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- KATZ TO REP CABLE AND BROADCAST IN WICHITA / 5
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**PTAR DEBATE
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page 4
Vol. 121 No. 77

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Top of the Week

PTAR: ISSUE WHOSE TIME HAS COME

NBC joins CBS in asking FCC to allow affiliates to carry off-network programs in prime access; syndicators fear effect on first-run

By Harry A. Jessell

Even though the FCC has yet to decide how and when to proceed with a review of the 21-year-old prime time access rule, an intra-industry debate over relaxing the rule is already in full swing.

CBS triggered the current debate last month in comments in the FCC's "attic-to-basement" review of broadcast TV regulations, asking the FCC to exclude off-network programs from PTAR limits.

NBC seconded CBS's request in reply comments two weeks ago, but producers and distributors of first-run syndicated programming and independent stations, in their replies, vigorously argued against any watering down of the rule.

PTAR, in essence, prohibits network affiliates in the top 50 markets from airing more than three hours of network or off-network programming during the four hours of prime time each evening. The rule has effectively created an hour or half-hour access

period each evening that, in most cases, has been filled with first-run syndication.

In asking to relax the rule to permit affiliates to air off-network programs, CBS was reviving a request made a year earlier by Disney, but more or less ignored by the FCC.

With two of the big three broadcast networks now in lockstep with Disney, it will be difficult for the FCC to avoid the off-network question. FCC Chairman Alfred Sikes told reporters this month: "It is conceivable we will do something on PTAR this next year."

"In today's marketplace, rather than promote diversity," said NBC in its argument, "the off-network provision of the PTAR merely compromises the independent, local station decision-making the commission was trying to promote by limiting the amount of programming an affiliate could accept from its network."

The off-network prohibition has failed to foster diversity, NBC said. In fact, it said, a "few companies" dominate prime time access. First-run pro-

grams from King World Productions and Paramount account for 75% of the access programming now aired by top 50 affiliates, it said.

The Program Producers and Distributors Committee argued for preserving the rule as is. "Absent the off-network provision, many syndicated first-run programs would likely be pushed out of the way to make room for more network-originated fare, in the form of off-network programs," the group said. "Networks would then control, directly or indirectly, the entire prime time schedule of their affiliates in direct conflict with long-standing...commission policy."

And, added Tribune Broadcasting Co., a first-run producer and syndicator, giving the networks total control over prime time "would preclude or substantially diminish the access to prime time critical to the health of the nation's first-run industry."

King World also predicted dire consequences. Contrary to CBS claims, it said, independents are not adequate substitutes for network affiliates. They "cannot supply access to audiences of the requisite size to provide a reasonable likelihood of success for first-run syndicated programming."

Eliminating the off-network prohibition "would simply enable the networks to more effectively exploit their newly acquired rights to retain a continuing financial interest in network programming to the detriment of alternative program suppliers in the first-run syndication market and, ultimately, to the detriment of the American public."

The Association of Independent Television Stations challenged CBS's claim that barring top 50 affiliates from bidding for off-network programming depresses prices for it. "Adding network affiliates and only one hour of

OBUCHOWSKI EXITS NTIA

Janice Obuchowski, administrator for the National Telecommunications and Information Administration since 1988, is leaving the administration to open a consulting business. NTIA deputy assistant secretary Thomas Sugrue will serve as acting administrator until a successor is chosen, but that is not expected until a new secretary of commerce is confirmed. (President Bush nominated fundraiser Barbara Franklin last week.) See page 12.



their time each day at that to the buyers' pool for off-network prime access programming would not necessarily upgrade the bidding for attractive off-network programs," INTV said. "Moreover, by relaxing the rule, the gain easily could be offset by the resultant decrease in the numbers and strength of independent stations in the market.

"CBS really appears anxious to kill the goose that laid the golden egg by having its affiliates supplant independent stations as the prime market for the most attractive off-network programming," it said.

"What we are concerned about...is that CBS actually may be motivated by a desire to exploit more fully the product the networks themselves would be syndicating under the newly relaxed syndication rules," INTV said. "They want another market, especially one they could better exploit by way of affiliate relationships. You know we think those 'anti-favoritism' safeguards [in the fin-syn rules] won't work. The commission's worried too. With all those walls coming down at once, they might just stampede over us." ■

Katz to rep cable, station in same market

By Joe Flint

The line between broadcast and cable became more blurred last week when Katz Communications, SJL Broadcast Management and Multimedia Cablevision reached an agreement that will make Katz, currently the rep for SJL Broadcast Management's KSNW(TV) Wichita, the rep for Multimedia's Wichita Kansas cable system. The system, which serves about 95,000 and has 80% penetration of the market, was previously repped by National Cable Advertising.

Katz also represents SJL Broadcast Management's four other stations and is said to be in talks with its

This Week

PICKING SIDES ON PTAR / 4

NBC joins with CBS in asking the FCC to exclude off-network shows from the prime time access rules.

TWO IN ONE / 5

Katz will rep both a TV station and a cable system in Wichita, Kan.

WHAT'S AHEAD / 6

According to an annual Commerce Department report, *U.S. Industrial Outlook '92*, the cable television industry is projected to grow about 10.5% in 1992 and continue to grow 7%-10% annually through 1995. Also, some of the broadcast TV network revenue lost to cable in recent years may be recouped, and broadcast television will continue to be the dominant TV ad medium through the end of the decade.

SYNDICATION SWEEPS / 10

Among the winners in November are *Wheel, Cheers, Oprah* and *Star Trek*.

SURPRISE AT NTIA / 12

Janice Obuchowski

THE LONG AND SHORT OF IT

In recognition of the holiday season, BROADCASTING is publishing an abbreviated issue this week. Missing are most of the standard departments; present is the full week's budget of breaking news. Standard publication will resume with the next issue (Jan. 6, 1992).

resigns effective Jan. 31 as head of the National Telecommunications and Information Administration. She will form her own telecommunications research and consulting firm. Thomas Sugrue, NTIA deputy assistant secretary, becomes acting administrator following her departure.

BIG TO GET BIGGER / 14

A Salomon Brothers study predicts that over the next four years, cable MSO's will expand to the point that 25 of them will control 90% of basic subscribers, compared to today's 74%.

KEEPING ITS FINGERS CROSSED / 15

Turner Broadcasting hopes the Soviet Union breakup will not affect its 1994 Goodwill Games, scheduled to be held in St. Petersburg and Moscow.

KIDS' NUMBERS / 16

Programers complain that a dramatic drop in children's viewing in September and October is not accurate, since there was no proportionate decrease in household numbers for the same shows. Nielsen stands by its numbers.

SPECTRUM FEE PROPOSED FOR JAPAN / 20

That country's government wants to initiate fee it hopes will raise \$150 million for the Ministry of Posts and Telecommunications.

TRADE PROBLEM / 22

Jack Valenti, president, MPAA, calls a proposed multi-lateral trade agreement "an arrow aimed straight at the heart of the U.S. motion picture industry."

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At Deadline

TELCO APPEAL

NCTA petitioned the U.S. Court of Appeals in Washington last Thursday (Dec. 26) to reverse a finding in the FCC's "video dial tone" proceeding that should local telephone exchange carriers be allowed to own cable TV systems, they should not be subject to the same local franchising obligations as current conventional cable systems.

SELLING PAPERS

Gannett Co. sold its five Washington suburban *Journal* daily newspapers, acquired last summer, to Newsco Inc., a Destin, Fla., newspaper chain. No price was released. The sale was made in compliance with FCC regulation prohibiting ownership of a daily newspaper and TV station in the same market. Gannett also owns WUSA(TV) Washington.

INDECENCY REQUEST

The Solicitor General has asked the Supreme Court to review a federal appeals court ruling striking down the statutory 24-hour-a-day ban against broadcast indecency. The U.S. Court of Appeals in Washington last May reaffirmed that because indecent speech is protected by the First Amendment, the FCC may not ban it on radio and TV, but may restrict it to times when few children are in the audience.

TAISHOFF FOR BURNS

Ken Burns, maker of the 1990 PBS documentary *The Civil War*, will receive the 1992 Sol B. Taishoff Award for Excellence in Broadcasting from the National Press Foundation. Burns will receive the \$5,000 award at a formal dinner at the Sheraton Washington Hotel, Feb. 19. The award is given annually in honor of BROADCASTING founder Sol Taishoff.

Syracuse property, WSTM-TV, about the possibility of repping the local cable system there. The rep firm also has for clients all five Multimedia TV stations but has not talked with the group owner/MSO about repping any of its other cable systems.

As first reported in BROADCASTING Dec. 23, the two-year agreement means Katz will be able to market both KSNW and Multimedia Cablevision to advertisers.

For Katz, which became the first broadcast rep to officially go after cable business a few months ago, the landing of Multimedia Cablevision's Wichita system is a big step. Katz currently reps the Allbritton Communications-owned NewsChannel 8, a Washington-based cable news channel. Katz also reps Allbritton's WJLA-TV Washington, but some do not view that as a test for the rep firm but a marriage of convenience between Katz and Allbritton. Now Katz will rep to delivery systems in the same market that are not commonly owned.

Larry Proffitt, corporate director of advertising sales, Multimedia Cablevision, described the relationship among the three parties as "a way for the advertiser to shore up delivery of broadcast in this market." He told BROADCASTING he approached Katz about the possibility of the rep firm selling the system.

Al Buch, general manager, KSNW, said he believes there is an opportunity "to tap dollars that have not been there before." As for working with the competitor, Buch said, "We all have to get over that obstacle. We are in the business of selling television, and we need to work out details on the delivery system to our advantage and the bottom line. If broadcasters stick their head in the sand, then they will end up being cut out of the revenue stream."

Besides possibly going after similar situations in other SJL Broadcast Management Markets, Katz is still trying to land Time Warner's soon-to-be-launched New York news channel. ■

CABLE GROWTH TO LEVEL OFF, COMMERCE STUDY SAYS

By Randy Sukow

The cable television industry is projected to grow about 10.5% in 1992 and continue to grow 7%-10% annually through 1995, according to the U.S. Commerce Department.

At the same time, some of the revenue lost to cable by the three major broadcast networks could be recouped in coming years, and broadcast television will likely continue to be the dominant television ad medium through the rest of the decade.

The Commerce Department last week released *U.S. Industrial Outlook '92*, the 33rd edition of its annual report analyzing and forecasting trends in 350 key U.S. industries. (In January, the \$32, 628-page book will go on sale in government bookstores.)

Cable's 1992 growth will fall well below its 14.5% mark in 1990 and 16.7% in 1989. "New subscription fees will be limited in view of the already high degree of household pene-

tration [currently about 60%]. Increases in advertising revenue will once again be more robust than those for subscriber services," the report predicts.

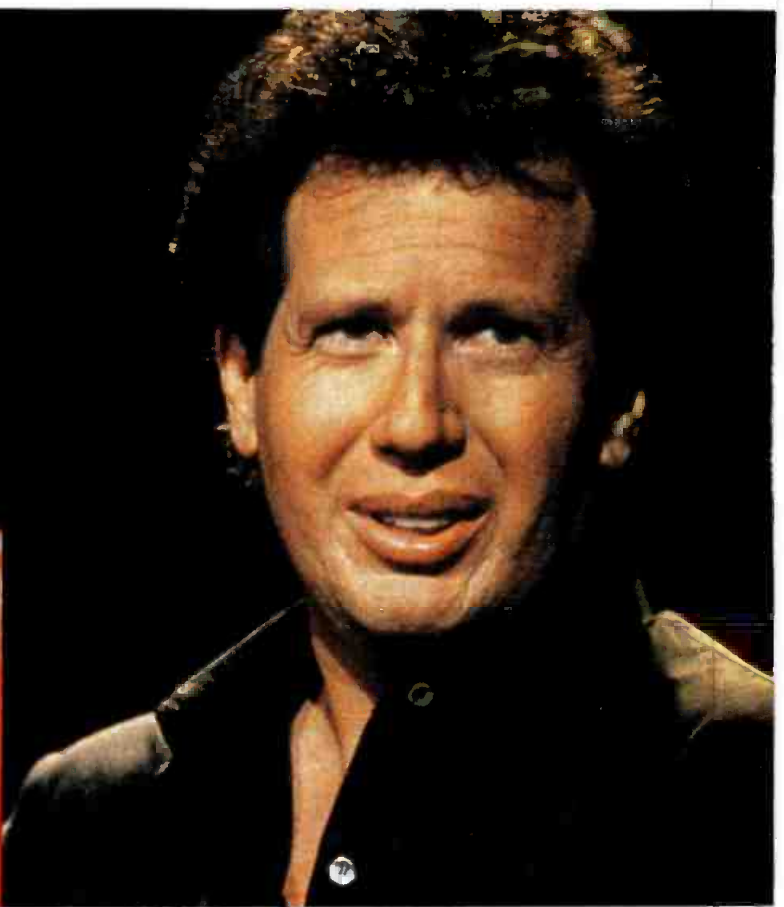
Steady growth in the cable universe will continue to cut down the potential new-subscriber revenue and lead to single-digit cable growth throughout the 1990's replacing the typical double-digit growth of the 1980's. "U.S. cable TV penetration is expected to level off at about 70% by the year 2000," the report says.

The FCC's proposed actions to reverse falling audience and revenue numbers for broadcast television will aid the three major broadcast networks, the Commerce Department claims. "Despite cable's sizable gains in viewership, it is unlikely that over-the-air TV's share of the national market will fall below 60% by 1995, and even less likely that cable advertising revenue will collectively approach that of non-cable broadcasters throughout the decade," the report concludes. ■

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NOVEMBER'S SYNDICATION SITUATION

Among winners in sweeps are 'Wheel,' 'Cheers,' 'Oprah,' 'Star Trek'

By Steve McClellan

New first-run shows in the adult program categories struggled to get decent ratings in the November sweeps, for the most part with limited success, according to a Petry Television review of the Nielsen November books. (The ratings reported below are from the Petry review.)

Wheel of Fortune and *Jeopardy!* remained unchallenged as the number-one and two syndicated game shows. *Wheel* averaged a 16.6/31, followed by *Jeopardy's* 13.4/27. *Family Feud* was third with a 5.5/13.

Studs, now in almost half the country, was the fourth highest-rated game, with an average 3.6/8, followed closely by *Love Connection* with a 3.5/11. (In prime access, however, *Love* averaged a 5.3 rating and *Studs* a 5.0. *Family Feud* averaged an 8.1.)

King World's remake of *Candid Camera* averaged a 3.7/12 in its first November book, down an average 25% from its lead-in and off 20% in share compared with the shows in the time period a year ago.

Sitcom situation

Among sitcoms, *Cheers*, *Golden Girls* and *Cosby* tied for first with a 7.1 rating. *Cheers* averaged a 19 share, the other two an 18. They were followed by *Full House*, whose average 6.5/13 was the best ratings performance among first-season off-network sitcoms. *Married...with Children* finished fifth overall in the sitcom category, with an average 6.2 rating, and second in the new sitcom crop. It tied *House* with an average 13 share.

A Different World had a surprisingly good first November book, finishing third among new off-network sitcoms with a 4.9/9. The show is now in only 36% of the country (many stations don't trigger it until 1992) and was driven by teenagers (7/24, up 50% in share) and women 18-49 (up 42% in share from a year ago).

Another new off-network sitcom, *Saved by the Bell*, also drew big teen numbers (more than double year-ago figures for the time period), enabling it to hold its lead-in and time period.



'Wheel of Fortune' remains unchallenged as the number-one syndicated game show

Talk strength

The talk show incumbents seem to get stronger with age. *Oprah* remained unchallenged atop the heap with an average 12.3/36, a whopping 50% better than its lead-in and three share points higher on average than its time period a year ago.

Donahue was up slightly from its lead-in and year-ago numbers, averaging a 7.2/28. *Sally Jessy Raphael* was up 23% from both its lead-in share and year-ago share with an average 6.1/27. *Regis & Kathie Lee* held its lead-in and was up slightly from a year ago with an average 5/22.

The new *Maury Povich* was fifth overall in talk shows, with an average 4.3/16, down 20% from its lead-in share and down 6% from the time period share a year ago. *Povich* was the best performer of the three new talk shows (along with canceled *Chuck Woolery* and struggling *Jenny Jones*).

Behind *Povich* in rating was *Geraldo*, which averaged a 4.1, although the two shows both averaged a 16 share. *Geraldo* was flat compared with the time period share a year ago, but up 7% from its lead-in share.

Joan Rivers averaged 2.4/10, holding its lead-in, and was up 11% from the time period share a year ago. *Jenny Jones* averaged 1.7/9, down 36% from its lead-in share and down 31% from its time period share a year ago.

Late night and magazines

In late night, *Arsenio Hall* averaged 3.3/14, holding its lead-in share, but down 7% from the year-ago share.

Among magazine shows (tabloids and others), *Entertainment Tonight* was tops with 9.3/16, *Current Affair* second (8.3/18), followed by *Inside Edition* (7.7/18), *Hard Copy* (6.6/17) and *Now It Can Be Told* (3/9).

Looking at prime access performance, ratings were: *ET* (10.2), *Inside* (10.1), *Hard Copy* (9.3), *Affair* (9.1) and *Now It Can Be Told* (4.6).

First-run weeklies

In the first-run weekly category, *Star Trek* continued to reign supreme with a 9.3/20, up 25% from its lead-in share and up 11% from the time period a year ago. *Star Search*, which TPE hopes to strip next season, averaged a 4.3/13, down 13% from its lead-in share and flat compared with year-ago time period. Among new shows, *Baywatch* averaged a 4/10, holding its lead-in and boosting the time period share. *Street Justice* had 2.8/7 and *Lightning Force* a 1.9/5, and both were down from lead-in share and year-ago time period.

WKRP in Cincinnati averaged a 4/10, and was down from both lead-in share and year-ago time period. *Tarzan* averaged a 2.5/7, down 12% from both its lead-in share and year-ago time period.

As an off-syndication strip, *Trek* averaged 4.9/11 in 88 markets, boosting time period share 38%, with a 10% gain in the lead-in. Among off-network hours, *Hunter*, in 66 markets, averaged 3.9/8, holding lead-in and time period share. *Matlock*, 109 markets, did 2.6/10, up 11% from lead-in share and up 25% in the time period.

Children's time

Among children's programs (ratings cited are for kids 2-11), the new *Disney Afternoon* entry *Dark Wing Duck* was the highest-rated show with a 10.3/35. Fox Children's Network's *Tiny Toon Adventures* was second with an average 9.5/36. Rounding out the top five: *Tale Spin* (8.9/37), *Teenage Mutant Ninja Turtles* (8.6/37) and *Beetlejuice* (8.1/31).

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NTIA SURPRISE: OBUCHOWSKI TO PRIVATE SECTOR

She will set up own consulting firm; Thomas Sugrue will be acting director

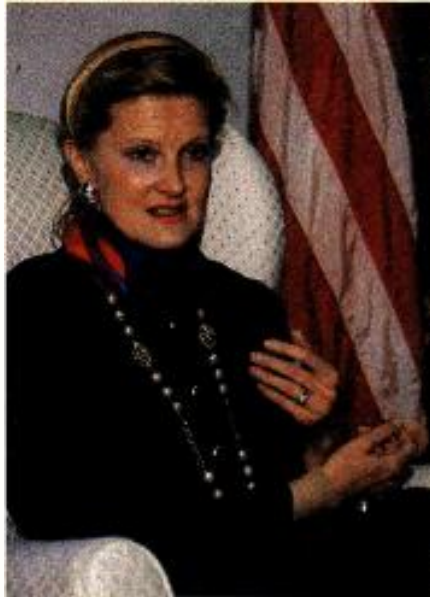
By Patrick Sheridan

NTIA Administrator Janice Obuchowski announced her resignation last week to form her own telecommunications research and consulting firm specializing in domestic and international policy issues.

Thomas Sugrue, NTIA deputy assistant secretary, becomes the acting administrator following Obuchowski's Jan. 31 departure. A new administrator is not expected to be chosen until a new secretary of commerce is appointed. Secretary Robert Mosbacher is leaving in mid-January to join President Bush's re-election campaign.

Appointed by President Bush in July 1988, Obuchowski leaves NTIA satisfied that she has advanced one of the administration's highest telecommunications priorities—competitive bidding of the radio spectrum—and with the video, information and telecommunications worlds on the brink of full-fledged competition between cable companies and the telcos.

"There's nothing [at NTIA] that needs me," Obuchowski told BROADCASTING. "The whole issue of spectrum and competitive bidding is one that I would like to see firmly and finally settled. But I think it has become a much bigger issue and has its own momentum. I'm confident that it will go forward.... There's always some



"There's nothing at [NTIA] that needs me. There's always some element of unfinished business, but I'm pretty happy with what I have accomplished."

NTIA's Janice Obuchowski

element of unfinished business, but I'm pretty happy with what I have accomplished."

The move makes sense insofar as Obuchowski's role within the telecommunications policy debate was likely to diminish in the coming year as the distinction between telco policy matters and cable policy matters becomes increasingly blurred. Obuchowski, who has had to recuse herself from many telco-related issues because of her marriage to Washington attorney and former FCC Common Bureau Chief Bert Halprin (Obuchowski was former FCC Chairman Mark Fowler's legal assistant for common carrier matters at the time), was accused by NAB President Eddie Fritts of having a pro-telco bias. At one point Fritts went so far as to say NTIA stood for the National Telephone Improvement Association (BROADCASTING, Aug. 27, 1990), and

earlier this year Fritts blasted the Bush administration's telecommunications policies in general (April 8). Obuchowski took exception to Fritts's criticism and said the administration is "very pro broadcaster [and] consistent in our philosophy [by promoting] entry and access into communications for all entrants. It may not work to everybody's advantage to have competition, but the President is very adamant about not picking winners and losers." (BROADCASTING, April 15, 1991).

The friction between the two eased considerably during the last six months or so. In a separate interview two weeks ago, Obuchowski told BROADCASTING that "if there was ever a hatchet to bury, Eddie and I buried it a long time ago. I'd like to believe the NAB's gotten to know us better, and on some issues, like retransmission consent, NAB has realized we're philosophically consistent, and on this one we're calling it NAB's way. I also think I've become more sensitive and knowledgeable about broadcasters' issues. But there was a period where there was some tension."

NAB had no comment on Obuchowski's resignation.

The recusal, despite better relations among the parties, "was a factor in the timing of the decision," she said. "It's been a great sacrifice for my husband the last three years in terms of things he couldn't participate in. So it was a factor, but certainly not the decisive factor."

Mosbacher's resignation was also a factor, Obuchowski said. "I've been thinking about it for a while...and with the secretary leaving, I [decided to] look at my life. I really love government service and hope to come back. There's a time and a place for everything, and it's time for me to give more attention to personal life."

However, because federal law prohibits former government employees from lobbying the government for one year, Obuchowski's "next incarnation," as she calls it, is likely to focus on the rapidly changing media overseas. "There's a lot of opportunities for U.S. companies there, and a lot of opportunities for folks to help those companies out." ■

ABC RETOOLS SATURDAY

ABC is revamping its Saturday schedule to include a two-hour comedy block that will lead off with the new Steven Bochco animation project, *Capitol Critters*. *Young Riders* will go on hiatus, and a new, as-yet-unidentified sitcom will join the comedy block that includes *Who's the Boss?* and *Growing Pains*. *Critters*, about rodents living under the White House, will have two previews (Jan. 28 and 31) before moving to its regular time period Saturday, Feb. 1, at 8 p.m. Neil Patrick Harris (*Doogie Howser*) will do the voice for the show's "star," Max the field mouse.

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TOP 25 MSO'S WILL INCREASE OWNERSHIP OVER NEXT FOUR YEARS, PREDICTS STUDY

Salomon Bros. report says control of cable subscribers by large cable companies will increase from 74% to 90%, a process that will help cable companies compete in the future with telephone companies

By Sharon D. Moshavi

Consolidation over the next four years of cable system ownership will result in 25 MSO's controlling 90% of total subscribers, compared with the 74% of total subscribers currently under control by the top 25 MSO's, according to a Salomon Brothers report on the future of the cable industry. That will require the acquisition of systems totaling about 10 million subscribers.

According to the report, by stock analyst K.V. Bendre, consolidation, focusing particularly on forming large clusters of systems with 300,000 to 500,000 subscribers per cluster, will be vital to help cable companies compete in the future with the telephone companies, since they will "allow for much greater efficiencies in operations and marketing as well as for better planning and implementation of system architecture and technology." At prices of about \$1,800 to \$2,000 per subscriber, Salomon Brothers predicts the consolidation process will cost \$18 billion to \$20 billion.

The report predicts that small, undercapitalized MSO's will have a hard time effectively competing over the long term and will sell to larger operators. But larger, highly leveraged MSO's will need to raise capital to fund the consolidation, about \$5 billion each year for the next four years.

An analysis of several large MSO's reveals a ratio of debt to operating cash flow at about eight times in 1990, and that is expected to drop to seven to seven-and-a-half times in 1991 (see chart). The report assumes that leverage ratio by 1995 will be about four times operating cash flow. According to Salomon Brothers, that means \$5 million for fund consolidation will have to be raised through equity capital and the rest, about \$15 million, through debt markets.

Cable continues to have a good year, despite the recession, according to Salomon, which predicts that most

LEVERAGE DECREASING FOR TOP MSO'S

	Debt times cash flow*	
	1990	1991
Adelphia Communications	9.1x	8.9x
American Television & Communications	1.6	1.1
Cablevision Industries	9.9	8.8
Cablevision Systems	9.0	8.3
Comcast Corporation	5.9	5.4
Continental Cablevision	8.0	7.5
Heritage Communications	7.1	6.6
Storer Communications	7.6	NA
Tele-Communications Inc.	NA	6.4

*Cash flow is EBITDA: earnings before interest, taxes, depreciation and amortization. NA-Not applicable/not available. TCI numbers include United Artists Entertainment and Heritage Cable operations. Comcast and TCI debt does not include Storer-related debt.

cable operators will see 10% to 12% in cash flow growth this year over 1990. The report also predicts that cash flow levels will continue to grow annually at 8% to 11% over the next four years.

The combination of deleveraging and cash flow growth is expected to help cable stocks grow annually 15% to 20% over the next three to four years. Within the group of the largest

cable operators (Salomon does not analyze multimedia companies with cable operations, such as Time Warner and Viacom), the report picks Comcast, Cablevision Systems and Tele-Communications Inc., as the three best stock choices. Salomon is strongest on Comcast's cellular business, Cablevision's large clusters of subscribers and TCI's financial acumen. ■

GOODWILL GAMES WILL GO ON, TBS HOPES

Focus—and some details—may change due to events in Russia and the evolving commonwealth

By Sharon D. Moshavi

Despite the breakup of the Soviet Union, Turner Broadcasting System hopes it can salvage the 1994 Goodwill Games, originally scheduled to be held in St. Petersburg and Moscow, both in the Russian Republic. Although Goodwill Games President Jack Kelly admits recent events may "change the focus of the games," he embarks next week on a

trip to St. Petersburg to plan the course the event will now take.

Originally formed to foster relations between two countries trying to emerge from a cold war, the Goodwill Games will now have to alter its focus. Kelly said he is "offended by those who say if an event changes its focus, it's a failure. The Superbowl started out differently. So did the Olympics games."

But TBS's concern is not just the

focus of the games, but whether they will take place at all. "I'd be foolish if I didn't have at least a little bit of concern," said Kelly. "But short of civil war, we figure we can understand or work around anything. We are confident that with the new commonwealth, things will go well." TBS has looked into buying insurance to protect its costs if the games cannot go forward, but Kelly said the cost is prohibitive.

Another effect of the disintegration of the Soviet Union is that no part of the Goodwill Games will be held in Moscow. Initially, some sports—swimming, track and cycling—were to be held there. The plan now is for the Goodwill Games to be held solely in St. Petersburg. That city's committee,

*"[S]hort of civil war,
we figure we can
understand or work
around anything."*

Jack Kelly, Goodwill Games president

headed by Mayor Anatoly Sobchak, is still intact, which is key, according to Kelly, since that group has been responsible for organizing and conducting the games themselves.

One of the biggest obstacles for the games has been the breakup of GosSport, the Soviet sports committee. That group was responsible for organizing the athletes, and now TBS must find another organization to handle that. Despite the dissolution of GosSport, Kelly says one key element—the athletes—will not go away.

Exactly who will participate in the games is another matter. The last games, in Seattle in 1990, included 54 countries, with American and Soviet participants in each sport. Kelly is hoping to have the other republics of the new commonwealth, as well as other former Soviet republics, participate. But even if none of these participate, Kelly said the event will work, since half the Soviet population resides in Russia.

One plus for the games would be the backing of Russian President Boris Yeltsin, with whom Kelly is trying to get an audience during his upcoming visit. Said Kelly: "Yeltsin is known to be a serious sports fan, and I'm sure he'll understand the value of a major spectacle to the commonwealth." ■



Capital Cities/ABC Chairman Thomas Murphy unveils a portrait of former ABC Chairman Leonard Goldenson as Goldenson looks on. Capital Cities/ABC Chief Executive Officer Dan Burke said the company commissioned the portrait from artist John Howard Sanden following a suggestion by engineering employee Robert Fanelli that the new headquarters in New York include a tribute to Goldenson. The portrait will hang in the lobby.

LEGACY, MALRITE FORM CLEVELAND J.O.V.

Groups will combine sales forces for stations there

By Reed E. Bunzel

Malrite Communications and Legacy Broadcasting Partners have announced the formation of Radio One Marketing, a joint operating venture (JOV) that will combine the sales and client services of the two groups' Cleveland stations.

According to a statement announced jointly by the two groups, Radio One will offer advertisers "a single marketplace for buying commercial time" on Malrite's WHK(AM) and WMMS(FM) and Legacy's WMJI(FM). The three stations will continue to be owned and programed by their respective group operators, but Malrite and Legacy each will own 50% of Radio One Marketing.

Malrite Vice President and Gener-

al Manager Charles Bortnick and Legacy Executive Vice President Dean Thacker will share management responsibilities, and operations will share office space at each station.

Malrite Chairman/CEO Milton Maltz said Radio One is designed to "offer advertising agencies and their clients an opportunity to buy air time more efficiently through this multichannel mechanism."

Carl Hirsch, co-chairman/CEO of Legacy, noted that the joint operating venture is not the same as a local marketing agreement because it provides each operator with "economies of scale, insuring the financial viability of our respective formats and, consequently, will enable us to better serve our audiences and advertisers." ■

TRACKING THE KIDS

Programers complain that Nielsen is underreporting

By Steve McClellan

While the children's programming business is by most accounts one of the healthiest dayparts, kids' ratings dropped dramatically in September and October, prompting cries of foul from network and syndication kids' programers. According to the Nielsen peplemeter, the kids' numbers dropped from 15% to 25% in September and October.

The programers say the problem has to be the reporting system, because there was no proportionate dropoff in household numbers for the same shows, and follow-up phone surveys for several years show children's viewing is underreported by the peplemeter.

Last week, a Nielsen spokesman stressed, however, the company stands by the September-October peplemeter numbers. "The same declines showed up in the NSI's [local Nielsen markets], and we are confident that they are accurate," he said.

Nielsen has indicated the numbers appeared to rebound in November. Company officials, including Senior Vice President John Dimling, have also agreed to meet with network, syndication and agency officials at ABC on Jan. 8. But some distributors will need convincing the Nielsen numbers are on target. "The one black cloud hanging over the kids' business is the deplorable reporting system," said Robert Jacquemin, president, Buena Vista TV, distributor of *Disney Afternoon*. "It's a problem that will ultimately impact the quality of the animation brought to the marketplace."

Several weeks ago, ABC officials convened a gathering of network, syndication and agency officials to discuss the problem. The upshot was a letter from ABC research head Alan Wurtzel, on behalf of the group, to Nielsen that, according to one source, urged Nielsen to "stop stalling and address the problem of underreporting. It's a problem that Nielsen has been ducking since it introduced the peplemeter four years ago." ■

Letters to the Editor

IN DEFENSE OF NAB

EDITOR: I believe NBC President Bob Wright might be guilty of speaking without thinking in the "At Large" article in your Dec. 16 issue, when he suggests the National Association of Broadcasters should be broken up, with the networks, affiliates, independents, radio and television going their own way.

Did Mr. Wright call for the break-up of our industry's trade association after our spectacular win over the so-called spectrum fee earlier this year? Is his company capable of raising and effectively using the over \$250,000 we were able to raise from the industry for TARPAC this year? Is he not aware of the NAB's efforts to assure that we can continue to air beer and wine advertising? Is he not following the current efforts to pass S. 12/H.R. 3380 (an effort which includes both NAB radio and NAB television board members lobbying their representatives)? Did no one tell him about the NAB's role in last week's decision to assure that the federal government, not each state, has the final word on political advertising on radio and television? Is he aware of our current efforts to lift the cap on station ownership and revise duopoly regulations?

NBC has an excellent lobbying staff in Washington, but no single network lobbying staff, or combined network staffs, could have accomplished what the NAB, working with them, has accomplished for the industry.

The important issue, however, is strength in numbers to deal with the ever-increasing pressures on the shoulders of broadcasters. Breaking the NAB up into smaller pieces is against the best interests of all of us, networks included. To win as the broadcasting industry, we need a strong and united NAB, not separate groups representing their own inter-

ests.—*Richard Novik, owner, WKIP-AM-WRNQ(FM), Poughkeepsie, N.Y.*

EDITOR: Bob Wright's interview in the Dec. 16 issue of BROADCASTING reminded me of an old adage that states, "shoemaker stick to your last."

Mr. Wright has been in the broadcasting industry a little over five years and that entire time as president of NBC. When one starts at the top, it would seem the opportunity for learning all about a business is limited. I think most companies would opt for experience (consider Procter & Gamble).

Mr. Wright's comments regarding the NAB are pretty silly and shallow. The NAB represents all broadcasters with respect to the Congress and the regulatory agencies. Additionally, the NAB provides a number of services to its members. The association has large government relations and legal departments. The board of directors provides input from every facet of the industry. Over the years, the NAB has specifically addressed the needs of radio and TV and the many subgroups inherent in each (AM, FM, independents, large-medium-small markets, network affiliates, etc.).

If these entities were to each form their own association, none would be able to generate the income that would provide the basis for a representative association. There is strength in union.

Regarding the rest of Mr. Wright's interview concerning NBC and the TV industry, it contained nothing new or unusual. Perhaps one of these years, the numbers people will finally begin to understand that the basis of our business is product and that the broadcasting industry is an art form as well as a business.—*Robert L. Fox, chairman/chief executive officer, KVEN Broadcasting Corp., Ventura, Calif.*



Richard Novik



Robert L. Fox

Separated At Birth.



Full House Became This Year's Biggest Off-Network Hit By Delivering Key Demos 5 Days A Week.



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SOURCE: NTA 1990-91 Network Season; 1991-92 Season thru Nov. '91.

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Family Matters

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Spectrum fee proposed for Japanese

\$150 million in projected revenues would fund country's equivalent of the FCC

By Geoffrey Foisie
and Randy Sukow

The Japanese government has proposed a spectrum fee, to be instituted several years from now, that according to one published

report would raise \$150 million annually for the Ministry of Posts and Telecommunications, the Japanese counterpart to the FCC.

The revenue, according to the report, would be used for "...local telecommunications facilities and in the

computerization of the ministry's administrative arm."

NHK, Japan's public broadcasting company, has already started negotiating with the government to reduce the amount of money it would have to pay under the proposed plan. Yasuo Suzuki, counselor at the Japanese Embassy in Washington, told BROADCASTING that NHK might end up paying 70% to 80% of what commercial broadcasters would pay. Suzuki also denied reports that the government would propose auctioning off the spectrum.

The Japanese government reportedly is facing a \$17-billion shortfall in fiscal 1992 revenue due to an economic slowdown, said Kyodo News International. Suzuki said the spectrum fee would be introduced for the 1994 fiscal year, which ends in March.

The Japanese news service Nihon Keizai Shimbun said other companies affected by the fee include microwave communication networks, cellular phone companies, taxi firms and paging companies.

U.S. fee proposals are likely to resurface next year

The Bush administration's 1992 budget proposal called for partial FCC funding through \$65 million in "user fees," to be collected from all commission licensees, including those not occupying a share of the spectrum. The House Energy and Commerce Committee included a \$65-million fee schedule (with approximately \$19 million to be paid by radio and TV broadcasters and cable operators) in the FCC authorization bill for 1992 and 1993, mainly in response to the efforts of committee Chairman John Dingell (D-Mich.).

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and other prominent senators rejected the fees. House-Senate conferees eventually agreed to a \$126-million 1992 appropriation for the FCC without user fees.

Dingell and the administration are expected to take up the fight for user fees again next summer when the House begins considering the FCC's 1993 appropriation. ■

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You can't afford to miss this important conference if you're looking for practical legal advice to keep your license out of jeopardy, save money and avoid legal problems. You'll hear from FCC officials and the nation's top communications lawyers and get to ask questions about issues that directly affect your station.

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General managers and general sales managers won't want to miss this valuable marketing conference to be held April 10-12, immediately before NAB '92. You'll find seminars designed to put you on the right course toward economic recovery. Register for TVB and you're registered automatically for NAB '92.

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Changing Hands

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

WOMA(FM) Algoma, Wis. □ Sold by Wheeler Broadcasting Inc. to Nicolet Broadcasting Inc. for \$350,000. Terms: \$5,000 earnest money deposit, \$15,000 cash at closing and \$330,000 10-year interest-bearing note. Seller is headed by Ray L. Wheeler, and is also licensee of WTCH(AM)-WOWN(FM) Shawano, Wis. Wheeler and 50% owner Bruce D. Grassman also have interests in WJNR-FM Iron Mountain, Mich. Buyer is headed by Roger L. Utneher, and is licensee of WERL(AM)-WRJO(FM) Eagle River and WNBI(AM)-WCQM-FM Park Falls, both Wisconsin. WOMA has AC, oldies format on 96.5 mhz with 3 kw and antenna 328 feet above average terrain.

KTVQ(TV) Billings, Mont. Sold by SJL of Montana Associates Ltd. to KTVQ Communications Inc. for \$6.8 million cash at closing. Seller is headed by George D. Lilly, who has interests in WSTM-TV Syracuse, N.Y.; KSNW(TV) Wichita, KSNG(TV) Garden City, KSNC(TV) Great Bend and KSNT(TV) Topeka, all Kansas; KSNK(TV) McCook, Neb., and WJRT-TV Flint, Mich. Buyer is headed by John O. Gilbert, and is subsidiary of Cordillera Communications Inc., licensee of KIVI(TV) Nampa, Idaho; KOAA-TV Pueblo, Colo., and KPAX-TV Missoula, KRTV(TV) Great Falls and KXLF-TV Butte, all Montana. Cordillera Communications' stock is 100% owned by Evening Post Publishing Co. KTVQ is independent on ch. 2 with 100 kw visual, 10.2 kw aural and antenna 670 feet above average terrain.

WMYY(FM) Schoharie, N.Y. □ Sold by Tri-City Media Co. to Capital Media Corp. for \$525,000. Terms: \$35,000 escrow deposit, \$465,000 cash at closing and deferred payment of \$25,000 (without interest) on second anniversary of closing date. Seller is headed by J.R. McClure, who is also selling WMAX(AM) Kentwood (Grand Rapids), Mich. ("For the Record," Dec. 16). He also has interests in WFAM(AM) Augusta, Ga., and KKKK(FM) Odessa, Tex. McClure owns CP's for KJET(FM) Kingsburg, Calif., WYMY(FM) Bedford, Va., and CP at McClellanville, S.C.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$100 □ 1
FM's □ \$1,894,000 □ 4
AM-FM's □ \$0 □ 0
TV's □ \$6,875,000 □ 2
Total □ \$8,769,100 □ 7

Year to Date:

AM's □ \$81,129,886 □ 263
FM's □ \$216,005,609 □ 275
AM-FM's □ \$336,301,849 □ 210
TV's □ \$1,067,529,400 □ 82
Total □ \$1,700,966,744 □ 830

For 1990 total see Jan. 7, 1991 BROADCASTING.

Buyer is headed by Paul F. Lotters, who is sole stockholder of Lotters Inc., licensee of WHAZ(AM) Troy, N.Y. WMYY has country format on 97.3 mhz with 885 w and antenna 885 feet above average terrain.

WCRQ-FM Arab, Ala. □ Sold by Alexandra-Brooke Broadcasting Co. Inc. to WCRQ Inc. for \$329,000. Terms: \$57,000 cash at closing, \$160,000 promissory note, \$75,000 payable after 60 days from execution of agreement and \$37,000 assumption of debt. Seller is headed by Kerry G. Rich, who is 40% partner in Kerry Rich and Joel Kenamer, partnership, licensee of WLLK(FM) Somerset, Ky. He is also 100% owner of WKXX(FM) Attalla and 75% stockholder of licensee of WRAB(AM) Arab, both Alabama. Buyer is headed by Donald R. Mitchell, who owns 25% of licensee; approval of assignment will make him controlling owner with 99% interest. WCRQ-FM has AC format on 92.7 mhz with 700 w and antenna 670 feet above average terrain.

KEZL(FM) Fowler (Fresno), Calif. □ CP sold by Bilmar Communications Inc. to Americom II for \$1 million. Terms: \$75,000 escrow deposit, \$300,000 cash at closing and \$625,000 note at 10%. Seller is headed by William Donahue. Edward Atsinger III, who has 60.78% interest in

licensee, has 37.4% interest in KFAX(AM) San Francisco and KKXX-FM Delano, both California, and 50% interest in KKLA(FM) Los Angeles. Atsinger and Stuart Epperson are each 50% owners of Salem Communications Corp., licensee of nine AM's and five FM's. Salem Communications' purchase of WAVA-FM Arlington (Washington), Va., was recently approved. Buyer is headed by general partners A. Thomas Quinn, Paul Almond, Richard Nagler and Americom II (99.99% ownership). Americom II is licensee of KEYQ(AM) Fresno and KEYX(AM)-KFSO(FM) Visalia, both California. Americom Ltd. is licensee of KHTZ(AM)-KODS(FM) Truckee-Carnelian Bay (Reno), Calif. KEZL has AC, jazz format on 96.7 mhz with 25 kw and antenna 300 feet above average terrain.

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MPAA BLASTS TRADE AGREEMENT

Valenti calls it arrow aimed at heart of U.S. motion picture industry

By Randy Sukow

A proposed multilateral trade agreement is seriously endangering future international trade for U.S. film and television production industries, according to the Motion Picture Association of America. MPAA is urging the U.S. government to reject the current version of the General Agreement on Tariffs and Trade (GATT) from the Uruguay Round of Multilateral Trade Negotiations in Geneva.

A "Draft Final Act" of the proposed treaty was released on the evening of Dec. 20, spelling out a proposed new system of international trade. It was the product of nearly five years of negotiations by 108 nations affecting about 90% of world trade. The goal of

the treaty was to open economic markets and fuel increased world trade.

*The draft document
"offers us...a concrete
idea of the scope and
scale of the benefits of
broad-based
liberalization and
strengthened multilateral
rules which are within
our grasp."*

GATT Director General Arthur Dunkel

The draft document "offers us, for the first time, a concrete idea of the scope and scale of the benefits of

broad-based liberalization and strengthened multilateral rules which are within our grasp," said GATT Director General Arthur Dunkel.

From an American program producer's perspective, the agreement "is an arrow aimed straight at the heart of the U.S. motion picture industry," said MPAA President Jack Valenti. It condones protectionist quotas on U.S. films and TV programs, such as one now imposed by European Community countries, as well as copyright provisions that could reduce royalty shares for U.S. producers.

No single element of the draft will be considered a final agreement until all parties agree to all parts. The nations will meet again in Geneva on Jan. 13, 1992, to give their first appraisals of the draft.

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The U.S. Trade Representative's office could not say last week what the U.S. may do, if anything, to amend the draft. "It is a complex document, several hundred pages long, and it will have to be analyzed in its entirety. Thus we are not prepared to comment in detail on its provisions until we have time to study it," U.S. Trade Representative Carla Hills said after the draft was released.

MPAA raised objections to the draft's sections on "trade in services" and "aspects of intellectual property rights." The services section rejects "discriminatory measures," limiting of services "in the form of numerical quotas or the requirement of an economic needs test." But broad language allowing countries to regulate services imports or adopt new regulations "in order to meet national policy objectives" opens the door to EC-style quotas, Valenti said.

He also claimed that the GATT agreement does not recognize contracts between film companies and artists and will reduce the amount of royalties to the artists from international releases. ■



PREMIERE SPONSORS TEMPTATIONS AT BENEFIT

Premiere Radio Networks, Los Angeles, sponsored the Temptations at this year's annual International Radio and Television Society Christmas benefit at the Waldorf-Astoria in New York. The performance was opened by Premiere Radio comedians Mack and Jamie, and the network also provided the grand prize of a seven-day stay in Kauai, Hawaii.

Pictured are Premiere Radio staff and clients with the Temptations prior to the IRTS benefit show, including (l-r): Neil Cole, New Retail Concepts; Shelly Palmer, SLP and Co.; Bruce Heim, Bozell, Inc.; Roger Schnur, Premiere Radio; Temptations Melvin Franklin and Otis Williams; Ann Price, the Mingo Group; Temptation Richard Street; Premiere Radio President Steve Lehman; Ron Gilyard, the Mingo Group; Premiere Executive Vice President Tim Kelly, and Temptations Ali Woodson and Ron Tyson.

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Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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.

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.

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.

GM/GSM for Midwest C2: 300,000 population. SMS, sales reps this is your chance. 501-521-0005. EOE.

General manager wanted: Desirable small market West Coast combo. Must be bottom-line and sales oriented, skilled manager, organized, able to make immediate impact. Ratings and facilities are good. Need no-excuses GM with winning background. EOE. Reply Box T-31.

Are you a person who gets real satisfaction in helping other people grow? Are you a person who cares about your people, and can activate them to achieve? Do you strive to be the best? Do you enjoy challenges? If the answers to these questions are yes, we may have a job for you. We're NewCity Communications, and we're looking for a talented GSM for KRMG, our full service 50kw AM, that's been a market leader in Tulsa for years. Our candidate will be successful at setting priorities and developing strategies to help our talented sales staff continue to be a leader in the market. If you really conceptualize the importance of long-lasting customer relationships, and have the ability to sort out and hire the best sales talent we want to hear from you. You need to have a minimum of three years of success in agency and direct sales, and a minimum of two years as a successful sales manager. Marketing knowledge, research knowledge, and training skills are also necessary. Send your resume and letter to: Rod Krebs, General Manager, KRMG Radio, 7136 S. Yale, Tulsa, OK 74136. KRMG is an equal opportunity employer.

General manager needed for FM in highly competitive Southeastern medium market. Extensive sales experience and successful management background required. Only individuals submitting resume complete with references and salary history will be considered. Excellent company paid benefits. Reply Box T-59. EOE.

HELP WANTED SALES

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.

HELP WANTED NEWS

WJON/WWJO, St. Cloud, MN is looking for a reporter with experience to work in four person computerized newsroom. Applicant should be good with a sound bite, fast on the keyboard, and possess good on-air skills. T&R to Steve Stewart, Box 220, St. Cloud, MN 56302. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

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

General manager or sales manager position. 22 years experience. Sales and sales training; promotions; positioning and marketing — the whole 9 yards! Reply to Box T-37.

Turnarounds/startups only. AMs, FMs, combos. New York, New England. Sales & management trained GM, GSM. Unrated, large & major market experience. Tired of funding losses, write me. If you're making money, get someone else. Replies strictly confidential. Box T-50.

1992 corporate asset seeking challenging opportunity. Successful, multi-format, -market, -station hands-on manager, stand-alones, groups, markets 3 to 203. Degree, references. Reply to Box T-58.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: WMTW, Portland, Maine, ABC affiliate. Only dynamic, creative, self-motivated persons need apply. New account development and sales coaching talents essential. Excellent opportunity for a small or medium market sales manager or successful AE. EOE. Send resume and compensation requirement to David Kaufman, General Sales Manager, WMTW-TV, PO Box 8, Auburn, ME 04210.

Sr. VP-development, KTCA-TV-St. Paul/Minneapolis, MN. Twin Cities public television seeks experienced fundraising executive to head a dynamic development team in the Twin Cities. Will oversee development and membership departments, design and administer a major capital campaign, and participate with other senior executives in overall station mgmt. Min. req. four-year degree and significant development experience pref. in campaign management. Competitive salary commensurate with exper. Full benefits package. Send resume to Jean Kuebler, H.R. Mgr., KTCA-TV, 172 East 4th Street, St. Paul, MN 55101. An equal opportunity employer.

KOLO-TV is seeking to fill the position of local sales manager. 3-5 years successful broadcast sales experience - television preferred with a 4-year college degree. Prefer management experience and must be a team builder. Computer skills a must. Please contact General Sales Manager, Newschannel 8/KOLO-TV, PO Box 10,000, Reno, NV 89510. EOE. Fax no. 702-786-8986.

HELP WANTED SALES

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.

HELP WANTED TECHNICAL

Engineer-in-charge: Mobile unit: For mid-Atlantic based, 40-foot broadcast facility with Ikegami cameras, Sony 1" and Beta SP, GVG switcher, Abekas DVE and still store, Chyron, etc. Candidate must have several years on-the-road experience, willingness to travel, excellent ability to deal with clients, and be a team player. Excellent salary and benefits. Send resume and salary requirements to Box T-60. EOE.

Chief engineer: WOWT is looking for a hands-on leader for director of operations and engineering. Applicants must have 3-5 years experience as a small market chief of mid-market assistant. The candidate should be well versed in station operations and compatible with WOWT's heavy news emphasis. Strong communications and people skills are a must. Position has full responsibility for administering department's operating and station's capital budget. Candidate must be computer literate and comfortable with a high level of station automation including newsroom computer, robotics, master control systems, and an automated G-Line transmitter. Engineering degree preferred. Send resume to: D. R. Oswald, Vice President and General Manager, WOWT, 3501 Farnam Street, Omaha, NE 68131 or fax to 402-346-9249. WOWT is an equal opportunity employer.

HELP WANTED NEWS

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.

Field producer/director/writer to the contrary. National weekly news analysis/public affairs series is seeking a field producer/director/writer. This person will be responsible for producing in-depth news segments each week. Applicants must show strong writing and directing abilities as well as a minimum of 5 years national news producing experience consistent with the demands of a weekly program and shooting segments on locations nationwide. Producer must be able to work from the offices of Maryland Public Television, Owings Mills, MD. Salary: \$900.00/week. Contract: For production run of the series. EOE. Send resumes to: Dolores Faulkner, 11767 Owings Mills Blvd., Owings Mills, MD 21117.

TV producer/reporter wanted: USIA's television and film service seeks candidates to produce Spanish news and information segments for live and taped television news broadcasts for Latin America. The position requires experience as a producer and reporter in Spanish Language media. Applicants must be able to write Spanish in a journalistic style; translate news stories from English into Spanish and broadcast for a Latin American audience. A security clearance and U.S. citizenship are required. Interested candidates must submit a federal application form SF-171 to the Bureau of Broadcasting, Office of Personnel, Room 1543, 330 Independence Ave., SW, Washington, DC 20547, Attn: Virginia Garner or call 202-619-3117. The Bureau of Broadcasting is a part of the U.S. Information Agency and an equal employment opportunity employer.

Weatherperson: Need warm personable communicator knowledgeable in computer graphics. Show us what makes your weather segment special. Two years broadcast TV weather experience required. Non-returnable tapes & resumes to Art Jordan, News Director, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. No phone calls. EOE.

KWTV-9 assignment editor: Aggressive high-energy take-charge person needed for Oklahoma City CBS TV affiliate. We have all the tools - uplink, live ENG, live helicopter. BA plus related experience. Resumes to: Billye Gavitt, KWTV, PO Box 14159, Oklahoma City, OK 73113. EOE/M-F.

Wanted: News director. Major group-owned, #1 ranked affiliate wants its news to be similarly ranked. Send resume, news and management philosophy to Box T-61. EOE.

Publicist for Washington, DC news unit. Must be experienced in all aspects of program publicity with expertise in pitching stories and public relations strategies. Must have good media contacts, strong writing skills and solid news judgment. Reply to Box T-62. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Traffic manager: Seeking experienced individual to oversee station programing, logs, and traffic functions. Columbine experience preferred. Fax 815-963-0201 or mail resumes to Tim Sharky, General Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

Two openings at number one rated NBC affiliate. Weekend co-anchor/weekday reporter and bureau chief. Must be good story tellers/shooters. Will work hard and long hours. Send non-returnable tapes and resumes to: Keith Frank, ND, Idaho 8 TV, PO Box 2148, Idaho Falls, ID 83203. EOE.

Writer CNN Business News-New York. Must have at least two years experience in broadcast writing or financial journalism. Salary commensurate with experience and talent. Write: Bill Dorman, Deputy Managing Editor, CNN Business News, 5 Penn Plaza, NYC, NY 10001. CNN is an equal opportunity employer.

Video tape editor: 39HTV has an immediate opening for a video tape editor. If you can make a Grass Valley 41 do everything except laundry (but you're working on it), we want to talk to you. Experience with Kaleidoscope and Chyron or similar systems required. Creative flair and input a must. Send tape and resume immediately to Trish Silvas, Marketing Director, 7700 Westpark, Houston, TX, 77063. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

Consulting: Manager highlighted in WSJ article about LPTV available for consulting. More than seven years experience managing profitable LPTVs. For rates contact Ken Shapiro 312-951-0871. 1636 North Wells Street, Chicago, IL 60614.

SITUATIONS WANTED NEWS

Outstanding sportscaster also knowledgeable newscaster 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.

MISCELLANEOUS

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ALLIED FIELDS

HELP WANTED INSTRUCTION

The Manship 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, Manship 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.

Broadcast journalism educator, rank: open. The E.W. Scripps School of Journalism is seeking a broadcast journalism educator with extensive professional experience. A master's degree is preferred. Teaching would focus on all aspects of broadcast journalism, including radio/TV news production, ENG, and other related courses. The School has more than 800 majors in six fully accredited undergraduate sequences and master's and Ph.D. programs. Salary range: \$35,000-42,000. Application deadline: January 31, 1992. Send resume to: Robert K. Stewart, Search Chair, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701-2979. An equal opportunity employer.

Middle Tennessee State University: The Department of Radio-Television/Photography invites applications for tenure-track instructor/assistant professor position beginning August 1992. Teach courses in electronic media, such as audio for media, radio production and programing, and new technologies. Student advising expected. Ph.D., A.B.D., or equivalent national media experience required. Teaching/professional experience in electronic media required. Competitive salary. Screening of applications will begin February 15, 1992, and continue until position is filled. Send curriculum vita, all official college transcripts, and three letters of recommendation to Dr. Thomas R. Berg, Chair, Search Committee, Box 58, MTSU, Murfreesboro, TN 37132. MTSU is an equal opportunity, non-racially identifiable institution which does not discriminate against the handicapped.

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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.

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TELEVISION

HELP WANTED NEWS

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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**

PRODUCERS

Magazine format series for TBS is seeking freelance producers for special segments. Must have five years experience in segment production, national credits, a strong journalism background, and based in New York, Los Angeles, or San Francisco. Send tape and resume to:

**Teya Ryan
NETWORK EARTH
One CNN Center
Atlanta, GA 30303**

REPORTER

The Northwest's leading news station is looking for an experienced general assignment reporter. If you're the best in your shop... better yet, the best in your market... rush a non-returnable tape and two copies of your resume to:

**Bob Jordan
News Director
c/o Human Resources Department
KING 5 Television
333 Dexter Avenue North
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This is a rare opportunity for a talented broadcast journalist. No phone calls, please.

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

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Your strong personality and proven track record of successful sales can put you in the spotlight. However, previous on-air experience and superior presentation skills are also essential to excel in this all-important role.

A fast-paced career with Home Shopping Network offers competitive compensation, pay-for-performance incentives and a near-perfect location on Florida's Gulf Coast. If you've got sales savvy and a shining personality, take advantage of this star-quality opportunity! Send your resume along with an audition video tape to: Home Shopping Network, Professional Staffing, Dept. B1230, P.O. Box 9090, Clearwater, FL 34618-9090. No phone calls please. HSN is an equal opportunity employer.

*Put
yourself
in the
picture.*



SULTANATE OF OMAN

The Ministry of Information operates a modern colour television and radio broadcast service with studio centres in the north and south of the country. Due to expansion of services, applications are invited for the following vacancies:

TELEVISION STUDIO ENGINEER

Duties: Maintenance of a wide range of studio equipment, both digital and analog.

Qualifications: University degree, membership of a recognized professional institution as well as a minimum of 10 years relevant experience.

RADIO STUDIO ENGINEER

Duties: Maintenance of the complete range of studio equipment, including preventative scheduled as well as front line maintenance.

Qualifications: Recognized engineering degree or equivalent and a minimum of 10 years experience in maintenance of broadcast equipment. Desirable is a good knowledge of studio installation and technical operations.

TV TRANSMITTER MAINTENANCE ENGINEER

Duties: Maintenance of various UHF and VHF transmitter/transposers in the capital area and the interior.

Qualifications: Degree from a recognized institution or equivalent as well as 10 years experience in maintenance and operation of a wide range of transmitters and associated equipment.

SATELLITE LINK/ENGINEER

The applicant should have practical experience in the operation and maintenance of broadcasting microwave links and satellite equipments; have experience of TVRO installations including specification of requirements; will be required to maintain the Ministry's existing ground stations and associated in-house TV News Network and supervise the expansion of satellite news gathering activities.

Qualifications: An engineering degree and a minimum of 10 years relevant experience. Five passes at 'O' level GCE or equivalent. English as a main language. Arabic will be advantageous.

For more information concerning terms of employment please contact:

**Information Attache
Embassy of the Sultanate of Oman
2342 Massachusetts Ave. N.W.
Washington, DC 20008
Tele. #: 202-387-1980
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Payable in advance. Check, money order or credit card (Visa or Mastercard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

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

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Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036. **Please do not send tapes.**

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

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

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Deadline is Monday at noon EST for the following Monday's issue

Broadcasting's Ratings Week Dec16-22

	ABC	CBS	NBC	FOX
MONDAY	16.5/26	16.9/26	13.0/20	5.1/8
8:00	60. MacGyver 10.3/17	15. Evening Shade 15.5/24	20. Fresh Prince 14.7/23	89. Fox Night at the Movies—Cocoon: The Return 5.1/8
8:30		12. Major Dad 16.9/26	46. Blossom 11.9/18	
9:00	3. NFL Monday Night Football—Los Angeles Raiders at New Orleans Saints 19.0/32	5. Murphy Brown 18.1/27	35. NBC Monday Night Movies—In the Nick of Time 12.9/20	
9:30		9. Designg Wmn 17.4/26		
10:00		13. Northern Exposure 16.7/27		
10:30				
TUESDAY	16.1/26	14.3/23	11.9/19	NO PROGRAMING
8:00	10. Full House 17.3/28	23. Rescue: 911 14.5/23	62. I'll Fly Away 10.0/16	
8:30	4. Home Improvmt 18.7/29		20. In the Heat of the Night 14.7/22	
9:00	1. Roseanne 20.6/31	24. CBS Tuesday Night Movie—Turner & Hooch 14.2/23	52. Law and Order 11.1/19	
9:30	5. Coach 18.1/28			
10:00	54. Homefront 10.8/19			
10:30				
WEDNESDAY	10.9/18	12.6/21	15.5/25	NO PROGRAMING
8:00	57. Dinosaurs 10.5/17	35. Frosty/Snowman 12.9/21	7. Unsolved Mysteries 17.8/29	
8:30	42. Wonder Years 12.1/19	33. Wish for Wings 13.2/21	16. Bob Hope Country Christmas 15.2/24	
9:00	28. Doogie Howser 13.7/21	48. Jake and the Fatman 11.8/19	30. Christmas in Washington 13.4/23	
9:30	49. Anything B/Love 11.7/18	35. 48 Hours 12.9/22		
10:00	70. Civil Wars 8.7/15			
10:30				
THURSDAY	11.7/19	10.1/16	15.0/24	14.0/22
8:00	75. Pros and Cons 7.9/13	57. Top Cops 10.5/17	14. Cosby 16.0/26	22. Simpsons 14.6/24
8:30		69. Trials of Rosie O'Neill 8.8/13	16. A Diffnt. World 15.2/24	27. Beverly Hills 90210 13.8/21
9:00	68. FBI: Untold Stories 9.0/14		10. Cheers 17.3/27	
9:30	62. American Det. 10.0/15	53. Knots Landing 11.0/18	19. Wings 14.9/23	
10:00	8. Primetime Live 17.7/29		30. L.A. Law 13.4/22	
10:30				
FRIDAY	12.3/22	9.5/17	9.4/17	5.9/11
8:00	35. Family Matters 12.9/23	64. Charlie Brown Xmas 9.6/17	41. Matlock 12.2/22	82. America's Most Wanted 7.2/13
8:30	44. Step By Step 12.0/21	66. Wish/Christmas 9.3/16	71. Pacific Station 8.4/15	92. Hidden Video 4.9/9
9:00	49. Perfect Strngrs 11.7/21	65. CBS Special Movie—Moonstruck 9.5/17	78. Dear John 7.7/14	96. Best of the Worst 4.2/8
9:30	54. Baby Talk 10.8/19		77. Reasonable Doubts 7.8/15	
10:00	32. 20/20 13.3/25			
10:30				
SATURDAY	6.7/13	9.6/18	12.1/23	5.6/11
8:00	84. Who's the Boss? 6.7/13	60. CBS Saturday Movie—Scrooged 10.3/19	44. Golden Girls 12.0/23	82. Cops 7.2/14
8:30	79. Growing Pains 7.5/14		57. Walter & Emily 10.5/20	94. Charlie Hoover 4.6/9
9:00	91. In Concert '91 Presents 5.0/9	72. P.S. I Luv U 8.2/16	25. Empty Nest 13.9/25	85. Cops 2 6.4/12
9:30			39. Nurses 12.8/23	95. Get A Life 4.3/8
10:00	75. The Commish 7.9/16		51. Sisters 11.6/23	
10:30				
SUNDAY	12.2/20	15.7/27	8.1/13	8.0/13
7:00	79. Life Goes On 7.5/13	2. 60 Minutes 19.4/34	88. Eerie, Indiana 5.3/10	87. True Colors 5.5/10
7:30		29. Murder, She Wrote 13.5/22	89. The Torkelsons 5.1/9	86. Parker Lewis 6.2/11
8:00	34. Am Fun Hme Vid 13.1/22		73. Hot Country Nights 8.1/13	54. In Living Color 10.8/18
8:30		18. CBS Sunday Movie—Baby of the Bride 15.0/26	66. NBC Sunday Night Movie—A Mom for Christmas 9.3/15	46. In Living Color 11.9/19
9:00	25. ABC Sunday Night Movie—Raiders of the Lost Ark 13.9/23			42. Married w/Childn 12.1/19
9:30				74. Herman's Head 8.0/13
10:00				93. Sunday Comics 4.8/8
10:30				
WEEK'S AVGS	12.6/21	12.8/21	12.0/20	7.8/13
SSN. TO DATE	12.2/20	13.6/22	12.7/21	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

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MEDIA

Gerry DeFrancesco, executive VP, Gannett Radio, and VP, station manager, KHS-AM-FM Los Angeles, named president and general manager, and continues as executive VP, Gannett Radio.



DeFrancesco



Kiernan

Nicholas Kiernan, operations manager, CBS Hispanic Radio Network, New York, named VP and general manager.

Appointments at Fisher Broadcasting Inc., Seattle: **John F. Behnke**, president and CEO, named board chairman; **Patrick M. Scott**, executive VP, broadcast operations, named president and CEO; **Dick Warinske**, program manager, KOMO-TV Seattle, named VP and general manager; **Jim Boyner**, news director, KOMO-TV, named station manager, and **Scott Hayner**, general sales manager, adds duties as VP.

Terence J. Brown, president and general manager, KDVR(TV) Denver, joins KTVD(TV) Denver as VP and general manager.

Gustavo Sagastume, from WFYI (TV) Indianapolis, joins WEDU(TV) Tampa, Fla., as VP, operations.

Gina L. Maxwell, VP, controller, WOWO-AM-FM Fort Wayne, Ind., adds duties as station manager.

John Woodin, director of news and marketing, WPRI-TV Providence, R.I., joins WTKR-TV Norfolk, Va., as station manager.

Dean E. Hoke, acting general

manager, KOCV-FM-TV Odessa, Tex., joins KAKM(AM) Anchorage, Ala., as general manager.

Lemuel E. Lewis, VP, Landmark Communications Broadcasting and Video Enterprise division, Nashville, joins co-owned WTVF(TV) there as executive VP and station manager.

Edward Piette, VP and general manager, WDAF-TV Kansas City, Mo., named president and general manager.

Dan Krieger, formerly with KVIA-TV El Paso, joins KTSM-TV there as station manager.

William H. Files, formerly with Broadcast Products Inc., joins WILS (AM)-WLYY(FM) Lansing, Mich., as general manager.

SALES AND MARKETING

Tim Ermish, formerly with WSBK-TV Boston, joins WHDH-TV there as national sales manager.

Robb McPherson, senior VP, management supervisor, BBDO Chicago, named executive VP.

David Ottaviani, national sales manager, WPGH-TV Pittsburgh, joins WPXI(TV) there as account executive.

Dave Baker, account executive, NBC Spot Sales, Chicago, joins WCCO-TV Minneapolis as national sales manager.

Robert K. McKay, account executive, KLOL(FM) Houston, joins KTRH(AM) there as sports marketing manager.

Mike Snyder, local sales manager, KXTV(TV) Waco, Tex., joins KTXL(TV) Sacramento, Calif., in same capacity.

Paul Siracuse, national sales manager, WFLA-TV Tampa, Fla., joins WATE-TV Knoxville, Tenn., as general sales manager.

Jeff Avon, national sales manager, WHBF-TV Rock Island, Ill., joins WTTE(TV) Columbus, Ohio, in same capacity.

Doug Duperrault, local program

director, WFLA-TV Tampa, Fla., retired.

Neal J. Weinberg, account executive, Telerep Inc., joins The Weather Channel, New York, as account manager.

Ruby Simon, account services manager, The Spotwise Agency, joins Imagine One advertising/production company, Hollywood, as director of marketing.

Appointments at BBDO Chicago: **Phil Grant**, executive VP, executive creative director, named executive VP, chief creative director; **Rick Gilman** and **Shanqi Wang**, research analysts, named senior research analysts; **Scott Creamer**, from Texas A&M University, College Station, Tex., and **John Halliday**, from Slater Hanft Martin Inc., named account executives.

PROGRAMING

Susan Land, manager of creative affairs, Lorimar Television, Burbank, Calif., named manager, comedy development.

Aviva Bergman, VP, business affairs, dick clark productions inc., Los Angeles, named senior VP, business affairs.

Joseph Mirabella, director of Northeastern sales, Twentieth Television, joins Rysher Entertainment, New York, as VP, Eastern sales. **Ami Witt**, VP, Eastern division, Fries Distribution Co., joins Rysher Entertainment, Chicago, as VP, Central sales.

Claire Cowart, director, field operations, Showtime Networks, New York, named director, national accounts.

Frank Hussey, account executive, Orbis Communications Inc., joins DLT Entertainment Ltd., Los Angeles, as Western division manager.

Dick Sowa, executive VP and chief operating officer, Playboy Entertainment Group, Hollywood, named president, distribution, and chief operating officer. **Dick Rosetti**, execu-

tive VP, production, Playboy Entertainment Group, named president of production.

NEWS AND PUBLIC AFFAIRS

Appointments at NBC News: **Robert Wheelock**, senior producer, *Today*, named London bureau chief, replacing **Karen Curry** ("Fates & Fortunes," Dec. 9); **Judy Kerr**, manager of news resources, New York, named news manager, succeeding **Diane Festa** ("Fates & Fortunes," Nov. 18); **Jay Fine**, VP, operations, named senior VP, operations and planning; **Jeffrey Gaspin**, director of program development, named VP, program development; **Elena Nachmanoff**, director of talent recruitment and development, named VP, talent development, and **Michael Clancy**, senior producer, *Sunrise*, adds duties as executive producer, *A Closer Look*.

Terry D. Wallace, newsman, Associated Press, Charleston, W. Va., named broadcast editor, West Virginia.

Appointments at Time Warner New York City News Channel: **Steve Paulus**, assistant news director, WCBSTV New York, named news director; **Harlan Neugeboren**, production and operations consultant, Court TV, named director of technical operations, and **Steven L. Georges**, director of financial analysis, CBS Broadcast Group, named director of finance and administration.

David Hill, from National Multiple Sclerosis Society, joins KPBS(TV) San Diego, Calif., as special projects coordinator.

Kent Grisham, formerly with KMTV(TV) Omaha, joins KPTM(TV) there as 9 p.m. co-anchor and producer.

Judd Hambrick, formerly with WKYC-TV Cleveland, joins KTUL-TV Tulsa, Okla., as anchor.

Glenn Presgraves, sports director, WHAG-TV Hagerstown, Md., named director of community affairs.

Jay Pearce, assistant news and public affairs director, WSIU(FM) Carbondale, Ill., named news and public affairs director.

Lisa Engstrom, anchor and reporter, *The Fairfax Evening Report*, joins All News Channel, Minneapolis-St. Paul, as anchor.

Jim Lobbyey, from KSNF(TV) Jop-

lin, Mo., joins KSPR(TV) Springfield, Mo., as chief weatherman.

TECHNOLOGY

Donald R. Lockett, director of engineering and operations, National Public Radio, Washington, named VP, audio engineering.

David M. Pangrac, director of engineering and technology, American Television and Communications Corp., Stamford, Conn., named VP, engineering.

Emil Handke, Southern regional sales manager, Otari Corp., Foster City, Calif., named national sales operations manager. **Lee Pomerantz**, console products manager, Otari Corp., named export sales manager.

Susan Shinsky, unit manager, Television by Design Inc., joins Crawford Post Production and Design Effects, Atlanta, as broadcast account representative. **Nat Zimmerman**, graphics producer, Broadway Video and Post Perfect, joins Crawford, Atlanta, as broadcast producer.

PROMOTION AND PR

Gene Steinberg, program manager, KMSP-TV Minneapolis, adds duties as creative services director.

James Marketti, promotion writer and producer, WITI-TV Milwaukee, joins KSTP-TV St. Paul (Minneapolis) in same capacity.

Maurie Perl, formerly with E! Entertainment Television and ABC News, joins *Vanity Fair*, New York, as director of public relations.

John M. Galbraith, from Company 3 Productions, Fresno, Calif., joins Simon Marketing there as creative service manager.

ALLIED FIELDS

Marsha E. Kessler, manager, cable copyright, Motion Picture Association of America, Washington, named director, copyright royalty distribution. **Sandra Carollo Pope**, cable copyright analyst, MPAA, named manager, copyright royalty compliance.

Richard A. O'Donnell, VP, national marketing manager, Television Bureau of Advertising Inc., Detroit, retired.

Bob Ryan, weathercaster and meteorologist, WRC-TV Washington, named president of American Meteorological Society.

Ira D. Perry, executive director, Society of Professional Journalists, Greencastle, Ind., resigned.

Rick Reeves, VP and general manager, WTAJ-TV Altoona, Pa., elected to two-year term on board of directors, Pennsylvania Association of Broadcasters.

DEATHS

Robert Floyd Kinard, 63, VP, director of engineering, WLBT(TV) Jackson, Miss., died of heart attack Nov. 9 in Thomasville, Ala. Kinard joined WLBT in 1953 from WJDX(FM) Jackson, Miss. He was appointed chief engineer in 1960 before being promoted to his most recent position in 1985. Survivors include his wife, Thelma; daughter, Barbara, and sons Robert and Dwain.

Robert Fenton, 66, radio station owner, died Nov. 20 in Modesto, Calif., of cardiac arrest. He began career at WINS(AM) New York, and had later stints at KFAC-AM-FM Los Angeles. His broadcasting empire included stations KHYL(FM) Auburn, KTOM(AM) Salinas, KMIX-AM-FM Turlock, KTMS(AM)-KMTY(FM) Santa Barbara, KUKI-AM-FM Ukiah, all California. He is survived by his wife, Jane; two daughters, Lindsay and Kimberly, and two grandchildren.

Stephen Birnbaum, 54, TV and radio travel adviser, died from complications of leukemia in New York, Dec. 20. He frequently appeared on radio and TV talk shows, contributing practical travel advice.

Robert Q. Lewis, 71, comedian, TV host and panelist, died of emphysema Dec. 11 in Los Angeles. Lewis appeared as regular panelist on *What's My Line*, *To Tell the Truth* and *Play Your Hunch*. Other TV credits include *Slattery's People*, *Branded*, *Camp Runamuck* and *The Bob Hope Theater*. In 1942 he served as radio operator for Army and later was radio announcer in New York.

Matthew Rapf, 71, TV producer, died in Malibu, Calif., after being ill with influenza. His producing credits include *Kojak*, *Loretta Young* show and *Ben Casey*.

Broadcasting

Founder and Editor
Sol Talshoff (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. Talshoff, 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 Flint, 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.
Mitzel 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.

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800-323-4345
P.O. Box 715, Brewster, N.Y. 10509-9873
Fax: 914-878-7317

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Harry Stevens, production manager.
Debra D. Funkhouser, production assistant.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Market Place (formerly The Broadcasting Yearbook)

Editorial
908-464-6800

Circulation
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212-599-2830

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Neil Perlman, senior vice president/group publisher.
Lawrence B. Talshoff, 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

STRANGE BEDFELLOWS

In an unusually amicable gesture for a local station, Tribune-owned WPIX-TV New York is helping rival WNBC-TV this week promote—on the air—the switch of *Now It Can Be Told* to WNBC-TV on Jan. 6. A voice-over promo will run each night this week on WPIX promoting the move at the end of each *Now* episode at 7:30 p.m. The circumstances are a little unusual, however. *Told* is sold in syndication by Tribune Entertainment, although a company spokesman insisted WPIX-TV management was not pressured from above to help promote the switch. A WPIX spokeswoman said the station was cooperating with WNBC-TV because “we don’t expect it to be competitive with our programming at 7:30 p.m. [A *Different World*].”

SIGN-UPS

Nielsen Media Research has signed four Great American Broadcasting TV stations. Stations are WKRC(TV) Cincinnati, WTSP-TV Tampa; WBRC(TV) Birmingham, Ala., and WGHP-TV Greensboro, N.C. Cincinnati and Tampa are metered markets. Nielsen also has signed Taft Broadcasting-owned WPHL-TV Philadelphia and Jefferson-Pilot-owned WBT(TV) Charlotte, N.C., which Nielsen metered last year.

SEATTLE

BUSY HOLIDAYS

Seattle-based Skypix now plans to launch its 80-channel, satellite pay-per-view service by March. Instrumental in that decision was the signing last week of a three-year contract with National Data Corp., which will provide third-party credit authorization, and the agreement by Chrysler First Commercial Corp. to provide financing to retailers of the necessary equipment—a three-foot antenna

and a receiver-decoder. Skypix also has a new president: former executive VP, marketing, sales and programming, Rick Selvage. Former president Brian McCauley will remain with the company to help line up further financing. Skypix is also upgrading its consumer receiver-decoder box to allow insertion of advanced compression technology. And finally, Sanjeet Saxena, former project director for Mitsubishi, which is financing manufacture of the consumer box, has joined Skypix as director of corporate affairs.

LOS ANGELES

FOX CHASES KIDS

The Fox Children’s Network may stake out a second half-hour of weekday morning kids’ programming starting in fall 1992. The network is already committed to expanding to weekday mornings with the half-hour *Merrie Melodies*. According to FCN President Margaret Loesch, Fox affiliates will be surveyed at their meeting during NATPE in New Orleans next month to determine whether they have room for an additional half-hour in the mornings. The show would be *Muppet Babies*, which is being bumped from FCN’s afternoon block to make room for new shows. Also, Loesch said FCN was developing a new show called *The Uncanny X-Men*, based on the top-selling comic book from Marvel, and two live action kids’ programs from next season.

VICKY VS. JENNY

According to a source at WMAQ-TV Chicago, which is the production base for Warner Bros. Domestic Television Distribution’s *The Jenny Jones Show*, all of the NBC O&O’s are being wooed by Group W Productions to replace *Jenny* with its fall 1992 talk entry, *The Vicki Lawrence Show*. The source said that NBC O&O WTVJ-TV Miami has already bought

Vicki, but was mum on whether that show will take *Jenny*’s 9 a.m. (ET) time slot. The Chicago station, says the source, is standing pat with *Jenny*, at least until the end of the February sweeps.

Scott Carlin, senior vice president, domestic sales, WBDTD, says the studio is “going forward” with plans to offer *Jenny Jones* for second season in 1992-93 and acknowledged that talks are ongoing with recently installed NBC Station Group President John Rohrbeck on the five O&O incumbents renewing the hour talk show. Although *Jenny* has suffered from low sampling, Carlin says the strip has exhibited 30% season-to-date growth with its latest 2.2 rating nationally (NSS, week ending Dec. 8).

THE SHORT OF IT

Group W Productions has just completed a deal with comedy/magic team Penn & Teller to host 40,000 *Frames*, a weekly half-hour featuring animated film shorts from around the world. The word from Group W officials is that the series will be offered on a barter basis—3 minutes national/3½ local—for fall 1992.

EMPTY NEST

The National Audubon Society suffered a blow when General Electric, hit with a boycott by loggers and ranchers but citing economic reasons, decided not to extend its three-year, \$3-million sponsorship of the society’s environmental TV specials. Despite the setback, the society’s broadcasting efforts are moving forward. Audubon in February will distribute a limited series of 60-second radio spots, *The Audubon Answer*, and has its eyes on distributing 30- and 60-minute radio shows. Audubon continues to look for an underwriter for its TV specials, which will continue to air on PBS and WTBS(TV) through 1992 under its remaining GE funding.

Sorry. But Broadcasting Magazine is skipping the NATPE Convention.

We just felt that NATPE is too important to our readers and advertisers to simply be a section of *Broadcasting Magazine*.

So we decided to skip it. Instead we're giving our readers and our advertisers—the producers, syndicators, the program buyers—the best possible coverage of this “monster” event with their very own magazine, *Broadcasting NATPE*. A tabloid-size book that will contain everything they'll need to know about NATPE and its implications for 1992.

This means full coverage of what's being offered, who's making waves, analyses of the latest trends, the big stories and the small ones that are likely to explode into big ones. It means incisive reports on the personalities, the business

and the economics that will ultimately dictate who will be the winners and the losers.

This superb magazine—as well as the regular January 20th issue of *Broadcasting Magazine*—will be sent to our full circulation list. Both publications will, of course, be distributed at the convention site.

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