarborough report to radio and television stations. The two companies also have reached an agreement to jointly market their respective advertising expenditure tracking services.

The agreement, which is subject to government approval, gives Arbitron sole representation of the Scarborough report to broadcasters. VNU and

Arbitron will jointly market the service to advertisers and agencies, and VNU will continue to exclusively market the report to the print media. The Scarborough report subscription list among TV stations has grown from only 15 in 1988 to more than 100 now. Unlike other research services, Scarborough offers its materials to more than one station in a market. Stations, depending on market size, pay upwards of six figures for this service annually.

There is no word yet on how Arbitron and VNU will split subscriber revenue, although one industry figure speculated that the agreement would

be akin to a sales contract, with Arbitron getting some sort of commission on each subscription.

VNU and Arbitron have not decided whether one or both companies will market their advertising expenditure reports. Arbitron is the licensee of Broadcast Advertiser Reports (BAR) and Radio-TV Reports, while VNU is the licensee of Leading National Advertiser reports (LNA) and Radio Expenditure Reports (RER).

Livek will remain with VNU through the transition period, but does not necessarily expect to remain with the company or to be a part of the joint venture with Arbitron. ■

WIRELESS CABLE ATTACKS S.12 ATTACKERS

WCA's Schmidt predicts cable bill opponents will single out program-access provision

By Randy Sukow

The cable industry and Senate opponents of the Cable Television Consumer Protection Act (S. 12) will attack the bill's program-access provision when Congress returns next month, according to the Wireless Cable Association (WCA). "S. 12 is a pretty good piece of legislation, we believe, because of its access-to-programing provision," said WCA President Robert Schmidt. "The cable industry has now decided that its best tactical strategic plan is to focus on this provision and do its best to either eliminate it or drastically reduce the impact of it."

S. 12's program-access provision states: "National and regional programmers that are affiliated with cable operators are barred from unreasonably refusing to deal with distributors" such as wireless cable, direct broadcast satellite, home satellite and other alternative services. Stronger language favoring alternative distributors is written into the House version of the bill (H.R. 3560).

The Senate had originally planned to vote on the bill this year, but a busy fall agenda forced a postponement until Jan. 27, 1992 (BROADCASTING, Nov. 18). Opponents of S. 12, including Senate Minority Leader Bob Dole (R-Kan.) and three members of the Senate Commerce Committee, are preparing an alternative bill to draw attention away from S. 12. The substi-

tute is said to dilute the "effective competition" definition for rate regulation purposes and, to attract broadcaster support, add broadcast deregulation provisions such as lifting of the FCC's 12-12-12 ownership limits on AM, FM and TV stations.

The substitute bill will also contain, according to Schmidt, language to make it harder for wireless cable systems to obtain programing.

In retaliation, WCA is organizing a grassroots campaign to pass S. 12. Revealing the details of the campaign may be a tactical risk, "but I think when you're David facing Goliath, you play your hand open," Schmidt said during a press conference at WCA's Washington headquarters last Thursday (Dec. 19). He would not give an exact figure for the campaign's budget, but indicated it would probably be less than \$1 million.

A number of groups appeared at the press conference to endorse WCA's campaign, including the Consumer Federation of America and Consumers of PAY-TV of America (CPA), a start-up group formed to represent pay-TV consumers.

Program-access legislation is critical to the survival of wireless cable, Schmidt said. Some cable services, such as TNT, currently refuse to deal with wireless cable systems, and others charge inflated rates compared with what they charge conventional wired systems. Passage of cable legislation without program access but

with retransmission consent (the right for broadcasters to receive payment for retransmission of their signals) would be the worst scenario, Schmidt said. Contracts between broadcasters and cable systems could include exclusivity clauses blocking retransmission of local broadcast stations on wireless cable. ■

ACT III-ABRY IN TROUBLE

Ellis calls proposed merger 'deader than a doornail'

By Joe Flint

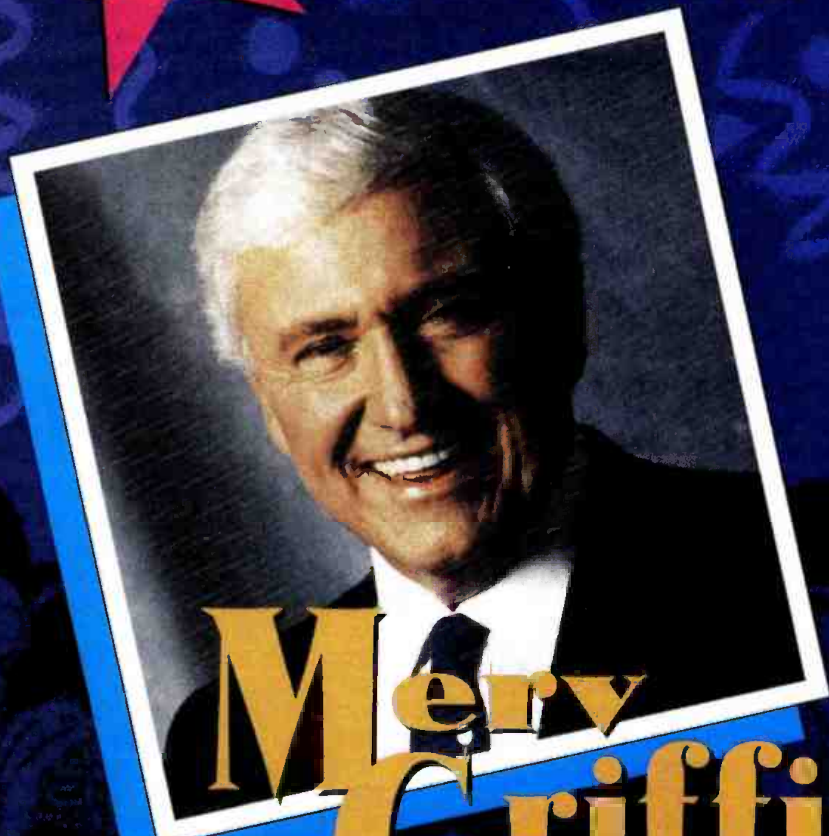
The Act III Broadcasting-ABRY Communications deal is in dire straits, and according to one party involved it has actually collapsed. Act III Broadcasting President Bert Ellis sent a memo to the eight Act III stations last week saying the merger would not happen and told BROADCASTING the deal is "deader than a doornail."

ABRY partner Andrew Banks declined to comment on the state of the merger.

While neither party would comment on what specifically is dragging the deal down, industry sources pointed

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to Act III's Buffalo property WUTV(TV) as a major problem. The station derives much of its revenue and cash flow from ad sales in the nearby Toronto market. Now, new regulations may be passed in Canada that could have a severe impact on WUTV's bottom line. The new regulation described by one observer as "a Canadian version of syndex," could eliminate the carriage of much of WUTV's programming on Canadian cable systems. One source said ABRY hoped to eliminate the Buffalo property from the deal.

Announced just over three months ago, the complex deal had ABRY Communications acquiring television producer Norman Lear's 35% ownership of Act III for about \$35 million and buying out the remaining 65% from institutional shareholders for another



\$20 million and notes.

In his comments to *BROADCASTING*, Ellis would not elaborate on the troubled merger, choosing only to say that "everybody has a different interpretation, and this is a tough environment

'I'M NOT A BLUE BLOB'

TV audiences last week were able to see William Kennedy Smith's accuser for the first time. Patricia Bowman (l), whose face had been obscured by media organizations throughout the trial, was shown on programs ranging from the syndicated *A Current Affair* to ABC News's *Primetime Live*. Her exclusive interview on that ABC News telecast with Diane Sawyer (r) on Thursday won the night with a 17.7/29.

to pull off a broadcast deal." Not everyone is convinced the deal will not re-emerge. Some group owners who have been following the negotiations think an agreement could still be reached. ■

BROADCASTERS WANT ONE-STEP HDTV ASSIGNMENTS

By Peter Lambert

Boasting the support of more than 90 broadcast companies, the Association for Maximum Service Television (MSTV) asked the FCC to assign high-definition television channels based on antenna site-specific NTSC-HDTV pairs—rather than on a first-come, first-served basis—and that it adopt HDTV implementation and simulcast rules more flexible than those proposed by the commission.

The "Joint Broadcaster Comments" filed Dec. 20 also argued that the commission must begin to consider HDTV cable carriage requirements.

However, anticipating "enormous stress on current capacity in some markets," National Cable Television Association comments said cable operators will require freedom from mandatory carriage requirements.

Also filing separate comments were the public TV interests (PBS, America's Public TV Stations and the Corporation for Public Broadcasting also signed on to the joint broadcaster comments) and the Community Broadcasters Association.

Notably absent at the deadline for comments on proposed HDTV implementation rules was a filing from land mobile interests, declared competitors for identified HDTV spectrum. "We

have spoken our piece on HDTV, and we're leaving it at that," said Land Mobile Communications Council attorney John Richards.

Boding some controversy was a joint broadcaster request that existing full-power translators be given lower allotment priority than low-power TV licensees—a view vehemently opposed by CBA, which emphasized the currently equivalent secondary status of the two kinds of services.

"You'd think as things have gotten more specific you'd have a harder time getting consensus," MSTV General Counsel Julian Shepard said, "but this is the most support we've had" since 57 petitioners asked the FCC to begin the HDTV proceedings.

Shepard described the "fundamental thrust of the comments to move the FCC toward methods grounded in technical and engineering considerations," as the industry seeks an HDTV channel allotment table in time for the targeted mid-1993 adoption of an HDTV transmission standard.

The broadcasters argued that assigning randomly paired NTSC and HDTV channels on a first-come, first-served basis (as proposed by the FCC) could prove "counterproductive, spawning the filing of applications solely for the purpose of securing a pay-off." Instead, said the broadcasters, channel pairing "on the basis of

current transmitter sites rather than communities" would streamline allotments to a single step, as well as maximize spectrum efficiency and minimize adjacent channel interference.

Noting that public TV funders will almost certainly lag behind private broadcasters in financing HDTV upgrades, the comments urge the FCC to reserve channels for all existing noncommercial TV stations and vacant noncommercial allotments, except where such a reservation would deny an existing broadcaster an HDTV assignment.

The FCC's proposed two-year HDTV facilities construction time limit also drew pointed opposition from the broadcasters. Suggesting that 1% penetration could take 10 years, and 40% another 10, they said they should not be held accountable for forces beyond their control, including manufacturers' ability to produce sufficient, affordable transmission and consumer equipment and financial institutions' willingness to support long term capital investment.

With lender support already depending heavily on cable carriage, they said, "the commission cannot realistically expect broadcasters to make substantial investments in HDTV without assurances on the signal carriage issue." ■

Twins.



Full House, The Syndication Hit Of The Year, Is Also A Network Winner In Key Demos.



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Family Matters Has An Identical Network Profile.

One thing you can count on is that twins will behave alike. Take "Full House" and "Family Matters." When they ran back-to-back on Friday, they both consistently won their time periods in key demos. Then, this season they moved to different nights. But even apart, they had the same profiles, winning identical key demos. This year, "Full House" is syndication's biggest off-network success. And come Fall '93, you can count on "Family Matters" to hold up its family tradition. After all, success runs in the family.



Family Matters

Available for Stripping Fall '93.



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TIME WARNER UNVEILS 150 CHANNELS

Queens, N.Y., system doubles capacity; new channels will be devoted primarily to promotion and pay-per-view offerings

By Sharon D. Moshavi

Queens, N.Y., last week became the site of the nation's first 150-channel cable system. Time Warner flipped the switch in the community of Whitestone, upgrading the already state-of-the-art 75-channel system.

"This is the most historic event in television since HBO went up on the satellite," said Richard Aurelio, president, Time Warner's New York City Cable Group. Most of the system's new channels—57 out of 75—are being dedicated to pay per view and promotional channels.

Time Warner had said at a press conference earlier this year that its system would be operational by the end of 1991. The expanded channel menu is now available to 10,000 homes. Time Warner said it expects to have 3,000 on line by mid-February, and will continue to roll out the service throughout the rest of Queens and Brooklyn, which together have 350,000 cable subscribers.

The only change required in the home is a new set-top converter box, which costs slightly more than a standard converter box. Additionally, the price of upgrading the system is approximately \$150 to \$200 per subscriber, said Aurelio.

Time Warner hopes to make back most of that money from pay-per-view revenue. According to Geoffrey Holmes, corporate senior vice president, the company expects its costs to be covered in the first 12 months in which a subscriber has the service. Nearly all of that revenue is expected to come from pay per view. Time Warner will continue to charge \$23.95 for its highest level of basic service. It currently averages \$6 per month in PPV revenue from each of those subscribers, a figure that must more than double if costs are to be covered. "The system needs to be in place about six months before we can reach any judgments as to the success" of the PPV service, said Aurelio.

Up to 16 PPV movies will be available each day, with the six newest releases having start times every half-

hour. Pricing will range from \$3.95 for feature films to \$1.95 for children's programming, to \$4.95 for adult titles.

All of the PPV options can be accessed via an on-screen menu of choices and a hand-held remote control. The menu will also offer access to other features, including an option that enables subscribers to program their VCR's. Via this menu, Time Warner will also be able to leave personal messages for individual households.

In addition to the PPV channels 13 other channels have been added, including one additional Cinemax and two additional HBO channels, as part

of the pay services' timeshifted multiplex test. Five channels have been left empty, and will be used to test interactive services. According to James Chiddix, Time Warner senior vice president, engineering and technology, the technology for interactive services is available, but the marketability of services remains a question mark. According to Chiddix, of the interactive services tested by others so far, interactive games seem to show the most promise. Time Warner co-chairman Steve Ross has also talked about using interactivity for educational and informational purposes. ■

INFINITY GOES PUBLIC

Initial offering would help finance \$70 million purchase of WFAN(AM)

By Reed E. Bunzel

Infinity Broadcasting Corp. last week announced plans to take the company public again (it has been private since 1988) in an initial offering estimated at \$100 million. The offering would help to finance the \$70-million acquisition of all-sports WFAN(AM) New York from Emmis Broadcasting, which was finalized last Monday (BROADCASTING, Dec. 16). Additional proceeds from the offering would be used for "general corporate purposes," according to a statement released by Infinity.

Infinity has filed a registration statement with the Securities and Exchange Commission proposing an initial public offering of six million shares of Class A common stock at an initial price estimated by the company to be between \$16 and \$18 a share. The underwriting group will be co-managed by Lehman Brothers, Donaldson, Lufkin & Jenrette, Merrill Lynch & Co. and Smith Barney, Harris Upham & Co. The offering includes an underwriters' over-allotment of an additional 900,000 shares, which, if exercised in full, would translate to almost 18 million shares outstanding once the of-

fering is completed. No shares are being sold by the company's existing shareholders.

For the third quarter of 1991 Infinity reported net revenues of \$31.9 million, a 9% increase over the same period a year earlier. Operating cash flow for the third quarter was \$15.3 million, a 16% increase over third-quarter 1990 figures. The company also restructured \$435 million of debt in October through an infusion of new equity by extending bank maturities and buying back almost half of its 14.25% debentures at less than two-thirds face value.

In June 1986, Infinity went public at an initial offering price of \$12.50 a share, then was taken private again in July 1988 at \$30.25 per share in a \$500-million leveraged buyout. That deal was structured by Infinity President/CEO Mel Karmazin, who told BROADCASTING he did not intend to sell any of his shares in this offering. "I am not bailing out," he said.

Until the registration statement becomes effective, no shares of stock may be sold nor may offers to buy be accepted. Karmazin indicated he expected SEC approval for the offering by late January. ■

32^e

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FCC AUDITS RADIO ON BROKERAGE DEALS

Commission seeks to determine whether licensees are relinquishing control of stations

By Patrick Sheridan

Facing a dramatic increase in broadcast time-brokerage agreements, and under continued pressure from Capitol Hill to scrutinize what many consider commission laxity in approving such agreements, the FCC has begun to gather information on the controversial arrangements. To the delight of many time-brokerage critics, the commission is going to the heart of the LMA controversy by exploring the nexus between the agreements and a licensee's relinquishing control of his or her station.

Time-brokerage agreements, or LMA's (local marketing agreements) as they are commonly known, essentially allow a party other than a station's licensee (often another broadcaster in the same market) to control programming and advertising on a station in return for a flat fee or percentage of advertising sold. Some stations, facing the possibility of going dark, see LMA's as financial saviors, but the arrangements have powerful critics, including House Energy and

HARVEY SIGNS NEW PACT WITH ABC

Radio newscaster/commentator Paul Harvey last week signed a new contract that will extend his daily ABC Radio Networks broadcasts to the year 2000.

Harvey currently broadcasts three regular programs from his Chicago studios—*Paul Harvey Morning News*, *Paul Harvey Midday News* and *The Rest of the Story*—to 1,359 ABC affiliates nationwide as well as Armed Forces Radio. Harvey, now in his 58th year on radio, said that his new contract will allow him and ABC "to celebrate the beginning of the next century together." Financial terms of the new contract were not disclosed by either party.

—RIS

Commerce Committee Chairman John Dingell (D-Mich.), House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and FCC Commissioner Ervin Dugan.

The FCC is conducting a nationwide audit of approximately 300 randomly selected stations. Although the information-gathering portion of the audit was completed last week, results are not expected until mid-January 1992 at the earliest. The commission asked licensees questions about the agreements themselves and

whether or not stations that enter into such agreements are maintaining minimum staffing levels while broadcasting somebody else's programming. With that data, the FCC hopes to determine whether licensees are in fact relinquishing control of their stations. If so, that would be "a significant" violation of FCC rules and could lead to license revocation, said Richard Smith, FCC field operations bureau chief.

"It's an informational thing. We're trying to inform ourselves on what the industry is doing on the particular issue of time brokerage. The questions are all centered on [that]. Some of the related things that we are concerned about is whether [licensees] have relinquished control of their stations. We're trying to answer 'what is the relationship, if any, between time brokerage and the relinquishment of control of the station?' I don't know if it's wedded to a percentage, necessarily, of time, but more in the manner of how it is carried out."

Along with an FCC rulemaking aimed at clarifying LMA rules (as part of its comprehensive overview of radio rules), Dingell and Markey introduced legislation (H.R. 3715) last month limiting the amount of time a licensee can sell to 25% or less (BROADCASTING, Nov. 11). Estimates on the number of stations that have entered into LMA's range anywhere from about 50 to 250, and some contracts reportedly exist in which 100% of a station's air time has been leased.

The NAB has been out front in supporting, with limits, LMA's. An NAB spokeswoman said: "Our basic posi-

NINE HORSES ENTER CABLE COMPRESSION RACE

Cable Television Laboratories, Tele-Communications Inc., Viacom Networks and the Public Broadcasting Service have received nine responses to their request for proposals toward acquiring digital video compression equipment to deliver programming to cable systems and then to homes.

They were (1) AT&T, ComStream Corp. and News Datacom, the last a joint venture of The News Corp. Ltd. (controlled by Rupert Murdoch and the Yeda Research and Development Co.); (2) C. Itoh & Co. of Japan; (3) the Digital Television Consortium, comprising OAK Communications, Leitch Video International and C-Cube Microsystems; (4) General Instrument Corp.'s VideoCipher Division; (5) Macrovision; (6) Magnavox CATV Systems Inc./Philips Electronics N.V. and Hughes Network Systems; (7) Scientific-Atlanta/Zenith Electronics Corp.; (8) Thomson Consumer Electronics supported by the David Sarnoff Research Center, and (9) Toshiba's Imaging & Information System Division.

CableLabs, which two weeks ago approved a 1992 budget of \$13 million (the same as 1991's), expects to begin testing hardware next summer and to select a system or systems by the end of 1992.

Lines among proponents appeared blurred on a related front last week, as Scientific-Atlanta, Thomson and News Datacom said they will jointly develop a new set-top terminal for international "cable television and terrestrial markets." S-A's 8600 terminal will incorporate the VideoCrypt signal security system developed by the other two companies.

—PDL

Changing Hands

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

KGEO(AM)-KGFM(FM) Bakersfield, Calif. □ Sold by Kern Broadcasting Corp. to Rogers Brandon for \$1.75 million. Seller is headed by Joseph Zukin Jr., who has minor interests in KLIV(AM)-KARA(FM) Santa Clara-San Jose, Calif. Buyer, Brandon, is resigning as executive vice president of American General Media, which owns five AM's and five FM's, to run stations. KGEO has oldies format on 1230 khz with 1 kw. KGFM has "Bonneville Ultra" format on 101.5 mhz with 5 kw and antenna 1,280 feet above average terrain. *Broker: Media Venture Partners.*

KVOY(AM)-KTPI(FM) Lancaster-Palmdale, Calif. □ Sold by HPW Communications Co. Inc. to The Park Lane Group Inc. for \$1.7 million. Seller is headed by Melvin Winters, Bert Pucci and Ed Hawkins, who have no other broadcast interests. Buyer is headed by James Levy, Rich Blue and Bill Streck, and also has interests in KPPL(AM)-KTMX(FM) Colusa, Calif., and has applied for new FM at Chico, Calif. KVOY is fulltimer with traditional country format on 1340 khz with 1 kw. KTPI has contemporary country format on 103.1 mhz with 860 w and antenna 580 feet above average terrain. *Broker: Media Venture Partners.*

KDXR(FM) Borger (Amarillo), Tex. □ Sold by William H. Sanders to South Central Broadcasting Inc. for \$350,000; station is off air. Seller has interests in WFX(FM) Prattville, Ala.; KVFX(FM) Manteca, Calif.; KTVH(TV) Helena, Mont.; WTKT-AM-FM Georgetown, Ky.; WNOO(AM)-WFXS(FM) Chattanooga, Tenn., and KSWT-TV Yuma, Ariz. Sanders is director of Jones Intercable Inc., which runs cable TV systems in 25 states. Buyer is headed by John H. Wiggins, who has interests in WWFN(FM) Florence, S.C.; WKXH(AM)-WVLF(FM) Alma, Ga.; WKZF(FM) New Bern, N.C., and WNKX(FM) Centerville, Tenn. *Broker: The Connelly Co.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$220,000 □ 3

FM's □ \$728,000 □ 4

AM-FM's □ \$3,880,000 □ 5

TV's □ \$0 □ 0

Total □ \$4,828,000 □ 12

Year to Date:

AM's □ \$81,129,786 □ 262

FM's □ \$214,111,609 □ 271

AM-FM's □ \$336,301,849 □ 210

TV's □ \$1,060,654,400 □ 80

Total □ \$1,692,197,644 □ 823

For 1990 total see Jan. 7, 1991 BROADCASTING.

KKCQ-AM-FM Fosston, Minn. □ Sold by North Country Radio Inc. to Pine to Prairie Broadcasting Inc. for \$335,000. Seller is headed by Dale R. Olmstead and is licensee of KKAQ(AM) and permittee of KKAQ(FM) Thief River Falls, Minn. Buyer is headed by Larry E. Roed and has no other broadcast interests. KKCQ(AM) has AC, oldies format on 1480 khz with 5 kw day and 2.5 kw night. KKCQ-FM has AC, oldies format on 107.1 mhz with 3 kw and antenna 110 feet above average terrain.

KZRQ(AM)-KIVA-FM Albuquerque-Santa Fe, N.M. □ Sold by Daytona Group of New Mexico to Carl C. Tuttera for \$300,000. Seller is headed by Norman S. Drubner, who also owns KZRC(AM)-KXYQ(FM) Portland, Ore., and KGRX(FM) Phoenix. Buyer is former radio executive at Daytona Group; he has no other broadcast interests. KZRQ has "Z-Rock" format on 1310 khz with 5 kw day and 0.5 kw night. KIVA-FM has CHR format on 105.1 mhz with 100 kw and antenna 1,968 feet above average terrain. *Broker: Media Venture Partners.*

CLOSED!

KGRX-FM, Phoenix (Globe), Arizona from Daytona Group of Arizona, Inc., Norman S. Drubner, Principal to G.G. International, LTD., Phil Glass, President.

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tion has been to support LMA's because they are legitimate and viable business practices, and the FCC ought to recognize this. [However] we believe there ought to be some specific guidelines because, as it is, there is just too much gray area. It would be a help to broadcasters to know exactly what the ground rules are."

While NAB supports clarification of the rules, it believes the House measure goes too far. "It seems that the House bill is almost a warning to the commission to take LMA's seriously. We obviously have an educational process going on to [inform both] the commission and the Hill on how these agreements operate and why they are in effect. Most LMA's seem to involve broadcasters who are financially ailing. It's part of the shake-out process resulting from the overpopulation of stations," said the NAB spokeswoman.

The FCC's Smith agreed that outside pressures played a role in launching the audit, but there were other reasons too: "It's a combination of all the interest in this subject. The fact is, as we discuss it over here we have questions that there just isn't data available on such basics as to what extent the industry uses time brokerage. We don't have a precise, technical answer. It's essential that we get more information." ■

Country still king in Dallas, Houston survey

By Reed E. Bunzel

Country stations continued to hold the top positions in both Dallas-Fort Worth and Houston and, in fact, gained some ground on other format competitors in the fall 1991 Birch survey.

In Dallas, KSCS(FM) gained slightly in its stranglehold on the top slot, while former fourth-place finisher KPLX(FM) increased its share 1.7 to move into second at 7.7. Urban-formatted KJMZ(FM) also gained considerably, at the expense of KKDA-FM, but slipped into third with a 7.0 finish. In the loss column, both KTXQ(FM) and WBAP(AM) posted declines of 1.4, finishing fourth and eighth, respectively.

Houston Country powerhouse KIKK-FM also finished up, well ahead of Adult Contemporary KBXX(FM), which climbed from 7.5 to 8.9 and ended in a second-place tie with Country-formatted KILT-FM, which also gained more than a full share point. The big loser was Album-Oriented Rock station KLOL(FM), which lost more than a full point to finish fourth with a 6.8.

Also, the Houston Oilers helped KTRH(AM) climb into the top 10 with a 3.5 on the strength of the station's play-by-play coverage of the AFC Central Division champs.

All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight. ■

Station	Format	Summer	Fall
8. Dallas-Fort Worth			
KSCS(FM)	Country	11.0	11.1
KPLX(FM)	Country	6.0	7.7
KJMZ(FM)	Urban	6.1	7.0
KTXQ(FM)	AOR	7.7	6.3
KKDA-FM	Urban	5.9	5.0
KEGL(FM)	CHR	4.8	4.6
KVIL-AM-FM	AC	4.7	4.1
KOAI(FM)	Young AC	2.0	4.0
WBAP(AM)	Country	5.4	4.0
KRLD(AM)	News/sports	2.4	3.6

10. Houston			
KIKK-FM	Country	9.4	9.6
KBXX(FM)	AC	7.5	8.9
KILT-FM	Country	7.7	8.9
KLOL(FM)	AOR	8.1	6.8
KRBE-FM	CHR	5.1	5.4
KHMX(FM)	Mix	5.3	5.0
KMJQ(FM)	Urban	5.5	4.8
KODA(FM)	AC	4.8	3.9
KLDE-FM	Oldies	3.2	3.8
KTRH(AM)	News	2.8	3.5

CONSUMER GROUP CITES TELCO ABUSES IN BACKING BAN ON RBOC'S ENTRY INTO INFORMATION SERVICES

The Consumer Federation of America (CFA) kept the pressure on Congress last week to enact legislation to keep the regional Bell operating companies (RBOC's) out of the information-services business or at least delay their entry. The group released a 52-page report by Mark N. Cooper, CFA director of research, summarizing numerous alleged RBOC violations of the Modified Final Judgment (MFJ), the 1984 consent decree setting the terms for the breakup of AT&T.

"This record demonstrates the consumer benefits of the [MFJ] restrictions on the RBOC's and the dangers of Bell expansion into more competitive markets," the report concludes.

A July 25 decision by U.S. District Court Judge Harold Greene opened the door to Bell-company information services. A bill introduced in the House (H.R. 3515) by Telecommunications Subcommittee member Jim Cooper (D-Tenn.) and another in the Senate (S.

2112) by Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) would delay the Bells' entry into information services in their local telephone service areas until they pass a "bottleneck test" for consumer access to alternative telephone services.

The legislation proposed in the Cooper and Inouye bills and similar bills "is essential to protect consumers from local phone rate hikes and expanding telephone monopolies," the report says. "As long as local phone service remains a monopoly, the Bell companies should not control the content of information that depends upon their networks to reach consumers."

The American Newspaper Publishers Association (ANPA), a strong supporter of H.R. 3515/S. 2112, quickly endorsed the report. "If any representative or senator has any hesitation about voting for the Cooper or Inouye bills...a glance at the [CFA] report on Bell company abuses will scuttle it," ANPA President Cathleen Black said.

-RMS

HOUSE CONTINUES ITS COPYRIGHT HOMEWORK

Copyright subcommittee holds second of five meetings on future of 'intellectual property' rights; Fox reiterates call for elimination of compulsory license

By Randy Sukow

Telelevision industry lobbyists continue to wonder what will be the eventual outcome, if any, of the House Copyright Subcommittee's informal meetings with the industry on the future of TV program copyright law, especially the cable compulsory license. The second in a series of five meetings begun in November was held last Wednesday (Dec. 18), with no final decision yet in sight.

Subcommittee Chairman Bill Hughes (D-N.J.) called the first meeting in response to requests from several interests concerned with television "intellectual property." The meeting was attended by associations and companies representing broadcasters, cable operators, cable superstations, Hollywood producers and major professional sports leagues (BROADCASTING, Nov. 18).

"It's always possible nothing will come of it, but at the first meeting Chairman Hughes sounded a personal theme that there are going to be changes in the next few years," a subcommittee spokesman said. (Hughes and other subcommittee members were not present for last week's meeting, which was conducted by the subcommittee's staff.)

Almost all of the same groups attended the second meeting, which focused on changes in the television industry since the enactment of the Copyright Revision Act of 1979. Future meetings will deal with anticipated technological changes in television transmission (video compression, fiber optics, HDTV); retransmission of broadcast signals on cable and other video media, and a final meeting on possible legislation to improve and update the copyright code.

Hughes originally hoped to finish the meetings by late January. The coming National Association of Broadcasters board meeting, Association of Independent Television Stations convention, NATPE Conference and other events will make gathering the entire group difficult in coming weeks. "We may slip a little bit. We're going to try to hold to [late January] as

closely as we can," the subcommittee spokesman said.

Fox Broadcasting and the Motion Picture Association of America at last week's meeting again called for a gradual elimination of the cable compulsory license. In a written statement

to the subcommittee, Fox said its emerging fourth broadcast network "and its affiliates suffer an unintended competitive disadvantage because of the discriminatory effects of the cable compulsory license."

Due to obsolete passages in the

FIRST AMENDMENT ATTORNEY WINS NPF AWARD

Attorney Richard M. Schmidt Jr. has been chosen to receive the National Press Foundation's annual award honoring distinguished contributions to journalism. A partner in the law firm of Cohn & Marks, Washington, he will be the first lawyer to receive the NPF award, traditionally presented to a journalist.

"I originally was a journalist in both print and broadcasting, and spent seven years in that before I became a lawyer," Schmidt says. His legal career has been devoted to First Amendment cases.



Richard Schmidt

Schmidt won the right for broadcasters to place microphones and TV cameras in courtrooms in Colorado—the first state to allow broadcast trial coverage—after a successful 1955 hearing before the Colorado Supreme Court. He is also known for winning *Miami Herald v. Tornillo*, the U.S. Supreme Court decision that struck down Florida's right-of-reply statute for print media. Schmidt is currently counsel to the American Society of Newspaper Editors and Washington counsel to the Association of American Publishers. He is a past chairman of the Washington Journalism Center and past president of the Denver Bar Association.

NBC News President Michael Gartner will present the award to Schmidt during a formal dinner in Washington Feb. 19, 1992. —RMS

ABC 30-YEAR VETERAN KEEVER RETIRING

Retiring early next year is H. Weller "Jake" Keever, executive vice president, sales, ABC Television Network. Keever, who reaches ABC's mandatory retirement age of 65 at the end of January, has been with ABC for 30 years and will remain as a consultant.

No replacement for Keever has been named, although Mark Mandala, president, ABC Television Network, said he hopes to fill the position soon. Possible replacements within the company include ABC Television Network sales vice presidents John Shanley and George Kane.

Keever has been in his present position since 1986 and has been involved in network sales at ABC since 1972. Before joining the network in 1962 he served in various sales capacities at NBC. —JF



ABC's Jake Keever

1976 Copyright Act and the FCC's 1972 must-carry regulations, 264 independent stations licensed since 1976 are defined as "distant signals" for carriage on cable systems outside a TV market's 35-mile radius. Cable systems often do not carry those stations, Fox claims, because of increased distant-signal copyright licensing fees compared with the cost of carrying the 81 independents and vast majority of network affiliates grandfathered by the 1976 act.

Fox said it hopes to build its fourth network through many of those 264 independent stations. "This irrational discrimination serves no copyright purpose, but causes severe competitive dislocations," the Fox statement says.

"Elimination of the compulsory license is threatening to must carry," which could be reinstated under pending Senate and House legislation, an NAB spokesman said after the meeting. NAB might be willing to discuss a change in the formula for defining distant signals but will not reverse its support for continuing the license, he said. ■

LATER 'NIGHT COURT'

Following the recent two-week insertion of *Seinfeld* in the Wednesday 9-9:30 p.m. (ET/PT) time period on NBC, where the network claims the sitcom took three share points away from ABC's top-rated *Doogie Howser, M.D.*, NBC will now swap Wednesday time periods for *Seinfeld* and *Night Court*, the latter of which will air at 9:30 p.m. effective Jan. 8, 1992. *Seinfeld* is from Castle Rock Entertainment, while *Night Court* is a Warner Bros. Domestic Television production. NBC also has plans to air *This Is Garth Brooks*, an hour special showcasing the country music star on Jan. 17, 1992, at 9 p.m. (ET/PT). The network has been leaning toward country music over the last several months, based on its ratings success with *Hot Country Nights* on Sundays.

-MF

'MATLOCK' SPINOFF

The Fred Silverman Co. and Dean Hargrove Productions, in association with Viacom Productions, has cast comic character actor Max Alexander in a spinoff episode of *Matlock* on NBC. Alexander, who will appear in the *Matlock* episode as a scatterbrained insurance investigator named Max Sugarman, has starred in such films as "Radio Days," "Punchline," "Garbo Talks" and "Roxanne." Writer Gerry Conway is scripting the *Matlock* spinoff episode, which will begin filming Jan. 27, 1992, and also features series star Andy Griffith. Silverman, who has served as entertainment president at all three networks, has also slated Nell Carter to star in a series spinoff from *Jake and the Fatman*, which should air sometime next March on CBS.

-MF

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Christian college 10,000 watt daytimer is seeking a station manager. Successful candidate will have a master's degree, the abilities to administer and sell, and a willingness to teach. Super environment, great place to live in the upper east Tennessee mountain empire. Salary commensurate with experience. Send letter and resume (including broadcasting history and references) to: Bill Adams, 570. Shenandoah Drive, Rt. 8, Johnson City, TN 37601. EOE.

General and sales management opportunities with rapidly growing Contemporary Christian music FM group. New stations in 1992. Experience and solid track record required. Send resume, references and salary requirements to Mark Pluimer, The Word in Music, 1465 Kelly Johnson, Suite 202, Colorado Springs, CO 80920. 719-594-0009. EOE.

North Carolina: Growing group looking for sales oriented general manager for Class C FM and Full-time AM. Contact Joe Bell, WMXF, Box 470, Fayetteville, NC 28302-0470. EOE.

Medium market: Sales oriented, "do it all" general manager. Contact Joe Bell, Curtis Media Group, 3012 Highwoods Blvd., Suite 201, Raleigh, NC 27604. EOE.

Well, I have interviewed a lot of potential sales reps and have found a few great employees. But I need more for MN, CO, UT, TX, TN, GA, NC, and NE. If you are aggressive, know how to sell and close, want to earn an excellent income while traveling selling our products to radio stations, and have radio station management experience, just FAX me your resume at 615-646-3628. EOE.

Pennsylvania single station/AM-FM market, seeking experienced manager. Forward resume, including sales record, positive equity situation available. Completely confidential. Reply Box T-19. EOE.

Local sales manager wanted in top 35 market. Must handle accounts and lead staff. Teaching, motivating and closing are key. This is not a desk job. Four to five years radio sales required. Prior sales management beneficial. College degree preferred. Send resume and sales philosophy to: Jerry Del Core, WFOG, 215 Brooke Avenue, Norfolk, VA 23510. EOE.

General sales manager: WSLR/WKDD-FM, Barnstable Broadcasting's Akron, Ohio powerhouse combo, seeks an experienced, dynamic sales manager to lead 12-person sales staff into 1992 and beyond. If you have at least three years of successful radio sales management experience and are seeking to join a solid company with real personal and career growth opportunity, we would like to hear from you. Send letter and resume with performance and income history to: Andy Graham, VP/GM, WSLR/WKDD-FM, 1867 West Market Street, Akron, OH 44313. Women and minorities are encouraged to apply. EOE.

Local sales manager wanted immediately by Jammin' 92 FM Cleveland, Ohio. We're looking for a person with good motivational, training and developmental business skills. CMRC a plus. Send resume and samples of successful retail presentations to: Carl Kitts, CRMC, General Sales Manager, Jammin' 92 FM, 2156 Lee Road, Cleveland Hts., OH 44118. EOE, M/F.

Florida gulf coast 100,000 watt Country FM needs aggressive, hard working sales manager. You will carry a major account list, and build your own sales team. Call Ron Kight 904-785-9549. EOE/MF.

HELP WANTED SALES

Combo morning personality and street sales. 100KW FM in Southeast. Applicant must have 3 years on-air and on-street broadcast sales experience. Excellent communication and people skills mandatory. Mail resume, references, salary and sales history to Box T-33. EOE.

Three market New York State radio broadcast group is creating a new position to handle all regional and national sales. Individuals applying must have extensive broadcast selling experience supported by a credible success record. They must be able to work independently and travel extensively. Salary plus commission and bonuses. Send resume to Don Alexander, General Manager, Black River Broadcasting, 134 Mullin St., Watertown, NY 13601. EOE.

Air time sales to local, southern California business. Great opportunity. We represent a number of major stations. You'll be selling their air time as a rep. Woodland Hills, CA office. Send cover letter, resume, references, salary requirement to Broadcast, 333 Milda Dr., Malibu, CA 90265. EOE.

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Chief engineer for major AM/FM radio station in large southern city. Must have a minimum 2 years experience in AM directional, STL, Satellite, digital and analog equipment, audio processors and AM/FM transmitters. Strong maintenance required. Must have an FCC General Radiotelephone license and be SBE certified. Closes January 15, 1992. Send resume and references to: William Stoeffhaas, WMJJ Radio 530 Beacon Parkway West, Suite 600, Birmingham, AL 35209. Equal opportunity employer.

HELP WANTED NEWS

Anchor/reporter for award-winning, computerized newsroom. Experience required, degree preferred. Sports knowledge helpful. T&R to WHBC. Box 9917, Canton, OH 44711. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

News director: Southeast AM/FM. Run a one person staff. Applicant must have great delivery and be a self starter. Keep us on the cutting edge. You must love radio. Help us create the news credibility that the market leader must exhibit every day. Send resume, salary history and references to Box T-34. EOE.

Production director: Hands on. For Southeast AM/FM. Lead and be the example in all facets of production. Specs, demos. Experienced in 8 track. Send examples, resume, references and salary history to Box T-35. EOE.

Love 99-FM - Millersburg, PA has an immediate opening for a professional production manager/on-air talent with 2 or more years experience. If you LOVE the broadcast business, send tape, copy samples, resume, references & salary needs to Jim Hepler, PO Box 519, Gratz, PA 17030. EOE.

SITUATIONS WANTED MANAGEMENT

GM/GSM: Need a pragmatic, levelheaded manager who gets results? Using strong concept sales skills, this GSM's relentless efforts have doubled his station's revenue/audience share to #1 rank. He wants to put you ahead. Write to Box T-36.

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Traffic/systems manager: Fox affiliate seeks a manager to direct staff of four. This key position oversees station programming and traffic functions. An excellent opportunity for an individual with Columbine experience. Mail resume in confidence to Kenko Corporation, 2250 Seymour Avenue, Cincinnati, OH 45212 or call Dave Witkamp at 1-800-733-2065. EOE.

Local sales manager: Fox affiliate seeking individual with outstanding leadership, motivation and training skills. Must be creative and promotional minded. A challenging position that offers tremendous growth potential. Reply to Box T-52. EOE.

HELP WANTED SALES

Top 50 NBC affiliate seeking two AE's. Must have two years strong local direct and agency sales experience. Send your resume, references, and samples of your best sales presentations to: Morrell Devlin, Local Sales Manager, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

General sales manager: NBC affiliate in a capitol city looking for a dynamic person to lead our sales effort. 9-5 types need not apply. Good opportunity for current LSM or NSM or for an aggressive television sales rep looking for first management job. Mail resumes and salary requirements to General Manager, KSNT-TV, PO Box 2700, Topeka, KS 66601. EOE.

National sales manager: KSDK, NBC St. Louis affiliate, #1 all news time periods offers excellent opportunity. Qualifications: Prefer minimum five years station national sales experience, possess excellent people skills, be able to manage inventory, develop solid ideas and programs and motivate repr. salespeople. Some travel. Degreed. Send resume: Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Television sales account executive: Television station seeks aggressive, experienced account executive to service existing accounts and develop new business. Two years experience in radio and/or television sales is preferred. Must be an excellent negotiator and possess strong "people skills." An outstanding opportunity for financial reward and career growth. Forward resume to Local Sales Manager, 8443 Day Drive, Cleveland, OH 44129. Equal opportunity employer.

HELP WANTED TECHNICAL

Assistant chief engineer: Burlington, VT. Applicant must have a minimum of five years television maintenance experience. Sony 3/4" experience a plus. UHF and/or TCR knowledge helpful. Send resume to Director of Broadcast Operations, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an EOE.

Television maintenance engineer: State of the art television and radio broadcast facility with satellite uplink is seeking an individual with three to five years experience in the installation and maintenance of television and radio production/broadcast equipment. Experience in RF troubleshooting, performance measurements for television, radio and satellite systems required. FCC license and/or SBE certification with two- or four-year related degree required. Please respond by completing an application or sending a resume to: Human Resources Office, Grand Valley State University, 158B AuSable Hall, Allendale, MI 49401. EOE/AA.

HELP WANTED NEWS

Anchor team: We need an anchor team for the 90's. This beautiful Southern city needs a new news team. If you have 2-3 years anchor experience and are good at live reporting, we would like to see your tape. Please, no repeat applicants. We are looking for good anchors who want to stay put. Send resume and tape to: Harry Bowman, News Director, WSAV-TV, PO Box 2429, Savannah, GA 31402. No phone calls. EOE.

Assistant news director: Group-owned affiliate needs individual with strong leadership ability, experience and high standards. Excellent reporting and anchor staff in modern facility located in warm climate. All replies confidential to News Director. Reply to Box T-40. An EOE-M/F station.

News producer: Group-owned affiliate seeks an assertive, determined individual with a need to win and skills required. New broadcast facility. All applications confidential to News Director, WCIV-TV, PO Box 22165, Charleston, SC 29413. EEO, M/F.

Weekend sports anchor/weekday reporter to join Alaska's top rated news team. Immediate opening! Non-returnable tapes and resumes to: John Carpenter/Sports Director, KTUU-TV, PO Box 102880, Anchorage, AK 99501. No calls. EOE.

News photographer: NBC affiliate, 70's ADL. Shoot and edit on M-2 format equipment. Degree preferred. Good driving record required. Non-returnable tape and resume to Jack Keefe, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. EOE/MF.

Research assistant: We're looking for a self-starting energetic person to help answer telephones, open mail, clip newspapers and magazines. Will be able to learn how to research and set up stories. Send resume to: David Friend, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls please. We are an equal opportunity employer.

Temporary desk assistant: Temporary, entry-level position for an energetic, self-starting, highly organized individual. Responsibilities include script organization, file tape distribution and other general newsroom functions. Send resume to: David Friend, WABC-TV, 7 Lincoln Square, NY, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Weatherperson: Dominant Great Lakes NBC affiliate is seeking an experienced weatherperson for two nightly weathercasts plus responsibilities for news standup and features, as assigned. Minimum of three years on-air experience. We offer top pay and benefits plus America's most livable four seasons. Air check, resume and letter to Bill Knupp, News Director, WICU-TV, Box 860, Erie, PA 16512. EOE.

Reporter: We are looking for an aggressive team player who's a strong story teller. 1-2 years experience and college degree preferred. Send tape and resume to: Lloyd Winnecke, News Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV news producer: Minimum 3 years line producing experience. Looking for demonstrated creative producing skills, not show stacker. Strong writing is a must, along with leadership skills. Send 3/4" tape of tonight's newscast, writing samples, and letter outlining your producing philosophy to News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. EOE. No phone calls please.

Art (graphic) department: Top 20 network affiliate station seeks: Supervisor of art department, responsible for developing and producing all on-air and print promotion for station; news graphic artist; and promotion graphic artist. Artist positions require experience in use of ARTSTAR or comparable paintbox. Please send resume to M&H, 8301 Greensboro Drive, #490, McLean, VA 22102. EOE.

UHF TV station and wireless cable system in tax-free Cayman Islands now seeking permanent staff in production, engineering, news & sales positions. Experienced only. CITV, 130 Prim Road, Suite 233, Colchester, VT 05446. EOE.

TV production manager. High-energy manager who's organized, able to lead, inspire, and motivate busy production department. Heavy emphasis on news, remotes, special projects, promotion, local spot production, and industrial video. Must be a team player, hands-on, able to teach and improve the quality of our on-air look. Extensive commercial television production management experience absolutely required. Resume, references, 3/4 inch samples of work to: Bob Allen, VP and GM, KCRG-TV, PO Box 816, Cedar Rapids, IA 52406-816. EOE.

Promotion assistant: Seeking assistant to work in all areas of promotion—on-air, print, live events; applicants should be good organizers; should have television experience; public relations and computer skills preferred; understanding of layout and design and good writing skills a plus. Please send resumes to: Judy R. Carrier, Administrative Assistant, WCYB-TV5, PO Box 2069, Bristol, VA 24203. Minorities and women encouraged to apply. No phone calls. EOE. Deadline for accepting resumes is December 27, 1991.

Promotions/PSA producer. A major sports entertainment production company seeking promotions/PSA producer with at least 3 yrs. major market experience to produce promotional spots, Public Service Announcements. Must have extremely strong, creative, organizational skills, plus familiarity with off-line editing, graphic production, and extensive post-production experience. Management experience a plus. Send resume and non-returnable 3/4" tape to: PO Box 3367, Secaucus, NJ 07094-3367. An equal opportunity employer.

Production manager: WSYX-TV, Columbus, Ohio, is accepting applications for a production manager. Candidates must have at least 2 years experience as a production manager in a TV station. Applicants should be able to exhibit a strong operational knowledge of all facets of production, management skills and the ability to train staff members. Address resume to Tony Twibell, Vice President and General Manager, WSYX-TV, PO Box 718, Columbus, OH 43216. No phone calls please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

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

Vietnam: Southeast Asia. American cameraman based in Bangkok available for TV-news assignment. BVW-300 camera. Call or fax. John Basko 66-2-254-8901.

Broadcast vet seeks re-entry. 16 yrs. radio ann., news, production, sales, and sales mgr. one yr. TV news anchor. Seeks TV anchor news. Mature. Also interested TV sales. Excellent salesman and voice. Caucasian. Male. Reply to Box T-51.

Award-winning female anchor/reporter, attractive, good delivery, great writer, Master's degree, network contributor, prefer VA-DC-MD-PA. 302-654-4337.

MISCELLANEOUS

Travel: Hotels or airlines unrestricted, we are a direct response advertising agency with instant business for your station. 904-469-9787. Hyacinth Int'l.

Joint venture partner or company wanted to construct and operate low-power TV station in suburban area of New York City. Excellent market. We have the construction permit, the real estate and the capital. Requires extensive broadcasting experience in local television, record of success and knowledge of building small TV stations. Reply in confidence to Box T-53.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The Manish School of Journalism at Louisiana State University invites applications for a tenure-track position in Broadcast Journalism for August 1992 at the rank of assistant professor. Master's degree and significant professional experience required; Ph.D. preferred. Salary is commensurate with qualifications and experience. Deadline for applications is February 15, 1992. Send letter of application, vita and three letters of recommendation to Dr. Louis A. Day, Acting Director, Manish School of Journalism, Louisiana State University, Baton Rouge, LA 70803-7202. Louisiana State University is an affirmative action/equal opportunity employer and encourages applications from women and minorities.

Lecturer: The department of radio-television seeks lecturer (term appointment) to teach undergraduate/graduate courses in television production, broadcast writing, performance, and criticism. Master's degree plus five years of significant industry-related experience required. Deadline February 1, 1992. Send resume, and three references to: Department of Radio-Television, SIUC, Carbondale, IL 62901. SIUC is an equal opportunity/affirmative action employer.

HELP WANTED MANAGEMENT

Senior vice-president affiliate development. A rapidly growing Seattle based electronic advertising media company seeks an experienced, entrepreneurial senior executive to build and manage a nationwide network of affiliates. Experience in building an affiliate network would be beneficial. You will be responsible for building the network, negotiation of affiliate contracts and managing affiliate relations. Compensation will be competitive and in part based upon the P and L of your division. EEO. Reply to Box T-54.

HELP WANTED SALES

Nearly 100 markets already taken: If you have what it takes to live on \$2,000 in commissions per month while you build your own business into a six-figure income, call us now. We need good people with media sales experience in: Buffalo, Charleston/Huntington, Colorado, Des Moines/Omaha, Duluth/Superior, Idaho, Knoxville/Bristol, Las Vegas, Minneapolis/St. Paul, Montana, Pittsburgh, Raleigh-Durham, San Diego, West-Central Texas. We market the world's largest stock library of animated effects, plus pre-produced TV commercials and custom characters like Jim ("Hey Vern, It's Ernest") Varney and much more. Call Lee Michaels at Cascom Syndication, 615-242-8900. EOE.

Vice-president sales: A rapidly growing Seattle based electronic advertising media seeks an experienced, entrepreneurial, VP to create and lead an advertising sales force. You preferably have experience in an organization with multiple sites. Perhaps you head sales for a large group of radio stations, or with a newspaper publishing chain. You will be expected to sell and close yourself as well as build a team at each company location. National and local sales experience a must. Competitive compensation package including the opportunity for equity options. EEO. Reply to Box T-55.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Broadcast sales director: Ad expenditure research firm seeks self starter with good verbal skills and ability to build and maintain client relationships. 3-5 years sales experience in broadcast area and knowledge of Data/PC Systems required. Send resume and salary request to: Personnel—RER, 11 W. 42nd St., 11th Floor, New York, NY 10036. EOE.

Producer, radio & TV (Manh): 40 hrs.wk. \$45,000 per year. Produce/perform radio, TV and video entertainment and news programs for distribution in Japan and within US to Japanese/American market. Required 3 years experience in job and fluency in spoken and written English and Japanese. Send resume/letter to M.V.#93, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

MISCELLANEOUS

Nominations sought for outstanding JMC administrator. ASJMC is seeking nominations for The Freedom Forum Medal for Distinguished Achievement in Journalism and Mass Communication Administration. The medal is designed to recognize long-time administrative excellence and leadership in journalism and mass communication education. It is only presented when merited. ASJMC has received a grant from The Freedom Forum to fund this program for 1992. The medal carries a \$5,000 cash prize to the recipient as well as a \$5,000 contribution to his/her program. A nominee should be internationally known and respected as a leader in journalism and mass communication education. He/she should have provided vision for the field and demonstrated vigorous and courageous leadership, innovative and creative guidance and accomplishment. A nominee should also show a potential for continued contributions. Nominations should include, but are not limited to, a formal statement by the nominator; a detailed resume on the nominee describing a long record of administrative achievement; letters of support and compelling evidence from faculty members, university administrators, students, alumni and professionals. Nominations should be detailed. Only current ASJMC administrators are eligible for this award. Selection will be made by a panel of judges from the media and higher education. Nomination packets should be postmarked by March 15, 1992, and mailed to: Dr. Mary Sparks, ASJMC President, 1621 College Street, University of South Carolina, Columbia, SC 29208. If a medal winner is selected, the presentation ceremony will take place at the 1992 AEJMC Convention in Montreal next August. The medal was formerly called The Gannett Foundation Medal for Distinguished Achievement in JMC Administration. Past winners of the medal include Neale Coppel of Nebraska-Lincoln, James Carey of Illinois and Walter Bunge of Ohio State. Please call Jennifer McGill with any questions regarding the medal program 803-777-2005.

EMPLOYMENT SERVICES

Jobs are now available in the radio and television industry. Subscribe to "Hot Leads" today. 5 issues for \$15.00 / 10 issues for \$20.00. Send check or money order to: WWW Publishing Company, PO Box 2233, Natick, MA 01760. For info call 1-800-523-4WWW.

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Used 1" or VHS videotape. Looking for large quantities. 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.

FOR SALE EQUIPMENT

AM transmitters: Continental/Harris 1KW, CCA/MCM 2.5KW, CCA/Harris 5KW, Harris/RCA 10KW, Harris/CCA 50KW. Transcom 800-441-8454.

FM transmitters: RCA 20KW, Collins 10KW, CCA 2.5KW, Collins 1KW. Transcom 800-441-8454.

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

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam - 20's \$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. For more info. call Carpel Video toll free, 1-800-238-4300.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60 KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Broadcast Equipment (used): AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

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.

UHF TV transmitters 2 avail, 30KW, 110KW. Low band 4 good Klystrons low price. Bill Kitchen, Sunbelt Media. 303-786-8111.

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. We do start-up business.

Used television production equipment: List your equipment for sale or purchase from one of the most extensive used equipment inventories in the industry. Media Concepts, Inc. - Celebrating 10 years of excellence. 918-252-3600.

Format Sentry FS 12-C, Tandy 1000, printer \$5,500. Free with system: 3 Carousel 24-RA, 2 Go Cart 78, 1000 watt UPS, Audio mixer and EQ, 4 Criteria's, racks, carts, cables, manuals. Perfect. FOB Fort Myers, FL. Don Abbott 813-472-1023.

TELEVISION
HELP WANTED NEWS

SOUTH BAY BUREAU REPORTER

KGO-TV IS SEEKING AN EXPERIENCED GENERAL ASSIGNMENT REPORTER TO WORK IN THE SOUTH BAY BUREAU. WOULD PREFER THE CANDIDATE LIVE OR RELOCATE TO THE SAN JOSE AREA. FLUENCY IN SPANISH IS A PLUS. EOE. PLEASE SEND TAPE AND RESUME TO:

KGO-TV PERSONNEL
900 FRONT STREET
SAN FRANCISCO, CA 94111

WEATHERCASTER

Dominant market leader seeks knowledgeable and personable weather person to join our award winning news team. Work with the latest in computer weather equipment. Degree required, Meteorology degree a plus. Send non-returnable tape and resume to:

Roy Frostenson,
News Director
KNOE-TV,
PO Box 4067
Monroe, LA 71211
EOE

HELP WANTED PROGRAMING
PROMOTION & OTHERS

**PROMOTION WRITER/
PRODUCER
(TEMPORARY POSITION)**

KGO-TV IS SEEKING A MOTIVATED, ENERGETIC, CREATIVE PROMOTION WRITER/PRODUCER TO WORK WITH TV NEWS DEPARTMENT IN CREATING TOPICAL, MINIDOC AND IMAGE PIECES. SHOULD HAVE A MINIMUM OF 5 YEARS OF TV PRODUCTION AND WRITING EXPERIENCE. WORK WELL UNDER DEADLINE AND BE WILLING TO WORK FLEXIBLE HOURS. POSITION IS FOR A MINIMUM OF 1 YEAR. PLEASE SEND TAPE AND RESUME TO:

KGO-TV PERSONNEL
900 FRONT STREET
SAN FRANCISCO, CA 94111
EOE

EARLY DEADLINE NOTICE

Due to the New Year Holiday,
the deadline for Classified
Advertising will be Noon,
Friday December 27, 1991 for
the January 6, 1992 issue.

HELP WANTED PROGRAMING
PROMOTION & OTHERS CONTINUED

MIAMI CBS O&O
NEEDS PROMO WHIZ
(PROMOTION WRITER/PRODUCER)

If you're an idea person
with great writing skills,
join our team.

Must have at least 2 years experience writing and producing breakthrough on-air promos for broadcast or cable with a heavy emphasis on news promotion, including series, image and daily topicals.

College degree preferred.

Take your best shot. Send resum  and demo reel to:

PROMOTION DEPARTMENT
WCIX-TV-6
8900 NW 18 Terrace
Miami, FL 33172

CBS is an Equal Opportunity Employer and encourages women and minorities to apply.

HELP WANTED MARKETING

The National Captioning Institute, the leading provider of closed-captioning services, is looking for a

**DIRECTOR OF
PROGRAM MARKETING**

to manage its West Coast marketing staff. Qualified candidates will have a minimum of 5 years proven sales and management experience in the entertainment industry and an ability to interface with various levels of decision-makers at studios, networks, corporations, home video companies and advertising agencies. Send resume and salary history to:

The National Captioning Institute
1443 Beachwood Drive
Hollywood, CA 90028
EOE **F/MH/V**

PROGRAMING SERVICES

Localized TV Weather via Satellite

Fox stations, independent stations are finding that localized TV weather in real-time with an AMS meteorologist is a niche now affordable. **National Weather Network** can deliver computerized graphics, localized radar, etc. with talent on screen and zero in on your new and spectacular opportunity. Cash/Barter.

Call Edward St. Pe'
(601) 352-6673

ALLIED FIELDS
BUSINESS OPPORTUNITIES

EQUITY PARTNER WANTED

If you're a successful sales manager looking to buy your first property, consider teaming with operations and programing principals. We have target properties in S.E. You should have 25-100K. Resume and qualifications to:

Box T-56

HELP WANTED SALES

JR. SALES REPRESENTATIVE

BROADCASTING Magazine is seeking a Los Angeles based sales representative as an addition to our staff. Minimum 2 years outside sales experience required. Knowledge of broadcast industry helpful. Some travel required.

BROADCASTING, recently purchased by Cahners Publishing Company offers a comprehensive benefits package in addition to a competitive salary for this position.

Please forward your resume and salary requirements to:

Nancy Logan
West Coast Sales Manager
Broadcasting Magazine
1680 North Vine Street
Hollywood, CA 90028

EOE-M/F/H/V

No phone calls please

EMPLOYMENT SERVICES

JOBPHONE

- Press: 1 Radio jobs, updated daily
2 Television jobs, updated daily
3 Hear "talking resumes"
4 To record "talking resumes" and employers to record job openings
5 Weekly memo to improve your job search technique

1-900-726-JOBS
\$1.99 per min. (5 6 2 7)

GOT THE 900 NUMBER BLUES?
TRY MEDIALINE

TV's Job Listing Leader Since 1986
NO OUTLANDISH PHONE CHARGES
NO STALE, DEAD END LEADS
JUST LOTS MORE REAL JOBS FOR
LOTS LESS MONEY

To subscribe call 800-237-8073/California 408-648-5200

MediaLine
THE BEST JOBS ARE ON THE LINE
P.O. Box 51909, Pacific Grove, CA 93950

MISCELLANEOUS

Money Machine
Blows money and/or coupons
Patrons try to catch as many as they can
(309) 788-0135

Holiday Extension - Deadline December 31, 1991

Give Us Your Best Shot... NOW!

This is your last shot to appear in the February, 1992 edition!



DON FITZPATRICK/NEWS NAMES
The Broadcast Professionals Directory People

Broadcast Professionals Directory
900 North Point Suite D-404
San Francisco, CA 94109 Fax: 415-928-2884
800-989-NEWS (6397)

Why? You can be listed in the guide to broadcast professionals.

What? The first and only desk reference guide on broadcast professionals.

Who? General managers, news directors, program managers, producers, network correspondents, anchors, reporters, sportscasters and weathercasters.

Why list? Other broadcasters can locate you—check your experience, awards you've won and what you're doing now.

Who gets it? Distributed free to network news executives and news directors.

How much? For your personal listing: \$100. Directory price: \$50 pre-publication price. \$65 thereafter.

When? Entry Deadline — Dec. 31

How? Call now for an application.
800-989-NEWS (6397)

Advertisers and Artists:

The David Green Agency

and Ken Lindner

Associates are encouraging

their clients to list immediately.

You should be listed too!

FOR SALE STATIONS CONTINUED

COLORADO

College Town, 1 kw AM
Fulltime
Contact: Al Perry
Satterfield & Perry, Inc.
303-239-6670

TURN-KEY OPPORTUNITY

North Dakota Class C with coverage into major state market. Brand new studio and equipment. High cash flow—low overhead. Ideal for group owner or owner/operator. Priced to sell at \$575,000. Florida it isn't—but what difference does it make when you have a chance to own a dominant, high-power station that makes money? If you don't seriously take a look you'll miss a real gem. Family illness necessitates sale. Call owner at 1-800-827-2483.

COASTAL FLORIDA LPTV

One of America's finest markets. Excellent channel & coverage. Superb site lease terms. First reasonable offer accepted.

Call 708-887-5100

AUCTION - RADIO STATION

WJTP - AM 1130

Newland, North Carolina
Saturday, December 28, 1991
at 10:00 A.M.

Auction Location: WJTP Studios, Highway 181, approximately 1/2 mile North of Newland, NC
Includes: All broadcasting and office equipment and furnishings and leasehold interest in studio building.

Terms: 10% cash day of sale, balance within 30 days.

Inspection: December 27, 1991, from 11:00 a.m. to 4:00 p.m. at studio.

Contact: Gregory M. Reed at (615) 246-8181.

FOR SALE STATIONS

FOR SALE BY OWNER

AM-FM Combo, C3 FM
Southeast Top 100 Market
Assets, Leases, Real Estate
Some Financing Available

Call (804) 977-0961

AUCTION - RADIO STATION

WLRV - AM 1380

Lebanon, Virginia

Saturday, December 28, 1991
at 2:00 P.M.

Auction Location: WLRV Studios, 303 West Main Street, Lebanon, VA.

Includes: All broadcasting and office equipment and furnishings and leasehold interest in studio building.

Terms: 10% cash day of sale, balance within 30 days.

Inspection: December 27, 1991, from 11:00 a.m. to 4:00 p.m. at studio.

Contact: Gregory M. Reed at (615) 246-8181.

Central Florida Full-timer AM in single station Market. Brick Concrete Building with over \$150M in brand new equipment. Situated on 5 acres of land. Owner wishes to retire - \$300,000.00.

Reply to Box T-45

Class C2 FM and regional 1000 watt AM, covering a wide area of West Texas. The signal goes into a market of 200,000 people. Longtime track record on the AM. FM has been on the air for 6 months. The stations are profitable now, with terrific growth potential. Good studios and equipment. The sale will include the studios and transmitter site. \$350,000.00 cash... \$400,000.00 terms to qualified buyer.

Serious inquiries only.

Call 1-800-530-4451
Ask for Jim

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: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

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

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

Broadcasting's Ratings Week Dec9-15

	ABC	CBS	NBC	FOX
MONDAY	12.3/19	16.2/25	15.0/23	7.5/11
8:00	74. MacGyver 8.2/13	18. Evening Shade 15.4/24	21. Fresh Prince 14.9/23	82. 1991 Billboard Music Awards 7.5/11
8:30		10. Major Dad 16.5/25	41. Blossom 11.7/18	
9:00	28. NFL Monday Night Football—Cincinnati Bengals at Miami Dolphins 13.7/23	4. Murphy Brown 17.8/26	13. NBC Monday Night Movies—The Story Lady 15.9/24	
9:30		7. Designing Women 16.7/24		
10:00		15. Northern Exposure 15.5/24		
10:30				
TUESDAY	14.6/23	14.5/23	12.2/20	NO PROGRAMING
8:00	11. Full House 16.2/26	15. Rescue: 911 15.5/24	58. I'll Fly Away 10.1/16	
8:30	6. Home Improvement 17.2/26			
9:00	3. Roseanne 18.9/29	26. CBS Tuesday Night Movie—Nightmare in Columbia County 14.0/22	27. In the Heat of the Night 13.8/21	
9:30	7. Coach 16.7/25		33. Law and Order 12.7/22	
10:00	64. Homefront 9.4/16			
10:30				
WEDNESDAY	10.6/18	12.5/21	13.8/22	NO PROGRAMING
8:00	38. Dinosaurs 12.2/20	65. Brooklyn Bridge 9.1/15	5. Unsolved Mysteries 17.5/28	
8:30	30. Wonder Years 13.0/21	65. Night Before Xmas 9.1/15		
9:00	35. Doogie Howser 12.5/20	32. Jake and the Fatman 12.8/20	38. Seinfeld 12.2/19	
9:30	61. Anything But Love 9.7/16	14. Face to Face with Connie Chung 15.7/27	31. Night Court 12.9/21	
10:00	77. Civil Wars 8.1/14		50. Quantum Leap 11.2/19	
10:30				
THURSDAY	8.7/14	10.3/17	15.8/25	11.0/17
8:00	84. Pros and Cons 6.7/11	54. Top Cops 10.7/17	15. Cosby 15.5/25	44. Simpsons 11.5/19
8:30			20. A Different World 15.2/24	68. Drexell's Class 9.0/14
9:00	74. FBI: Untold Stories 8.2/13	71. Trials of Rosie O'Neill 8.6/13	2. Cheers 19.1/29	40. Beverly Hills 90210 11.8/18
9:30	70. American Detect. 8.8/13		19. Wings 15.3/23	
10:00	52. Primetime Live 10.9/18	43. Knots Landing 11.6/20	22. L.A. Law 14.8/25	
10:30				
FRIDAY	12.0/21	9.0/16	9.3/16	5.3/9
8:00	37. Family Matters 12.3/22	63. Mickey's Christmas Carol 9.5/17	44. Matlock 11.5/20	86. America's Most Wanted 6.0/11
8:30	46. Step By Step 11.4/20	79. Carol Burnett Show 8.0/14	77. Dear John 8.1/14	89. Hidden Video 4.7/8
9:00	55. Perfect Strangers 10.5/19	62. John Denver's Christmas 9.6/17	73. Reasonable Doubts 8.4/15	91. Best of the Worst 4.3/8
9:30	58. Baby Talk 10.1/18			
10:00	28. 20/20 13.7/25			
10:30				
SATURDAY	12.1/22	8.6/16	11.0/20	6.0/11
8:00	53. Winnie the Pooh and Christmas Too 10.8/20	69. CBS Saturday Movie—Hallmark's: Caroline? 8.9/16	41. Golden Girls 11.7/22	81. Cops 7.8/15
8:30			60. Walter & Emily 9.9/18	72. Cops 2 8.5/15
9:00	33. ABC Saturday Movie Special—Ernest Saves Christmas 12.7/23	79. P.S. I Luv U 8.0/15	36. Empty Nest 12.4/22	90. True Colors 4.4/8
9:30			46. Nurses 11.4/20	92. Get A Life 3.4/6
10:00			57. Sisters 10.3/19	
10:30				
SUNDAY	13.5/21	18.1/28	9.4/14	7.8/12
7:00	51. Life Goes On 11.0/18	1. 60 Minutes 22.7/37		87. True Colors 5.8/10
7:30				85. Parker Lewis 6.2/10
8:00	23. Am Fun Hme Vid 14.4/22	11. Murder She Wrote 16.2/25	83. Hot Country Nights 7.2/11	48. In Living Color 11.3/17
8:30	23. Am Fun People 14.4/22			65. Roc 9.1/14
9:00		7. CBS Sunday Movie—Christmas on Division Street 16.7/26	55. NBC Sunday Night Movie—Who's Harry Crumb? 10.5/16	48. Married w/Childn 11.3/17
9:30	25. ABC Sunday Night Movie—Columbo: Death Hits the Jackpot 14.2/22			74. Herman's Head 8.2/12
10:00				88. Sunday Comics 5.4/9
10:30				
WEEK'S AVGS	12.0/20	13.0/21	12.4/20	7.6/12
SSN. TO DATE	12.2/20	13.7/22	12.7/21	7.7/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

Broadcasting

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial Fax: 202-429-0651 □ Administrative Fax: 202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman.
David Persson, publisher.

Editorial

Donald V. West, senior vice president and editor.

Mark K. Miller, managing editor.
Harry A. Jessell, senior editor.
Kira Greene, John S. Eggerton,
assistant managing editors.

Washington

Randall M. Sukow, Peter D. Lambert (technology),
Patrick Watson, assistant editors.
Patrick J. Sheridan, Janet Sullivan, John Gallagher,
staff writers.

Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Denise P. Smith, Kenneth Ray, production.

New York

630 Third Ave., 10017: 212-599-2830; Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming).
Rich Brown, Joe Filini, Sharon D. Moshavi,
assistant editors.

Hollywood

1680 N. Vine St., 90028: 213-463-3148; Fax: 213-463-3159

Steve Coe, assistant editor.

Mike Freeman, staff writer.

Reed E. Bunzel, radio editor (West Coast). 408-625-3076.

Advertising

New York

212-599-2830

Lawrence W. Oliver, advertising director.
Leslie Lillian Levy, marketing services director.
Joseph E. Ondrick, East Coast regional sales manager.
Randi T. Schatz, sales manager.
Joan Miller, executive secretary.

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.

Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340

Doris Kelly, sales service manager.

Mitzi Miller, classified advertising manager.

Advertising Representatives

Lewis Edge & Associates (Southern regional and
East Coast equipment): 609-683-7900; Fax: 609-497-0412

Dave Berlyn & Associates: 914-631-6468.

Yukari Media Inc. (Japan): (06) 925-4452.

Fax: (06) 925-5005.

Circulation

800-323-4345

P.O. Box 715, Brewster, N.Y. 10509-9873

Fax: 914-878-7317

Production

Harry Stevens, production manager.

Debra D. Flunkhouser, production assistant.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Market Place (formerly The Broadcasting Yearbook)

Editorial

908-464-6800

Circulation

1-800-521-8110

Advertising

212-599-2830

CAHNERS CONSUMER/ENTERTAINMENT PUBLISHING DIVISION

John J. Beni, senior vice president/general manager.

Nell Perlman, senior vice president/group publisher.

Lawrence B. Taishoff, adviser.

CAHNERS PUBLISHING COMPANY

Terrence M. McDermott, president/chief operating officer.

REED PUBLISHING (U.S.A.) INC.

Robert L. Krakoff, chairman/chief executive officer.

ADDED ATTRactions

BROADCASTING's writers and editors are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

JANUARY 6

INTV

As the country's independent television stations gather in San Francisco for their annual convention, BROADCASTING takes the pulse of the industry. Includes the convention agenda and list of exhibitors.

JANUARY 13

Pre-NATPE

A look ahead to the industry's annual program marketplace, including an agenda and exhibitor listing.

JANUARY 20

NATPE

Although a war will not likely be on the agenda for this year's NATPE, syndicators will be bringing lots of ammunition in the form of new and existing product. BROADCASTING will devote an entire special, oversized issue to the people and programs making news in New Orleans.

FEBRUARY 10

Station and Cable Trading

BROADCASTING's annual summary of the just-finished year's radio and TV station and cable system sales.

MARCH 16

Baseball

BROADCASTING's exclusive look at the lineups for radio, TV and cable and how much it costs them to get into the ballpark.

* Dates subject to change

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

KATZ AND CABLE

Katz Communications is in talks with Multimedia Cablevision Inc. about repping the group owner/MSO's Wichita, Kan., system. The system has over 60% penetration and 100,000-plus subscribers. Katz also reps NBC affiliate KSNW(TV) there, but Al Buch, general manager, KSNW, does not object to the arrangement. In fact, the three parties involved are looking at joint-marketing venture possibilities. Said Buch: "It has to be a win-win situation where we increase our national revenue as a programing channel and the cable company gets the benefit of increased national revenue." Katz, he added, has "the best chance of winning—they are selling the whole pie."

So far, Katz's recently formed cable sales division reps NewsChannel 8, the Washington all-news channel, and is in talks with Time Warner about repping the latter's New York City cable channel.

LIKELY CANDIDATES

Sunday Today co-anchors Garrick Utley and Mary Alice Williams are said to be in the running to head *Saturday Today*, the NBC News telecast scheduled to debut on the network in late summer 1992. Utley coincidentally just moved from Washington to New York, where *Saturday Today* will be based.

LOS ANGELES

MORE TIME FOR TOONS

Both Disney and Fox are expanding their weekday cartoon blocks to the morning next fall. *Duck Tales*, the first of the *Disney Afternoon* shows, moves to the morning to make way for a new half-hour, *Goof Troop*, in the afternoon. The Fox block will expand to a full two hours next fall. Going head-to-head with the Disney shows will be: *Tom and Jerry*

Kids, Beetlejuice, Tiny Toons and Batman, the last three all from Warner Bros. In addition, Fox will expand from three to four hours on



Singer Emmylou Harris and C. Paul Corbin, director of programing for TNN: the Nashville Network, were among the principals at a screening for Harris's special, Emmylou at the Ryman, held Dec. 17 at New York City's Lone Star Cafe. The special is scheduled to be carried on TNN Jan. 15.

Saturday mornings, taking advantage of NBC's decision to get out of the Saturday morning animation business.

NEW ORLEANS

'COS' TO CRESCENT CITY

Carsey-Werner Distribution Co.'s planned low profile at its first NATPE (it is forgoing booth space) has been heightened a bit. Bill Cosby, the host of C-W's *You Bet Your Life*, has apparently resolved the scheduling conflicts with *The Cosby Show* (production of which will be shut down for a day) so that he can fly to New Orleans for the convention. He will be holding court at Carsey-Werner's Marriott hotel suite Jan. 22.

ATLANTA

GOODWILL AMBASSADOR

The breakup of the Soviet Union has left the future of Turner Broadcasting's 1994 Goodwill Games on shaky ground. On Jan. 6, Goodwill Games President Jack Kelly heads to St. Petersburg in the Russian Republic for the first time since it and other republics broke away from the Soviet Union to form a commonwealth. Kelly expects the games to go on, but they face several obstacles, chiefly the dissolution of the Soviet sports committee GosSport.

CBS UNDER PRESSURE TO GIVE BACK 10-11 A.M.

Declining clearances in the 10-11 a.m. block are causing CBS to take a close look at the time slot the other two networks have already returned to affiliates. According to Nielsen, the first half-hour of *Designing Women* is being carried by stations covering roughly 65% of the country, down from 78% a year ago. For the second half-hour, stations covering roughly 70% of the country carry the network's *Family Feud*, down from 75% a year ago. One industry executive with close ties to the company said CBS was losing roughly \$7 million annually programing the hour. Asked about possible changes in the daypart, CBS Senior Vice President David Poltrack told BROADCASTING: "We are actively continuing to develop programing and look at alternatives pitched to us." Poltrack added that many of the talk shows and other syndicated programs that have pre-empted CBS at 10-11 are not performing well: "As people see their November books we should pick up some clearances," he said. Nevertheless, CBS has told producers it wants to have new programing plans set, or at least conveyable to affiliates, by NATPE, so that affiliates roaming the aisles there aren't tempted to pre-empt with syndicated shows.

-SM

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