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- **FCC EYES RELAXATION OF TV RULES / 44**
- **SECOND OF FIVE-PART SERIES: OUTLOOK FOR TV ADVERTISING / 52**

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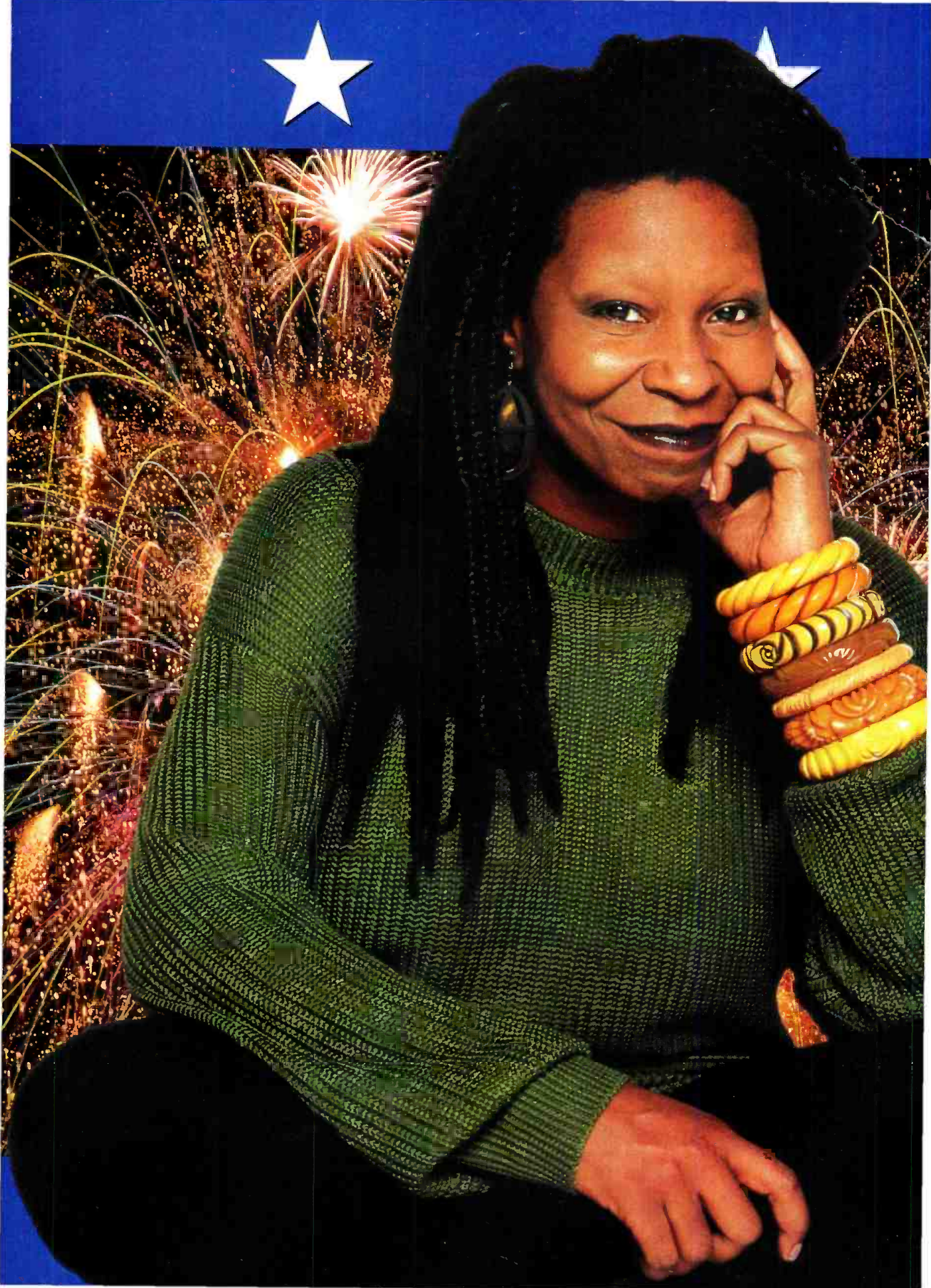
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Vol. 122 No. 13



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Top of the Week

FEE BILL SURPRISES TV INDUSTRY

Brooks-Hughes-Moorhead bill would make cable systems pay three cents per sub per month; compulsory license would end in 1999; industry reaction uncertain

By Randy Sukow

Most broadcast and cable TV representatives in Washington were scrambling late last week to understand the full meaning of a retransmission fee-compulsory license elimination plan introduced last Thursday (March 19) by three powerful leaders of the House Judiciary Committee.

On the surface, the Copyright Broadcast Retransmission Licensing Act of 1992 (H.R. 4511), introduced by Judiciary Committee Chairman Jack Brooks (D-Tex.), Copyright Subcommittee Chairman William Hughes (D-N.J.) and ranking Republican subcommittee member Carlos Moorhead (Calif.), appears to be an estimated \$150-million annual boon to broadcasters through the rest of the 1990's.

But under some interpretations, it may be a poor substitute for the must-carry/retransmission-consent provision passed by an overwhelming 73-18 margin in the Senate in January. Also, few were sure of the effect gradual elimination of the cable compulsory license would have on broadcast sports presentation.

"I want to spend the weekend reading the bill," said Bert Carp, vice president, government affairs, Turner Broadcasting.

Meanwhile, the spotlight was off the House Commerce Committee, where Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) is expected to introduce a new cable bill as a vehicle for a markup, which may be held as early as next week. Retransmission-consent advocates hope that the Markey bill will come out this week with a retransmission-

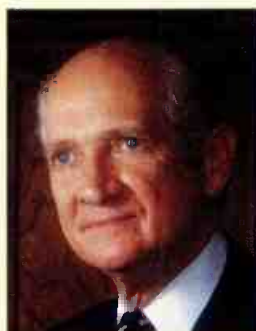
consent clause.

But if retransmission consent does pass the Commerce Department, it is sure to get a close look from Brooks when the cable bill is referred to the Judiciary Committee. Retransmission consent is inconsistent with the current structure of copyright law, the three H.R. 4511 co-sponsors said. Asked if he would try to stop retransmission consent in this committee, Brooks replied: "That's always a possibility."

As far as the compulsory license, "it's time to consider both immediate reform and eventual phasing out in favor of free-market forces," Hughes said.

The license was needed when cable was a fledgling industry, Brooks said, but "cable has grown very swiftly out of its childhood and adolescence, served a little time in the Marine Corps and is now headlong into adulthood."

The major provision of H.R. 4511 is a three-cent-per-subscriber-per-month flat rate to be paid by cable systems for each local broadcast channel it carries. Beginning Jan. 1, 1993, the fees would be paid to the Copyright Royalty Tribunal, which would develop a formula for distribution among stations in each TV market. Holly-



Brooks



Hughes



Moorhead

"Cable has grown very swiftly out of its childhood and adolescence, served a little time in the Marine Corps and is now headlong into adulthood."—Judiciary Committee Chairman Jack Brooks (D-Tex.)

wood studios would get no percentage of the local fee payments.

No fee payments would be made for broadcast stations invoking must carry, assuming such a provision is passed in a 1992 cable bill.

The fee system would be in place until 1999, when the cable compulsory license would be phased out entirely for most cable systems. Phase-out for qualifying small systems is scheduled for 2001.

Other provisions of H.R. 4511:

- A one-cent-per-subscriber-per-month flat rate payment for cable carriage of local radio stations.

- Extension of the compulsory license to other competing video services, including wire-

less cable, direct broadcast satellite and TVRO.

- A 12-cents-per-subscriber-per-month flat rate for distant signals, replacing the current payment formula.

Continues on page 15.

COMMISSION MAY CAPSIZE ITS OWNERSHIP LIMIT

*Possible move seen by
Quello, Barrett, Duggan
to moderate 30-30 cap*

By Harry A. Jessell

The FCC's new radio ownership caps, raised two weeks ago over the protests of key legislators and minority broadcasters, could be coming down.

Two of the five commissioners indicated last week they would be willing to supply two-thirds of the necessary majority to reduce the caps.

"I'm willing to revisit it," said FCC Commissioner James Quello. "I'm willing to come down because of the effect it seems to have had on Congress."

Commissioner Andrew Barrett "would be open" to lowering the caps, said Bob Branson, an aide to the commissioner. "But I doubt he would lead the charge." Barrett abstained from voting on the new caps at the March 12 open meeting, but said he would probably eventually vote against them.

The most likely third vote is that of Commissioner Ervin Duggan, who, like Quello and Barrett, has been an advocate of moderation in revamping the caps. But just two weeks after voting on the new caps, he was not ready to talk about changing them. "The ink isn't dry yet on what was voted," said Michele Farquhar, Duggan's senior aide.

FCC Chairman Alfred Sikes and Commissioner Sherrie Marshall, advocates of liberalizing the rules to the greatest extent possible, feel they have already given plenty of ground in the internal dealmaking that led to the 4-0 vote on the new caps.

An effort to lower the cap would be triggered by a petition for reconsideration of the new caps by one of their many critics.

The new rules permit common ownership of up to 60 stations (30 AM's and 30 FM's) nationwide and up to six



'Star Search' strip clears
70% of U.S. (p. 22)

NEW RETRANS FEE PROPOSAL / 4

In a surprise move, three key members of the House Judiciary Committee have proposed that cable systems pay broadcasters a 3-cent-per subscriber-per-month retransmission fee.

BIG RADIO AD DROP / 11

National radio revenues fell 19% in February versus a year ago, a reflection, some say, of cautious advertising budgets rather than a shift away from radio. Local sales provided a bright spot: they jumped 4.5%.

STRIP 'SEARCH' / 22

Beating a tough market and tight local schedules, Television Program Enterprises has cleared 70% of the country for a strip version of *Star Search*. Over a quarter of the clearances so far are in prime access.

BASEBALL AD BUYS / 24

As the ad slump continues in the sports

marketplace, and with impending competition from the summer Olympics, agency executives expect baseball games will be priced to sell by CBS. At ESPN, sales are reportedly strong for the second quarter.

NO TO CABLE ADS / 36

ABC has joined CBS in banning basic-cable network advertising from its schedule, putting a crimp in the promotional campaigns of some programmers.

CAPS OFF TO TV? / 44

The FCC may move next month to do for television what it just did for radio: raise the ownership caps, currently set at 12 TV stations nationally and one per market. The commission's Office of Plans and Policy last summer issued a study recommending elimination of the national and local limits.

PROMOTION'S SLICE / 52

Continuing a decade-long trend, promotion spending outpaced advertising in 1991, but observers disagree over the extent promotions siphon money from TV ad budgets.

SPECIAL REPORT: TECHNOLOGY PREVIEW / 58

The focus of the NAB's upcoming video/audio equipment exhibition will be on the basics—efficiency, flexibility and longevity—with a major emphasis on how even the most exciting new technologies can be used to save money.

RADIO CAPS AND MARKET SHARE / 75

Broadcasters, pleased overall with the FCC's new radio ownership limits, wonder how acquisition caps tied to ratings and listenership, set by the new rules at 25% of a market's audience share, will be played out. One sure thing: the FCC will use Arbitron.



Is spending on promotion
taking away dollars from
television advertising bud-
gets? Ad executives dis-
agree (p. 52)

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stations (three AM's and three FM's) in the largest markets (40 or more stations). The number of stations that may be owned in local markets falls with the size of the market.

The old caps allow no more than 12 AM's and 12 FM's and only one AM and one FM in each market.

Quello's willingness to retreat from the caps he just voted for may be due to the strong negative reaction they elicited from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who is among the most powerful members of the House as well as a friend of Quello's.

Dingell turned up the heat last Friday, initiating an "inquiry" into the FCC's relaxation of the caps with a letter demanding "all data" used in the FCC decisionmaking. The letter gave the FCC just one week to reply.

The FCC last Tuesday responded to a similar letter from Dingell that arrived the day after the vote. At Dingell's request, the FCC justified the new caps and supplied the "worst case" scenarios from relaxing the caps. The worst case from 30-30 is that all radio stations would fall into the hands of just 166 broadcasters. But, it added, experience has shown the scenario is "virtually impossible." Under the old 12-12 cap, the minimum number of owners is 415, it said, "yet in fact there are literally thousands of radio owners today."

Neither Quello nor Barrett's office would talk numbers. In the first go-around, Barrett was the most conservative of the commissioners, floating a proposal to set the national limits at 25-25 (and 30-30 for minority broadcasters) and the local limits at 2-2 in large markets (20 or more stations). In small markets (fewer than 20), the Barrett proposal would permit broadcasters to acquire just one more AM.

Quello had proposed 50-50 national caps, but backed away from them and agreed to 30-30, reportedly after hearing from the Hill. For the local market, Quello also favored a 2-2 cap in large markets.

Duggan had advocated 30-30 for the national caps, but had proposed local caps similar to Barrett's—3-3 in large markets (40 or more stations) and 2-2 in medium markets (10-40 stations). In the smallest markets (fewer than 10), the cap would be set at three with no more than two FM's and in no case more than half the stations in the market. ■

STATIONS, NETWORKS TO CUT CONVENTION COVERAGE

By Sharon D. Moshavi

The likelihood of no-contest political conventions, thanks to Paul Tsongas's decision to drop out of the Democratic presidential race and Republican Pat Buchanan's faltering campaign, may not be the best news for political party officials hoping for media coverage of the conventions. The combination of a bad economy and perceived low-level news events is prompting many local TV stations to scale back on both dollars and people to cover the conventions.

Most major market stations will go to the Democratic convention in New York and the Republican convention in Houston, but the middle and smaller market stations that may have gone in 1988 will be largely absent, according to Dave Furman, managing editor, Group W Newsfeed, which is offering small-and large-scale convention packages to clients. NBC NewsChannel, which offers similar packages to NBC affiliates, has had inquiries from even a few major market stations "that don't want to spend the money to go themselves," says Pat Walker, NBC senior producer, special events. "People aren't going in droves the way they used to."

One major market station skipping the conventions this year will be NBC O&O WTVJ(TV) Miami, which was not owned by NBC during the last presidential year. The station, instead, will rely on NBC network and NewsChannel coverage. "Convention coverage is one of those luxuries we can't afford anymore," says Richard Lobo, president and general manager. "Besides, Bush will be the nominee, and Clinton, too. What makes it such a

huge story that local stations have to put their resources into it?"

CBS affiliate WUSA(TV) Washington is going to the conventions, but like many other local station attendees, will scale back its coverage. "The extent to which we cover the conventions will probably depend on their news value," says Dave Pearce, vice president, news. And although the station has already committed dollars to its planned convention coverage, "we can diminish our presence con-



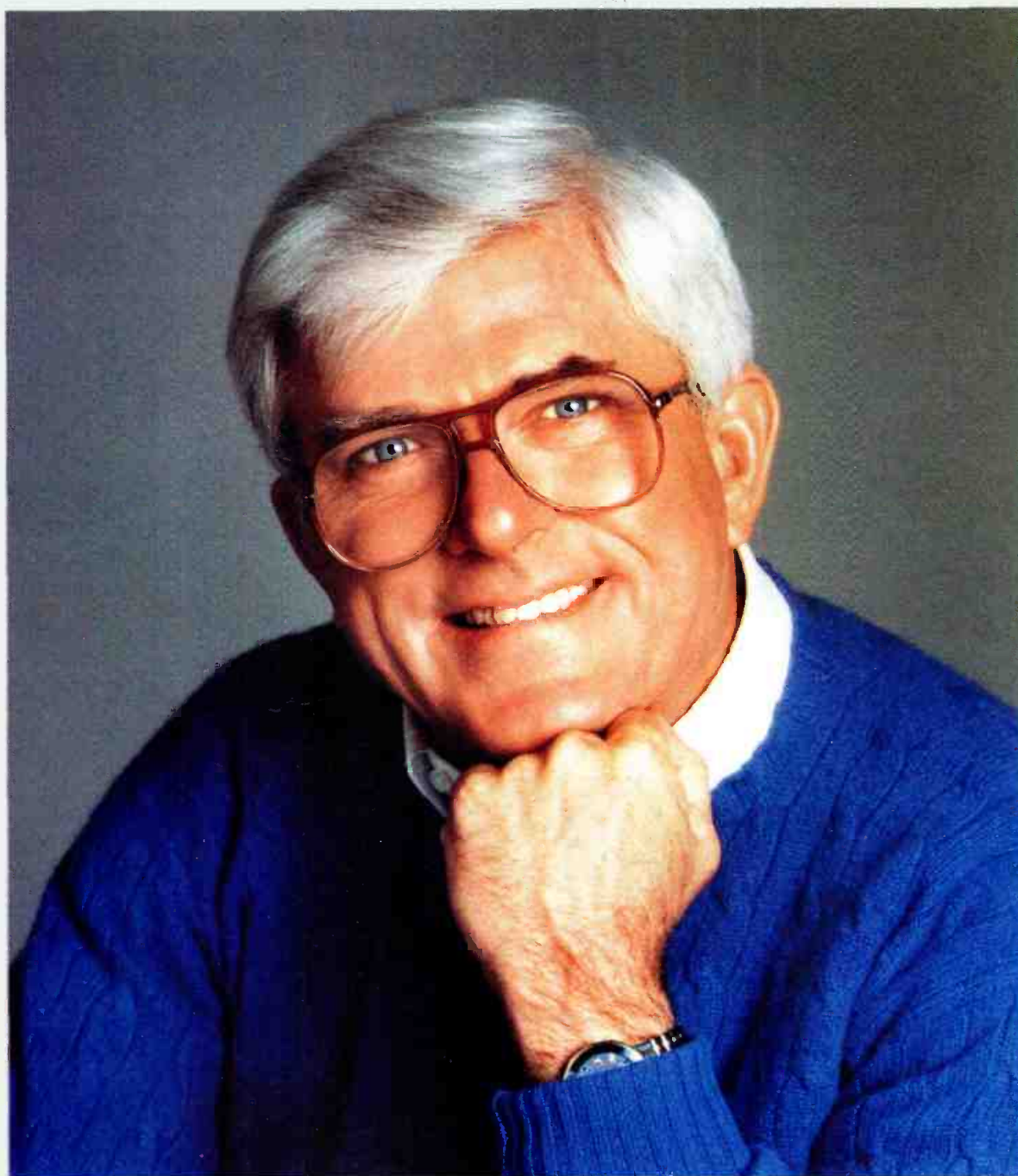
TV stations plan to spend less money and send fewer people to cover the political conventions this summer

siderably or pull out at the last minute if we want and not lose very much," he says. The station has not cut back, though, on its primary coverage.

Network coverage

The networks are still in the process of formulating how extensive their coverage will be, although it is expected to be downscaled from 1988. NBC says it will send Tom Brokaw; both CBS and ABC say they have not decided whether they will send their anchors to the conventions.

The cost-conscious networks are also trying to save money by enlarging the convention pool this political season. The number of pool cameras on the convention floor jumps from



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five in 1988 to seven this year, and there will also be pool coverage in out-of-hall venues such as hotels, says Lane Venardos, CBS News executive producer, special events. One thing the networks have going for them in controlling costs: the Democratic convention will be in New York, the networks' headquarters.

Venardos says CBS will allocate its resources, both on-air time and personnel, "based on the news value of the conventions."

NBC, which has teamed with PBS,

will air coverage nightly from 10 p.m. until the conclusion of the day's events. (PBS will air NBC's coverage from 8 p.m. to 10 p.m., and its own after that.)

ABC says it has not made any decisions regarding any aspects of its convention coverage.

In addition to gavel-to-gavel coverage, CNN plans to produce various other programs at the convention sites.

The network is also exploring ways to employ interactive technology to in-

volve viewers in the convention proceedings.

Ultimately, there will be more convention coverage available to the public than in 1988, due in part to the growing presence of CNN and C-SPAN, which also plans full coverage. Both have increased their household coverage since 1988: C-SPAN from 38 million to 56 million and CNN from 47 million to 59 million. The newly established Fox News unit will also have a convention presence for the first time. ■



Network coverage of pro football under current contracts would extend through 1995 in exchange for a \$200-million payment by the NFL, pending a vote next week by the league.

NFL OWNERS CONSIDER REBATE TO TV NETWORKS

The National Football League owners have scheduled a special meeting in Dallas next Monday (March 30) to discuss and vote on a proposal to extend the current network television rights contracts for two years, through the 1995 season.

At the annual NFL owners meeting in Phoenix last week, the proposal was the subject of intense debate, due to a provision that would rebate around \$200 million to the networks as an inducement to extend the contract.

The networks have complained almost from the day they signed the current agreements three years ago that they can't make money with them. League officials and a number of team owners have lent a sympathetic ear.

But some owners at the meeting last week balked at the idea of giving money back to the networks, for fear it would set in motion a downward spiral in the rights fees that serve as the backbone of the NFL's financial structure.

In 1989, the league negotiated four-year TV pacts worth a total of more than \$3.6 billion with CBS, NBC,

ABC, TNT and ESPN, covering the four seasons from 1990-93. At the time, the sports advertising marketplace was relatively robust and network executives gambled that that market would remain stable.

But the stability evaporated quickly, with increased sports inventory and the recession. The bullish sports marketplace of the late 1980's disappeared and, depending on who you talk to, is headed for a third, or fourth, straight soft season.

League and network officials have been talking informally for some time about a contract extension through the 1995 season. And there is fundamental agreement by league officials

and network executives on the extension and rebate. NFL President Paul Tagliabue had hoped to get a resolution passed at the league's meeting last week accepting the extension.

But with four or five teams still "flatly against" the rebate, and another four or five teams on the fence, it did not appear the league had the necessary 21 of 28 votes it needed to pass the resolution. But last week, an NFL spokesman said Tagliabue remained "confident" he would be able to muster the necessary votes by next Monday.

The proposed extension would roll back combined revenues from the contracts to roughly \$960 million for 1992 and 1993, or a little more than \$34 million per team. The original agreement called for each team to receive about \$41 million this season and next, or more than \$1.1 billion total a year.

For the two extension years, sources confirmed that, as proposed, each team would receive at least \$32 million, possibly a little more, or close to \$900 million total annually.

Network sources said they were looking anxiously toward next week, in hopes that the proposed contract extension is accepted by the teams. "I think it's fair to say that all five of us are prepared to accept the new deal," said one network source. ■

NATIONAL RADIO REVENUE OFF 19% IN FEBRUARY

By Peter Viles

National radio revenues plunged 19% in February from 1991 levels, Miller Kaplan Arase & Co. reported last week, the steepest decline the firm has ever measured in its nine years of surveying radio stations.

The drop in national revenue more than offset a 4.5% increase in local revenue, pushing total radio revenues down 1% from February 1991 to February 1992, the accounting firm reported in its survey of 1,400 stations.

For the two months ended Feb. 29, 1992, local revenues were up by 2.3%, but a 13.8% drop in national revenues pushed total radio revenues

down 1.4%, the firm said.

"The numbers don't surprise me," said Les Goldberg, president, the Interep Radio Store. "That's what we're seeing here. January was OK, but February just died. March is not great, but it looks better than February. And the second quarter is pacing much closer to last year than the first."

Goldberg said the February revenues are especially disappointing because February 1991 itself was a soft month because of the Gulf War.

The report was not entirely gloomy. George Nadel Rivin, who oversees broadcast services for Miller Kaplan Arase, pointed out that the 4.5% increase in local revenue was the largest

jump since August 1990. In addition, he said, the survey detected encouraging signs of economic recovery in the Carolinas and in the Midwest.

Rivin attributed the slump in national revenue to cautious ad budgets rather than shifts away from radio. "To my knowledge, [the advertisers] are not spending it. We haven't seen any of the other media picking up."

Goldberg added that first-quarter figures for national revenue are somewhat less important than later numbers because national radio advertising usually picks up as the year wears on. On average, the first quarter accounts for less than 20% of annual national revenue, he said. ■

FORD TO FIGHT ALCOHOL AD LABELING

Hearing on Thurmond bill now scheduled for April 2

By Randy Sukow

Senate Majority Whip Wendell Ford (D-Ky.), the second-highest-ranking Democrat on the Senate Commerce Committee, vowed to do whatever it takes to block legislation requiring labeling on broadcast and print alcohol ads.

A Commerce Committee hearing on S. 664, sponsored by Strom Thurmond (R-S.C.), is scheduled for April 2. "I've delayed it as long as I could," Ford said last Tuesday at the American Advertising Federation Government Affairs Conference in Washington. "There'll be blood on the carpet before that dang bill gets to the floor."

S. 664 would require broadcasters to rotate announcements of five different warning labels following the presentation of alcohol ads. One of the five labels, for example, reads: "WARNING: Alcohol may be hazardous if you are using any other drugs such as over-the-counter, prescription or illicit drugs." For TV commercials, a voice-over would be read while the label appears on the screen.

"This legislation is a de facto ban on most broadcast alcoholic beverage advertising," said Wallace Snyder, new AAF president.

In the midst of some of the worst economic conditions for advertising-based media in decades, the ad in-

dustry faces foes on every governmental flank. New labeling and censorship laws and regulations are threatened by Congress, and ad taxes are being debated in a majority of statehouses. "I think it's not an exaggeration to say that advertising today is under siege," said AAF's new general counsel, former FCC Chairman Richard Wiley, a partner in the Washington law firm Wiley, Rein & Fielding.

AAF is fighting ad tax initiatives in Alabama, California, Florida, Illinois, Kansas and Kentucky. "These policies

will only discourage dissemination of information into the marketplace, and it will be consumers who face disastrous consequences: fewer choices, higher prices and lower-quality products and services," Snyder said.

An earlier Florida ad tax was reversed in the 1980's soon after Snyder joined AAF as a staff lawyer. "Some hoped that would have been the battle to end all ad taxes," Snyder said. But as AAF climbs into the current Florida fight, Snyder cited Yogi Berra's line: "It's déjà vu all over again."

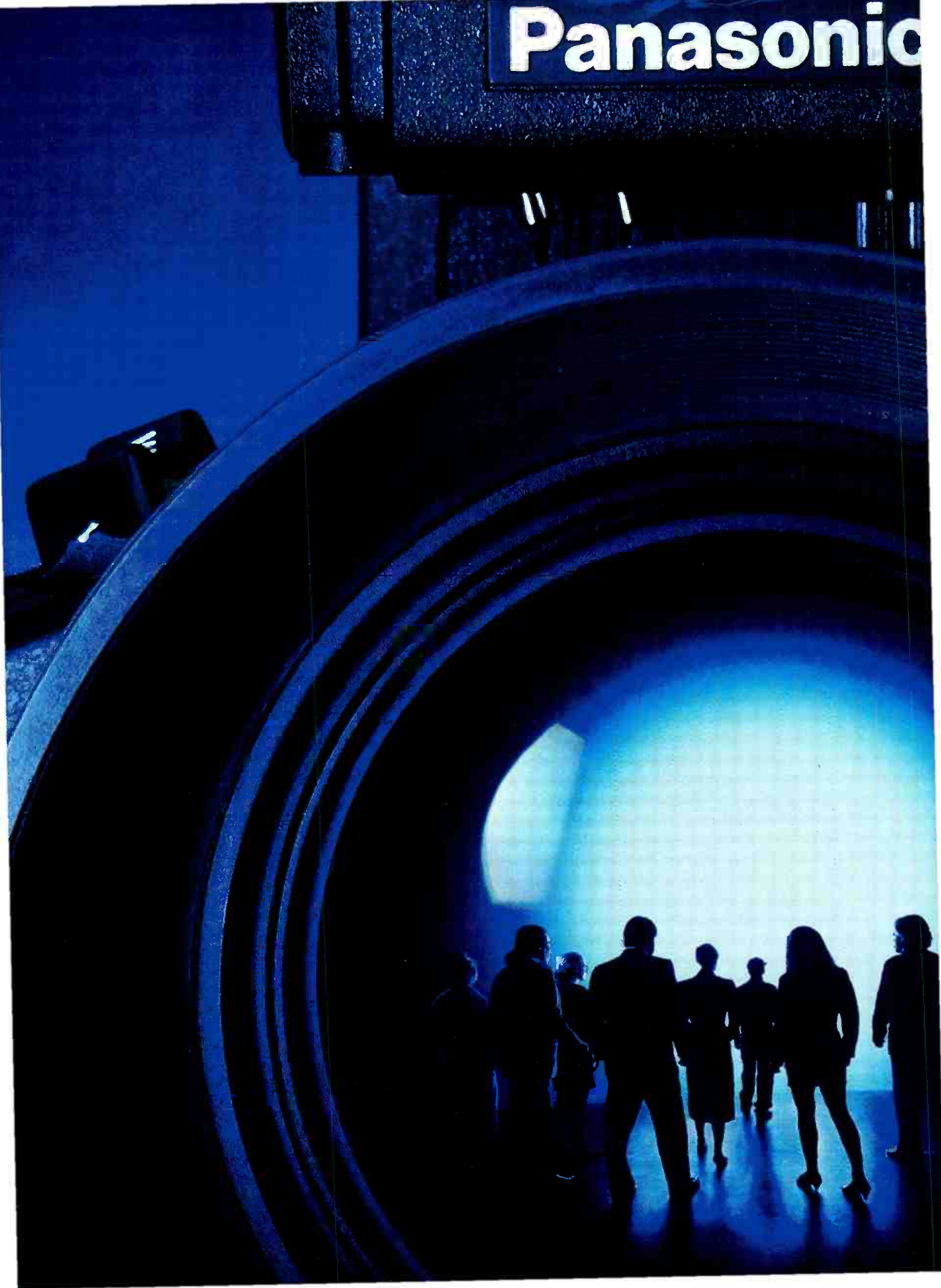
Chris Zimmerman, chief economist for the National Conference of State Legislatures, suggested it could develop into déjà vu 50 times over. State governments are in the third straight bad year for tax revenues. Thirty-one states now face deficits and already in 1992, 20 states have cut their budgets. Twenty-one states raised personal income taxes in 1991.

In the face of these problems, states will look for new revenues, and advertising will be a fat target, Zimmerman said. "If you look at the future for state government, the recession was a large part of the problem, but it is not the only part of the problem." Even after the recession is over, structural flaws in the funding relationship between states and the federal government will lead to deficits for the states, he said. ■



Kentucky Democrat Wendell Ford: "There will be blood on the carpet before that dang bill [S. 664] gets to the floor."

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CABLE UPFRONT PALES AGAINST STRONG SYNDICATION

Just two weeks after the syndicated kids upfront kicked off in a frenzy (see "Closed Circuit," March 16), the cable explosion that was supposedly following on its heels has gotten bogged down.

"People thought the market was going through the roof, but last week the cable networks were forced to get a lot more realistic in the increases they were looking for," says Jack Irving, executive vice president, director of media operations, Saatchi & Saatchi. "Everyone is not getting the double digits they started out looking for," he says.

Despite cable's slowdown, the syndication market is just about wrapped up. Both Fox and Disney are sold out, say sources, and total dollars written are expected to at least match last year's \$200 million, according to Tim Duncan, executive director, Advertiser Syndicated

Television Association. The exact dollars are difficult to measure, since the market has had to deal with double-digit GRP declines in spite of its robustness.

The networks, dealing with similar declines, expect to write \$180 million-\$190 million in upfront dollars for Saturday morning, according to John Shanley, ABC vice president, daytime sales. Saturday morning brought in about \$150 million last year, he says.

Some observers, like Saatchi & Saatchi's Irving, say they think the network kids upfront, which kicks off in a couple of weeks, may not be as robust as the syndicated market. Rich Goldfarb, senior vice president, Turner Program Sales, disagrees: "I don't know if the volume will be as frenzied, but I certainly would doubt that they would have a soft marketplace," he says.

-SDM

HOUSE QUESTIONS SIKES ON FEES, RADIO, MOVE

Sikes tells appropriations hearing that commission needs \$71 million in user fees, Portals complex is too small and increase in radio ownership limits is justified

By Joe Flint

Members of the House Appropriations Subcommittee used a hearing on the FCC's budget to question Chairman Alfred Sikes about the commission's user fee proposal, its relaxation of radio ownership rules and its resistance to relocating its headquarters to a space it says is too small.

The commission is requesting \$153.3 million for fiscal 1993—a 21% increase over FY '92. "Throughout most of the 1980's," Sikes said, "FCC funding levels failed to keep pace with the agency's new responsibilities. Staffing declined by 20%."

Not provided by the commission was a new user fee schedule. When asked, Sikes said the fee schedule—which increased \$6 million to \$71 million compared with last year—would be similar to last year's except there would be a "heavier burden borne by the Mass Media Bureau." Sikes did not say how heavy that burden would be. Last year—prior to the death of the user fee proposal in the Senate—the FCC hoped to collect up to \$4.9 million in fees from radio and TV broadcasters and \$9.3 million from the cable industry. Andrew Fishel, FCC managing director, said the decision not to provide fee schedules was made at the last moment. "It would be confusing to release the schedule at

the hearing," Fishel said, explaining "it was done last year because the fees were an actual offset to our appropriation. This year, the fees go into the treasury [and] we thought it would be misleading to release it as part of the appropriation process." The Mass Media Bureau's bigger brunt, Fishel said, will come from new expenses in the Field Operations Bureau.

When asked by Representative Bob Carr (D-Mich.) why the fees are necessary, Sikes said they are needed to "pay for the cost of regulation." When asked if the fees are for deficit reduction or improved services, the chairman replied: "I think both."

Carr emphasized the committee wants to make sure the user fees are just that and not a "general tax on select people in this country." Asked if the FCC had considered a rulemaking

User fees and the FCC budget were only part of the hearing, as members also interrogated Sikes about the commission's reluctance to move to the Portals, an office complex somewhat far away from its current location in the heart of Washington's business and legal districts (see page 48) and the new radio ownership rules.

Regarding the new radio ownership rules, which permit ownership of up to 60 stations nationwide and up to six stations in a single large market, Carr said: "I can tell you that a lot of mem-

bers were surprised, to say the least, and are very concerned about the rules." Carr quoted an analysis that the FCC provided the House Energy and Commerce Committee Chairman John Dingell (D-Mich.) that said in a worst-case scenario of radio ownership concentration under the new rules, 166 individuals (or companies) could own every radio station. Sikes replied that under the current rules, 415 individuals or companies could own every station yet there are more than 5,000 owners. Carr said of the new ownership plan: "Some of it is rational, some of it is irrational."

Questioned about the FCC's aborted move to the Portals, Sikes said the Portals site is 50,000 square feet short of what the commission feels is necessary space. By not choosing the Portals, Fishel added, the commission could save \$1.4 million in rent annually. Sikes said the commission would not object to staying at its present location at 1919 M Street, N.W. Representative Neal Smith (D-Iowa) told Sikes the FCC does "not need to be down in high-priced Washington."

The FCC chairman also said the commission's \$15-million request to move could be cut to \$8 million because the move will now have to be spread out over two years.

The omnibus bill, including the FCC appropriation, is expected to be marked up in June. ■

REEVES STEERS SEVEN PILOTS TO FALL LAUNCH

By Steve Coe

Calling it their most aggressive development slate in the company's history, Reeves Entertainment is producing seven series pilots for fall-schedule consideration, with three slated for ABC, three for CBS and one for Nickelodeon.

Beauty, starring Karen Allen, will be directed by former *thirtysomething* star Ken Olin and written and executive-produced by *thirtysomething* Emmy-winner Joseph Dougherty. Set in Los Angeles, the hour drama for CBS takes place in the cosmetics industry.

The hour-long *Charing Cross*, a "Robin Hood"-type medieval action-adventure, is set for ABC and stars lone Skye and Nigel Terry.

Graham, a half-hour comedy for ABC, features Griffin Dunne as the "David Letterman of kid's show hosts." Additional characters include *Graham's* 10-year-old co-host and his 23-year-old girlfriend.

Philadelphia Heat, an hour show for ABC, is a hybrid drama featuring combined elements of reality and scripted drama. Taped on location, the pilot blends footage of actual fires and fire-fighting efforts with the fictional cast in their work environment. Written by Gil Grant, executive producers include Grant, Lou Gorfain and Chuck Banger.

1775 stars Ryan O'Neal as the father of three teenagers. Set in 1775, the half-hour taped comedy for CBS is from Joseph Staretski and Martin Rips, the former supervising producers of Reeves's *Doctor, Doctor*.

Ultimate Revenge, a weekly half-hour reality show for CBS, is a co-production of Reeves and CBS Productions. Hosted by Marc Summers, the show features people getting even with other people through practical jokes.

Tomorrow People, for Nickelodeon, is a half-hour children's strip featuring a group of children with extraordinary powers. The series is co-produced by Nickelodeon, Thames Television and Reeves. ■

SECOND BROADCAST REVENUE STREAM OPTIONS

Broadcasters have been presented with several ideas for starting a second revenue stream through payments from the cable industry. The major proposals include:

Retransmission consent. Broadcasters are permitted to negotiate with cable systems for licenses to retransmit their signals. This proposal, together with an optional must-carry provision, passed overwhelmingly (73-18) in the Senate as part of a cable reregulation package, and is expected to be taken up in a House cable bill markup.

Compiler's fee. Trygve Myhren, president, Providence Journal Co., suggested broadcasters could receive a fee from cable systems for "their role as a compiler and promoter of programing." Myhren also suggested a gradual elimination of the compulsory license (BROADCASTING, Feb. 24).

Brooks-Hughes-Moorhead bill. Similar to Myhren's proposal. During an interim period cable operators would be charged three-cents-per-subscriber monthly into a fund to be redistributed to broadcasters by the Copyright Royalty Tribunal. The compulsory license would be phased out in 1999. —RMS

H.R. 4511

Continued from page 4.

Distribution of the fees to copyright holders by the CRT would use current procedures.

■ A redefinition of "local service area" from a 50-mile radius to each TV market's Area of Dominant Influence.

"I know in this legislation there is something for everyone to like and everyone to dislike," Moorhead said. "This is not necessarily an absolute final product in any way, shape or form. It certainly is a beginning."

Several questions about the bill are likely to be raised during two days of Copyright Subcommittee hearings on the bill, scheduled for April 1-2. The final witness list was not available last week, but broadcast, cable, Hollywood production and major professional sports executives have all been invited.

National Association of Broadcasters President Eddie Fritts called H.R. 4511 "a very complex bill" and declined to either condemn or endorse it until he had a chance to analyze it "over the next few days." But Fritts was gladdened that the Judiciary Committee "has recognized the inequity between broadcasting and cable created by the current regulatory scheme."

But some broadcasters wondered how much the bill would equalize the industry. Some theorized that large stations likely to command more than

the equivalent of the three-cent rate under retransmission consent would be losers under H.R. 4511. So would some smaller stations that might gain retransmission fees of less than three cents under retransmission consent but get nothing by invoking must carry. Some cable systems may decide not to carry those stations rather than pay H.R. 4511's fee.

There were also several questions about vague wording in the bill, such as the mandate that "royalties [for local signals] shall be distributed only to broadcasters whose copyrighted works were the subject of secondary transmissions." Some questioned whether the clause refers to all broadcasters or broadcasters owning specific copyrighted materials.

National Cable Television Association President Jim Mooney also said the bill "deserves careful study" but added "we still find it difficult to understand why consumers should have to pay extra for using cable as an antenna service to enhance reception of 'free' local TV."

Jack Valenti, president, Motion Picture Association of America, cheered the eventual phase-out of the compulsory license and registered approval of the creation of a second revenue stream for broadcasters "in a way that makes sense and is a preferred alternative to the retransmission-consent concept." But the bill could be improved, Valenti said, by providing a payment for other copyright holders other than the fees held by local broadcast stations. ■

THE TOONS HAVI



SOURCE: NSS Feb. 92 National Survey Period

#1 WRAPPED UP!

#1 IN HOUSEHOLDS!

#1 IN KIDS 2-11!

#1 IN KIDS 6-11!

#1 IN TEENS!

FEBRUARY 1992 • NATIONAL AA RATING

PROGRAM	HH RATING	K 6-11	K 2-11	TEENS
TINY TOON ADVENTURES	3.8	7.5	7.0	4.1
DARKWING DUCK	3.8	6.8	7.0	3.9
TALE SPIN	3.5	5.4	5.9	3.4
CHIP 'N' DALE	3.1	4.7	5.2	3.1
DUCKTALES	3.1	4.0	4.5	3.3
TEENAGE NINJA TURTLES	2.9	5.5	6.1	2.5

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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

JOB DESCRIPTION

The departure of Bob Hynes as NBC's VP, Washington (see "In Brief") has been rumored for some time, and NBC affiliates contacted by BROADCASTING were upset that NBC did not, in their words, make a great effort to keep him. Some suspect that Hynes had grown uncomfortable with NBC parent G.E.'s lobbying style, which included hiring former Illinois governor Jim Thompson to talk to his protégé, FCC Commissioner Andrew Barrett, about the financial interest and syndication rules. Some observers noted that several recent lobbying efforts have been orchestrated out of New York, not Washington. In an effort to end speculation that Hynes would not be replaced when he left, NBC's executive vice president and general counsel, Richard Cotton, said, according to an affiliate source, that he would "put it in writing" that Hynes's post will be filled.

AND THE WINNER WILL BE...

Mark it on your HDTV calendar: Early February 1993. That is when the Advisory Committee on Advanced Television expects to recommend a "putative" winner of high-definition TV lab tests, which are expected to end next September. ACATS had hoped to recommend that system for follow-up field tests by Sept. 30, 1992, but learning-curve delays have included expansion of lab tests to keep pace with digital advances. Several sources said the FCC can still meet its June 30, 1993, deadline for adopting a standard. ACATS Chairman Richard Wiley is expected to spell out a revised schedule March 24.

MIND POWER

Jones Intercable has retained the high-power Washington PR firm of Powell Tate—that's Powell as in



Posing for a group shot at a party at Universal Studios marking the 100th episode of Viacom's Jake and the Fatman are (l-r) co-executive producer Bernie Kowalski; actor Joe Penny; Viacom Entertainment Group executive VP and president, West Coast operations, Gus Lucas, and executive producer Fred Silverman.

former Carter Press Secretary Jody Powell and Tate as in former Bush campaign spokeswoman Sheila Tate—to promote Mind Extension University, Jones's basic cable distant-learning service now available in 18 million homes.

NEW YORK

SALES BOOSTER

The New York Interconnect and Cable Networks Inc. on April 1 will unveil a major new satellite-delivered system designed to boost cable spot sales in the market in part by eliminating the need to bicycle tapes. The new system, which has been in the works for more than a year, will include various MSO's and will reach 3.6 million homes in the New York area.

HEATING UP

The on-again-off-again talks between Prime Network and SportsChannel America are on again, with news of a possible merger just a few weeks away. Talks to date have focused on a 50-50 equity split between Prime (including minority owners Group W and Houston Sports Authority) and the SC group (NBC and Cablevision Systems), with Prime

Network as a managing partner.

COLLECTING CLIENTS

National Cable Association, the national cable rep firm, is busy expanding its representation of regional news channels. NCA has just signed a deal to represent the Orange County Newschannel and is aggressively pitching New York One, the Time Warner all-news channel set to launch later this year in New York City.

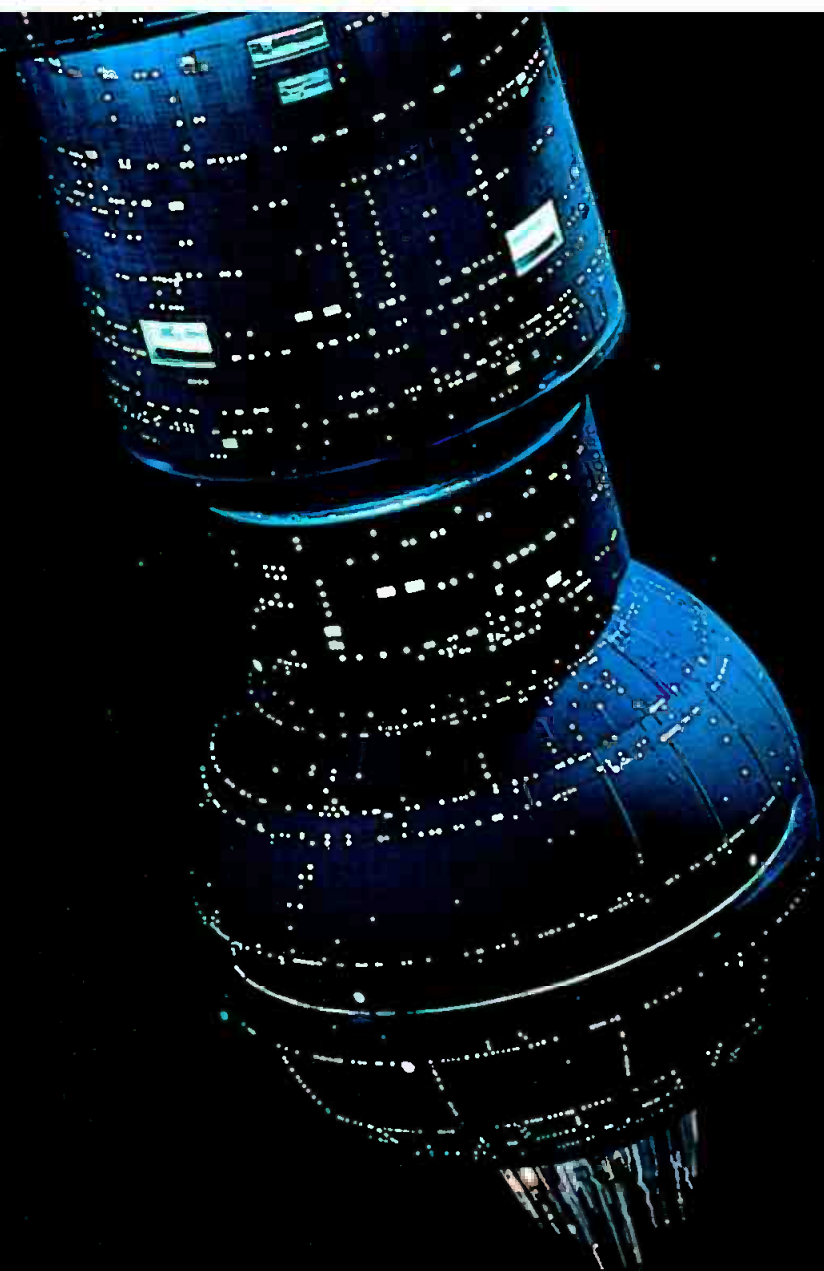
TIMONIUM

'CATWALK' CLEARANCES

Claster Television reports it has cleared its new teen-targeted drama series, *Catwalk*, on 52 stations and 63% of the country—and mostly in prime access or prime time. All of the top 10 markets are cleared: WWOR-TV New York, KCOP-TV Los Angeles, WPWR-TV Chicago, WPHL-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WDCA-TV Washington, KTXA-TV Dallas, WXON-TV Detroit and KTXH-TV Houston. *Catwalk* is set to debut next fall with a two-hour opener and 24 weekly episodes. Claster has signed Camelot to sell barter time in the show.

The background is a dark, grainy blue-black surface. A thin, vertical red line runs down the center. A bright, circular blue light source is positioned in the lower-middle section, creating a radial glow that fades into the dark background. The overall texture is noisy and grainy, suggesting a film or high-contrast digital image.

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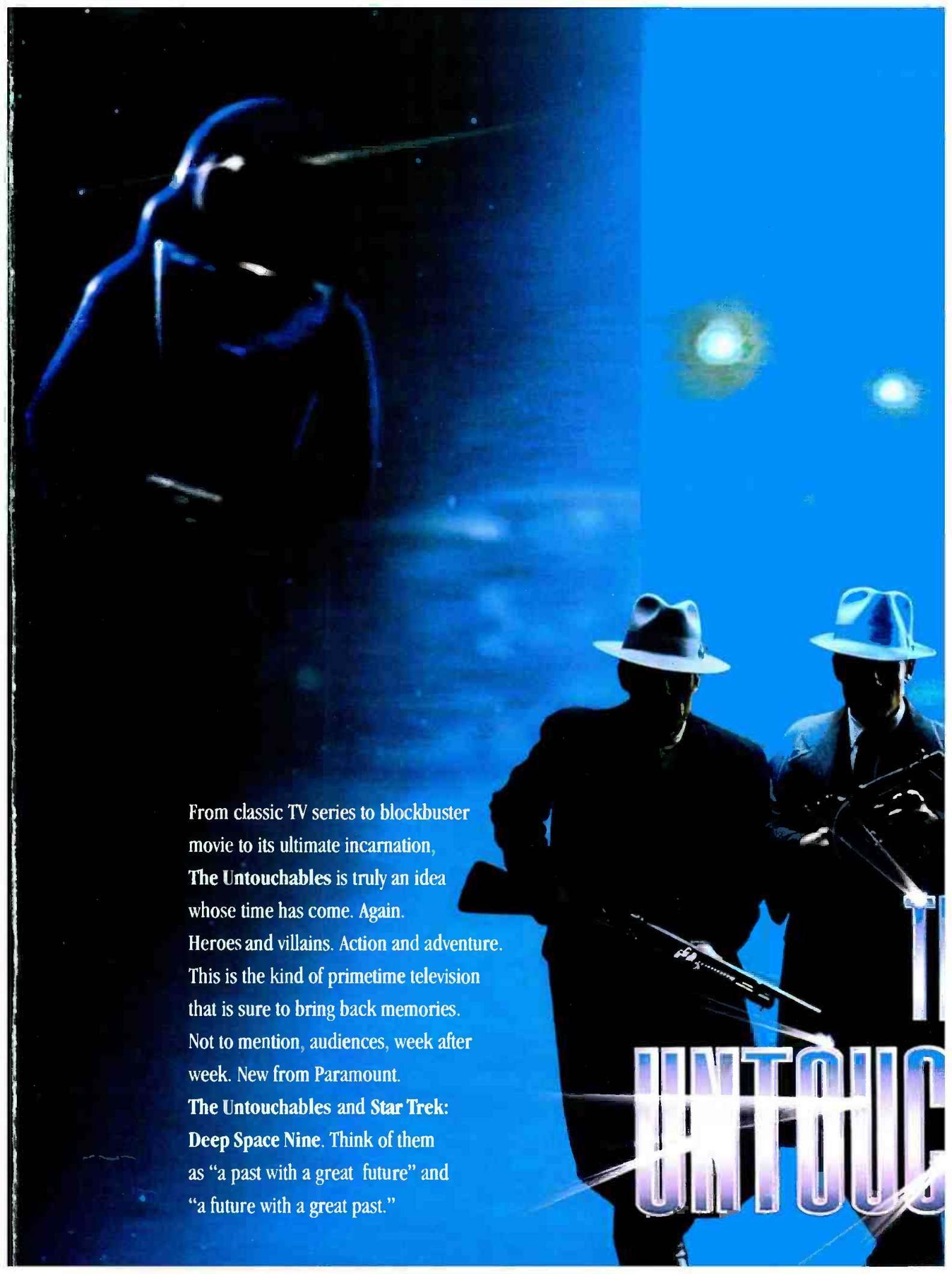


AVAILABLE JANUARY 1993.



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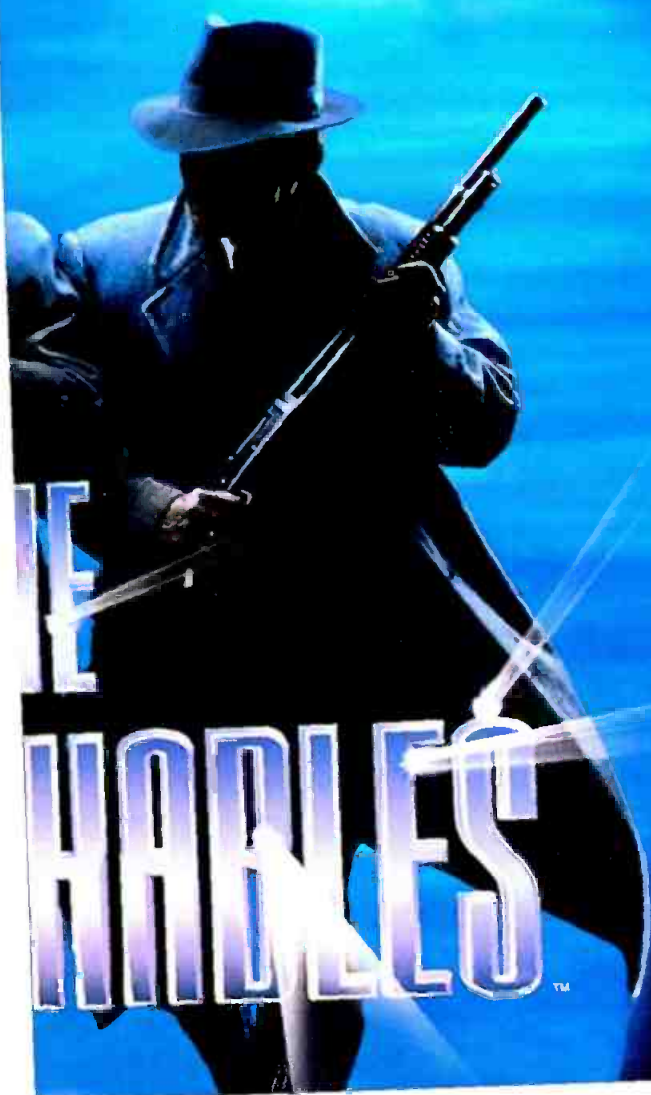


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Editorial 908-464-6800 □ Circulation 800-521-8110

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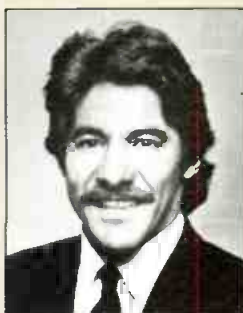
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BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Geraldo as victim

The irrepressible Gerardo Rivera says that his prime time acting debut this May on a new NBC Perry Mason movie, *The Case of the Reckless Romeo*, will be "the most profound symbolic apology" he could make to all the former lovers named in his recent autobiography, "Exposing Myself."



Geraldo Rivera is dying to appear in a Perry Mason made-for

In the movie, which shoots on location in Denver this week, Gerardo will play a talk show host who writes a tell-all biography and is then killed by someone who was unhappy with the book. Rivera's only previous acting experience was as an uncredited TV reporter in "Bonfire of the Vanities."

Still going

In spite of the loss of Witt-Thomas-Harris last week to Warner Bros., Disney's Rich Frank appears unfazed. "We're in great shape for the upcoming season," he said. "We still have all of their [Witt-Thomas-Harris's] shows. We'll have seven returning shows from this year's current slate, and we have 10 pilots with the

networks and possibly two more." One of the new shows that has already been given an order is *Laurie Hill*, the first project from Neal Marzens and Carol Black since *The Wonder Years*. The project has been given a 13-episode order from ABC and will be available for the fall.

Firm go

As a result of some last-minute firmings, NBC will release its development slate to advertisers today (March 23). The network had been planning to announce last week but was busy completing deals and putting together its development books.

More 'Doogie'

Apparently considering a "safety valve" for the sealed bids stations have been turning in for the off-network sales of *Doogie Howser, M.D.*, Fox's Twentieth Television was, at one time, contemplating using Steven Bochco's attorney to receive and screen bids in the top markets. According to a major market general manager involved in the bidding process, there was early concern on the part of Twentieth to create a "comfort zone" for the series producer and stations regarding "conflict-of-interest issues" that might be raised about Fox O&O stations turning in bids for the fall 1994 off-network series. Twentieth Television Chairman Lucie Salhany confirmed that Bochco's attorney's involvement was an option, but said it was



Bid screening for 'Doogie' proved unnecessary

never exercised, since Tribune Broadcasting Co. independents WPIX-TV New York and KTLA(TV) Los Angeles won the local broadcast rights to the show.

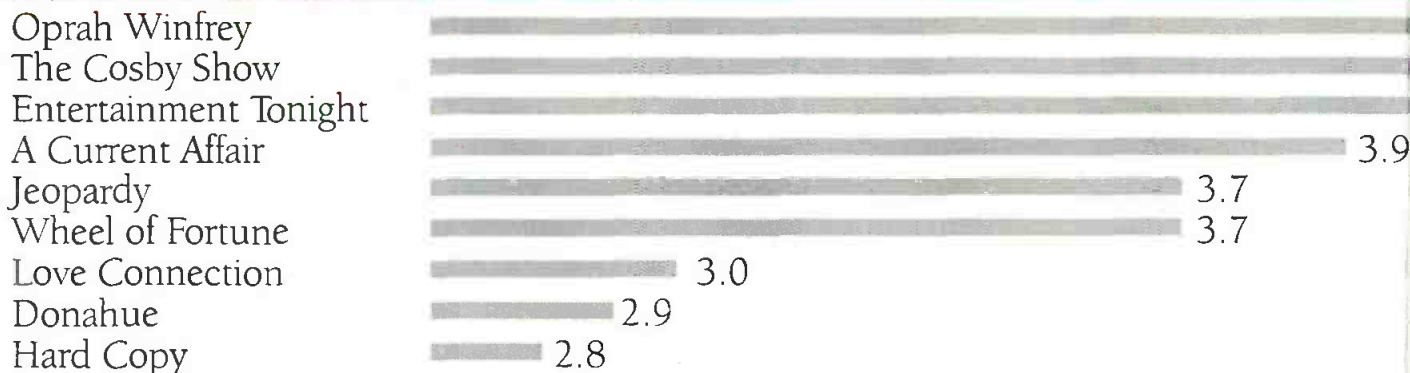
Targeting cable

Multimedia Entertainment President Bob Turner sees a day not too distant when syndicators will be offering product to cable MSO's much as they service local broadcast outlets today. Several hurdles need to be overcome, he said, speaking at a New York TV Academy luncheon at the fashionable Copacabana restaurant. First, the ratings system is not yet in place to measure program performance. Second, local systems need to beef up sales revenue and the internal support mechanisms to make that happen. "It's not there yet, but it's getting there," said Turner. Asked if he thought syndicators might alienate current broadcast customers by targeting that cable market, he responded, "probably."

NOTHING BEATS A

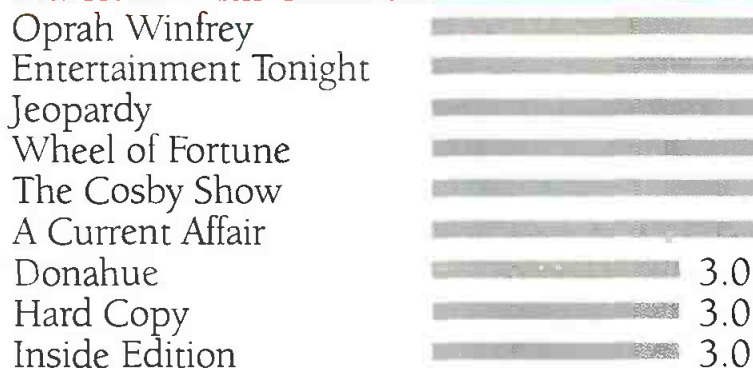
#1 STRIP AMONG ADULTS 18-34

Married...With Children



#1 STRIP AMONG ADULTS 18-49

Married...With Children



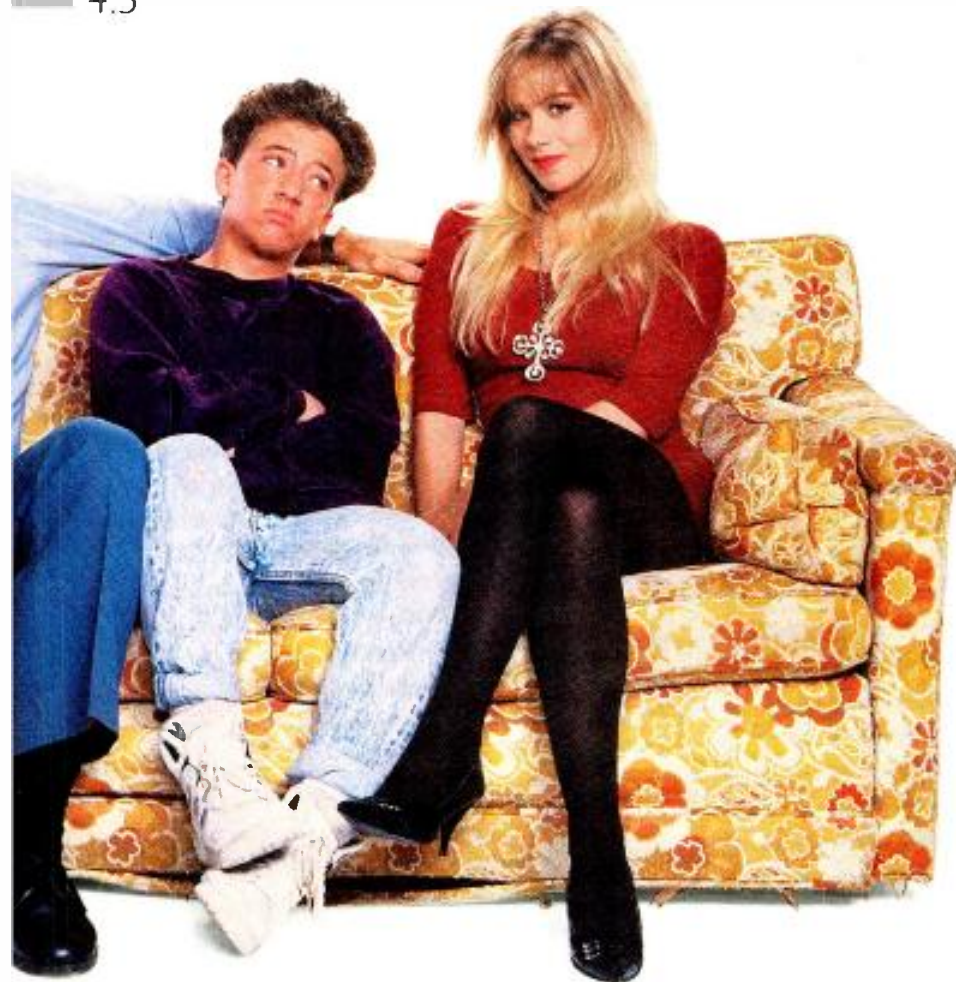
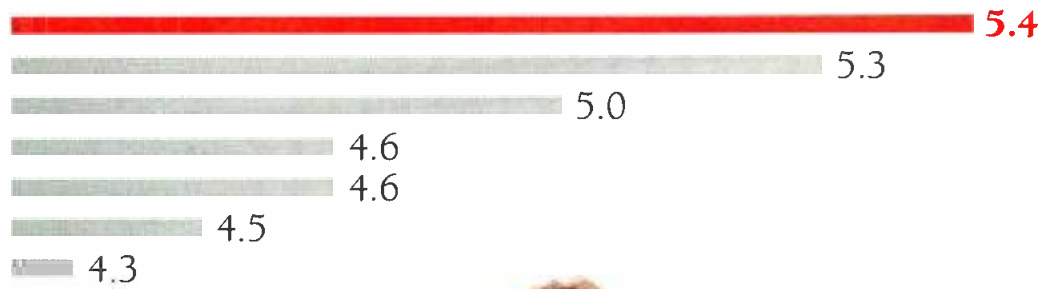
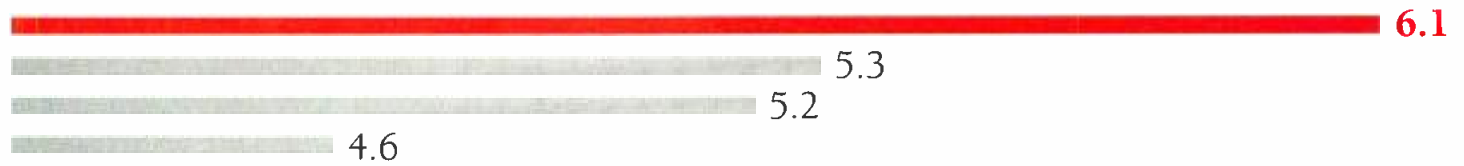
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Television

STATIONS REACH FOR A 'STAR SEARCH'

Strip version of TPE weekend success has found a fringe-access foothold

By Steve McClellan

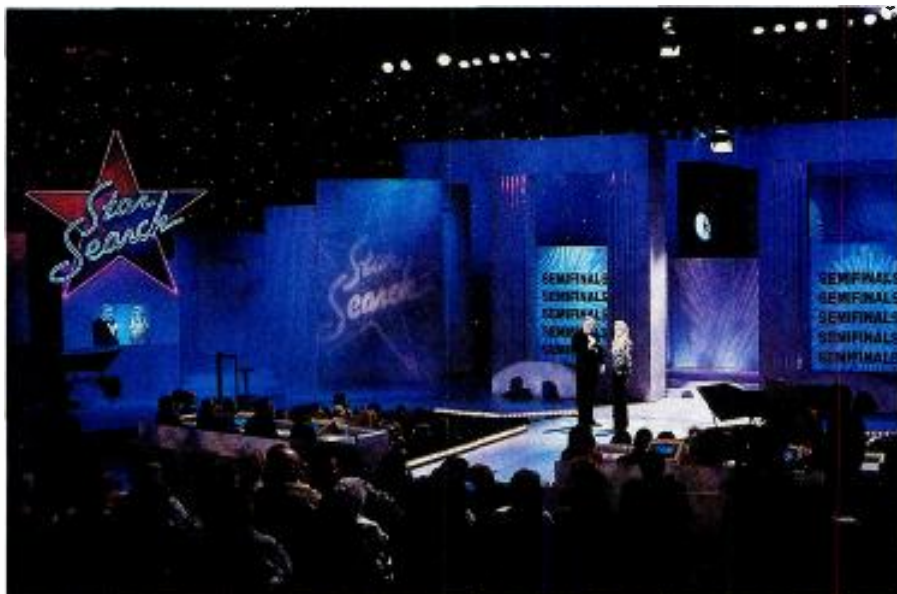
When Television Program Enterprises announced late in the selling season last year that it was taking its 11-year weekend staple *Star Search* to strip, the chortling could be heard from competitors on both coasts and many stations in between. Four months and 70% of the country later, the chortling has stopped, as the company appears to have beaten the odds in launching a new fringe-access strip at a time when the market for such shows is tougher than ever.

According to Alan Bennett, executive vice president, sales, TPE, between 25% and 30% of its station clearances will be in prime access, and most of the rest will be early fringe. A handful of other stations are considering other dayparts, including late fringe and prime time.

"The oddsmakers certainly seemed to be against the show," says John Von Soosten, vice president and director of programming at Katz Television. But TPE's latest effort may be history repeating itself at the company. "If you look at [TPE chief executive officer] Al Masini's track record, many of his program concepts at first were untried and unpopular but became staples of the 1980's," Von Soosten says.

Indeed, Masini concepts such as *Operation Prime Time*, *Entertainment Tonight*, *Star Search* and *Lifestyles of the Rich & Famous* were scoffed at when they first surfaced. All but the first is still around, and even *OPT* is referred to frequently in seminars as a textbook example of station-driven, joint-venture programing.

Masini will continue as executive producer of *Search...The Strip*, and is



The strip version of 'Star Search' will cost about \$19 million to produce.

taking a day-to-day role in shaping the new format and overseeing the talent appearing on the show, which begins production in June in Los Angeles.

The executive spearheading the sta-



TPE's Alan Bennett

tion sales effort is Bennett, who joined TPE last fall. Bennett agrees it's been an uphill battle. "We've really fought the odds," he says, citing three key hurdles the company had to confront in getting the strip launched—station economics, the lack of time periods and the struggle many stations had figuring out where the show fits in their schedules.

Stations are cash poor, and aren't looking to foot the cost of pricey first-run productions. *Search* will cost around \$19 million to produce next season, which is far from cheap. Stations taking the show are paying cash plus 90 seconds of barter per episode. The 90 seconds is on the high side for a half-hour strip, although Bennett counters that the burden has been eased with the removal of other promotional-consideration spots (with the exception of a 10-second airline promo).

The show's format, as a strip, is not

GROWTH

WEEK BY WEEK!



**jenny
jones**

Ratings Are Up! Time To Re-Up!

SOURCE: NSS as dated

the easiest sell. "The unanswered question is: 'Will it perform in the environment of the other types of the strips on the air,' " including games, sitcoms and magazines, says Von Soosten.

The TPE sales pitch is that the show, among other things, offers a solid counterprogramming opportunity. "It's a difficult pitch because it doesn't fit into a nice neat box," Bennett says.

And some stations have other reasons for taking the show. "We see it more as a good transition program getting out of kids and into early fringe," says Jim Zerwekh, program director at WGN-TV Chicago, which has the show

for next season. "We haven't made the final decision, but that's probably the most likely option."

In New York, incumbent WPIX-TV decided to pass on the strip, and the show was picked up by WWOR-TV. "We think there's a void in variety programming and we're trying to fill it," says Michael Alexander, president and general manager, WWOR-TV. The station is currently airing a local variety strip in prime time, *New York at Night*, and has purchased a weekly package of the old *Ed Sullivan Show* programs, being distributed by Western International. Alexander says *Search...The Strip* "has great flexibility. I can use it anytime from 4

p.m. to late night." Exactly where he'll put it has not been decided yet.

Dick Kurlander, vice president, programming, Petry Television, believes the show will do best in access. "It tends to be a pretty broad-based program in terms of audience appeal, and access provides that broad audience base," he says.

Bennett is projecting the show will average between a 5.8 and 7.1 household rating. "There is no guarantee, and there is a high failure rate [of shows in syndication]," he says. "But this show has a 90% recognition factor in a survey taken by Frank Magid & Associates. You minimize your risk with a 90% recognition factor." ■

DAVID KELLEY BUILDS 'FENCES' FOR CBS

Former 'L.A. Law' executive producer fine-tunes new show for CBS

By Steve Coe

After six years with *L.A. Law*, the last two of those as executive producer, David E. Kelley is striking out on his own as the creator and executive producer of *Picket Fences* for CBS. The show, the first under his two-series, four-year deal with CBS, has been given a 13-episode commitment and will be on the network's fall schedule.

Production began March 9, and Kelley talked to BROADCASTING about the casting, which was just completed, the storyline for the show and where he hopes it will wind up on CBS's schedule.

Set in the fictional small town of Rome, Wis., the hour drama centers around the town's married-couple sheriff, Tom Skeritt, and doctor, Kathy Baker; it also stars Costas Mandoularis and Lauren Holly. "As the series unfolds, the show will depict events in town and how they affect the town and the people involved," Kelley said. He described the mood in the show as a "drama with a lot of dark humor."

The show will kick off with a two-hour movie, then debut in its regular time slot. Kelley said no scheduling decisions have been made, but he sees it as a 10 p.m. show for a weeknight. "Tuesday is certainly a possibility," he said. "On Monday they obviously have a schedule in place that is working." Tuesday, which currently fea-

tures *Rescue: 911* and a movie at 9 p.m., would seem a likely candidate given the network's desire to drop one of its movie nights in the fall.

Kelley remains as a consultant to *L.A. Law*, and his involvement with the show next year is undecided. In addition to serving as executive pro-

ducer of *Picket Fences*, Kelley said, "I'll be doing the lion's share of the writing for the first season."

Before joining the *L.A. Law* writing staff in 1986, Kelley spent three years in Boston as a practicing attorney. He met Steven Bochco when the *L.A. Law* staff was being put together. ■

FIGHTING BASEBALL'S SALES SLUMP



By Steve McClellan

The start of Major League Baseball's regular season is just around the corner (BROADCASTING, March 16) and the scouting re-

ports indicate that cable's ESPN is in the best shape, from a sales standpoint. But the sports marketplace continues to be in a slump, and advertising agency sources say CBS-TV (entering the third year of its \$1.1-

GROWTH

MONTH BY MONTH!



Ratings Are Up! Time To Re-Up!

SOURCE: NSS, all airings each month excluding holidays

billion MLB pact) will face the additional hurdle this season of competing with the summer Olympics for sports dollars, at a time when major sports advertisers such as Anheuser-Busch and General Motors are cutting back (BROADCASTING, March 16).

"Those dollars are coming out of the same budget," says one agency buyer. "The same advertisers who would buy heavily into baseball play-offs and the World Series will buy into the Olympics. Clearly, some won't buy as much baseball this year as they would in a non-Olympics year."

But still, agency executives expect CBS will help its own cause by pricing games to sell. The network kicks off its 16-week regular season schedule on April 18. Last year, regular season games went for \$25,000 per 30-second spot in the second quarter and less in the third quarter. Those prices were down almost 50% from the year before, the first year of the new contract, when advertisers balked at spots priced at \$40,000 to \$50,000.

For the World Series, CBS is expected to start out asking \$200,000 per :30, compared with a \$250,000 initial asking price a year ago. An indication of how far the market has fallen is the fact that in the mid-1980's some advertisers paid more than \$300,000 for World Series units, agency sources say. This year, bargain basement hunters with enough patience may be able to pick up World Series spots for \$125,000 or less, according to those sources.

As for the League Championship Series, sources say General Motors and Toyota had committed to pay more than \$150,000 per :30 in prime time. LCS spots in non-prime are expected to go for less than \$100,000.

As for ESPN, agency executives confirmed a report from Jack Bonanni, the network's senior vice president, advertising sales, that sales for the second quarter are very strong and are approaching a sellout. The network will televise 156 regular season games (six nights a week) starting opening day, April 6.

"The regular season has never been a big deal on the broadcast networks," Bonanni says. "But for us it's the single most important property for the second and third quarters." He says that for the second quarter, baseball is showing "double digit" revenue increases from a year ago.

Locally, signals are mixed as to

NETWORK NEWS

ABC broke a string of 10 consecutive weekly wins by CBS last week in winning the prime time ratings for the week of March 9-15. The win was ABC's first this season. ABC averaged a 12.3 rating and 21 share, CBS was second with an 11.6/19, NBC was third with a 10.6/18, and Fox fourth at 8.1/14. NBC was quick to point out that it had more repeat programming last week (68% of its schedule) than did ABC (43%) and CBS (20%) combined. Thanks to the Billy Graham specials that aired last week, there was an unusually large number of network pre-emptions, with CBS experiencing the most. ABC had three of the top-five rated programs—*Roseanne* (2), *Home Improvement* (3) and *Coach* (5)—and CBS had the remaining two: *60 Minutes* (1) and *Murphy Brown* (4). ABC was helped in part by the *Columbo* made-for that aired last Sunday, March 15. The two-hour movie was the highest-rated *Columbo* movie in almost three years, scoring a 16.5/27 and capturing every half-hour from 9 to 11 p.m. Fox's *The Simpsons* beat *The Cosby Show* again, although the NBC series was a repeat.

ABC has given *The Commish* a 22-episode renewal for the 1992-93 season. The announcement was made by Brandon Stoddard, president, ABC Productions, which co-produces the show along with Stephen J. Cannell Productions. The series currently airs in the 9-10 p.m. slot on Saturday nights. Also, ABC has given official notice to Steven Bochco Productions that it is picking up 13 episodes of a new one-hour police drama tentatively titled *NYPD Blue*. Co-created by David Milch, the series will debut during the 1992-93 season with a two-hour episode.

NBBC has renewed both *Blossom* and *Seinfeld* for next season. Also, the network will premiere both shows in the summer next year following NBC's coverage of the summer Olympic games. "These two shows have shown phenomenal growth this season in both household ratings and key young-adult demographics, and we are very excited to have them back on our schedule for next season," said Warren Littlefield, president, NBC Entertainment. "We will utilize the summer Olympics as a promotional platform to launch new episodes of these shows this summer, offering original programming prior to the start of the traditional television season in September."

how sales are going. Generally, executives say sales are no worse than last year and in some cases a little better. But most concede that it's still pretty tough going.

"I'm guardedly optimistic about 1992," says Tom Ryan, vice president and general sales manager of WWOR-TV New York, which will carry 75 Mets games this year. "It's really a little too early to tell where we'll come out. Last year was flat, and that is a very positive statement."

Dave Recher, director of sports at WABC(AM) New York, the Yankees rightsholder, says sales this year "are not as good as we had hoped. The auto and bank categories are particularly tough, largely the result of their own tough economic problems," he says. Recher predicts baseball sales

this year may be 10% to 12% down from 1991.

Regional cable networks appear to be keeping their heads above water. "The ad market is just flabby, but we're basically doing OK," says Rainbow Holdings Inc. President Sharon Patrick, who oversees regional SportsChannel networks in seven of the top 10 markets. "Being in the top markets, we don't feel [the ad pinch] as much," she says. The networks continue to expand their subscriber bases, although Patrick says "we aren't expecting to see as much growth this year as in past years."

Group W Sports Marketing, which sells what amounts to national spot time in the regional cablecasts of eight MLB teams, is also projecting a positive sales season. "We'll be up about

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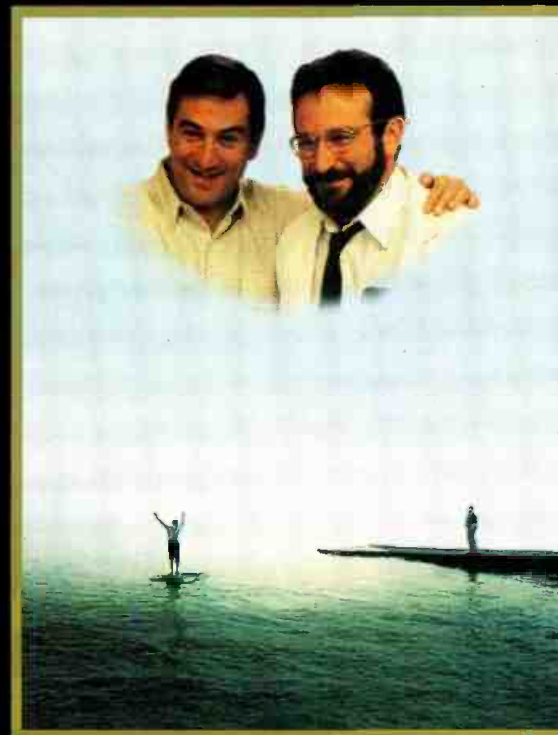
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COLUMBIA PICTURES TELEVISION

SYNDICATION UPDATE

'DOOGIE' DOINGS

In its first six weeks on the market, *Doogie Howser, M.D.* has been cleared in more than 30% of the country by Twentieth Television. Slated for a fall 1994 debut, the series has been cleared on WPIX(TV) New York, KTLA-TV Los Angeles, WXON-TV Detroit and WUAB-TV Cleveland, among others. Twentieth is offering 120 episodes on a cash-plus-barter basis with Twentieth withholding two minutes.

ON TAP AT MIP

Grundy Worldwide has two new programs that will be offered at the MIP-TV Festival. *Mission Top Secret*, a children's co-production offering, is being produced by Grundy in association with the Ten Network in Australia, FR3 and Canal J in France, NDR in Germany, TVE in Spain, RTSI in Switzerland and TVP in Poland. Grundy says the project may be the largest co-production of a children's program

ever. The series is being produced as six, two-hour television movies, but company officials said the project can also be sold as 24 individual half-hours. The other series is *Shortland Street*, which has already been given a 230 half-hours commitment, the largest first-order commitment the company has ever received. The strip serial has already been sold to Television New Zealand and to the Ten Network in Australia. Co-partners on the series with Grundy are South Pacific Pictures Ltd., a wholly owned subsidiary of Television New Zealand.

'SWEATING,' THE DETAILS

Sweating Bullets, produced by Kushner-Locke and distributed by Multimedia Entertainment, has been cleared in 50% of the country, including eight of the top 10 markets. The top-five clearances are WWOR-TV, New York, KCOP-TV Los Angeles, WPWR-TV Chicago, WGBS-TV Philadelphia and WFXT-TV Boston.

50%," to roughly \$12 million, says Robert Kunath, GWSM senior vice president and general manager.

The unwired baseball network business experienced some shakeout this year, with Raycom bailing out. That leaves two competitors: the 20-year-old National Baseball Network, run by Don Stuart, and new kid on the block Baseball Net, run by Terry Kassell, which is entering its second year.

The unwireds acquire time from stations covering MLB teams around the country and sell it to national advertisers. After a fairly dismal season last year, the result of the depressed ad market and new competition, Stuart is projecting billings of between \$10 million and \$12 million for NBN this year. Kassell says Baseball Net would quadruple its sales this year, to about \$15 million. ■

Broadcasting

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1. What best describes your type of business? (Check one)

- | | | |
|---|---|--|
| ☐ TV/Affiliate | ☐ Radio/TV/Cable Service Organization | ☐ Library/University/Student |
| ☐ TV/Network | ☐ Manufacturer of Radio/TV/Cable Equipment | ☐ Attorney/Gov't/Trade Organization |
| ☐ TV/Independent | ☐ Advertising Agency | ☐ Other (please describe) |
| ☐ Radio Station | ☐ Advertiser | |
| ☐ Radio Network | | |
| ☐ Cable TV Operation | | |

2. What best describes your title? (Check one)

- | | |
|--|--|
| ☐ President/Owner/CEO | ☐ Program Director |
| ☐ Vice President | ☐ News Director |
| ☐ Director/Manager | ☐ Chief Engineer/Technician |
| ☐ General Manager | ☐ Other (please describe) |
| ☐ General Sales Manager | |
| ☐ Station Manager | |



CHAO TO HEAD FOX NEWS

Fox Inc. announced the formation of Fox News, a newly created operating unit that will encompass all the company's news-related activities. The unit will be headed by Stephen Chao, who has run the in-house production unit at the Fox Television Stations division since 1987 and is credited with the development of programs including *America's Most Wanted* and *COPS*. Chao, who will hold the title of president, will oversee the local newscasts of all the owned stations, the Washington-based Fox News Service and develop a prime time news magazine for Fox Broadcasting Co.

—SM

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KARE MINNEAPOLIS / ST. PAUL • WTVJ MIAMI • KDKA PITTSBURGH • KDNL ST. LOUIS
KXTV SACRAMENTO • WJZ BALTIMORE • WESH ORLANDO • KNSD SAN DIEGO • WTHR INDIANAPOLIS
KPTV PORTLAND • WKRC CINCINNATI • WCNC CHARLOTTE • WCMH COLUMBUS • WOTV GRAND
RAPIDS • WAVY NORFOLK • WHBQ MEMPHIS • WJAR PROVIDENCE • WPMT HARRISBURG / LANCASTER
WPTV WEST PALM BEACH • WHAS LOUISVILLE • WKEF DAYTON • WCHS CHARLESTON / HUNTINGTON
WEYI FLINT / SAGINAW • WEAR MOBILE / PENSACOLA • KXAN AUSTIN • WROC ROCHESTER • WOI DES
MOINES • WCSH PORTLAND • WOWT OMAHA • WAND CHAMPAIGN / SPRINGFIELD • KVVU LAS VEGAS KYTV
SPRINGFIELD • WSBT SOUTH BEND • WOLO COLUMBIA • WFTX FT. MYERS • WMTV MADISON • WYTV
YOUNGSTOWN • WVLA BATON ROUGE • KHGI LINCOLN / HASTINGS • KCEN WACO / TEMPLE • KVIA EL
PASO • WANE FT. WAYNE • KDLT SIOUX FALLS • WHOA MONTGOMERY • KCBA MONTEREY / SALINAS
WAGT AUGUSTA • KVEO HARLINGEN / WESLACO • WPBN TRAVERSE CITY / CADILLAC • KFDA AMARILLO
KRCR CHICO / REDDING • KGET BAKERSFIELD • WKBT LA CROSSE • WTVO ROCKFORD • WTWO TERRE
HAUTE • KSWO WICHITA FALLS • WICZ BINGHAMTON • KDRV MEDFORD / KLAMATH FALLS • WVVA
BLUEFIELD • KPEJ ODESSA / MIDLAND • WLBZ BANGOR • KEJ ABILENE / SWEETWATER • KEVN RAPID CITY
KAEF EUREKA • KIDY SAN ANGELO • WBKB ALPENA • KWNB NORTH PLATTE • WHAG HAGERSTOWN AND MORE.....**

PREMIERES AUGUST 31



Broadcasting's Ratings Week ⚡ Mar 9-15

	ABC	CBS	NBC	FOX
MONDAY	13.8/22	16.8/26	12.6/20	
8:00	47. FBI: Untold Str. 11.1/17	11. Evening Shade 16.6/26	24. Fresh Prince 13.5/21	
8:30	47. Amer Detective 11.1/17	6. Major Dad 18.3/28	38. Blossom 11.9/18	
9:00		4. Murphy Brown 18.5/28		
9:30	17. ABC Monday Night Movie—Lethal Weapon	10. Design Wmn 16.9/26	34. NBC Monday Night Movie—Woman with a Past 12.6/20	
10:00	15.2/24	16. Northern Exposure 15.3/25		
10:30				
TUESDAY	14.9/24	9.8/15	9.5/15	NO PROGRAMING
8:00	9. Full House 17.0/26	41. Rescue: 911 11.7/18	46. In the Heat of the Night 11.2/17	
8:30	3. Home Improvmt 18.7/28			
9:00	2. Roseanne 20.9/32	84. Campaign '92 6.0/9	47. Law and Order 11.1/17	
9:30	5. Coach 18.4/29			
10:00	72. '92 Vote: Super Tuesday 7.3/13	43. Top Cops 11.6/20	81. Decision '92: Super Tuesday 6.1/11	
10:30				
WEDNESDAY	11.8/19	10.7/17	12.9/21	NO PROGRAMING
8:00	31. Wonder Years 12.7/21	66. Davis Rules 8.8/14	13. Unsolved Mysteries 16.0/26	
8:30	27. Doogie Howser 13.2/21	70. Brooklyn Bridge 8.3/13		
9:00	29. The Young Indiana Jones Chronicles 12.0/20	50. Jake and the Fatman 10.8/17	25. Seinfeld 13.3/21	
9:30			44. Night Court 11.5/18	
10:00	58. Homefront 9.5/17	29. 48 Hours 12.0/22	54. Quantum Leap 10.2/18	
10:30				
THURSDAY	10.8/18	10.2/17	12.2/20	11.2/18
8:00		64. Top Cops 9.0/15	28. Cosby 13.0/21	19. Simpsons 14.2/23
8:30	60. Columbo 9.4/15		21. A Diffnt World 13.7/22	62. Drexell's Class 9.3/15
9:00		60. Street Stories 9.4/15	17. Cheers 15.2/24	52. Beverly Hills 90210 10.6/17
9:30			25. Wings 13.3/21	
10:00	21. Primetime Live 13.7/24	36. Knots Landing 12.2/21	64. L.A. Law 9.0/16	
10:30				
FRIDAY	13.5/24	6.4/11	8.4/15	6.0/10
8:00	35. Family Matters 12.3/22	74. Scorch 6.9/13	56. Matlock 9.9/18	72. America's Most Wanted 7.3/13
8:30	36. Step By Step 12.2/21	79. Fish Police 6.3/11		
9:00	45. Baby Talk 11.4/20	78. Tequila and Bonetti 6.5/11	63. I'll Fly Away 9.2/16	91. Hidden Video 4.8/8
9:30	53. Billy 10.3/18		84. Nightmare Cafe 6.0/11	92. Hidden Video 2 4.7/8
10:00	8. 20/20 17.5/32	80. Hearts are Wild 6.2/11		
10:30				
SATURDAY	6.6/12	6.9/13	12.1/23	7.3/14
8:00	89. Capitol Critters 5.4/10		39. Golden Girls 11.8/23	69. Cops 8.6/17
8:30	77. Who's the Boss? 6.7/12	74. Ice Capades 6.9/13	50. Powers That Be 10.8/20	58. Cops 2 9.5/18
9:00	86. Perfect Strang. 5.8/11		21. Empty Nest 13.7/25	87. World's Greatest Stunts III 5.5/10
9:30	81. Growing Pains 6.1/11		31. Nurses 12.7/24	
10:00	71. The Commish 7.8/15	74. Boys of Twilight 6.9/14	41. Bob Hope—Young Comedians 11.7/23	
10:30				
SUNDAY	14.2/23	18.0/29	7.5/12	8.0/13
7:00	66. Life Goes On 8.8/15	1. 60 Minutes 22.8/39	96. Eerie, Indiana 3.4/6	87. True Colors 5.5/10
7:30			95. The Torkelsons 3.5/6	81. Parker Lewis 6.1/10
8:00	14. Am Fun Hme Vid 15.8/25	7. Murder, She Wrote 17.7/28	92. 1st Per: M Shriver 4.7/7	31. In Living Color 12.7/20
8:30	19. Am Fun People 14.2/22			55. Roc 10.0/16
9:00				39. Married w/Childn 11.8/18
9:30	12. ABC Sunday Night Movie—Columbo: No Time to Die 16.5/27	14. CBS Sunday Movie—Taking Back My Life 15.8/25	57. NBC Sunday Night Movie—Back to the Future 9.6/15	68. Herman's Head 8.7/14
10:00				90. Get a Life 5.0/8
10:30				94. Sunday Comics 4.0/7
WEEK'S AVGS	12.3/21	11.6/19	10.6/18	8.1/14
SSN. TO DATE	12.1/20	14.0/23	12.5/20	7.9/13

RANKING/SHOW (PROGRAM RATING/SHARE)

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SOURCE: A.C. NIELSEN

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The Best Indicator
Of Future Success
Is Present
Performance.**

Broadcasting Cable

BROADCASTERS SAY NO TO BASIC CABLE ADS

ABC, CBS and NBC spend \$3.5 million on cable a year, but accept few spots in return

By Rich Brown

The already difficult job of promoting a basic cable network on a broadcast network has just become even more difficult. ABC has decided to ban basic cable network advertising from its schedule, a move that has thrown off the marketing plans of at least one of the country's top cable networks. Along with that development, some cable marketers say national broadcast spot opportunities are not what they used to be.

ABC's surprise ban has put a "crimp" in marketing plans underway at USA Network, according to Andy Besch, senior vice president of marketing. The cable network is looking at running a national image campaign this year, the first the network has done in a number of years.

USA will likely try to get around the ban by buying on a spot basis, says Besch. But he adds that not all network affiliates are willing to accept basic cable network ads on a spot basis. And when a cable network is able to get a spot on an affiliate station, he says, the content restrictions make the ads "useless" from a tune-in standpoint.

"Quite honestly, it has just gotten more and more difficult year after year to buy spots," says Besch.

Despite the difficulties, the basic cable networks are still trying to find their way onto network affiliates. CNBC just announced plans to run local broadcast spot buys as part of its \$20-million marketing plan (BROADCASTING, March 16). And the Family Channel is likely to resume its "Accentuate the Positive" viewer awareness campaign in the third quarter of this year.

It was the Family Channel's multi-million-dollar "Accentuate the Positive" campaign last year that might

BROADCAST NETWORK ADVERTISING

DOLLARS SPENT ON SIX TOP
BASIC CABLE NETWORKS IN 1991

ABC \$2.4 Million

NBC \$564,327

CBS \$519,365

(NOTE: Includes only CNN, ESPN, Family, MTV, WTBS and USA. Figures based on Arbitron's Bar data.)

have prompted ABC to change its way of thinking on accepting ads from basic cable networks, according to Rick Busciglio, Family Channel vice president of marketing. The cable network had convinced ABC to take the ads last year on the basis that the broadcaster was already accepting ads from the premium cable networks, he says. The Family Channel spent about \$2 million on regional and network time for the campaign, by far the greatest amount spent by a basic cable network on broadcast network TV last year. And the results were positive—the Family Channel had record viewership in the four months immediately following the initial run of the campaign in August and September of last year, says Busciglio.

According to Busciglio, everything went smoothly until the second leg of the campaign, when ABC executives caught a billboard on its morning network lineup last January reading something to the effect of "Good Morning America, brought to you by the Family Channel." ABC resumed

its ban on advertiser-supported cable network ads less than two months later. (An ABC spokeswoman said there was no indication that the decision was brought on by any one instance.)

ABC now joins CBS in not accepting basic cable network advertising. NBC still accepts ads from advertiser-supported cable networks, although relatively few actually make it onto the network.

"I spent 25 years in charge of network television buying at McCann Erickson and BBDO, and it's a whole new world to me to go and say: 'Please, sir, will you take my money?'" says Busciglio.

Basic cable network marketing executives say that what is particularly frustrating to them is that the broadcast networks appear to be very receptive to advertising from the premium cable networks. Home Box Office spent about \$30.6 million in advertising on the broadcast networks in 1991, according to Arbitron's Broadcast Advertisers Reports.

"I don't quite understand differenti-

This Is Full House's Present Off-Network Performance.

#1 NEW OFF-NETWORK SITCOM IN RATING AND SHARE



#1 NEW OFF-NETWORK SITCOM IN OVERALL GROWTH

Program	Growth Vs Feb. '91	Growth Vs Nov. '91	Growth Vs Lead-In
FULL HOUSE	+75%	+17%	+48%
Married...With Children	+30%	No Growth	+18%
A Different World	+38%	+38%	No Growth

FULL HOUSE

The #1 New Off-Network Strip Of '91-'92!

ating between a pay network and a basic network," says Besch. "They're getting 22 ratings on their movies, too."

But CBS marketing executive George Schweitzer says premium cable services are different because while they do compete for viewers, those services do not compete with CBS for advertising dollars. He adds that CBS's policy against running basic cable ads is dictated in part by its affiliates, many of which will not accept such ads on a spot basis.

The cable networks, on the other hand, are enjoying revenue from broadcast network advertising. According to Arbitron's BAR figures, the three broadcast networks in 1991 spent about \$3.5 million on advertising on six of the nation's top basic cable networks—CNN, ESPN, Family Channel, MTV, WTBS(TV) Atlanta and USA (see chart).

No assessment would be complete without pointing out problems that have arisen among the basic cable networks themselves. Busciglio says that

when the Family Channel was buying time for its image campaign last year, USA, Lifetime and The Nashville Network would not accept the advertising. And CNBC was said to have had difficulty finding any competing basic cable network to accept ads for its new image campaign. But cable marketers still direct most of their frustration toward broadcasters.

"It's unfortunate," says Besch. "We would love any way possible to communicate beyond the cable subscriber." ■

MSO TESTS SHARED EFFORTS BY ITS CLEVELAND MEDIA

Cablevision tries synergies between local system, all-sports radio and regional channel

By Rich Brown

Cablevision Systems Corporation in recent months has begun testing synergies between its fledgling all-sports radio station WKNR(AM) Cleveland and its other media properties in the market, a move that could lead to similar shared efforts in other cities around the country.

Cablevision's Cleveland efforts do not mark the first time a cable operator has benefited from owning a radio station in the same market. But the arrangement is unique in that it matches the all-sports radio format with a local Cablevision system as well as the company's strong network of regional cable sports channels. It is the first such synergistic effort for Cablevi-

sion, one of the nation's top MSO's.

Cablevision has invested a substantial amount of money in the setup by purchasing radio station WKNR(AM) for \$2.5 million and pumping an additional \$2.6 million into the station over the last year, according to information first mentioned in a Cablevision prospectus being underwritten by Merrill Lynch & Co. The station switched to all-sports in September 1991.

WKNR(AM) is already saving as much as \$400,000 a year on promotional costs by advertising on company-owned SportsChannel Ohio, according to Jim Dolan, vice president, Cablevision. Arbitron ratings for the station's first book showed a 4.3, about three times what the station had attracted in the previous fall book.

"When a radio station sets out to promote itself in the Cleveland market, it gets to be an expensive venture," says Dolan. "This radio station can afford to promote itself on television 365 days a year. Having a synergy arrangement at no cost gives it an extra leg up in the marketplace."

In recent weeks, cross-promotional efforts have included two-minute segments on WKNR that promote the local cable programming lineup. The station has also aired frequent spots promoting pay-per-view boxing and SportsChannel sporting events.

Dolan says there are no immediate plans to expand the concept to other markets. "We're sort of in a let's-see-how-it-goes-with-this-one stage," he says. ■



Thom McKinney, president and CEO of the Cabletelevision Advertising Bureau, received the National Association of Minorities in Cable's award of distinction for outstanding leadership in cable last week at a dinner in Washington. Presenting the plaque to McKinney is D.C. chapter President Tallulah Anderson.

UNPREDICTABLE CABLE BUYS

Local cable spot buys are more flexible and efficient than before but are still unpredictable in terms of representation, trafficking and billing and are largely an unknown in terms of effectiveness, according to a just-released analysis by D'Arcy Masius Benton & Bowles.

DMB&B research found that one persistent problem in local cable continues to be the difficulty in finding systems that are exclusively represented by one firm. Another nagging problem remains the difficulty that many cable systems have in trafficking requests. The agency also found that in reviewing sales data in markets with and without cable advertising, they were unable to determine the success of the cable buy.

The agency shared its findings following a major local cable buy in which it bought time in 23 markets with above-average cable penetration making up about 10% of U.S. TV households.

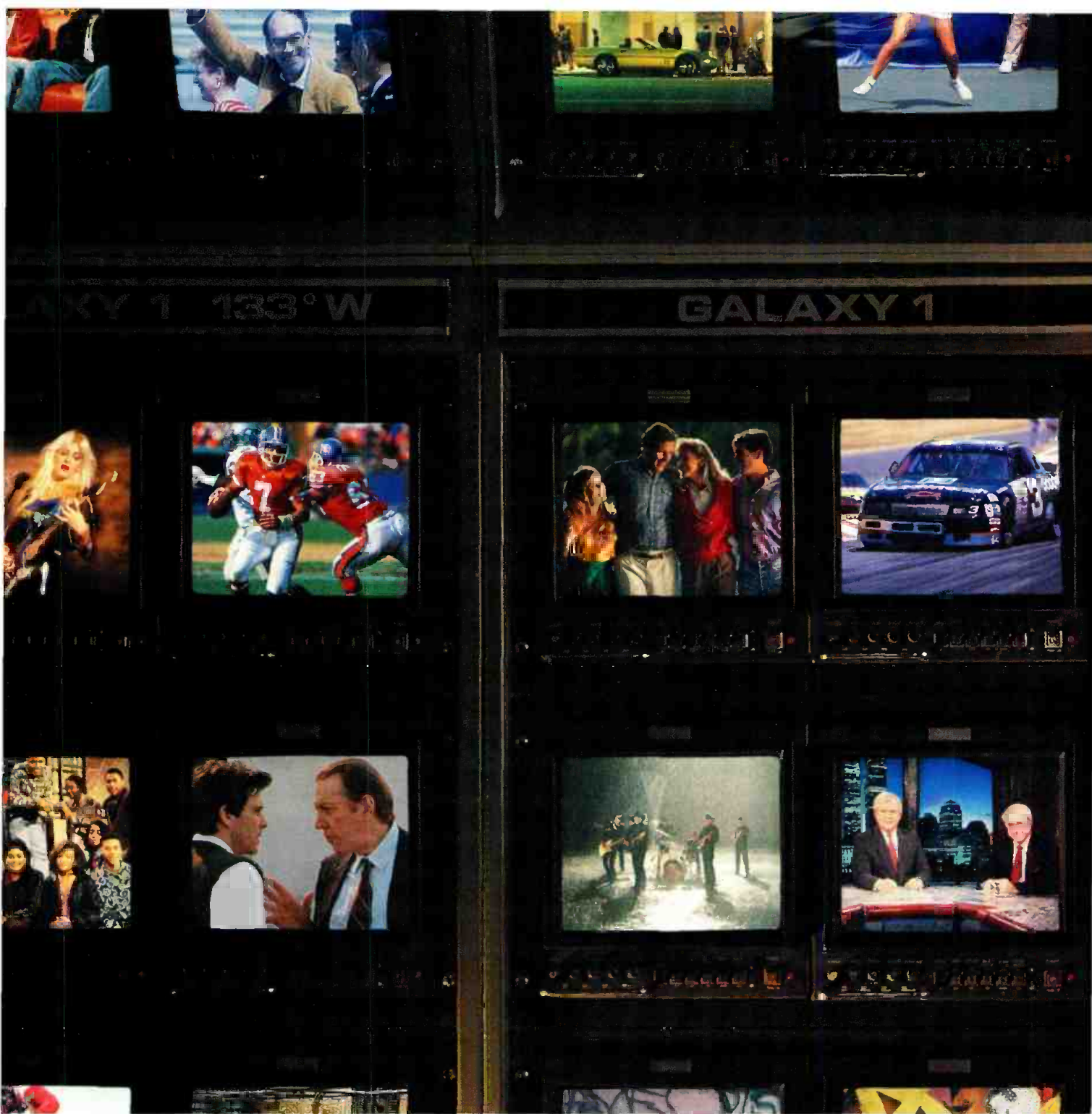
DMB&B's Sharron Lalik said the agency annually spends more than \$300 million in spot broadcast. She would not provide a comparative figure for spot cable, although she said the agency constantly "delves" into the category. ■

This Is Syndication's Future Off-Network Success.



Family Matters

**With Present Performance Being The Best Indicator Of Future Success,
It's Plain To See That "Family Matters" Is Destined To Be The #1 New
Off-Network Strip Of Fall '93. After All, Success Runs In The Family!**



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and scheduling. Whether your time increment is 15 minutes or 5,000 hours, your transponder scheduling requirements are automatically recorded, cross-checked, and confirmed for accuracy and availability. In fact, this new system can track more than 300,000 program-

ming orders in seconds.

All our people — satellite controllers, systems engineers, network controllers, support engineers, and technology and implementation engineers — have the very same mission: your absolute satisfaction with the preeminent leader in

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Because like you, we like to be in good company.

We're on a Mission.

HUGHES
COMMUNICATIONS

A unit of GM Hughes Electronics

Getting high ratings is no secret now that we've

When a show has been rated #1 in its time slot and #2 out of all Saturday morning cartoons over the last three years, stations want it in their line-up.

When you mention that the star of the show has also earned four Emmys and ten

nominations, the fur really starts to fly.

As you can tell, *Garfield and Friends* has its claws planted firmly into the ratings. If you act now, its success can be part of your line-up.

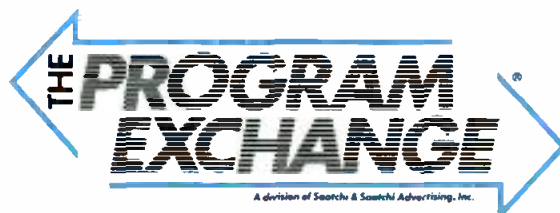
The Program Exchange is proud to



let the cat out of the bag.

welcome *Garfield and Friends* to their
Evergreen family for the 1993 season.
An offer you can't afford to pass up.

After all, if you've got Garfield
on your station, you've got ratings in
the bag.



Evergreens Are Always In Season.

Washington

FCC EYES RELAXING TELEVISION RULES

Commission said to be planning to ease its television ownership and duopoly rules

By Joe Flint

Fresh from reforming radio ownership rules and undeterred by the negative reaction from Capitol Hill, FCC Chairman Alfred Sikes wants to move on to television.

If Sikes has his way, the FCC will propose as early as its meeting next month to relax television's national ownership and local duopoly rules. Currently, no broadcaster or company is allowed to own more than 12 TV stations or reach more than 25% of the nation's viewing audience (14 stations and 30% for minority broadcasters). The duopoly rules prevent ownership of more than one station per market. There is no indication as to how far the commission will go in relaxing the rules, as talks are still in the introductory stages.

Last July the commission's Office of Plans and Policy released a study that recommended the elimination of both national ownership and local du-

opoly rules. The study found TV broadcasting's revenue and audience in an "irreversible long-term decline." The report also recommended repeal of the bans against common ownership of broadcast networks and cable systems and, under certain conditions, common ownership of a TV station and cable system in the same market.

The TV ownership reform is part of several regulatory reform initiatives the FCC will undertake over the next few months. Chairman Sikes issued the initiatives at the commission's last meeting (March 12) as a response to both President Bush's memorandum challenging all federal agencies to review regulations and his own talks with fellow commissioners about improving the way the FCC "does business."

Besides TV ownership rules reform, the FCC plans "within the next few months" to bring forward the follow-

■ Action on Sike's video dialtone proposal (see box)

■ Cable-network crossownership.

■ A second report and order on high-definition television.

■ A recommendation to speed the processing of MMDS applications.

■ Simplification of the Mass Media Bureau's ownership reporting requirements.

In his statement, Sikes did not say what the priorities are. Besides TV ownership, the commission's HDTV report and order is expected to be dealt with at the April meeting.

Officials have speculated that both the cable-telco issues and network-cable crossownership will come up in the June meeting.

Not on any schedule yet is a review of the prime time access rule. There are still, observers said, "active discussions" among the commissioners about whether to tackle revising PTAR.

While cable-telco and cable-network rulemakings and television ownership relaxation get the most attention, the commission is also serious about making its in-house operations run smoother. Said Chairman Sikes: "The licensing, or as I think of it, 'the authorization of investment,' initiative is designed to look at ways to expedite the commission's licensing functions. Quite simply, every day that an application remains at the commission is a day that the investment represented by that application is not being made."

The commission, said officials, needs to simplify reports, especially since staffing increases appear unlikely. One area in need of change is the processing of MMDS applications, where it has been estimated that there are applications in limbo that date back to 1983.

GROWING SUPPORT FOR VIDEO DIALTONE PLAN

With hopes of passing S. 1200 (a bill to eliminate the 1984 Cable Act's cable-telco crossownership restriction) in 1992 nearly dead, key deregulation advocates are urging the Bush administration to support the FCC's Video Dialtone plan as a near-term alternative. Video Dialtone "provides an excellent opportunity to promote within existing law elimination of regulatory barriers to widescale availability of the technology," said Senate Minority Leader Robert Dole (R-Kan.) and Senate Communications Subcommittee member Conrad Burns (R-Mont.), author of S. 1200, in a letter to President Bush last Tuesday (March 17).

Programs are needed to provide incentives for the telephone industry to build a new fiber-optic infrastructure, Dole and Burns said. "Broad deployment of such an infrastructure is essential to bringing all Americans into the information age, and insuring the future competitiveness of our industries."

Dole and Burns also urged a raise in the rural exemption on cable-telco crossownership.

-RMS



For Some, Getting High Ratings Is Child's Play.

Dennis the Menace is famous for causing trouble. In fact, since 1986, 43 new shows have challenged his ratings; yet he's always remained in the top ten.

Proof positive that Dennis is trouble, for the competition. The Program Exchange features Evergreens like *Dennis the Menace*, *The Flintstones* and *The Woody Woodpecker Show*. Classics that your station needs this season.

After all, the ratings game is nothing to kid around with.



Evergreens Are Always In Season.

BROOKS SKEPTICAL OF FCC ABILITY TO WATCH RBOC'S

Congressman tells Sikes commission is not equipped to monitor cross-subsidization

By Randy Sukow

House Judiciary Committee Chairman Jack Brooks (D-Tex.) was sharply critical of the FCC's deregulatory plans for the telephone industry and the Bush administration's telecommunications policies during an Economic and Commercial Law Subcommittee hearing last Wednesday (March 18).

Brooks is widely believed to be planning the introduction of legislation to codify many of the provisions of the modified final judgment (MFJ), the 1984 consent agreement governing the breakup of AT&T.

Brooks questioned the FCC's ability to monitor cross-subsidizing activities by the regional Bell operating companies (RBOC's) and the commission's "professed desire to deregulate, deregulate, deregulate." He also attacked the Justice Department for "what can only be called the Balkanization of telecommunications policy" by supporting removal of some MFJ provisions.

He also criticized Justice for abandoning its jurisdiction over antitrust enforcement of telecommunications enforcement to the FCC. "You have the responsibility to resolve the standard for high-definition television to preserve for this country a technology and not give it away to the Japanese like we have so many other wonderful inventions," Brooks said to FCC Commissioner Alfred Sikes, who appeared as a witness at the hearing. "I know you spend a lot of time on that. Why don't you spend a little more time on that and leave the regulation of this major industry to the Justice Department's antitrust division?"

Sikes and James F. Rill, assistant attorney general, antitrust division, said that removal of some MFJ restrictions, such as the ban on information services lifted last summer by the courts, will help the country's competitive and economic positions.

"We do not intend to abandon antitrust jurisdiction to the Federal Communications Commission or any other agency in government. We intend to pursue the conduct of telecommunications firms as well as other firms to be sure they conform to the antitrust

laws," Rill said. The FCC has "better systems in place to determine whether certain practices which are questionable have occurred. We would hope and expect that the FCC would inform us of any antitrust violation, and you can be sure we will pursue it."

Committee member Mike Synar joined Brooks in criticizing the FCC's monitoring techniques. Because the statute of limitations is short for MFJ violations—one to five years—the deadline often passes before the FCC is able to act, Synar said. "You don't have the personnel, you don't have the scope and you don't have the time" to monitor the RBOC's sufficiently, he contended.

Sikes defended the FCC's procedures for monitoring RBOC transactions and said they have improved

vastly since 1984, in part due to new computer-automated facilities. He also claimed that the FCC, working in cooperation with state regulators, polices the RBOC's well.

But witnesses representing New York, Pennsylvania and Minnesota—including Minnesota Attorney General Hubert H. Humphrey III—disagreed with Sikes, saying their budgets for monitoring antitrust violations have been cut drastically in recent years.

"I am proud of our record, but I have to tell you we are not equipped to be national telecommunications policymakers," Humphrey said. "When we're talking about the regional Bell operating companies and competition policy, the right standards are no mystery. They are the ones embodied in the modified final judgment." ■

SIKES DEFENDS DIAL-TONE 'VISION'

FCC Chairman Alfred Sikes was on the stump for video dialtone again last week. Quoting Machiavelli to defend his "vision" of universal video dialtone, he said: "The initiator [of a new system] has the enmity of all who would profit by the preservation of the old institutions, and merely lukewarm defenders in those who would gain by the new ones."

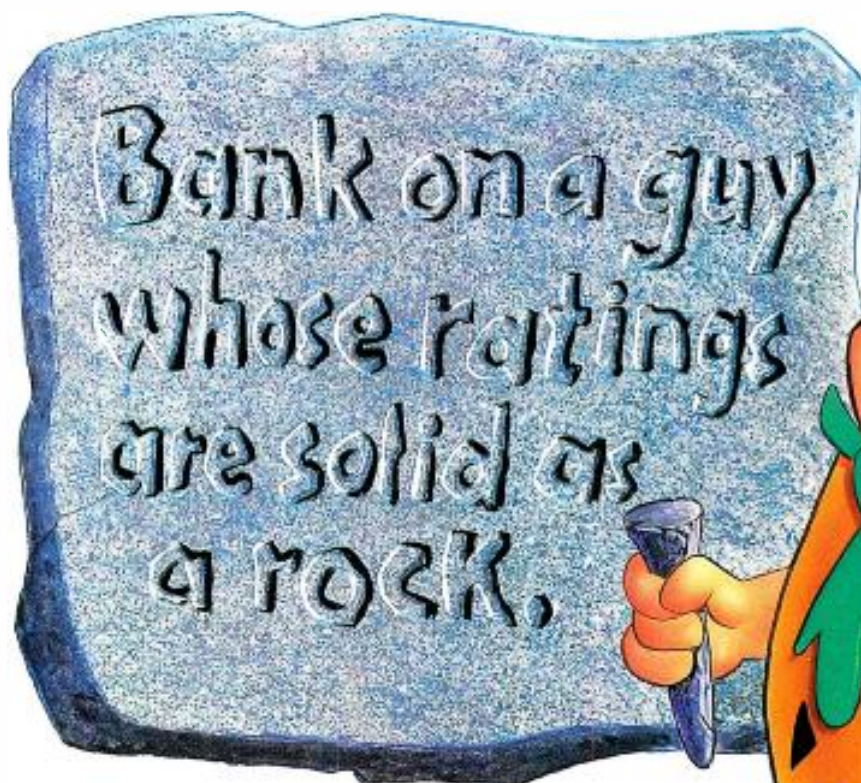
He described his concept of video dialtone as an "array of competing information services...news, entertainment and information programming." And, borrowing from Justice Potter Stewart's famous quip, Sikes told the audience at the fifth annual San Diego Communications Council that "you'll know it when you see it."

Sikes compared video dialtone to a public-switched telephone network, linking all American communities, but unlike other networks, "virtually all Americans can use it."

He also addressed the complaints of the cable industry that if telcos are allowed into the video delivery business, it will mean the demise of cable. "The simple truth, of course, is the phone companies are hardly the only large, well-heeled participants in the communications market. Others include the world's largest entertainment company, Time Warner; TCI, the world's largest cable company; Prodigy, a partnership of Sears and IBM, and Tymnet, itself owned by the world's most profitable phone company, British Telecom. Realistically, the likelihood of phone companies somehow triumphing over such enormously capable firms is not great," said Sikes.

Echoing Sikes's comment on telco entry into information services, Janice Obuchowski, former assistant secretary, communications and information, Department of Commerce, and administrator for the National Telecommunications and Information Administration, who also spoke at the conference, said, "The Bell company should be given some access to the video market, with some safeguards."

She also urged a hands-off approach by government to programming: "In an environment where programming is king, the government ought to get out of the way of ownership of programming." ■



The Flintstones keeps rolling right along in the ratings and has never gathered moss. New shows have come and new shows have gone but *The Flintstones* has been etched in stone.

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You'll find us as solid as a rock.



Evergreens Are Always In Season.

CROSSROADS ON NETWORK-CABLE CROSSOWNERSHIP

Local caps become focus of debate as issue moves to FCC

By Joe Flint

With the networks and their affiliates unable to solve their major differences on the issue, it may be up to the FCC, where comments are due today (March 23), to determine just how far to go in modifying the restrictions barring network/cable crossownership.

While affiliates, the NAB, the Association of Independent Television Stations and the Network Affiliated Stations Alliance (NASA) are against any relaxation, they realize that some modification is likely and have focused their efforts on protective safeguards.

The affiliates and INTV are concerned that relaxation of the network/cable crossownership rules would lead to anti-competitive behavior on the part of the networks.

The major stumbling blocks remain national and especially local owner-

ship caps. The networks, according to observers close to negotiations, want a 10% cap on national ownership and a 50% cap on local ownership, which would mean they could acquire systems that served up to 50% of a market's ADI. The networks are also said to want clauses grandfathering current systems, allowing them to acquire systems that already exceed the 50% cap. And, in markets where the network-owned MSO reaches 50%, the networks are said to be seeking a clause allowing them to compare that market to similar markets; if it is found that MSO's in those markets have a reach over 50%, then the network-owned MSO could also top 50%.

Whether all three networks will bring up the issue of local caps in their filings is not known. ABC is not expected to mention the caps in its filing at all, and there has been speculation that NBC will seek a total repeal of the rules without any safeguards.

The affiliates, however, have different ideas. In their final proposal to the networks, NASA and INTV said a "network will not own or operate cable systems where the homes passed by such systems exceed 5% of the nation's total television households or 25% of the television households in a local ADI."

In a letter to ABC affiliates, Peter Desnoes, managing general partner, Burnham Broadcasting and head of the ABC affiliates board, wrote: "It now appears that the gulf between television stations and the networks, while significantly narrowed, remains large enough to preclude a joint filing on safeguards to which both parties can agree." Included in the letter is a copy of the safeguards calling for no common ownership between a cable company and a network in excess of the 5% national and 25% local caps, a safeguard which, the letter said, "would effectively prevent Tele-Communications Inc. or Time Warner from swallowing a network."

NASA and INTV are also calling for a network-owned or -operated cable system to carry local commercial signals and provide channel positioning consistent with the must-carry and channel-positioning provisions in S. 12.

Safeguards for affiliate compensation are also being called for. The NASA/INTV proposal states: "The network will compensate that affiliate [where it owns or operates an MSO] at a rate which is at least as favorable to the affiliate as that afforded by the network to comparable affiliates under comparable systems where the network does not own or operate a cable system." Under the safeguards, networks would not be allowed to "leapfrog" over the local affiliate to pick up a distant signal. Network-owned cable systems will also honor all syndicated exclusivity requests. The safeguards also prevent a network from owning a station and a system in the same market.

Perhaps one of the most important safeguards is the last one, which calls for a 10-year wait before the networks can file for a waiver or modification of any of the safeguards. ■

PORTALS NON-MOVE QUESTIONED BY CONGRESS

House Public Buildings and Grounds Subcommittee Vice Chairman Eleanor Holmes Norton (D-D.C.) is raising questions about the FCC's aborted move to the Portals development in Southwest Washington.

The subcommittee has asked the GSA for information pertaining to its selection of the Portals to house the FCC and its decision two months later to throw out the selection and start the search for the agency's new home all over again.

The agency is now scattered in four buildings, including the headquarters at 1919 M Street. The plan was to move the FCC into new, consolidated quarters in January 1993.

FCC Managing Director Andrew Fishel, the FCC's point man on the move, said he has yet to hear from Norton or the subcommittee. He said he was only aware of the letter to the FCC.

The *Washington Post* first reported Norton's interest in the FCC non-move, saying she was leading an "investigation."

In a letter to the *Post*, Fishel said the FCC's position was "motivated entirely by bona fide and well-documented programmatic requirements. As such, the agency welcomes objective outside scrutiny of the decision made by GSA not to award a lease, regardless of whether this review is conducted by Congress, the General Accounting Office or the *Washington Post*."

A member of the subcommittee minority staff said the staff has had some "informal discussions" with the GSA to collect information, adding that the *Post*'s characterization of the subcommittee activities as an "investigation" was a "little strong."

Republic Properties, developers of the Portals, has lodged a formal protest of the GSA's renegeing on the lease award with the GAO, which has yet to act on it. "It was a fair-and-square competition," said Randy Nuckolls, an attorney representing Republic. "The Portals won and the award should have been made."

—NAJ



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A vertical Sony Library Management System unit is shown on the left side of the advertisement. It features a dark front panel with a series of horizontal slots, each containing a cassette tape. The tapes are labeled with numbers from 1 to 24. The unit is set against a dark, textured background that resembles a night sky with clouds.

Buy any other multi-cassette system and you could be taking a chance. A chance you won't get Sony's proven reliability. A chance you won't have Sony's commitment to "upgradeability." Or a chance you won't be backed by Sony's unrivalled support.

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SONY

Business

PROMOTION: TELEVISION'S ENEMY OR JUST HYPE?

There are differing opinions on whether ad budgets suffer from more promotions

By Sharon D. Moshavi

Promotion spending estimates continued to grow in 1991, unlike television advertising, which dropped 5%. That disparity continues a decade-long trend, predating the recession, in which promotion, say the estimates, outpaced advertising. According to Nielsen Media Research, promotion dollars have grown 14% annually over the past 10 years, outpacing advertising's pre-1991 average annual gain of 4%.

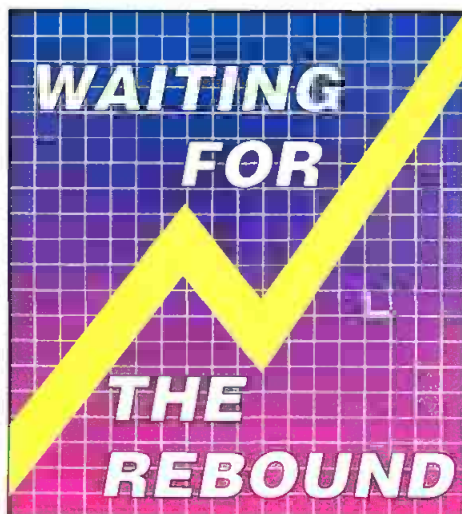
While most of those who track the promotion industry agree it has grown faster than and probably taken money from television, they don't really know how much. In fact they disagree on the definition of "promotion" itself, which causes widely varying estimates of how big the promotional threat is. They also disagree on whether the current pace will continue.

Promotion is divided into two categories: consumer and trade. Consumer, the smaller of the two, consists of such customer-directed promotions as coupons (which represent nearly half of the category), sweepstakes, rebates and point-of-purchase displays. Some data keepers also include direct mail in consumer promotion, while others insist direct mail is part of advertising.

Trade promotion, which some estimates say is twice as large as consumer promotion, is even more speculative. Generally the definition covers spending directed at retailers to insure shelf space. McCann-Erickson's senior vice president, director of forecasting, Robert Coen, is one who believes the definition, and spending estimates, for trade promotion are exaggerated: "Much of what is considered trade [promotion] is merely the cost of putting products into distribution," he says.



Second in a five-part series



Estimates for the total promotional pie run the gamut. They range from McCann-Erickson's \$14 billion to Wilkofsky & Gruen's \$47.4 billion to one trade publication's estimate of \$115 billion.

"There's a numbers argument and nobody's going to win it," says Joseph Flanagan, president of Impact, Foote Cone & Belding's sales promotion division, which handles clients such as Coca-Cola, Coors, Oscar Meyer, Citibank and Holiday Inn.

Observers do agree that most consumer promotion is done by packaged goods advertisers. Packaged goods companies spent 31% of their media dollars on advertising in 1990, compared with 35% in 1985, and 40% in

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By using our name correctly you help protect the integrity and effectiveness of this valuable DuPont property—for DuPont and all those who use it: yarn spinners, mills, manufacturers, retailers and consumers.

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1980, according to Donnelley Marketing's Annual Survey of Promotional Practices. That 9% margin decline in advertising over the decade has translated into gains for the consumer and trade promotion categories.

Observers also agree that service and retail industries have increased their promotional budgets. According to Impact's Flanagan, the retail industry has turned to promotion even more so than packaged goods because of the immediate effects it provides. "Retail is built on sales today. And right now retailers are dying for sales," he says. Some speculate that those companies that have turned to promotion because of the recession may also leave it when they no longer need its short-term sales results.

But the bottom-line question—how much television advertising is being siphoned by promotion—is still largely unknown.

The one category of consumer promotion most directly a substitute for TV advertising, in-store advertising, is still a very small business. ActMedia, the largest in-store marketing company, had 1991 revenues of \$171 million, almost half that of the entire industry, according to the company's president, Wayne LoCurto. He says that the dollars, while growing at a faster rate than TV advertising, are coming out of clients' existing promotional budgets, rather than their advertising budgets.

Of the 69.4% of media budgets spent on promotion, trade accounts for 44.3% vs. 25.1% for consumer, according to Donnelley Marketing. Consumer promotion's share of total media spending, in fact, peaked, according to the company, in the mid-1980's at 28% and has fallen back to just 2% above 1980 levels. Trade dollars have grown steadily over the de-

cade, Donnelley says, although the pace has slowed a bit in the past two to three years.

While the size and continuation of the promotion trend remains questionable, the television industry is clearly paying attention to it with marketing-oriented ventures such as those between CBS and K Mart and the NBC-McDonald's "McMillions" campaign.

At the same time, the networks have challenged the effectiveness of promotion. The Network Television Association has actively endorsed an

Information Resources Inc. study stating, "Television advertising is more cost-effective than promotion, and its positive effects are more enduring."

"We're not in the promotion business, but we're more and more working with advertisers on a promotional basis," says Scott Bonn, vice president, client marketing at NBC, which last week signed a promotion deal with Coca-Cola and Time Warner tied to the summer Olympics (CBS made a similar deal with Coke for the winter Olympics). ■

NBC: THE AISLES HAVE IT

Network partners with media companies and food wholesaler to provide video service in supermarkets

By Sharon D. Moshavi

In an attempt to regain dollars that have left television for other media, NBC is taking its programing and promotional product to the supermarket shelves.

The network recently announced its partnership in a newly formed venture called On-Site Media, along with food wholesaler Fleming Companies, and two alternative media companies, Silent Radio and Site-Based Media. The new company, for which financial particulars were not given beyond that it is working out funding arrangements, will utilize certain assets of Silent Radio and Site-Based Media to create an advertising-driven service available at least initially to supermarkets. Site-Based Media provides its television service, called Shoppers Video, which will be displayed in store aisles, while Silent Radio brings its LED-digital billboard, called

Checkout Chatter, to be stationed near checkout lanes.

"We believe the new venture will provide the opportunity to get promotional dollars which have shifted from traditional advertising to promotion over the last few years," says Scott Bonn, NBC vice president, client marketing. The network continues to investigate other alternative media ventures to bring back some of those lost advertising dollars, he says.

For the newly formed On-Site Media, NBC will provide sales and marketing strategy and its programing expertise, while Fleming, as the country's second largest food wholesaler, brings to the partnership its relationship with 6,000 supermarkets. Advertising will initially be sold by the new entity, but NBC has the option of taking over the sales function 18 months after launch, which is expected in June. Network affiliates will also share in the revenues; they will be given a still undetermined amount of local avails to sell in their respective markets. Retailers will be given an undisclosed percentage of the service's revenues.

Both Shoppers Video and Checkout Chatter will be video-only services. The former will have soundless 15-second advertisements and programing bursts. NBC will help develop programing, and will also get 12 spots per hour to directly promote itself. Checkout Chatter will provide both advertising text and informational text such as sports scores and news.

The initial rollout will be in super-

NIelsen CITES TREND: ONE RATINGS SERVICE

The trend among stations to switch to one ratings service continues, according to a study by Nielsen Media Research. The number of exclusive Nielsen clients has increased from 353 in 1989 to 382 (1990) to 438 (1991). Arbitron has gone from 175 exclusive clients in 1989 to 185 (1990) to 195 (1991). The number of stations that subscribe to both services has dropped by more than 20%, going from 420 in 1989 to 385 (1990) to 330 (1991). The ratings business has changed significantly in other ways, said Robert Taragan, Nielsen senior vice president-director of marketing. His company is pursuing contracts not only with individual stations but also with group owners. Nielsen has recently added Hearst and Group W stations to its client list, which already includes Gillett, Gannett, Chronicle and Adams.

—SDM

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markets, but the venture must essentially start from scratch. Both Silent Radio and Site-Based Media are in few supermarkets. Silent Radio is in 2,500 locations, but most are restaurants, bars and financial institutions, according to Lew Solomon, chairman and CEO of both the new venture and Silent Radio. Site-Based Media is currently in just over 40 supermarkets. According to NBC's Bonn, the rollout is being aimed at the top 10 markets as well as Denver and Miami, where NBC has owned-and-operated stations. At the end of the second year of operation, On-Site expects to be in 3,000 to 4,000 supermarkets, said Solomon.

On-Site Media has aspirations beyond supermarkets. The next phase of the rollout, expected to begin the second year of operation, will be to mass merchandisers, convenience stores, fast food franchises and drug stores, according to Bonn.

On-Site Media will indeed compete with Turner Broadcasting System's Checkout Channel, according to Solomon, but, he said, "There's room for both. There are 35,000 to 45,000 Class A supermarkets in this coun-

try." The Checkout Channel, which offers CNN programming along with commercials, is in 130 supermarkets and expects to be in 1,200 to 1,300 by year's end, according to Paul Beckham, president, Turner Private Net-

works, Inc. Turner has also launched the Airport Channel, now in six airports (eight to 10 are the goal for year's end) and is in discussions with McDonald's to provide a similar service to the fast food chain's franchisees. ■

Changing Hands

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

WZCR(FM) Fort Myers Beach, Fla. □ Sold by Gerard A. McHale, receiver, to John R. Linn for \$1.55 million. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. WZCR has soft contemporary format on 99.3 kw with 6 kw (holds CP to increase to 50 kw) and antenna 285 feet above average terrain. **Broker:** Media Venture Partners.

KEZB-AM-FM El Paso, Tex. □ Sold by KEZB Inc., trustee, to Paso Del Norte Broadcasting Corp. (highest bidder) for \$1.02 million cash. **Seller** is headed by Donald S. Leslie, and has no

other broadcast interests. **Buyer** is headed by Richard A. Najera and Mary S. Ponce, and is licensee of KINT-TV El Paso, Tex. KEZB(AM) has Spanish format on 1150 khz with 1 kw day and 380 w night. KEZB-FM has CHR format on 93.9 mhz with 96.2 kw and antenna 1,207 feet.

WIXC(FM) Essexville (Bay City), Mich. □ CP sold by MW Bay Inc. to WIXC Ltd. for \$670,000. WIXC Ltd. is limited partnership between MW Bay Inc. and Family Radio Inc., formed for purpose of constructing and operating station. Family Radio Inc. and MW Bay Inc. will be contributing \$275,000 and \$395,000, respectively, as initial capital contributions. MW Bay Inc. is headed by Geary Morrill. Family Radio is headed by Richard T. Record. Certain principals of MW Bay are also principals in Family Radio. Philip Fisher, principal of both companies, has interests in licensee of WOSH(AM)-WGMV(FM) Oshkosh, Wis. WIXC has new country format on 97.3 mhz with 3 kw and antenna 328 feet above average terrain.

WRXO(AM)-WKRX(FM) Roxboro, N.C. □ Transfer of licensee Roxboro Broadcasting Co. to John D. Bradsher and H. Wharton Winstead Jr. for \$516,363. Terms: \$70,000 cash (\$10,000 payable to Harry Myers, \$60,000 to corporation) and \$446,363 promissory note. **Seller** is headed by Harry Myers, who has 100% interest in WYNC(AM) Yanceyville, N.C. Winstead is chairman of board of directors of licensee Roxboro Broadcasting. WRXO has AC format on 1430 khz with 1 kw day. WKRX has country format on 96.7 mhz with 3 kw and antenna 300 feet.

WGHH(AM) Marion, Ill. □ Sold by T-A Marion Broadcasting Co. to Vine Broadcasting Inc. for \$396,000. Sale of station last year to Tri-State Chris-

March 12, 1992

Commonwealth Communications Services, Inc.

has completed the sale of the assets of

**WHP AM and FM
Harrisburg, PA**

to

Pennsylvania Broadcasters Associates III

The undersigned initiated this transaction on behalf of the seller and assisted the parties throughout the negotiations.

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PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,075,000 □ 4

FM's □ \$1,747,000 □ 3

AM-FM's □ \$1,711,363 □ 3

TV's □ \$375,000 □ 1

Total □ \$4,908,363 □ 11

1992 to Date:

AM's □ \$10,457,601 □ 30

FM's □ \$44,392,046 □ 50

AM-FM's □ \$29,898,589 □ 21

TV's □ \$26,185,000 □ 9

Total □ \$110,933,236 □ 110

For 1991 total see Jan. 27, 1992 BROADCASTING.

tian T.V. for \$380,000 ("Changing Hands," June 3, 1991) was not approved, buyer withdrew application. Seller is headed by George W. Dodds, and has no other broadcast interests. Buyer is headed by Johnny Gomez, and has no other broadcast interests. WGGH has Christian format on 1150 khz with 5 kw day.

WOCD(TV) Amsterdam (Albany-Schenectady-Troy), N.Y. □ Sold by Amsterdam Broadcasting Inc. to Cornerstone Television Inc. for \$375,000 cash. Seller is headed by Lou Kearn, and is subsidiary of Coit Drapery and Cleaning Inc., licensee of KRKY(AM)-KRKM(FM) Granby-Kremmling, Colo. Buyer is headed by R. Russell Bixler, and owns WPCB-TV Greensburg, WKBS-TV Altoona and LPTV W50BF Hermitage, all Pennsylvania. WOCD is independent on ch. 55 with 5,000 kw visual, 500 kw aural and antenna 731 feet above average terrain.

WCNT(AM) Charlotte, N.C. □ Sold by Broadcast Equities Inc. to Charlotte Good Music Broadcasting Inc. for \$310,000. Terms: \$10,000 escrow deposit, \$90,000 cash at closing and \$210,000 six-year interest-bearing note. Seller is headed by Randy Bell, and has no other broadcast interests. Buyer is headed by George S. Buck, son of George H. Buck, who has interests in eight AM's and one FM; he recently purchased WKXC-FM Aiken (Augusta, Ga.), S.C.; WTI(AM) New Orleans and WYRS(AM) Rock Hill, S.C. ("Changing Hands," March 2). WCNT has news-talk format on 1480 khz with 5 kw.

KSLD(AM)-KAZO(FM) Soldotna, Alaska □ License (KSLD) and CP (KAZO) sold by King Communications to Cobb Communications Inc. for \$305,204, assumption of debt. Seller is headed by Salley Blakeley, and has no other broadcast interests. Buyer is headed by Thomas C. Tierney, and has no other broadcast interests. KSLD is fulltimer with AC format on 1140 khz with 10 kw. KAZO is allocated to 96.5 mhz with 10 kw and antenna 79 feet above average terrain.

WDNY(AM) Dansville, N.Y. □ Sold by C.T.B. Communications Inc. to Dan-Way-Coa Broadcasting Co. Inc. for \$290,000 cash, of which \$170,000 is for 10-year noncompete covenant. Seller is headed by Charles Barthold, and has no other broadcast interests. Buyer is headed by Thomas P. Wamp, and is also licensee of WACZ(FM) Dansville, N.Y. Vice president David Mance owns 45% of licensee of WCDO-AM-FM Sidney, 55% owner of licensee of WATN(AM)-WTOJ(FM) Watertown-Carhage and 24.5% owner of licensee of WLKC(FM) Henderson, all New York, and is 33.3% owner of licensee of WZOS(FM) Oswego, N.Y., which is being sold (see "For the Record," March 16). WDNY is fulltimer with AC, talk format on 1400 khz with 1 kw.

KXPO-AM-FM Grafton, N.D. □ Sold between partners of licensee KGPC Co. for \$280,522 (\$263,522 in assumption of debt). Sellers are Marlin T. Obie, Robert M. Obie and Randy J. Obie, selling (collectively) their 50% of station. Robert M. Obie owns KRWB(AM) Roseau, Minn. Buyers are Delhart D. and Judith F. Nygard, husband and wife. Delhart Nygard is 50% voting shareholder in KZZI(AM) Rugby, N.D. KXPO(AM) is fulltimer with country format on 1340 khz with 1 kw. KXPO-FM has country format on 100.9 mhz with 3 kw and antenna 125 feet above average terrain.

WQRL(FM) Benton, Ill. □ CP sold by Lanmar Broadcasting Inc. to Dana Communications Corp. for \$250,000. Seller is headed by Thomas S. Land; he and vice president David H. Land have interests in WFIW-AM-FM Fairfield, Ill. Buyer is headed by Dana R. Withers, who has interests in licensee of KAVU-TV Victoria, Tex., and in permittee of WQHC(FM) Nashville, Ill. WQRL has AC format on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

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TECHNOLOGY PREVIEW

NAB 1992

Despite lean times, the National Association of Broadcasters expects its professional video/audio equipment exhibition April 12-16 in Las Vegas to be the world's largest such gathering.

But rather than offer a candy store window to more than 51,000 hungry but increasingly frugal attendees, the nearly 800 exhibitors will focus on the basics, emphasizing efficiency, flexibility and longevity.

And as broadcasters begin to look in earnest to a future with high-definition television and digital audio broadcasting, zeroes and ones remain the bridge between today's equipment and tomorrow's technology.



In this special report, BROADCASTING examines the following technological issues:

- With limited budgets, broadcasters will spend only to save. **Page 60.**
- Manufacturers of recording, editing, switching and automation hardware respond with "solutions, not more boxes." **Page 60.**
- Attention, advanced TV studio hardware shoppers: See the world's first digital HDTV transmission and interim-step digital component VTR's—including one to offer widescreen 525-line processing. **Page 62.**
- Digital Audio Broadcasting: In-band or bust, but no wheels yet. **Page 66.**
- The radio station studio: Going digital from disc to air. **Page 68.**
- Graphics: Circuit and software advances mean more features for less. **Page 69.**
- Cameras: Better lenses bring big pictures out of small boxes. **Page 71.**



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NAB '92: MAKING THE BEST OF TIMES

Biting the recession bullet, broadcasters are looking to spend only to save

By Peter Lambert

From network to group to affiliate and independent, large to small, most radio and television broadcasters describe themselves as in a strict equipment "replacement and maintenance mode," looking only to spend where they must to maintain quality services and, when possible, to create savings.

Uniformly, they say, broadcasters will attend the 1992 National Association of Broadcasters Conference and Exhibition with small current capital spending plans, but with an eye toward long-range developments, particularly high-definition television, for which stations must now begin to plan (see page 72).

Still, expecting to deliver NTSC signals for another 15 to 20 years, many broadcasters look toward automation products and the lower power requirements of digital studio equipment and solid-state transmitters, all of which allow them to figure long-range savings into purchase price.

In 1991, Nationwide Communications "suffered like everyone, but '92 ad revenue looks pretty good so far," says Don Watkins, that broadcast group's chief engineer. For its three AM, 12 FM and four TV stations, Nationwide has invested significantly over the past several years in solid-state transmitters and in computer news and data management systems.

This year, although "we're being very cautious and will probably spend less," Watkins says his radio stations will kick the tires on digital work stations, as well as CD storage and playback systems to replace CART systems—all of which can free up the creative energies of staff and improve on-air quality.

Watkins's TV stations will look mainly for production gear, including computer graphic workstations and advances in ENG, including improvements in camera and recorder quality and weight. "The next factor is robotics, though I'm not saying we'll buy anything," he says.

Similarly, Edward Piette, general manager of WDAF-TV Kansas City, Mo., says that "with the business and technology changing so fast, you have to be very, very careful." Upgraded two years ago to a computerized newsroom, WDAF-TV also owns an Avid III Paintbox and Grass Valley 300 production switcher. The station will complete the second half of a conversion to Beta from three-quarter-

Manufacturers respond to financial realities with economic solutions

By Peter Lambert

What's a manufacturer of sophisticated electronics hardware to do when much of his traditional clientele finds itself short on money to spend?

Surprisingly heartening answers to that question, for both the users and makers of television and radio equipment, may surface during the National Association of Broadcasters 1992 Conference and Exhibition in Las Vegas April 12-16.

As always, the show will serve as a forum for introduction of radically new technologies—including the first-ever digital HDTV transmission by General Instrument, a prototype digital component, widescreen-NTSC videotape recorder from Panasonic and a Quantel foray into two new hardware areas: live-over-live digital compositing and a new "concurrent editing" approach (slated to be unveiled at the Parker Meridien Hotel in New York today, March 23), as well as a non-compressed digital, rewritable videodisc recorder from Grass Valley Group.

But in general, more than 50,000 NAB '92 attendees can expect to see less emphasis on new "boxes" and more on "solutions" built around efficiencies and long-

term savings.

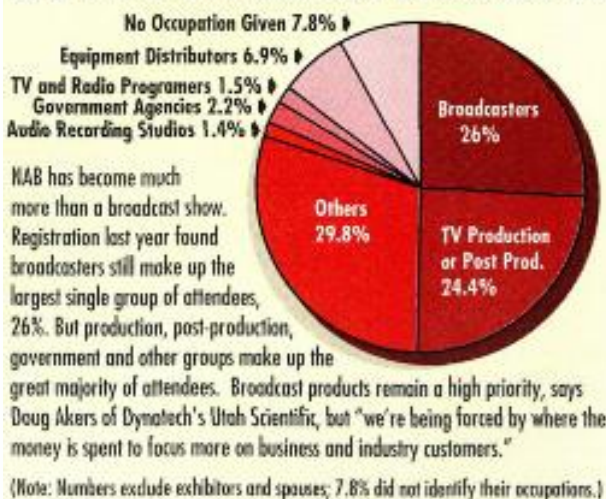
Major manufacturers interviewed by BROADCASTING are painfully conscious of their clients' spending restraints. In response, they plan to pitch cost and efficiency benefits through forward and backward compatibility, "horizontal" integration among groups of products, software upgrades and automation. They will also find a wider range of entry level prices.

A fundamentally changed approach by Sony may exemplify a new modesty across the Las Vegas Convention Center floor. "We're changing our business approach, and our NAB exhibit in line with that change," says Charles Steinberg, president of Sony Corp. of America's Business and Professional Group.

Rather than concentrating on "the latest, greatest technological wizardry," he says, Sony will instead place "a major emphasis on the fact that technology can be used to save money, can be used to automate, eliminate mistakes on the air and create greater efficiencies."

"In my view," says Sony's Steinberg, "the business has changed permanently; it's not a temporary change around the recession, but a fundamental change in the decision-

NAB SHOW NOT JUST FOR BROADCASTERS



Continues on page 74.

Continues on page 72.

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1992: THE YEAR OF HDTV?

NAB's HDTV World takes center stage as broadcasters' academic interest gives way to real-world concerns about implementation of next-generation TV

By Harry A. Jessell

With the FCC determined to set a standard for high-definition television broadcasting next year, the HDTV conference and exhibition at the NAB convention next month will be more than a mere side-show.

The high-definition talk and hardware at both the main equipment exhibit and HDTV World may steal the show for some far-sighted broadcasters.

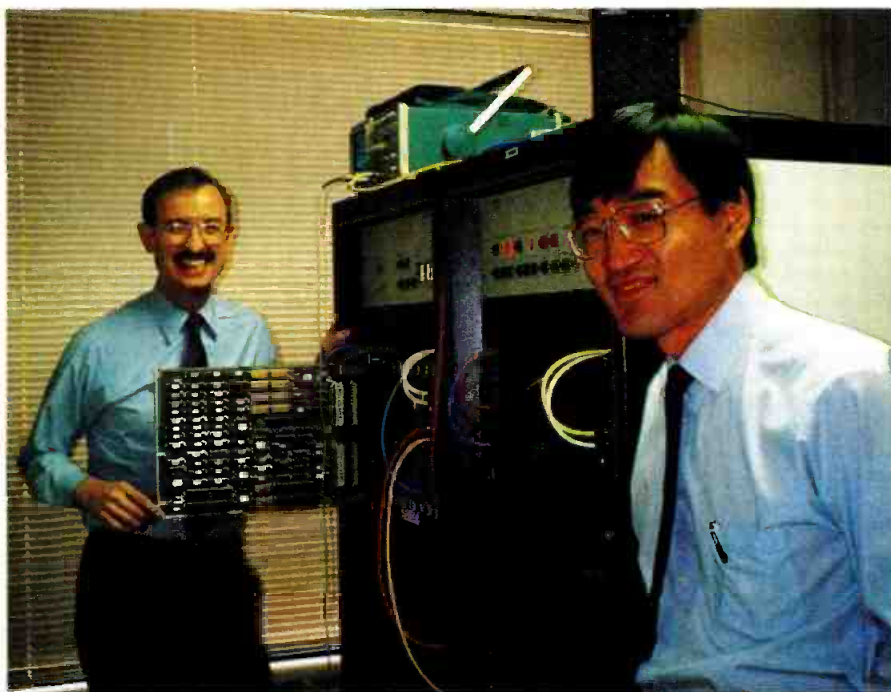
"This year we'll have more people looking at HDTV," says Peter Smith, NBC vice president of engineering. "This is the year for many broadcasters to begin moving out of R&D and into implementation."

Making the point of HDTV's imminent arrival better than all the talk will be General Instrument's planned broadcast of an HDTV signal via Las Vegas's now-fallow channel 15 throughout the convention. GI will be using its DigiCipher digital HDTV system, one of four digital systems now vying at the FCC to be the national standard. The other system proponents will offer more modest demonstrations.

New HDTV programing will testify to the creative potential of the medium in a variety of genres and provide grist for demonstrations of the increasingly sophisticated and practical HDTV production equipment. All of the winners of the 1991 HDTV cinema contest in Montreux, Switzerland, will be screened.

Broadcasters will be able to compare two distinct sets of HDTV production gear—the Japanese-backed 1,125-line/60 mhz equipment and the European-backed 1,250/50 gear. The latter will be promoted by Vision 1250, a consortium of European manufacturers, in a 2,400-square-foot exhibit.

HDTV World is dedicated to promoting HDTV—systems that would not only widen the screens of receivers, but also at least double the resolution of today's NTSC system. None-



General Instrument will conduct the first public demonstration of a digital HDTV system—its own DigiCipher—as part of the HDTV World exhibition at the NAB convention. GI's Bob Rast (left) and Woo Paik, shown with one of the test transmitters, put together the pieces for the demo. According to Rast, the HDTV signal will originate from a VTR (and possibly a camera) in GI's HDTV World booth in the Las Vegas Hilton. The signal will be beamed via microwave nearly a quarter of a mile to the convention center, where a TTC 20-watt transmitter will broadcast it over channel 15. HDTV sets back at HDTV World will receive the broadcast. "It's an historic event," says Rast.

theless, "enhanced" or widescreen NTSC—anathema to true HDTV believers—will continue to generate talk, if not a following. Widescreen NTSC shares HDTV's 16:9 screen dimensions, but not its resolution.

In a hotel suite, Panasonic will show a prototype component digital videotape recorder (tentatively dubbed D-5) capable of handling conventional 4:3 NTSC or the 16:9 widescreen version.

Meanwhile, at HDTV World, Nippon Television Network will demonstrate (and make a presentation) on a widescreen NTSC broadcast system, which purportedly would allow stations to broadcast a widescreen signal while maintaining compatibility with existing 4:3 sets in the same way color signals maintained compatibility with black-and-white sets. It would not re-

quire a second channel as do the HDTV channels under consideration by the FCC.

Much of the interest in widescreen NTSC is being driven by the large European set manufacturers, Thomson and Philips. Later this year Thomson plans to introduce 34-inch widescreen NTSC sets as well as widescreen videocassette recorders and camcorders. Philips is expected to follow suit.

It is not yet clear whether widescreen NTSC will hurt or help true HDTV.

Some suggest the introduction of widescreen NTSC will whet the appetite for true HDTV. In fact, says Thomson's Frank McCann, Thomson's widescreen NTSC can be easily upgraded to receive HDTV signals with a plug-in decoder, although the sets display the full resolution of

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For more information on how you can become part of this important campaign and ensure the completion of HDTV testing, please call 202-429-5361 today.

FORMAT OF WHICH YEAR?

Sony Corp.'s NAB exhibit "will not face broadcasters with the format of the year," says Charles Steinberg, president of Sony's Business and Professional Group.

At least until 1993, that is, when Sony and Panasonic plan to deliver new, small-format, digital component VTR's.

Ampex, on a faster track, will exhibit "very close to a production model" for its Digital Component Technology (DCT) VTR, and plans to begin shipping before the end of 1992, says Michael Arbuthnot, DCT systems program manager.

Ampex has not adopted the strategy proposed by Sony and Panasonic Broadcast and Television Systems, both of which plan to make their new format machines capable of playing back both the new half-inch component digital and established half-inch composite digital videotapes.

In contrast, Ampex believes it will win the high-end market it seeks with a design that does not build "extra overhead" into its VTR to enable it to play back other formats, says Arbuthnot. "We're proposing to bring to market a line of products very specifically sculptured to fit the needs of the high-quality component video user," particularly in Europe, where large-format D-1 digital component has become the standard among broadcasters, as well as post-production houses.

In any case, a year before delivery, Panasonic will

surely stir talk, if not controversy, with a 16:9, 525-line entry—a prototype "D-5" VTR ("D-4" may be skipped in the nomenclature by international standard setting bodies because of double meanings in certain Asian and other languages) capable of processing either 4:3 or 16:9 NTSC digital component video (BROADCASTING, March 16).

Industry experts agree that, once terrestrial simulcast high-definition television channels are allotted, a widescreen 525-line VTR will prove a godsend, allowing broadcasters to upconvert NTSC programming to fill schedules until HDTV programs become widely available. Some fear, however, that widescreen NTSC transmission could preempt the HDTV market by providing consumer with all the video improvement they want (see story below).

Laurence Thorpe, vice president for Sony Advanced Systems, says his company is studying 16:9 NTSC, but has found more questions than answers concerning compatibility and peripheral costs. And, he says, Sony is concerned about potential consumer confusion, given introduction of three transmission standards—NTSC, 16:9 NTSC and HDTV.

Although Arbuthnot declined comment on whether Ampex's DCT would incorporate a widescreen option, he noted that "many 16:9 proposals on the board now are component 525."

—PDI

HDTV. When HDTV becomes available, a base of "nearly HDTV ready" sets will already be in place.

Likewise, widescreen NTSC production gear like Panasonic's D-5 VTR will enable broadcasters to make a gradual transition to HDTV, stretching out the enormous costs over more years. Of course, broadcasters who opt for widescreen NTSC production gear instead of its HDTV counterparts will be sacrificing picture quality.

What HDTV proponents fear is that widescreen NTSC will catch on with consumers and pre-empt the advanced TV market. The fear is not totally unfounded, given widescreen NTSC's early roll-out and the lower costs of widescreen NTSC for broadcasters. "I hope it doesn't happen," former CBS engineer Rupert Stow says of pre-emption. "But I have to admit the possibility exists."

Michael Rau, NAB's senior vice president, science and technology, says Stow and others have little to worry about. "The broadcasting industry is committed to the highest-quality simulcasting HDTV service," he says. "Broadcasters are backing away from all kinds of extended defi-

nition systems."

When the FCC adopts an HDTV broadcast standard and sets aside simulcast channels for broadcasters next year, Rau says, "a tidal wave" of interest in HDTV will "roll over all interim technologies."

Paramount in the minds of broadcasters is how much all of this is going to cost. The conference should supply some answers. Two groups are independently preparing cost analyses to be released at the show.

Stow, who is heading one of the efforts, was not ready last week to release any numbers, but said it looks as if the costs in his group's report will be "significantly lower" than those reported in initial cost studies by CBS and PBS will essentially affirm its projections of two years ago.

The 1990 studies indicated it would cost \$2 million-\$3 million for stations to gear up for minimum levels of HDTV service (passing through network HDTV feeds and inserting local commercials) and \$12 million-\$13 million to complete the transition.

The studies said the costs will come down over time as manufacturing numbers and efficiencies increase.

Late adopters of HDTV may be able to make the complete switch to HDTV for \$5 million.

"There will be a lot of interest in advanced TV," says Robert Niles, chief engineer at WPVI-TV Philadelphia and for ABC's TV station group. "We're very concerned about implementation costs, and we want our input heard by the manufacturers."

Like many stations, WPVI-TV's spending plans for the next three years are "somewhat contingent on how fast ATV happens," Niles says. "So long as we can deliver a good signal with standard [analog] equipment, there is no need to convert for the sake of going digital. It's hard to tell how much digital NTSC equipment will remain viable in the ATV age"—a topic certain to be raised in the main exhibit.

"From our perspective, it is clear that the future of HDTV is close at hand," said the Advanced Television Test Center's Peter Fannon and Charles Rhodes in a letter last week to broadcasters urging their attendance at HDTV World. "It is not too early for broadcasters to begin to plan for their transition to HDTV."

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BROADCASTERS MAY MISS DIGITAL AUDIO BUS

By Randy Sukow

In 1991 the most visible symbol of radio's future was a bus. In 1992 it has been replaced by a question mark.

Last year's National Association of Broadcasters convention and the later NAB Radio 1991 in San Francisco gave broadcasters a ride on a bus to hear mobile demonstrations of the European-developed Eureka out-of-band digital audio broadcasting system. It performed as advertised with high audio quality and no interference, even in multipath conditions.

After NAB decided to drop its endorsement for U.S. adoption of the Eureka system (BROADCASTING, Jan. 20), no mobile demonstration was planned for this year's convention. At the same time, none of Eureka's numerous rival in-band DAB developers is expected to have a mature system ready for mobile demonstration at this year's convention either. Some question whether a practical in-band DAB system will ever be developed.

NAB's decision to abandon Eureka and the out-of-band path toward a DAB standard and support development of an in-band approach was followed by the World Administrative Radio Conference (WARC) decision to allocate L-band (frequencies near 1500 mhz) and S-band (frequencies near 2500 mhz) spectrum for terrestrial and worldwide satellite DAB service.

WARC's action leaves broadcasters with several questions, and none of the answers appear to be fully satisfactory:

- Should the NAB maintain its support for in-band systems? Should it change its position again and attempt to gain allocations for a new, separate DAB service in L band?

- When will the first satellite DAB systems begin transmitting nationally and internationally in competition with American AM and FM stations? How quickly will a U.S. in-band or out-of-band DAB transmission standard be developed and approved to match the quality of the satellite systems?

- How dramatically will other an-



ticipated forms of consumer digital audio service—cable, microwave, compact disc, digital audio tape—affect the listenership of traditional analog AM and FM service throughout the 1990's? Will receiver manufacturers build high-quality, affordable digital radios for the U.S. market where satellite and terrestrial DAB is likely to operate outside of the established worldwide DAB bands?

"The only thing you can predict with some certainty is that satellite [DAB] will be in the S band in the United States," FCC Chairman Alfred Sikes said at the recent NAB State Leadership Conference.

NAB was one of the first U.S. organizations to take a close look at the digital audio development of the Eureka consortium during the 1980's. By 1990 Eureka began over-the-air demonstrations of a system capable of compact disc-quality digital audio immune to multipath and other annoying forms of interference, for either satellite or terrestrial transmission.

In January 1991, NAB adopted its newly formed DAB Task Force's recommendations to endorse the Eureka system for U.S. terrestrial transmission only. It began lobbying the U.S. government to support an L-band allocation at WARC 1992 for both satellite and terrestrial transmission on a co-primary basis. It also asked the FCC to reject approval of U.S. satellite DAB services and to consider creating a new terrestrial radio service on L band to accommodate new allocations for all currently operating AM and FM stations.

NAB's DAB position was controversial from the beginning. Many of its members, especially FM members, denounced the out-of-band approach and called for development of a less costly digital audio system to operate

within the FM band. By mid-1991 about a dozen groups were working on such an in-band system, most notably USA Digital Radio (aka "Project Acorn"), a co-venture of CBS Radio, Gannett and Stanford Research Inc. of Los Angeles.

NAB's eventual decision to drop its Eureka endorsement stemmed from pressure from in-band supporters and the U.S. government's announcement last fall that it would not seek an L-band DAB allocation. Instead, it announced plans to ask for a worldwide S-band allocation in a region of the spectrum considered too high for efficient terrestrial DAB broadcasting.

Broadcasters were taken by surprise by the WARC's final decision last month. The conference decided on a worldwide L-band allocation (1452-1492 mhz) for terrestrial and satellite service, to be coordinated at a special conference in 1998. In a footnote to the WARC record, the U.S. won a separate S-band DAB allocation (2310-2360 mhz) for the U.S. only.

The NAB digital task force next meets on April 3 in Washington. It has two possible courses to follow.

Scenario 1: Continue to support in-band development and try to block L-band satellite service. In-band development is well behind the satellite systems. There is not yet any reliable estimate of when an in-band system could be completed and in-band service could begin. Meanwhile, Satellite CD Radio, a satellite DAB developer, hopes to have a nationwide, 30-channel digital service operating in the U.S.'s special S-band allocation (BROADCASTING, March 9). Other satellite innovators are likely to follow.

"My guess is that there is going to be some pressure for the people who now occupy the L band to yield some spectrum," Sikes said. Most of the pressure is expected to come from those with an interest in maintaining a single DAB receiver standard for North America, including the Canadian and Mexican governments and receiver manufacturers.

The Defense Department and some of its contractors currently use L band for aeronautical telemetry testing.

Pentagon pressure on the State Department last year led to the U.S. position in favor of S band for DAB. To halt a drive for satellite DAB in L band, NAB would be forced to side with the Defense Department's desire to hold the spectrum, a position it vehemently opposed only six months ago.

In a new fight over L band, the FCC may decide to move some of the telemetry functions to S band and save a small portion of L band for satellite DAB. With a limited amount of L band available for digital audio, the FCC may choose to allocate the frequencies to international satellite service.

The Voice of America, for example, has long-term plans to phase in a satellite system to replace its short-wave service in some parts of the world. Under the VOA plan, U.S. satellite transmissions would be made available to the rest of the world, while international satellite programming would be beamed into the U.S. over shared frequencies.

Soon after the WARC-92 decision, Radiosat International, a Washington-based company, announced that it has been working for two years on a satellite audio system designed for the applications envisioned by VOA, BBC Worldservice and other international shortwave broadcasters. It hopes to launch the service by 1996.

Last summer the FCC granted an experimental license to WorldSpace Corp., Washington, to operate an FM-quality digital audio service to be uplinked in the U.S. and received in Africa and the Middle East. The company hopes to have a 36-channel service operating by late 1993 (BROADCASTING, July 1, 1991). WorldSpace Chairman Noah Samara said he was "elated beyond description" by the WARC decision to allocate a portion of L band for DAB.

Scenario 2. Try again to win L band for AM and FM broadcasters. The NAB Engineering Conference next month will include a technical paper describing positive results from terrestrial tests of the Eureka performed on the L band in Canada last year. It might make sense for U.S. broadcasters to again seek L-band assignments. But it may already be too late. To accommodate all 11,000 radio stations currently operating in the U.S., the FCC would probably have to devote all 40 mhz of the L band allocated at

WARC, moving all aeronautical telemetry to S band—a formidable goal considering that broadcasters have already been turned down for L band once. The military would have the additional leverage since NAB had earlier given up broadcaster claims on L band as being unnecessary for DAB.

If NAB were to take an out-of-band position, its membership would likely again be split. The same in-band advocates that pressured NAB to change its first DAB stance would mount another powerful protest. The best hope for broadcasters would seem to be rapid development of a practical, high-quality in-band DAB system.

The question of practicality may be partially settled during the convention, when NAB releases the results of interference tests between conventional FM stations and digital signals spaced between them. USA Digital's system proposes such an "in-band, on-band" method of broadcasting. "This is a critical test to find out ultimately whether there is enough FM spectrum available to actually hold a DAB service considering we want to give each

existing FM station and maybe each existing AM station a DAB facility," said Michael Rau, NAB senior vice president, science and technology.

If those tests yield negative results, the first-adjacent-channel approach proposed by some in-band proponents may be an answer. The leader in the adjacent-channel method appears to be a system being developed by Strother Communications, Hammond, La., and LinCom Corp., Los Angeles.

USA Digital and Strother-LinCom are the only DAB proponents expected to demonstrate at the convention this year. Neither will have a mobile demonstration. According to NAB, neither is expected to have low-power broadcasts at their booths. (USA Digital representatives could not be reached last week for confirmation.)

"We wouldn't anticipate a mobile test until a year from now," Strother said. "We would like to think we could make it by fall, but that's out of the question, principally because of the scarcity of R&D funds. That's what has slowed down our and probably everybody's development." ■



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SAVING TIME, SPACE, COSTS WITH DIGITAL AUDIO

By Peter Viles

With revenue down at hundreds of radio stations and the future uncertain, April 1992 doesn't appear to be the best time in broadcasting history for stations to invest in new digital audio equipment.

But the computer experts who are trying to bring radio into the digital era will be making a blunt appeal in the exhibition halls of Las Vegas next month: do it now because you can't afford not to.

"I think that this technology delivers a cost savings," says Harn Soper, manager, digital audio products, BASYS Automation Systems. "Stations cannot afford not to look at it."

Stations in the market for digital audio storage equipment at NAB will notice that two of the leading suppliers have merged: Gentner Communications Corp. announced this month it intends to purchase MacroMedia Inc. Both companies provide digital systems to replace traditional carts and cart machines. Gentner makes DAWN, a higher-end product for large stations, and MacroMedia makes Audisk, designed for small to mid-sized stations.

Both systems are work stations that allow staffers to edit and modify tape on-screen and then schedule and play back commercials and other spots up to a week or more in advance, with no carts and little chance for human error. The systems are compatible with CD jukeboxes designed for automatic music scheduling. Chuck Leonhardt, Gentner's marketing communications manager, says both systems provide better quality sound than carts and cut down on production time, freeing personnel to spend their time improving on-air sound. "When you evaluate all those costs compared to a cart-based system, it doesn't even compare," he says.

Don Watkins, vice president, engineering, Nationwide Communications, says groups and large stations are increasingly interested in using digital equipment to find faster, easier ways to produce spots. "The focus for the last year or more has been on digital production enhancement—the ability to quickly and easily produce multi-channel spots," he says.



Radio Computing Services' Tracker stores station logs on DAT cassette.

In addition to high sound quality, digital audio work stations allow for random access editing, which saves time spent listening to and rewinding tapes. Further, many digital systems are "non-destructive"—that is, they allow the user to undo editing decisions without destroying any sound.

"It really leaves you with many more options," says Darren Abrams, communications coordinator for New England Digital, which markets work stations called PostPro and Synclavier. "It's sort of the equivalent of what a word processor did to replace the typewriter."

For some smaller, satellite-fed stations, digital audio systems have replaced cart machines and enabled walk-away and even remote-control capability. A leader in this field is Systemation Corp., which markets its digital-based Qwik Disk system as a replacement for cart machines.

"We can literally put hundreds of carts on a single hard disk," says David Gerety, vice president, sales. "It's extraordinarily flexible compared to a cart."

Gerety says the reliability, consistent sound quality and flexibility of digital systems are creating demand despite the recession.

"I think people who can afford it are going for it like crazy," he says. "I've never seen such a high level of

excitement and interest over a product field, ever. It's almost a craze."

BASYS Automation Systems, meanwhile, is targeting its digital audio systems for larger stations and networks with large news operations. BASYS recently signed a deal with ABC Radio Networks to install its new D-CART system, an advanced cart replacement system that will allow up to 34 staffers simultaneous access to the same audio item. The system is designed to handle actualities quickly and efficiently.

"They can all hit the play button at the same time," says Soper. Such multiple access means that stations never have to make copies of the same audio.

"If you're in an environment with four or more terminals, D-CART is very competitive," Soper says. "The cost savings when you start from scratch on new technology far exceed the costs savings for analog systems."

"Digital systems use no storage space, and you can do so much more with it in terms of automating. For instance, a newsroom may require four or five people to have one copy of a cart. That's a lot of duplication, and that's time spent making copies. [With digital] this whole aspect of copying and transferring information is avoided. The idea is to share information."

Radio Computing Services, the

software specialist that developed the Selector music scheduling system, is applying digital technology to the unglamorous but necessary task of logging.

Most stations use 15-inch reel-to-reel tape to log their entire audio output, which is then stored away for months or even years. The disadvantages of reel-to-reel logging are obvious: it's bulky, hard to access, takes up lots of storage space and provides poor quality sound.

The solution, according to RCS, is Tracker, a hardware and software system that logs a station's audio output on relatively inexpensive DAT tape. DAT provides several improvements, the most obvious in space: a single DAT cassette can hold 14 days' worth of programing; a year's worth of programing can fit in a shoebox.

The DAT tape does not produce high-quality sound, but allows much greater access than bulky reels. For example, if a station executive wants

to check whether a specific commercial ran yesterday, he can access yesterday's log through a touch-tone phone, and within 35 seconds locate the specific hour and minute he wants to hear again.

In addition, the RCS system is equipped for multi-channel recording so that a station executive can listen to yesterday's broadcast while today's is still being recorded, and can also monitor competing stations.

The result is a system designed to enhance programing and sales while saving space, according to RCS senior consultant Chuck Dees, who is bullish on the future of all-digital radio. "If computers get cheap enough, and if the storage space is large enough, you'll see true digital radio pretty soon—radio with nothing turning," he says. "To me, that's fascinating."

Still, many stations either don't have the money to invest in digital technology or aren't yet convinced that it makes sense to do so. New

Jersey-based Radio Systems Inc. continues to court such stations with audio processors that enhance the sound produced by traditional cart machines. Radio Systems says its new RS-Squared audio processor, to be unveiled at NAB, will be the first such system incorporating Dolby "S"-type noise reduction technology.

The result is digital-quality sound without a large investment, according to Radio Systems Sales Manager Paul McLane.

"It's a very conservative market," says McLane. "That's not to say that new technologies aren't being introduced and accepted. But many stations are taking a more cautious view and are developing their technologies slowly."

"My sense is that a lot of customers are afraid of the marketplace," he adds. "They are holding back, even if they have the money, because they're afraid some of these products won't be there in two years." ■

GRAPHICS: FILLING THE GAP BETWEEN HIGH AND LOW

Expanded memory, software upgrades making for cheaper machines and more features

By Peter Lambert

In the realm of digital video graphics, broadcasters stand to get increasing bang for their buck. The cost of computer memory continues to drop, and a raft of software providers are selling hardware-free graphics-feature expansions and enhancements.

For NAB '92 attendees, both trends mean squeezing more functions and longer life out of existing high-end machines as well as creating lower startup prices than ever.

Desktop video has spawned a new generation of digital offline editing suites, and PALTEX International represents efforts to enter the online, real-time broadcast world in force—this year introducing four levels of its personal-computer-based EDDi system, the professional levels of which include internal or external RS-422 (digital component) switcher control. And Tektronix has begun shipping Avanzar Video Systems, designed to generate studio-quality analog or digital video and priced at \$7,955.

But high-end graphics manufactur-



KCPQ Tacoma used Quantel Paintbox and Picturebox to create these graphics.

ers continue to battle what they believe is the misperception that sophisticated graphics and animation systems can be driven from a common PC.

"Real-time processing in a dedicated machine can't be matched by a PC" in terms of speedy, full-motion processing, says Quantel spokesman Dominic Lunney, noting that Quantel's Paintbox carries processing power about 1,000 times greater than a PC.

However, he says, among high-end manufacturers, "if you can develop

chips you can use in a variety of products, you can aim high on results and lower and lower on price." One could also create more levels of entry into owning a high-end machine that will not become obsolete—starting, for example, with a Paintbox Junior and building upward in the Paintbox V series from that "essentially same machine," Lunney said, to add 3-D, motion, montage and other features. And at the top end, Quantel has made Paintbox HD able to capture and process high-definition television (HDTV) but also work with 525-line analog or digital NTSC.

At about \$60,000, says Dynatech Colorgraphics marketing director Doug Hinahara, a customer can enter the DP Series of paint, animation and effects systems with DP/Painter (graphics, rotoscoping and matte) and, as needs grow, upgrade to DP/Animator (Painter features plus 2-D and 3-D animation) or DP/MAX (offering real-time layering and color correction).

"You're not locked out of the high end [of the system] just because you chose to make a smaller initial invest-



Symbolics HD XL Animation, like PALTEX EDDi, is integrating paint and 2D and 3D animation tools in PC-based systems able to capture multiple formats, including HDTV.

ment," said Hinahara.

Co-owned da Vinci Systems' new Renaissance 8:8:8 digital color-correction system is software driven, enabling users "to make future upgrades without having to replace obsolete hardware."

Getris Images will premiere its tapeless Aramis 202, which will combine two Venice Silicon Recorders and Sequencer software. The system offers rotoscoping, special effects and animation mixing of 10 to 80 seconds of video in the 4:4:4 digital domain, then plays back sequences of stored frames in real time.

And Grass Valley Group will offer a new entry-level character-generator and graphics system, Presto 100, featuring real-time display effects, anti-aliased graphics "and speed," according to GVG, all for \$13,000.

Also in the realm of new, more capable hardware at low cost, ALTA Group Inc. will introduce Centaurus SSR, a still-store system that includes a 179-field, 85-frame removable hard-drive storage and four-input video switcher with effects at \$19,500.

Enhancement, not replacement

Coming from another angle, Ampex, Grass Valley Group and other manufacturers are expanding the capabilities of their entry-level dedicated

graphics machines through combinations of software and circuit board add-ons.

"We're extending the life of hardware by introducing a continual flow of software updates that allow users to remain competitive," says Abekas Video Systems product manager Steve Kilisky.

Hence, while Abekas will introduce new 10-bit digital-effects hardware this year, it will also provide free to owners of the Abekas A72 Digital Character Generator expanded shading, light source and animation software—effects associated with additional high-end paint hardware—along with expanded memory, "enough for the life of the machine," Kilisky says.

Ampex's ADO 500 will make its NAB debut complete with high-quality 3-D page turns, variable warps, mosaics, matte and other effects, priced in the \$60,000 range—about 65% of the cost of such an effects package before.

"The cost per megabyte of memory was very expensive 10 years ago," says Craig McCartney, systems program manager for Ampex. "Now it's very inexpensive. Over time that means we've built less expensive technology while still adding features."

Ampex is also offering a software-hardware "Trailblazer Target Frames-tore" upgrade to its lowest-priced dig-

ital-effects machine, the ADO 100—a drawing down of higher-end machine features, including trail and airbrush effects, into the lowest-end box.

Similarly, Grass Valley will exhibit a "Trailblazer" memory-option upgrade to its DPM-100 and DPM-700 digital video-effects systems for \$7,895—the same price as existing DPM memory but with more features.

And GVG will enter the PC-based realm on two fronts. The IBM-compatible videoDesigner will capture real-time NTSC or composite digital video from any source and offer extensive drawing and painting tools for approximately \$12,000. And PCtranslate, an IBM-compatible, offline editing software package running under Microsoft Windows 3.0, will allow users to record text directly from PC keyboard to character generator.

"We saw a closing of the gap between high and low end eight years ago with the first \$10,000 production switcher," says Grass Valley's Jay Kuca. "Now the challenge is desktop video. We cannot continue to bet the farm on dedicated machines."

Symbolics software will expand to encompass HD XL Animation, a "unified system" integrating paint, 2-D and 3-D animation tools for processing that is able to framegrab multiple resolutions, including multiple HDTV formats.

Symbolics is also offering free to current customers its release 6.2 upgraded paint and graphics software. New features include control of multiple recorders and RS 232 support for direct control of the Abekas A66 disc recorder.

Avid will expand its Media Composer capabilities with new software and a move to the more powerful Apple Quadra 900 platform, offering increased speed and performance and 50% more storage.

Montage Group and Thomson Digital Image of America are among other nonlinear editing providers offering upgraded software.

NAB '92 promises to offer significant weather graphics advances. Accu-Weather will debut its high-resolution UltraGraphix 386 AT (at \$13,800). EarthWatch Communications is selling UNIX-based digital 3D software. And WSI Corp. has introduced NOWrad Plus, a satellite-delivered, high-definition composite radar-imaging service. ■

LENS MAKERS TRY TO KEEP PRICES DOWN ON BETTER PRODUCTS FOR SMALLER CAMERAS

By Joe Flint

Cost-conscious broadcasters have often turned to their news and public affairs departments when cuts need to be made. That trend extends beyond personnel. These days, camera and lens manufacturers are gearing up for broadcasters to phase out studio cameras in the newsroom for hand-held cameras. That being the case, lens manufacturers are faced with the task of bigger (and better) lenses for smaller cameras.

"There is a definite trend toward using hand-held cameras and lenses in the studios," confirms Dave Waddell, marketing manager, Fujinon Inc. Waddell says the switch to hand-held cameras in the studio to replace the larger, more traditional studio cameras has become more prevalent over the last year. "From the general manager's standpoint," Waddell explains, "90% of everything aired is shot from a hand-held camera—news, local commercials; there is really no reason for them to spend the extra money for a large studio camera."

The theory of saving money on studio costs by switching to hand-held cameras does not always trickle down to the lens. Says Waddell: "While camera prices have come down versus performance, the lenses—in order to keep up with performance—have gone up. It is a difficult situation for lens manufacturers."

Because of the switch, Waddell says Fujinon has "put very heavy emphasis on optical quality."

For the NAB show, Fujinon will be pushing its A14X8.5EVM for 2/3-inch cameras. The 2.8-pound lens has, according to Fujinon, the industry's only five-position servo grip. The lens lists for \$7,150.

Fujinon, Waddell says, is also going to introduce a low-cost studio lens for broadcasters and is introducing a high-end—a 20X8 studio lens. Prices are not yet available on the lenses. A typical studio lens can run anywhere from \$20,000 to \$40,000.

Bob Low, Canon national sales manager, does not see a return to large studio cameras. "This is definitely a



Angenieux's 14X anamorphic lens exemplifies lighter and better at less cost.

trend toward the future—small cameras behind big lenses." Smaller cameras, Low says, interface easier with robotic systems. "The performance of the hand-held cameras is equal to or approaching that of the studio cameras," says Low. However, he adds, that good performance at lower cost for cameras has not been the case for lenses. Explains Low: "What we are seeing here is a situation where camera performance in lower-cost packages has dramatically improved. Lenses have not necessarily been able to do the same thing. Five years ago, the camera may have cost \$40,000 and the lens \$6,000 to \$7,000. Our high-end ENG lens runs about \$7,000, and now one can get a very high performing three-chip camera for \$7,000."

Echoing Low's thoughts is Horst Stahl, vice president and general manager, Angenieux Corp. of America: "This is a dramatic change for our business. A studio camera lens was \$20,000 for an \$80,000 camera. Now it is a \$30,000 lens for a \$30,000 camera. This trend is very obvious, and we are designing smaller, more lightweight lenses."

Among the lenses Angenieux is introducing at the NAB is the 14X FPL

lens for 2/3 and 1/2 ENG cameras. The lens lists at \$6,400.

Staff reductions at the station level also require making equipment easier to use, and lens and camera manufacturers are trying to make things simpler. Says Stahl: "TV stations don't have specialists to work on lenses eight hours a day and the manual is usually lost." With that in mind, Angenieux has a self-diagnostic system. "It does not do the service," Stahl says, "but the user is not helpless, and it makes conversations between the station and manufacturer a little easier."

The cost-cutting naturally has affected the manufacturers, who are not enjoying the business as much as five years ago. "We are not going to see the 1989-and-before era again," says one manufacturer.

Angenieux's Stahl is optimistic for 1992. "If you own the biggest market share, you will lose. With our share, we can improve even in this economy." But, he adds, "the market is very tough on everyone."

Fujinon's Waddell may have summed it up best: "The market wants are diametrically opposed—best quality and low cost." ■

MANUFACTURERS' NEW TACK

Continued from page 60.

making. In the past, a chief engineer might attend the show with authority to even write a check on the floor. Now a chief engineer is rarely able to make a purchase at all without heavy involvement from the business side."

Sony now assumes "customers don't want more boxes," says Steinberg. "It's all good technology; it all makes good pictures. The question is, what problems do customers need to solve? We believe they need solutions as opposed to boxes."

Automation equipment

Among its efforts to "offer a wider range of equipment starting at far less expensive price points than in the past," Steinberg says, Sony will introduce its new FlexiCART, a modular, automated tape insertion machine configurable for any tape format, and with an entry level price of \$50,000—down from a common starting price five times higher.

Others will bring the same cost-conscious emphasis.

"Too often," says Doug Akers, marketing communications manager for Dynatech Video Group's Utah Scientific, "manufacturers design a top-of-the-line product with all the options. The users say: 'Great, but I can't afford it.' We're



"The business has changed permanently; it's not a temporary change around the recession, but a fundamental change in decisionmaking."

Charles Steinberg,
Sony Corp.

concentrating on giving them an entry point from which they can build if they need to," he says, adding: "It's a whole lot easier to get a \$10,000 upgrade purchase in a year than to get a \$50,000 or \$70,000 system purchase."

So, Utah Scientific will introduce, for as low as \$10,000, station automation systems that used to begin at around \$100,000, as well as four new modular production switchers starting at about \$25,000.

Odetics will also introduce a new "format independent, field changeable" cart machine, the TCS90, aimed at broadcasters in need of automation but hesitant to invest in a machine that might soon be outmoded by adoption of new tape formats. Underscoring all its machines' compatibility with "all news and station automation systems," Odetics said it will also introduce a new multiple system automation interface, as well as a software package that allows its

CWS5000 Cart Work Station to automatically play back spots at the same time it is recording new commercials.

Louth Automation and Generation Technologies Corp. will combine efforts to demonstrate new software able to automate multiple library management and cart systems, VTR's, videodiscs and switchers simultaneously. And Panasonic, Grass Valley, CMX and Laser Pacific are codeveloping a combined robotic library and online editing system, aiming toward a totally automated process based on an edit list.



Grass Valley Group's Sabre 4100 edit controller combines desktop-like, offline menu management with high-end online hardware.

Dynatech NewStar II will offer upgraded on-air graphics by issuing a new interface to the Delta free-form test and image generator, built by co-owned Quanta Corp. The interface will allow direct broadcast of NewStar text without retyping on another system.

And smaller companies, such as Baltimore-based Computer Engineering Associates, will offer a software upgrade to its CEA Newsroom System, including an election reporting module and new control interfaces for Chyron, Abekas, Leitch and other machines.

Editing and infrastructure

Grass Valley Group and its parent Tektronix Inc. say their proprietary line of integrated circuits is allowing them to build lines of products that can adapt to any and all formats—and that can be upgraded with minimal additional hardware, particularly its Series 7000 router and Model 3000 Digital Production Switcher.

In the realm of what marketing communications manager Jay Kuca calls "flexible hardware that is not obsoleted every couple years" is Sabre 4100, GVG's new "online, nonlinear" edit controller. Combining the benefits of desktop-like, offline menu management with high-end online hardware, Sabre 4100 is priced in modular fashion from below \$50,000 to \$90,000. And it is designed to allow the user to choose from a range of tool-set options, from a simple set for simple A/B roll and cut applications, to "the most ambitious" sets to control 36 devices.

GVG will also begin selling its brand-new DDR-4400 digital videodisc recorder, employing compression-free, 10-bit component digital recording—a technology that promises significant savings in edit access time and tape library management, and around which it intends to create "a full range of products" says Kuca.

While Panasonic may also shake the foundations of business as usual with an off-the-exhibit-floor demonstration of a prototype widescreen (16:9 aspect ratio) NTSC, half-inch digital component "D-5" VTR (see page 72), its booth will be dominated by enhanced and expanded products, with a continuing emphasis on D-3 (composite digital) and MII (component analog) VTR's, a new 120-minute MII tape, and AQ- and AJD-series cameras.

But Panasonic emphasis will remain on digital, particu-

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larly D-3, with the announcement of two large purchases of that format by domestic U.S. networks. Philip Livingston, assistant general manager of technology and systems development, says Panasonic's NAB '92 strategy parallels conclusions drawn from a recent National TeleConsultants survey. It found that the greatest improvement in end product quality can be gained, first, by moving from analog to digital VTR's; second, moving to digital processing cameras, and, third, to digital routers, switchers and other infrastructure.

It will also show a digital production switcher and router incorporating parent Matsushita's own high-speed integrated circuits.

Broadcast Television Systems will pitch new efficiencies for mid- or small-market broadcast studios, introducing the new Mars routing switcher. Mars employs a modular approach, beginning at 24 inputs by eight outputs—at \$14,000—expandable up to 48 by 32. Although the initial model offers only AES digital audio, a serial digital version could be ready by year's end. Mars software offers alphanumeric control from a PC, allowing the user to create his own name set.

Toward the higher end, BTS will introduce what it is calling the "densest switcher ever"—the Venus, offering 160 inputs by 128 outputs in one rack (versus three or four in earlier models), also expandable and incorporating analog and serial digital output.

CAREFUL SPENDERS

Continued from page 60.

inch equipment "as old as God"—all comprising a \$1-million-plus investment both "prudent and sizable" for a station in the 29th market.

But WDAF-TV's existing animation, graphics and switching equipment, purchased over the past several years from Avid, Grass Valley and others, could be said to represent the old, high-end world—optimized for sophisticated uses but somewhat long on options for others.

"At some point, we'll master that equipment, and with creative people, we could get into complex animation," says Piette. For now, the station finds itself with underutilized dedicated machinery—a situation this year's buyers may be able to avoid.

Piette celebrates the coming of low-end, desktop video as a force for "demystifying" video. Although the computer industry cannot yet deliver professional broadcast machines capable of processing full-motion, real-time television, he believes computer and broadcast manufacturers are racing toward "less expensive equipment you don't need an absolute specialist to run."

In radio, fiscal restraint appears even stricter. "The major obstacle we're facing is financing, following loans based on unrealistic projections in the 1980's," says Rick Buckley, president of Greenwich, Conn.-based Buckley Broadcasting, owner of seven AM and nine FM stations, including WOR(AM) New York.

"Thanks to the turnaround artists and big banks going down, it's virtually impossible to get any loans" for capital improvements, he says. Buckley's stations will continue to "upgrade a bit [as] things wear out. As new improvements come along, we'll try them, but toys cost a lot more now

And at the highest end, BTS's second-generation D-1 VTR, the DCR-500, will exemplify hardware downsizing through advances in surface mount technology. Less than half the size of its predecessor (down from 32 racks to 11), the DCR-500 incorporates seven inputs and nine outputs, four recorder control and insertable set-up cards, and it will work in digital or analog environments without external converters to access 4:2:2 graphics, film-to-tape transfer or 16:9 operation.

Ampex, which will highlight its new Digital Component Technology videotape format (see page 64), will also emphasize a complete studio system approach including a full line of established format VTR's, cart machines, switchers and graphics systems.

Like other manufacturers, JVC Professional Products emphasizes the "flexibility" of its new 22 series S-VHS editing recorders. The BR-S822U incorporates a Y-688 dub and built-in nine-pin serial remote interface, facilitating connection with other editing equipment. JVC says it will exhibit a complete new line of video cameras, recorders, duplicators and editing equipment.

Nova Systems Inc., will introduce a line of system integration products called NovaBlox Video Processing. PC compatible NovaCard circuit boards integrate decoders, distribution amplifiers, switchers, time base correctors, and, eventually, image processors, analog/digital converters, line doublers and HDTV compatible equipment. ■

than 10 years ago."

The only technological "step of any proportion on the horizon is digital audio broadcasting," a leap not likely to affect any near-term budget decisions, Buckley says, adding that, for the present, "we're running fairly up-to-date facilities.

There's always things you can buy. But we will avoid those purchases that constitute an engineer's dream and an operator's nightmare."

KPLR-TV St. Louis General Manager Hal Protter says his station, "even in a replacement mode, is planning significant outlays over the next couple of years," to upgrade or replace production elements including editing and weather graphics systems. He expects to see more and more use of computer technology, something he believes will help bring a time when the high-end/low-end "gap is going to be eliminated."

The broadcast networks will send their usual armies of engineers out on expedition at the Las Vegas Convention Center. Privy to regular access to major manufacturers, the networks put more of a premium on seeking the less visible exhibitors at NAB. With an eye toward the future, they expect to continue a policy of seeking nascent technology, which they may play a major role in developing for their own uses two or three or five years down the road.

"In the past we've discovered new proposals and helped develop them," says Peter Smith, NBC vice president of engineering. Last year NBC began working with Pioneer's first professional products entry, a rewriteable videodisc that can now handle 30 minutes of Beta-quality video.

The networks will spend to save. "If we can save editing time by using a more sophisticated machine, we can benefit in the long term," Smith says, adding, "cost benefit is everything these days." ■

Broadcasting Radio

NEW OWNERSHIP LIMITS: FCC JOINS RATINGS GAME

Commission's planned reliance on Arbitron has owners wondering about the variables

By Reed E. Bunzel and Peter Viles

The FCC's move to tie radio ownership limits to listenership has raised more questions than it has answered and has been roundly criticized by broadcasters who otherwise praised the new ownership rules.

"I suspect the FCC has created a real mess that they'll have a lot of fun sorting out," says Ed Cohen, director of research at WPXI-TV in Pittsburgh and former director of research at Birch/Scarborough.

The new FCC rules would prohibit

broadcasters in markets with more than 15 stations from acquiring a new station if it would put the broadcaster's total audience share above 25%.

But ratings aren't so simple, and the FCC must grapple with countless nuances as it puts into policy the broad mandate. About the only decision the FCC has made is that it will use Arbitron ratings to determine listenership in markets surveyed by Arbitron.

Bill Johnson, deputy chief of the FCC's Mass Media Bureau, says it is likely the FCC will use the broadest measure of audience share: AQH, 12

plus, Monday-Sunday, 6 a.m.-midnight. He says it is also likely the FCC will rely on the most recent quarterly Arbitron report to determine a station's listenership, but that it is also possible the FCC may use an average of two or more recent books.

He cautions that final decisions on such matters will be made by the FCC itself, and that he cannot predict how the commission will act. "There are so many complexities to this that I'd just hate to say how we're going to respond," he says.

Several broadcasters say they are

Funnel Facts

"Funnel Facts and Fables" is a 10-minute program on video that sorts the facts about tornados from the myths.

Produced by the National Coordinating Council on Emergency Management, it clears up misconceptions about what people should do and when they should do it when tornados threaten.

There's also a 30-second PSA from NCCEM that makes similar points. State Farm Insurance funded production of the programs and is offering copies to NCCEM offices and the media throughout the country.

To order, tell us whether you want the program or the PSA, or both, and specify 1/2 or 3/4 inch cassettes. They're free. Write:



Funnel Facts
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State Farm Insurance
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Bloomington, IL 61710

curious about what will happen if a station group's market share grows above 25%. The FCC has indicated it will not force the group to sell off any stations. But what if a group grows from a combined 24 share to a 40 or 50 share? Will the FCC step in?

Jane Halprin, a staff attorney in the policy and rules division of the FCC's Mass Media Bureau, says the FCC may not address some questions, such as that one, until they actually arise.

"Some implementation issues haven't been ironed out yet, and they may not be ironed out until some of

them actually happen," she says. "We don't want to spend time figuring out things that will never occur."

Jay Guyther, Arbitron's vice president for radio sales and marketing, says the ratings company is volunteering information to the FCC on how best to apply its audience information, but that the FCC has not yet formally requested such input.

The FCC's intention to use Arbitron data has also created concern that the government could solidify Arbitron's hold on the radio ratings industry.

"Are they inadvertently committing

the rest of the industry to Arbitron standards?" asks Jhan Hiber, a research and ratings consultant. "And what does that imply for some potential ratings competitor in solidifying Arbitron as the ratings bible?... This places even more reliance on Arbitron and practically gives it a governmental sanction."

Halprin says the government will not enter into an exclusive agreement with Arbitron: "Whatever rules are developed will leave open the possibility of another ratings service coming back into the business." ■

TALKERS LET FLY ON CHECK-BOUNCING SCANDAL

Have radio hosts performed a public service, or fanned the flames of public resentment?

By Peter Viles

The congressional check-bouncing scandal has proven to be a story tailor-made for radio talk shows—so much so that some observers believe talk radio has actually become part of the story.

"My sense is that this was a story that initially the prestige media, the establishment media, pretty much disdained," says Tony Blankley, press secretary for House Republican Whip Newt Gingrich (R-Ga.). "They've been forced to cover it by the so-called insurgent media, including radio talk shows. The talk shows really kept it on the radar."

James Glassman, editor of *Roll*

Call, the twice-weekly Washington publication that broke the story of the bank scandal six months ago, says talk radio shows kept the story alive when other news organizations lost interest.

When it appeared that congressional leaders wanted to protect lawmakers from full disclosure, "talk show hosts exploited it, and quite properly," Glassman says.

But Glassman says he's concerned that talk radio may have too much influence in Washington. "I really worry about the importance that talk radio has had, because my own feeling is that most of the people who call in are not representative of anything at all. But unfortunately, I believe a lot of members of Congress take it seri-

ously when they hear all these people screaming at them."

When talk show host Rush Limbaugh urged listeners to phone Gingrich's office to register their outrage over the scandal, phone lines were tied up for much of an afternoon, Blankley says. But aides to two Democratic leaders who admitted bouncing checks say there was minimal public pressure, and none that could be traced directly to radio shows.

Not all talk radio hosts are proud of the way the story has been handled. Christine Craft, the former television anchorwoman who now moderates an afternoon show on KFBK-AM Sacramento, says her talk radio colleagues are guilty of treating a congressional misdemeanor like a felony.

"On the face of it, it's not a scandal," she says. "It's much ado about very little."

To Craft, the focus on the bank scandal is evidence of talk radio's failure to tackle serious, complex government issues such as the savings-and-loan scandal. "I think it's negligent," she says. "There's a responsibility that goes along with the newfound popularity of talk radio."

Limbaugh, meanwhile, maintains that he and other talk hosts played almost no role at all in the story other than to provide a forum for callers who were truly outraged. "I think the role of talk hosts is vastly overrated in this stuff," he told *BROADCASTING*. "We don't invent emotion.... I don't think it takes talk show hosts to say, 'All right, people, you've got to call your congressman.'" ■

SILLERMAN CREATES CF MEDIA

New York dealmaker Robert F.X. Sillerman moved last week to consolidate much of his radio empire into the newly created CF Media.

The new group, consisting of six FM stations and two AM's, will merge Capstar Communications and the recently formed Force II Inc., and will acquire two stations from Command Communications. Sillerman, an investor in all three entities, will be president and chief executive officer of CF Media. R. Steven Hicks and Norm Feuer will serve as senior executive vice presidents, Sillerman said.

"We intend this to be an acquisition-minded company," said Howard Tytel, executive vice president of both The Sillerman Companies and CF Media.

CF's holdings will comprise KODA(FM) Houston and KJQY(FM) San Diego, which CF Media will acquire from Command; KKCW(FM) Portland, Ore., which Force II Inc. is purchasing from Trumper Communications, and WSIX-FM Nashville, WJDS(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville-Spartanburg, S.C., now owned by Capstar.

Sillerman said CF Media will pay \$45 million for the two Command stations. Force II had previously agreed to pay \$21 million for KKCW. —PV

Date Book

■ Indicates new listing or changed item

THIS WEEK

■ **March 22-27**—Investigative reporting seminar sponsored by *The Poynter Institute for Media Studies*. St. Petersburg, Fla. Information: (813) 821-9494.

■ **March 23**—"Mommy Tracking and Beyond," seminar sponsored by *New York Women in Cable*. Viacom Conference Center, New York. Information: Susan Kearns, (212) 258-7584.

■ **March 23**—"20 Things to Do by the Year 2000 to Bring Media into the 21st Century," Palmer lecture sponsored by the *School of Communications, Penn State University*. Speaker: Burton Stanier, chairman and CEO, Westinghouse Broadcasting Inc. Carnegie Cinema, University Park campus, University Park, Pa. Information: Chris Templeton, (814) 865-8801, or Vicki Fong, (814) 865-7517.

■ **March 24-27**—*Audio Engineering Society* 92nd annual convention. Vienna, Austria. Information: (212) 661-8528.

■ **March 25**—Seminar with members of the cast and

General partner of **Channel 44 Ltd.**, licensee of WJTX(TV) Pensacola, Fla. ("Changing Hands" and "For the Record," March 2), is TV 44 Inc., not Robert J. Williamson, Henry D. Vara Jr. and Cara E. Cameron, who are shareholders.

crew of *The Trials of Rosie O'Neill* sponsored by *The Museum of Television and Radio*. The Museum, New York. Information: (212) 621-6800.

■ **March 25**—*National Academy of Television Arts and Sciences*, announcement of Sports Emmy nominees. Information: Robert Blake or Robert Christie, (212) 586-8424.

■ **March 25**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Steve Chamberlain, executive vice president, Turner Home Entertainment. Copacabana, New York. Information: (212) 768-7050.

■ **March 25-28**—*West Virginia Broadcasters Association* spring conference for managers, programmers, engineers and associates. Sheraton Inn, Martinsburg, W. Va. Information: Marilyn Fletcher, (304) 344-3798.

■ **March 25-28**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

■ **March 26**—"The Advertising Work of Joe Sedelmaier," seminar sponsored by *The Museum of Television and Radio*. The Museum, New York. Information: Diane Lewis, (212) 621-6685, or Dana Rogers (212) 621-6705.

■ **March 26**—35th anniversary New York Emmy Awards sponsored by *National Academy of Television Arts and Sciences*, New York chapter. Hudson Theatre, Hotel Macklowe, New York. Information: (212) 768-7050.

■ **March 26**—"What Plays in Japan?" seminar sponsored by *Center for Communication*. The Center, New York. Information: (212) 836-3050.

■ **March 26**—Pay-Per-View Olympics luncheon sponsored by *Women in Cable*, Philadelphia chapter. Holiday Inn, Philadelphia. Information: Cathy Schmidt, (215) 668-2210.

MAJOR MEETINGS

■ **March 25-28**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Holiday Inn Crowne Plaza, Washington. Information: (803) 777-3324 or (412) 357-3210.

■ **April 1-3**—*NBC-TV* affiliates meeting. Universal City, Calif. (212) 664-2929.

■ **April 5-7**—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

■ **April 8-11**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

■ **April 10-12**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

■ **April 10-13**—*Broadcast Education Association* 37th annual convention Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

■ **April 10-15**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

■ **April 12-16**—*National Association of Broadcasters* 70th annual convention and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

■ **April 22-24**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.; and 1994, Town and Country Hotel, San Diego, Calif.

■ **May 2-6**—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

■ **May 3-6**—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

■ **May 27-30**—*American Women in Radio and*

Television 41st annual convention. Phoenix. Information: (202) 429-5102.

■ **May 28-30**—*CBS-TV* affiliates meeting. Waldorf-Astoria, New York. Information: (212) 975-8908.

■ **June 2-4**—*ABC-TV* affiliates meeting. Century Plaza, Los Angeles. Information: (212) 456-7777.

■ **June 10-13**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

■ **June 14-17**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

■ **June 23-26**—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

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

■ **July 13-16**—*Democratic National Convention*. Madison Square Garden, New York. Information: (202) 863-8000.

■ **Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer conference. Baltimore, Md. Information: (703) 549-6990.

■ **Aug. 17-20**—*Republican National Convention*. Astrodome, Houston. Information: (202) 863-8500.

■ **Aug. 23-26**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton, San Francisco. Information: (703) 549-4200.

■ **Sept. 9-11**—*Eastern Cable Show* sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

■ **Sept. 9-12**—*Radio '92* convention, sponsored by *National Association of Broadcasters*. New Or-

leans. Information: (202) 429-5300.

■ **Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

■ **Oct. 12-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

■ **Oct. 13-14**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

■ **Oct. 14-17**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

■ **Nov. 4-8**—*National Black Media Coalition* annual conference. Hyatt Regency Hotel. Bethesda, Md. Information: (202) 387-8155.

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

■ **Nov. 20-22**—*LPTV* annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

■ **Dec. 2-4**—*Western Cable show* sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.

■ **Jan. 26-30, 1993**—*NATPE International* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

■ **Jan. 28-30, 1993**—*Satellite Broadcasting and Communications Association* winter meeting. Reno, Nev. Information: (703) 549-6990.

■ **Feb. 5-6, 1993**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Downtown Chicago Marriott, Chicago. Information: (914) 761-1100.

Classifieds

For rate information please call (202) 659-2340.

RADIO

HELP WANTED MANAGEMENT

Sales manager needed for established Gospel station. Currently billing 4% of the market with 12% of the ratings. Do you see the same potential we do? Send resume to: Box E-19. EOE.

General sales manager: Combo station, solid, small growing broadcast group searching for an organized motivational leader. Detail oriented. Resume and references to General Manager, PO Box 3309, Great Falls, MT 59403. EOE.

General sales manager: HOT 102/WLUM-FM, Milwaukee, Wisconsin. This is the first opening at this position in ten years. We need a proven performer with a documented, stable, successful employment history as a manager, leader, and trainer to bring our top performing department of sellers to the next level. If you can manage people and inventory, train, coach, motivate and budget you'll work in a top notch broadcast facility at one of the premiere CHR stations in the midwest. Forward your correspondence and resume to: Steve Sinicropi, HOT 102/WLUM-FM, 2500 N. Mayfair Rd., Suite 390, Milwaukee, WI 53226. WLUM-FM is an All Pro Broadcasting Radio Station. EOE.

Sales or station manager for small market, AM/FM combo, university town in Southeast. Must be experienced, sales oriented. Send letter/resume to Box E-38. EOE.

General sales manager, immediate need. Florida coastal AM daytime, traditional MOR. Establish and administer sales department. Must excel at communication and sales. Send resume and references to Box E-40. EOE M/F.

HELP WANTED SALES

National radio rep seeks one exp'd & one entry level account exec for Chicago office. Entry level position req's local radio sales or buying exper. Resume to: Radio Representative, 1-B Quaker Ridge, Box 141, New Rochelle, NY 10814. EOE.

Midwest account executive: Historic number one rated AOR WYMG-FM Springfield, IL has an outstanding opportunity for a senior A.E. Our winning candidate will be an aggressive, problem-solving leader with at least 2 years of experience. If you're ready to join fast-growing Saga Communications, work with the best, and be paid the best, mail your resume today to Sales Manager, WYMG, 1030 Durkin, Springfield, IL 62704. EOE.

HELP WANTED TECHNICAL

Keymarket Communications is looking for all levels of radio engineering talent for future positions. Send your resume in confidence to Lynn Deppen, DOE, Keymarket Communications, 2743 Perimeter Pkwy., Bldg. 100, Suite 250, Augusta, GA 30909. EOE.

Small medium market midwest combo seeks experienced chief engineer. Excellent salary for market. Reply to Box E-39. EOE.

HELP WANTED NEWS

AM-750 WSB, Atlanta: Looking for the best football announcer in America for NFL Atlanta Falcons play-by-play. Full-time job includes reporting, talk show hosting and studio sportscasts. Must be a real pro. Send tape and resume to: Jim Ashbery, WSB, 1601 West Peachtree, Atlanta, GA 30309. EOE M/F.

SITUATIONS WANTED MANAGEMENT

Senior broadcaster seeks GM or sales management position. All markets and situations considered. Can motivate and train. Available now. 409-833-8740.

General manager. It's time to move forward and apply the fundamentals of good profitable radio in a new environment. I'm a hands-on sales-oriented general manager in a small market who enjoys his present position and company and leads by example. It's just time to go after twenty years to a bigger market and situation. I can take your station forward with me. Reply to Box E-29.

GM/GSM seeking new challenge! Previous management and sales career spans 25 years. Great track record. Prefer Tennessee & Florida. Available now. Reply to Box E-31.

General manager: I sell, write copy, do call in and talk shows, editorials, hire, fire and pay, and watch the bottom line. AM or FM or both — I make a good station great. William E. Powley — 428 Wolfe St., Brunswick, GA 31520 — 912-265-2161.

CHR management team searching for southeast opportunity. Contemporary programming and sales techniques. We know the OES system, customer service techniques, and value-added promotions to build bottom line. Know how to mature the CHR format to sellable demos and tie-in promotion, marketing and research. 30 years combined experience, proven track record, enthusiastic, dedicated, energetic, professional...seek the same! Reply to Box E-32.

General manager with over 20 years turn around /revitalization now available after 11 years with same group. Success ranges from top five to medium markets. Strengths include sales, programming and administration. Reply to Box A-36.

\$25,000 reward! That's what you'd pay a headhunter to find a GM or GSM with my background, track record and reputation. Save yourself the expense, particularly for West/Southwest top 75 markets. I'll sell my annual base salary in new business—no problem—specialize in local direct sales and staff training. Reply to Box E-41.

20 year veteran PD with winning history seeks group PD opportunity. Former 'group' stations increased 11.6-18.4, 7.9-14.3, & start-up at 10.3 resulting in \$1.5 million additional revenue for company in one year! I will make the remainder of the 90's highly profitable for your group, too! 412-487-6984.

Turn around/start-up experts! We have the hottest plan in the industry today, plus years of solid experience to make any station an overnight success. We're so good at what we do that we don't demand a "king's ransom" up front, but take our results as a percentage of the profits we produce, and that's guaranteed! Bill Elliott, Bob Bryar, Consultants, 813-849-3477.

Business manager: 14 years at both station and agency level. Team player with "chutzpah" to get the job done. Versed in variety of media/traffic/accounting software. Top 75 market preferred. Fred 913-599-6911.

SITUATIONS WANTED ANNOUNCERS

Ben Weber to Ben Webster: Definitive, top-of-the-line pipes and delivery for classical, jazz, news-casting; daybird, nightbird, serious savoir faire with a warm personal touch, proved by tape and studio audition. John, 201-762-9008.

Announcer: Seeks return to radio. In search of fulltime air position. Oldies, Country or AC. Available now! Ed 703-799-0739.

Attention small and medium market stations: AC broadcaster with 18 years experience. Dependable, stable, excellent references. All shifts. Mike, 904-255-6950.

SITUATIONS WANTED NEWS

Experienced sports talent. PBP, reporter, producer. 22 years. Well-versed. 305-226-3827.

Dynamic, employed sports director ready for market upgrade. Sportscasting, NCAA PBP and management skills are top notch. Profit-minded, friendly, intelligent. 201-447-4177.

Let me fire up your station. Experienced sportscaster seeks PBP, sportstalk and anchor position. Knowledgeable, dedicated and humorous. Bill, 201-909-0684.

SITUATIONS WANTED PERSONALITY/TALENT

Radio personality: Over 20 years experience in all areas of radio, looking for am or pm drive. Can also do talk radio. Mad Hatter 319-752-0394.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Sports talk? Talk to me first! Programmer/OPS with major market experience in Sports Radio seeking position now. Call Jack at 619-229-8307. Full time or start-up project. Meet me at NAB, Las Vegas.

MISCELLANEOUS

Affordable voice talent for your station or production. Intelligent reads, creative voices. Call Peter K. O'Connell for information and demo. Serious inquiries only. 716-836-2308.

TELEVISION

HELP WANTED MANAGEMENT

Denver's Fox affiliate, KDVR-TV, is accepting applications for general sales manager. Candidates should have demonstrable level of sales achievement, and extensive knowledge of local sales development is a must. Send resumes to Vincent Barresi, VP/GM, 501 Wazee, Denver, CO 80204. KDVR-TV is an equal opportunity employer and encourages minority applications.

Local sales manager: Applicants must have a minimum of five (5) years experience in TV sales. Sales management experience desirable, but not a prerequisite. Market research and computer skills are essential. Knowledge of ratings services methodology and data a must. College education preferred, but not required. The person who applies for this position should be well-organized and detail oriented. Also, must have leadership and management ability. The job applicant must be able to direct the activity of a strongly motivated, professional sales group. Candidates should direct their resumes to Marv Gottlieb, General Sales Manager, 2633 W. State Blvd., Ft. Wayne, IN 46808. NO phone calls, please. EOE.

General manager. Group broadcaster is seeking a sales-oriented GM for SE Fox affiliate. Send resume and references in confidence to Box E-33. EOE.

Executive director for award winning nonprofit community access television station in Arlington, VA. Responsible for fiscal and operations management, and external relations including community outreach, promotion and development. Video production and supervisory experience as well as strong communication skills required. Send resume, cover letter and salary history to: Search Committee, Arlington Community Television, Suite 300, 3401 N. Fairfax Drive, Arlington, VA 22201. No phone calls please. Deadline for application is April 17, 1992. EOE.

Promotion manager needed for "Alabama's News Source" and Montgomery's dominant television station. A solid track record and experience in writing, producing, outside media placement, plus instincts for marketing a station's programming and image effectively are musts to head a well-staffed, well-equipped, state-of-the-art local programming and news operation backed by ownership committed to maintaining the station's position of market leadership. Send resume and track record to Mel Stebbins, VP/GM, WSFA-TV, Box 250251, Montgomery, AL 36125. No phone calls, please. EOE.

HELP WANTED SALES

Sales-marketing opportunity, self starter with great deal of enthusiasm. Income commensurate with experience. Send resume, no phone calls, WJET-TV, Mike George, 8455 Peach Street, Erie, PA 16509. Affirmative action EOE.

HELP WANTED TECHNICAL

Technical director—ABC affiliate in Salisbury, MD (164 mkt.) needs an experienced TD to direct, switch and supervise evening newscasts. Need operational or comparable knowledge of Ampex 4100 switcher, ESS still store and ADO. Call John Cannon at 410-742-4747. Experienced only please. EOE/M-F.

Texas Gulf Coast TV station is seeking qualified chief engineer. Candidate must possess knowledge in all facets of television maintenance and engineering. Administrative and people skills a must. Hands-on and quality driven. Reply to Box E-42. EOE.

Midwest VHF network affiliate seeks chief engineer with strong people skills, technical expertise, experience in project management, plus solid understanding of FCC rules and regulations. EOE. Send resume to Box E-43.

Engineer to manage growing service department of Sony Broadcast Dealer in Arizona. Applicant must have 3-5 years senior engineering experience including system design and installation. Electronic or broadcasting degree helpful. Report to top management. Supervise department of four (4). Send resume or fax 602-274-7416 to: M. Temen, Audio Video Recorders, 3830 North 7th Street, Phoenix, AZ 85014. EOE.

HELP WANTED NEWS

Aggressive news department looking for general assignment reporter. Successful applicant will be experienced, a good writer and an idea person. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: Job #reporter. No phone calls, please. Company is especially interested in seeking qualified women and minority applicants. EOE, M/F.

Freelance news producer/writer with 5-10 years experience in TV consumer news. Strong newsfeature writing and field producing experience in major market essential. Flexible hours. Send letter, resume, and samples to: Jennifer Levine, TV Dept., Consumer Reports Television, 101 Truman Avenue, Yonkers, NY 10703. EOE.

Executive producer. Top 40 CBS affiliate needs excellent producer and writer; energetic, competitive, idea person with news management and special projects experience. Send resume, references and letter outlining your news philosophy and management style to Tom Newberry, News Director, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE/MF.

Reporter: Top 80 market station needs self-starting reporter. Must be able to edit. 3 years' experience and extensive live ability required. Send resume and tape to News Director, KOLD-TV, 115 West Drachman Street, Tucson, AZ 85705. No phone calls. EOE.

Reporter: Award winning Indy in Minneapolis is looking for top notch reporter. Must be creative, have excellent writing skills and the ability to dig for information. Candidate should be talented journalist with high energy, positive attitude and good judgment. Two years TV reporting required. Minorities encouraged to apply. Send tape and resume (starting salary low 30's) to Penny Parrish, News Director, KMSP-TV, 6975 York Ave. S., Minneapolis, MN 55435. No phone calls. EOE.

TV anchor/producer: If you're a hard working journalist and solid anchor with strong people skills and want to be part of a new news team, we've got the toughest job you'll ever love. Send tape and resume to News Director, WPXT-TV, 2320 Congress St., Portland, ME 04101. EOE.

KLST-TV, a CBS affiliate in San Angelo, Texas, has a full-time position available for a live truck engineer/photographer. Associate degree, basic knowledge of microwave path alignment, and general knowledge of television test equipment preferred. Good driving record and video photography skills required. Send resume to: Personnel Director, PO Box 1941, San Angelo, TX 76902. EOE.

Producer: Do you have the following traits: Great writer, super news judgment, team player, creative, initiative, two years experience? If so, this Northeast station wants you! Include resume and salary requirement to Box E-44. EOE.

Small market affiliate seeks an anchor/reporter for a daily 10pm newscast. Responsibilities include 50% anchoring and 50% street reporting. Degree and prior experience preferred. Send tape and resume to: Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76902. EOE.

Anchor: Co-anchor has jumped to 32nd market. Need strong successor to compliment male co-anchor. Three years professional news experience including one year as anchor. If you can produce and anchor top rated newscast send resume, non-returnable tape to: News Director, WBKO-TV, Box 13000, Bowling Green, KY 42102. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Seeking an experienced producer/director with heavy emphasis on news; possessing a production flair for entertainment and public affairs programming. Must be able to do own switching and be familiar with all phases of editing and control room/studio operations. Forward a complete resume (no calls) and salary requirements to Charles R. Bradley, Director of Programming and Operations, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Producer/director: WVEC-TV is seeking a strong producer/director with a minimum of 5 years experience in directing news, commercials, promotion and long format programs. Successful candidate should be proficient with GVG300, GVG200, ADO, Pinnacle Prizm, GVG141 editor, and Quantel Still Store. Produce and direct killer spots in the morning and direct fast paced, multi location news in the afternoon. Out standards are high. The meek and mild need not apply. Send non-returnable tape and resume to: Production Manager, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

Public affairs director: The fastest growing station in one of America's most liveable cities seeks exceptionally talented public affairs director. Successful candidate must be an excellent communicator, outstanding writer and creative producer. Minimum 3-5 years producing experience required. No beginners please. EOE. Send tapes and resumes to: Mark Barash, Program Director/Operation Manager, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214.

Experienced talk show producer needed at major market network affiliate. Candidates with proven ability to manage and effectively communicate with talent, producers and managers a must. Business experience in maintaining budgets, performing salary and performance reviews and office operations necessary. Qualified applicants need five years producing experience along with excellent management skills. Send resume and tape to KOMO-TV Human Resources Department, 100 4th Avenue North, Seattle, WA 98109. No calls. EOE.

Promotion producer/writer: If you don't have a solid history of aggressive, creative work and can't boast strong writing skills please go on to the next advertisement. On the other hand, if you're a creative, multi-talented professional who can originate ideas and produce high-quality promotional spots for news, station programs and station events, WBNS-TV wants to know more about you. We're seeking applicants with a minimum of two years television experience and solid understanding of control room and CMX production capabilities. College degree or equivalent experience is preferred; background in marketing desirable. You must be able to edit tape & meet deadlines. Typing skills and a driver's license are required. Apply in writing only. Send tapes and resume to: Phil Pikelny, WBNS-10TV, 770 Twin Rivers Dr., PO Box 1010, Columbus, OH 43216. Equal opportunity employer.

WFAA-TV is looking for an experienced writer/producer with 3-5 years in TV promotion, strong background in video, film and radio spot production. Send reel of recent news image/topical promos to: Dave Muscari, Promotion Manager, WFAA-TV, 606 Young Street, Dallas, TX 75202. No phone calls. Equal opportunity employer.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box E-45.

Want ENG/SNG truck, or in-station position (satellite and microwave feeds, video/videotape, maintenance assistance). Have four year degree, SBE, general license. Also familiar with multi-channel interactive ITFS, remote truck construction. Employed eight years in top ten station. Reply to Box E-46.

Unique individual seeks challenging position! Eleven years in engineering management, always under budget, good relations with other departments. Designed new facilities, specified, purchased equipment, coordinated architects and contractors. Degree, experienced in all areas of TV engineering. Reply to Box E-47.

SITUATIONS WANTED NEWS

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

Meteorologist, degreed, 7 years weather anchor, experience live shots & environmental reporting. Bill, 615-877-8158.

AMS seal meteorologist (M.S.) with 100% ratings increases, personality plus, great "live" shots. Makes weather come alive for viewers of all ages. Paul 717-961-0876.

Meteorologist: Semi-pretty, semi-smooth, semi-good speller, semi... ran out of semis. 12 years experience. AMS seal. Stu 817-776-4844.

Dominant news pro offers proven ability to win in any market. I create & manage news to ultimately produce profit! Reply to Box E-48.

Meteorologist: Community oriented, personable, energetic, reliable, dedicated, team player, published author. 10 years local TV and Weather Channel. Looking for commitment to a station and community. Any market. George Elliott 404-432-1092.

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ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships available for fall 1992 semester for qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production; or research assistance in broadcasting, journalism, photography; or speech communication. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

Texas Tech University School of Mass Communications seeks an assistant or associate professor, dependent on qualifications, to head the undergraduate advertising and public relations division. The successful candidate will also work with the graduate director in guiding M.A. students. Scholarly research and publishing in refereed journals is expected. Ph.D. in Mass Communications preferred or Master's degree with extensive professional experience. Position available fall 1992. Send cover letter, current vita, names and telephone numbers of at least three references to: Ashton Thornhill, Chair, Search Committee, School of Mass Communications, Texas Tech University, Lubbock, TX 79409-3082. Review of applications begins March 27, 1992 and continues until position is filled. Texas Tech University is an equal opportunity, affirmative action employer. Women and minorities are encouraged to apply.

Instructor/assistant professor full time, tenure-track position in radio-television to teach audio production and other broadcast courses and serve as faculty advisor of student-operated, FM radio station. M.A. required; Ph.D. preferred. New radio facilities. Salary commensurate with qualifications and with additional summer teaching possible. Excellent fringe benefits. Start September 1, 1992. Application review begins April 15, 1992 and will continue until position is filled. Send application letter, resume, transcripts and 3 reference letters to: Dr. Joe Oliver, Search Committee Chairman, Department of Communication, PO Box 13048, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001. An affirmative action/equal opportunity employer.

Graduate assistantships in broadcast and cinematic arts available for Fall, 1992 and Spring, 1993 at Central Michigan University. Stipend plus tuition remission. Assist in introductory classes, audio or video laboratories, and student TV productions. Send letter of interest and resume by April 15 to Robert Craig, 340 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Call 517-774-3851 for further information. EOE.

Tenure track position, Film/Television: Chapman University, Orange, California, 30 miles south of Los Angeles. Rank: Assistant professor of communications. PhD/MFA and experience or equivalent, demonstrated excellence in teaching and scholarship, and firm commitment to working with students. Broadcast experience desired. Responsibilities include teaching courses in television and broadcast journalism. Courses: Introduction to Television, Broadcast Techniques, Presentational Performance, and other studio and production classes. Salary commensurate with experience; range \$28,000 to \$36,000. Send letter, resume, and three letters of recommendation to Search Committee, Communications Department, Chapman University, Orange, CA 92666. EOE.

Instructor or assistant professor (tenure track) to teach remote television production, including post-production; studio television production; and related courses in undergraduate communication curriculum, beginning September 1992. Qualifications: significant professional TV production experience (incl. hands-on equipment familiarity), plus appropriate educational degrees and teaching experience. Salary competitive; full benefits. University 18 miles from New York City. Send letter, resume and list of three professional and two personal references on or before April 6, 1992 to: Dr. Donald J. McKenna, Chair, Department of Communication, Seton Hall University, South Orange, NJ 07079-2696. An equal opportunity/affirmative action employer.

Graduate assistantships: Produce your own TV shows in N.Y.C. 12 positions, 20 hours/week. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging/lighting; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program which concentrates on TV production. \$6,600+ - September 1992. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EEO employer M/F.

Miami University seeks two graduate assistants to work on video productions done for mass communication-theatre projects. Requires background in video production and admission to mass communication master's program. Stipend for the 1991-92 academic year is approximately \$6400 plus a tuition waiver. Send inquiries immediately to Dr. Howard Kleiman, 150 Williams Hall, Miami University, Oxford, OH 45056. Miami University is an AA/EEO employer.

Medill School of Journalism Northwestern University seeks professor to teach Broadcast Writing, Newswriting, Television Reporting and Television News Program Production beginning Fall, '92. Applicant must have 3-5 years professional experience and preferably some prior teaching experience. Ability to edit videotape, operate video cameras, supervise television control room and operate newsroom computer system essential. Full-time, tenure track, salary commensurate with experience. Send vita to Donna Leff, Chair, Faculty Search Committee, 680 N. Lake Shore Dr., Suite 818, Chicago, IL 60611. Application deadline is April 15, 1992. Northwestern University is an affirmative action/equal opportunity employer. Hiring is contingent upon eligibility to work in the United States.

HELP WANTED SALES

CASCOM Syndication now has over 50 new distributors marketing its high visual effects libraries, and Ernest "KnowWhatmean Vern", with new products and services being added continually. "The Producers Source" needs entrepreneurs with media and/or production backgrounds and strong sales skills to fill our few remaining territories in Boston, Columbus (OH), Charleston-Huntington, San Diego, Milwaukee, Pittsburgh, Davenport-Rock Island, Las Vegas, Raleigh-Durham, New York, New Orleans, Knoxville-Bristol, Omaha-Des Moines, West-Central Texas and Flint-Grand Rapids. Your own business and high commissions can be yours if you meet the requirements. Fax resume and letter of interest to Lee Michaels at 615-256-7890 or call 615-242-8900. EOE.

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Jobhunters: Want your tape to stand out? Let an Emmy award-winning correspondent help you get the most out of your tapes and resumes. Cash in on valuable feedback from a 22-year veteran of TV and radio news whose experience includes general assignment, PBS documentaries, and CNN. \$50.00 is all it costs for a thorough critique and personal reply. Send check or money order along with resume and VHS tape to Marc Levenson, 478-A Newport Way, Jamesburg, New Jersey 08831.

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

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PUBLIC NOTICE

NOTICE IS HEREBY GIVEN THAT ON APRIL 3, 1992 AT

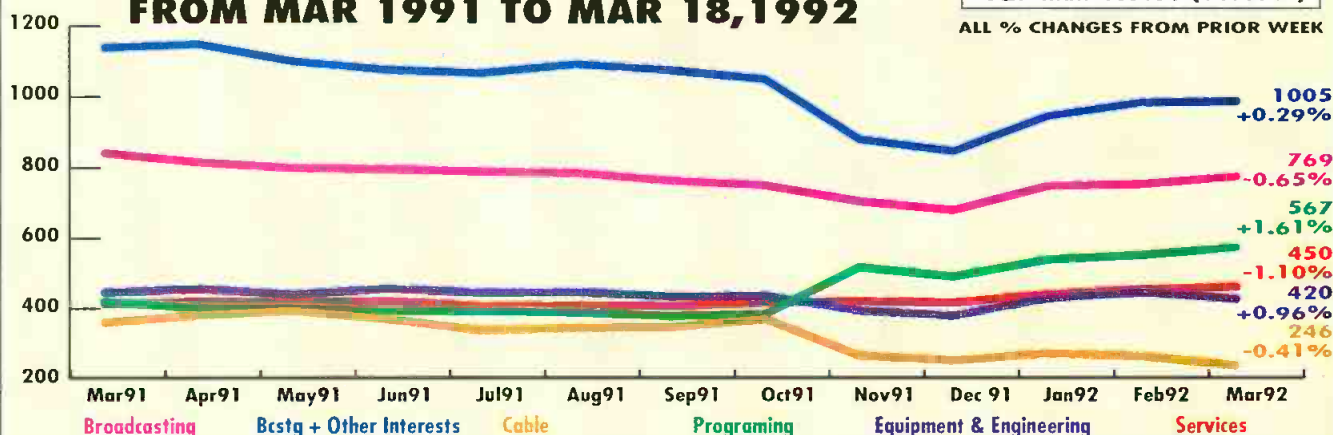
9:00 A.M., Titor Title Insurance Company of California, duly appointed trustee under a deed of trust, will sell certain real and personal property assets at public auction to highest bidder for cash or cashier's check or other institutional check acceptable to the trustee, at the entrance to the San Bernardino County Courthouse, 351 North Arrowhead, San Bernardino, California. Such assets consist of all real property and personal property (whether moveable or affixed to the real property) used or useful in the operation of radio stations KDHI-AM and KQYN-FM, 29 Palms, California. For information, contact Thomas Lamb (213) 689-1300.

Broadcasting's By The Numbers

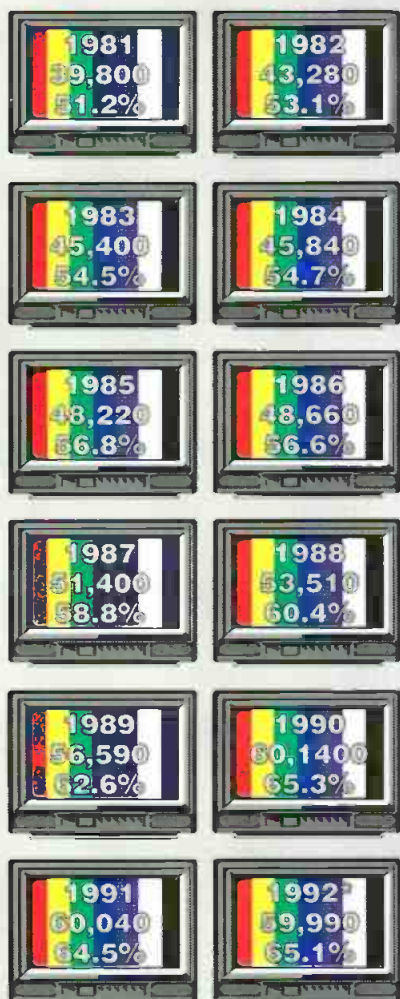
STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 18, 1992

NASDAQ: 624.94 (+1.26%)
S&P Ind.: 487.39 (+1.40%)

ALL % CHANGES FROM PRIOR WEEK



MULTI-SET HOUSEHOLD GROWTH (add 000) 1981-1992



* Reflects adjustments to conform to the 1990 census.

Source: Television Bureau of Advertising

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	11,107	1,562	12,669
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	1,495	197	1,692
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	1,210	1,013	2,223
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

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

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.

¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

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

For the Record

As compiled by BROADCASTING from March 9 through March 13 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KHNR(AM) Honolulu** (BTC920228EG; 650 khz; 10 kw-U)—Seeks transfer of control of licensee Coral Communications Corp. for \$375,000. Licensee is headed by George A. Vandeman, who is transferring majority control among new shareholders Anthony B. Cassara, Thomas H. Gentry, George R. Ariyoshi (former governor of Hawaii) and Rick Yosuke Takemoto. Filed Feb. 28.

■ **WSLM-FM Salem IN** (BALH920227HN; 98.9 mhz; 50 kw; ant. 360 ft.)—Seeks assignment of license from Don H. Martin to US Radio III Inc. for \$2 million ("Changing Hands," March 9). Seller is licensee of WSLM(AM) Salem, IN. Buyer is headed by Ragan Henry. Henry is sole shareholder of US Radio Group Inc., sole general partner of US Radio Ltd., licensee of WAKR(AM)-WONE-FM Akron, OH; WRAW(AM)-WRFY-FM Reading, PA; WCOS-AM-FM Columbia, SC; KJZS(FM) Conroe, KHEY-AM-FM El Paso and KJOJ-FM Freeport, all Texas, and WOWI(FM) Norfolk, WBSK(AM) Portsmouth and WQOK(FM) South Boston, all Virginia. Henry is also sole shareholder of Ragan Henry Broadcast Group Inc., sole general partner of Ragan Henry Communications Group Ltd., licensee of WDIA(AM)-WHRK(FM) Memphis and WRZR(FM) Johnstown, OH. Ragan Henry Broadcast Group is also sole general partner of Ragan Henry National Radio Ltd., licensee of WXCD(FM) Mount Clemens (Detroit), MI. He also has interests in licensees of KIDZ(AM) Independence, MO, KDIA(AM) Oakland, CA, and WCMC(AM)-WZXL(FM) Wildwood, NJ. He is director of licensee of noncommercial WHYY-FM Philadelphia and WHYY-TV Wilmington, DE. He holds nonvoting stock in licensee of WGER-FM Saginaw, MI, and owns 49% voting stock of licensee of KJUL(FM) North Las Vegas, NV. Henry has nonattributable interest in licensee of WKV-AM-FM Racine, WI, and WZAZ(AM)-WJBT(FM) Jacksonville-Green Cove Springs, FL. Henry is also purchasing, under US Radio II, KMGR-AM-FM Murray-Orem (Salt Lake City), UT (see below). Filed Feb. 27.

■ **WEKG(AM)-WJSN-FM Jackson, KY** (AM: BTC920228HQ; 810 khz; 5 kw-D; FM: BTCH920228HR; 97.7 mhz; 580 w; ant. 610 ft.)—Seeks transfer of control of licensee Intermountain Broadcasting Co. Inc. for \$175,000 in stock redemption agreement. Seller is A. Dale Bryant; licensee will redeem and purchase all of Bryant's 50% interest. Licensee is headed by James M. and Gloria M. Ray, husband and wife. Bryant and James Ray have interests in WFLE-AM-FM Flemingsburg, KY. Ray has interests in WAKY(FM)-WGRK(FM) Greensburg, KY. Filed Feb. 28.

■ **WTTL(AM) Madisonville, KY** (BTC920302EE; 1310 khz; 1.5 kw-D, 500 w-N)—Seeks transfer of control within Hopkins County Broadcasters for \$100,000. Seller is Jerry McKonley, selling his 19% of licensee to buyers Conway M. Smith (70%) and Robert M. Thomason (30%). Smith has interests in CP for WTTT(FM) Madisonville, KY. Filed March 2.

■ **WJRT(TV) Flint, MI** (BTCCT920228KF; ch. 12; 316 kw-V; 31.6 kw-A; ant. 940 ft.)—Seeks transfer of control of licensee SJL-KSN Ltd. to Media-Communications Partners Ltd.; transferee currently

Abbreviations: AFC—Antenna For Communications; ALL—Administrative Law Judge; alt.—alter; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

owns 5,587.5 shares of class B non-voting stock of SJL-Michigan, subsidiary of licensee, and proposes to convert it to voting common stock of SJL-Michigan. Licensee is headed by George D. Lilly, Robert D. McCurdy and David Dietz, and is parent company of licensees of KSNT(TV) Topeka, KSNW(TV) Wichita, KSNG(TV) Garden City and KSNK(TV) Great Bend, all Kansas, and KSNK(TV) McCook, NE. Lilly is also 100% owner of licensee of KTVQ(TV) Billings, MT, and has interests in WSTM(TV) Syracuse, NY. Filed Feb. 28.

■ **WOCD(TV) Amsterdam, NY** (BALCT920228KG; ch. 55; 5,000 kw-V; 500 kw-A; ant. 731 ft.)—Seeks assignment of license from Amsterdam Broadcasting Inc. to Cornerstone Television Inc. for \$375,000. Seller is headed by Lou Kearn, and is subsidiary of Colt Drapery and Cleaning Inc., licensee of KRKY(AM)-KRKM(FM) Granby-Kremmling, CO. Buyer is headed by R. Russell Bixler, and owns WPCB-TV Greensburg, WKBS-TV Altoona and LPTV W50BF Hermitage, all Pennsylvania. Filed Feb. 28.

■ **WDNY(AM) Dansville, NY** (BAL920303ED; 1400 khz; 1 kw-U)—Seeks assignment of license from C.T.B. Communications Inc. to Dan-Way-Coa Broadcasting Co. Inc. for \$290,000. Seller is headed by Charles Barthold, and has no other broadcast interests. Buyer is headed by Thomas P. Wamp, and is also licensee of WACZ(FM) Dansville, NY. Vice president David Mance owns 45% of licensee of WCDO-AM-FM Sidney, 55% owner of licensee of WATN(AM)-WTOJ(FM) Watertown-Carhage and 24.5% owner of licensee of WLKC(FM) Henderson, all New York, and is 33.3% owner of licensee of WZOS(FM) Oswego, NY, which is being sold ("For the Record," March 16). Filed March 3.

■ **WCNT(AM) Charlotte, NC** (BAL920303EF; 1480 khz; 5 kw-U)—Seeks assignment of license from Broadcast Equities Inc. to Charlotte Good Music Broadcasting Inc. for \$310,000. Seller is headed by Randy Bell, and has no other broadcast interests. Buyer is headed by George S. Buck, son of George H. Buck, who has interests in eight AM's and one FM; he recently purchased WXXC-FM Aiken (Augusta, GA), SC; WTIX(AM) New Orleans and WYRS (AM) Rock Hill, SC ("Changing Hands," March 2). Filed March 3.

■ **WRXO(AM)-WKRX(FM) Roxboro, NC** (AM: BTC920302HO; 1430 khz; 1 kw-D; FM: BTCH920302HP; 96.7 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control of licensee Roxboro Broadcasting Co. to John D. Bradsher and H. Wharton Winstead Jr. for \$516,363. Seller is headed by Harry Myers, who has 100% interest in

WYNC (AM) Yanceyville, NC. Winstead is chairman of board of directors of licensee Roxboro Broadcasting. Filed March 2.

■ **WLMB(FM) Lima, OH** (BAPH920302HS; 93.1 mhz)—Seeks assignment of CP from American Christian Radio Services Inc. to Limaland Radio Inc. for \$37,000. Seller is headed by Dwight A. Wisener, and has no other broadcast interests. Buyer is headed by Kristin C. Cantrell, and has no other broadcast interests. Filed March 2.

■ **KEZB-AM-FM El Paso, TX** (AM: BAL920228EC; 1150 khz; 1 kw-D, 380 w-N; FM: BALH920228ED; 93.9 mhz; 96.2 kw; ant. 1,207 ft.)—Seeks assignment of license from KEZB Inc., trustee, to Paso Del Norte Broadcasting Corp. for \$1.02 million. Seller is headed by Donald S. Leslie, and has no other broadcast interests. Buyer is headed by Richard A. Najera and Mary S. Ponce, and is licensee of KINT-TV El Paso, TX. Filed Feb. 28.

■ **KMGR-AM-FM Orem (Salt Lake City), UT** (AM: BAL920303EA; 1230 khz; 1 kw-U; FM: BAPLH920303EB; 107.5 mhz; 45 kw; ant. 2,850 ft.)—Seeks assignment of license from RVI Ltd. to US Radio II Inc. for \$400,000 ("Changing Hands," Jan. 20). Seller is headed by Thomas D. Willardson, and has no other broadcast interests. Buyer is headed by Ragan Henry, who is also purchasing WSLM-FM Salem, IN (see above). Filed March 3.

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

Actions

■ **KXOW(AM)-KLAZ(FM) Hot Springs, AR** (BAL920121EB; 1420 khz; 5 kw-D, 87 w-N; FM: BALH920121EC; 105.9 mhz; 95 kw; ant. 994 ft.)—Granted assignment of license from KZ Radio Ltd. to Noalmark Broadcasting Corp. for \$525,000. Seller is headed by Louis Schaaf; Billy H. Thomas and Jerry E. Morris are each 25% stockholders of KZ Broadcasting Inc., general partner of assignor, licensee of KDEZ(FM) Jonesboro (recently sold, see "For the Record," January 27) and KZKZ(AM) Greenwood, all Arkansas; WXLs-AM-FM Biloxi-Gulfport and WJXX(FM) Ellisville, both Mississippi, and KLAAs(FM) Tioga, LA. Buyer is headed by William C. Nolan Jr., and is also licensee of KELD(AM)-KAYZ(FM) El Dorado, AR; KKTx-AM-FM Kilgore, TX; KYKK(AM)-KZOR(FM) Hobbs, NM, and KKIX(FM) Fayetteville, AR. Action March 2.

■ **WMTO(FM) Port St. Joe, FL** (BAPLH911231GR; 93.5 mhz; 2 kw; ant. 393 ft.)—Granted assignment of CP from WMTO Ltd. to Claycomb Communications Inc. for \$500,000. Seller is headed by managing partner Redge A. Mahaffey, and has no other broadcast interests. Buyer is headed by Thomas and Karen Claycomb, husband and wife, and has no other broadcast interests. Action Feb. 28.

■ **WESL(AM) East St. Louis, IL** (BAL911121ED; 1490 khz; 1 kw-U)—Granted assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1 million (see KDFT[AM] Ferris, TX, below). Action March 4.

■ **WWCA(AM) Gary, IN** (BAPL911121EC; 1270 khz; 1 kw-U)—Granted assignment CP from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1.2 million (see KDFT[AM] Ferris, TX, below). Action March 4.

■ **KDMG-FM Pella, IA** (BALH920110GI; 103.3

mh; 100 kw; ant. 750 ft.)—Granted assignment of license from GBA Inc. to Intergalactic Communications Inc. for \$1.43 million ("Changing Hands," Feb. 3). **Seller** is headed by George Beasley, who heads Beasley Broadcast Group. Beasley has at least 45% interest in ultimate licensees of WPOW(FM) Miami, WJHM(FM) Daytona Beach, WVTI(AM) North Fort Myers and WRXK(FM) Bonita Springs, all Florida; WCKZ-FM Gastonia, WJMH(FM) Reidsville, WKML(FM) Lumberton and WYED(TV) Goldsboro, all North Carolina; WTEL(AM)-WXTU(FM) Philadelphia; KRTH-FM Los Angeles; KAAY(AM) Little Rock, AR, and KQLD(FM) Port Sulphur, LA. Beasley also has interests in WRKU-FM Grove City, PA; KGSR(FM) Bastrop, TX; WXXM(FM) Upper Arlington, OH; WKXC-AM-FM Aiken, SC, WYSY-AM-FM Aurora, IL, and WBSS-FM Millville, NJ. **Buyer** is headed by Ronald Sorenson, who has notice of appeal filed for application for new FM at Des Moines, IA, which was granted to competing applicant. Action Feb. 28.

■ **KKLO(AM) Leavenworth, KS** (BAL901109EA; 1410 khz; 5 kw-D, 500 w-N)—Dismissed app. of assignment of license from KKLO Inc. to Mark L. Wodlinger for \$10 and assumption of seller's liabilities. **Seller** is headed by Kevin M. Wodlinger, Stephen R. Wodlinger and Michael H. Wodlinger, all brothers, and owns Wodlinger Broadcasting Co. of Naples, Inc., licensee of WIXI(FM) Naples Park, FL. Kevin M. Wodlinger owns all stock of Monett Communications Inc., licensee of KPMO(AM)-KKB(L)FM Monett, MO, and is permittee of new FM in Cassville, MO. **Buyer** has no other broadcast interests. Action March 5.

■ **KOLT(AM) Scottsbluff, NE** (BAL900406EC; 1320 khz; 5 kw-D, 1 kw-N, DA-N; HAAT:—) Granted assignment of license from Gary Hessler, receiver, to Tracy Corp IV for \$37,500. **Seller** has no other broadcast interests. **Buyer** is headed by Michael J. Tracy and Patricia Redel, and is licensee of KOAQ(AM) Terrytown, NE. Tracy is sole stockholder of Tracy Corp., licensee of KMOR(FM) Scottsbluff, NE. Action Feb. 25.

■ **KBUL(FM) Carson City, NV** (BAL920116HD; 98.1 mhz; 75 kw; ant. 2,273 ft.)—Granted assignment of license from Almor Properties Inc. to Citadel Associates Ltd. for \$1.3 million. **Seller** is headed by Lee M. Mitchell, and is licensee of WAVH(FM) Mobile, AL. Mitchell, as receiver, is seeking WMOG-AM-FM Brunswick-St. Simons Island, GA. He is also member of board of Northwestern University, licensee of WNUR-FM Evanston, IL. Mitchell also has interests in Heritage Communications Inc., subsidiary of TeleCommunications Inc.; it owns cable systems in New England, LPTV's, and WCJB(TV) Gainesville, FL; WABJ-AM-TV and WYOU(FM) Bangor, ME; WCTI(TV) New Bern, NC; WPDE(TV) Florence, SC, and WYOU(TV) Scranton, PA. **Buyer** is headed by general partner Lawrence Wilson, and is licensee of KKFM(FM) Colorado Springs; KCNR(AM)-KLZX(FM) Salt Lake City, and KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Montana. Action March 6.

■ **WIMG(AM) Ewing, NJ** (BAL911121EB; 1300 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$750,000 (see KDFT[AM] Ferris, TX, below). Action March 4.

■ **WGSP(AM) Charlotte, NC** (BAL911121EF; 1310 khz; 1 kw-D)—Granted assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$550,000 (see KDFT[AM] Ferris, TX, below). Action March 4.

■ **WBXB(FM) Edenton, NC** (BAL911121EH; 100.1 mhz; 2.75 kw; ant. 299 ft.)—Granted assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$550,000 (see KDFT[AM] Ferris, TX, below). Action March 4.

■ **KKCW(FM) Beaverton (Portland), OR** (BAL920109GH; 103.3 mhz; 100 kw; ant. 1,654 ft.)—Granted assignment of CP from Trumper Communications of Portland Ltd. to Force II Inc. for \$21 million ("Changing Hands," Jan. 20). **Seller** is headed by Jeffrey Trumper, who also owns WLAP-AM-FM Lexington, KY; KQQL(FM) Minneapolis and

WTDR(FM) Charlotte, NC. **Buyer** is headed by Norman Feuer and Sillerman Communications, headed by Robert F.X. Sillerman, each 50% voting stock. Sillerman and Feuer are forming new broadcast company through acquisitions and merger (see page 76). Feuer has 6.9% interest in Noble Broadcast Group, licensee of seven AM's and nine FM's. Sillerman's interests include equity in Legacy Communications, Capstar Communications, Legacy Broadcasting Partners and Metropolitan Broadcasting Corp. Sillerman also has 5.3% class B non-voting stock of Group W Radio Acquisitions Corp., licensee of 10 AM's and 7 FM's. Action Feb. 28.

■ **WHUM(FM) Avis, PA** (BTCH911224HX; 99.9 mhz; 450 w; ant. 823 ft.)—Granted transfer of control of Kennedy Broadcasting Inc., general partner of licensee Avis Broadcasting Ltd., and is transferring 70% of shares to new corporation, which will be subsidiary of CNW Communications Inc. **Seller** is headed by Jerrold Miller, and is general partner in permittee of LPTV W69BO Vero Beach, FL, and permittee of both WHMU(FM) Covington, PA, and KJDE(FM) Sandpoint, ID. **Buyer** is headed by Paul E. Gregg and Betty Watkins (100%), and is general partner in WBRX(FM) Patton, PA. Action March 2.

■ **WZZC(FM) Benton, PA** (BAPL920114GK; 95.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Holt Associates Group Inc. to Robert C. Cordaro Inc. for \$540,000. **Seller** is headed by Arthur H. Holt, and has interest in WKAP(AM)-WZZO(FM) Allentown-Bethlehem, PA. Holt Communications Corp. is licensee of WTKX-AM-FM Pensacola, FL; WOAD(AM)-WJMI(FM) Jackson, MS, and KMXX(FM) Socorro, NM. **Buyer** is headed by Robert C. Cordaro, and has interests in licensee of WWAX(AM) Olyphant, PA, and is permittee of WZZV(FM) Olyphant, PA. Action March 2.

■ **WURD(AM) Philadelphia** (BAL911121EI; 900 khz; 1 kw-D, 42 w-N)—Granted assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1.2 million (see KDFT[AM] Ferris, TX, below). Action March 4.

■ **WORR(AM) Quebradillas, PR** (BAL920114EA; 960 khz; 500 w-D, 1 kw-N)—Granted assignment of license from Radio Redentor Inc. to Clamor Broadcasting Network Inc. for \$110,000. **Seller** is headed by Andres Rosa, and is also licensee of WRRE(AM)-WERR(FM) Juncos, PR. **Buyer** is headed by Jorge R. Garcia, and has no other broadcast interests. Action March 2.

■ **WBLR(AM) Batesburg, SC** (BAL920121EF; 1430 khz; 5 kw-D, 142 w-N)—Granted assignment of Antley Broadcasting Inc. to James and Cheryl Wiszowaty for \$20,000. **Seller** is headed by R.B. Antley, and has no other broadcast interests. Action March 5.

■ **WXSS(AM) Memphis, TN** (BAL911121EE; 1030 khz; 50 kw-D, 1 kw-N)—Granted assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1 million (see KDFT[AM] Ferris, TX, below). Action March 4.

■ **KDFT(AM) Ferris, TX** (BAPL911121EA; 540 khz; 1 kw-D, 220 w-N)—Granted assignment of CP from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Inc. for \$2 million. Assignment includes WIMG(AM) Ewing, NJ; WWCA(AM) Gary, IN; WESL(AM) East St. Louis, IL; WXSS(AM) Memphis, TN; WGSP(AM) Charlotte, NC; WPCE(AM) Portsmouth, VA; WBXB(FM) Edenton, NC, and WURD(AM) Philadelphia, for total of \$9.45 million (see individual stations). **Seller** is headed by L.E. Willis Sr., who has 25% interest in buyer. He recently sold WCLN(AM) Clinton, N.C. ("For the Record," Aug. 12, 1991), and is purchasing WTZR(FM) Moyock (Chesapeake, VA), NC. Willis also has interests in KLRG(AM) North Little Rock, KFTN(FM) Marion, KMZX(FM) Loneoke and KSNE(FM) Marshall, all Arkansas; WAYE(AM) Birmingham, WSFU-FM Union Springs and WVCA(FM) Selma, all Alabama; WBOK(AM) New Orleans; WVRB(FM) Warrenton and WSRC(AM) Durham, both North Carolina; WMXS(FM) Cape Charles, VA; WTJH(AM) East Point, GA; WPZZ(FM) Franklin, IN, and WKSO(FM) Orangeburg, WKWQ(FM) Batesburg and WWP(D)FM Mar-

ion, all South Carolina. **Buyer** is headed by Celestine L. Willis, daughter of L.E. Willis, and also has interests in WGMT(AM) Wilson and WKJA(FM) Belhaven, both North Carolina. Action March 4.

■ **KWZD(FM) Hamlin, TX** (BAL920106HX; 103.7 mhz; 100 kw; ant. 985 ft.)—Granted assignment of license from William R. Rice Inc., receiver, to B & D Communications Inc. for \$265,000. **Seller** was receiver for assignments of WYTL(AM)-WPFR(FM) Terre Haute, IN, which were recently approved. Rice has also been appointed receiver for WKKI(FM) Celina, OH, to be filed shortly. **Buyer** is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, LA. Action March 2.

■ **WPCE(AM) Portsmouth, VA** (BAL911121EG; 1400 khz; 1 kw-U)—Granted assignment of license from subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Corp. for \$1.2 million (see KDFT[AM] Ferris, TX, above). Action March 4.

■ **KENU(AM) Enumclaw, WA** (BAL910924ED; 1330 khz; 500 w-D, 26 w-N)—Granted assignment of license from Robert Reverman Broadcasting-KENU Inc. to Country Gold Network, Inc. for \$135,000. **Seller** is headed by Robert Reverman, and has no other broadcast interests. **Buyer** is headed by Barbara J. Geesman, who is also 100% voting stockholder of Joy Broadcasting Inc., licensee of KJUN(AM) Puyallup, WA. She is also president and 100% voting stockholder of Bar-B Broadcasting, Inc., proposed assignee of KTOL(AM) Lacey, WA. Action March 28.

NEW STATIONS

Applications

■ **Anchorage** (BPED920302MG)—Koahnic Broadcast Corp. seeks 90.3 mhz; 100 kw; ant. 195.2 m. Address: P.O. Box 93330, 2525 C St., Suite 507, Anchorage, AK 99509. Applicant is headed by John Monfor Jr.; he and principals Roy M. Huhndorf and Britton E. Crosley are also directors and/or officers of Cook Inlet Region, controlling entity of licensees of WPGC-AM-FM Morningside, MD; WZGC(FM) Atlanta; KBXX(FM) Houston; WZLX(FM) Boston; WUSN(FM) Chicago; KUBE(FM) Seattle; KOPA(AM)-KSLX(FM) Scottsdale, AZ (recently sold, see "Changing Hands," Jan. 20); WTNH-TV New Haven, CT, and WSMV(TV) Nashville, TN. Filed March 2.

■ **Monroe, GA** (BPCT920228KE)—Glendale Broadcasting Co. seeks ch. 63; 5,000 kw; ant. 354 m. Address: P.O. Box 38, Carlisle, PA 17013. Applicant is headed by George F. Gardner, who is controlling partner of licensee and permittee of 6 LPTV's in Pennsylvania. Filed Feb. 28.

■ **Decatur, IL** (BPED920303MC)—Illinois Bible Institute seeks 88.1 mhz; 1 kw; ant. 93 m. Address: P.O. Box 140, RR 3, Lake Williamson, Carlinville, IL 62626. Applicant is headed by Ernest J. Moen, and has no other broadcast interests. Filed March 3.

Actions

■ **Dillingham, AK** (BPH901217ML)—Granted app. of McCormick Broadcasting for 99.1 mhz; 6 kw; ant. 51 m. Address: Airport Rd., P.O. Box 157, Dillingham, AK 99576. Applicant is headed by general partners Fred J. McCormick and Tatiana McCormick, and has no other broadcast interests. Action March 2.

■ **Morris, IL** (BPH910318MA)—Granted app. of DMR Media Inc. for 103.1 mhz; 3 kw; ant. 100 m. Address: 109 Sherwood Place, Morris, IL 60450. Applicant is headed by Diane M. Root, and has no other broadcast interests. Action Feb. 28.

■ **Morris, IL** (BPH910321MA)—Dismissed app. of Larry Nelson for 103.1 mhz; 3 kw; ant. 100 m. Address: 3707 Laurie Lane, Plano, IL 60545. Applicant has no other broadcast interests. Action Feb. 28.

■ **Morris, IL** (BPH910322MA)—Dismissed app. of Radio Pinhead for 103.1 mhz; 3 kw; ant. 100 m. Address: 55 N River Rd. #10A, Manchester, NH 03104. Applicant is headed by partners Marc A.

Pinard and Christopher B. Jones, and has no other broadcast interests. Action Feb. 28.

■ **Morris, IL** (BPH910322MB)—Dismissed app. of Jerl Inc. for 103.1 mhz; 3 kw; ant. 100 m. Address: 516 Bedford Rd., Morris, IL 60450. Applicant is headed by Jeannine K. Evenson, and has no other broadcast interests. Action Feb. 28.

■ **Hampton, IA** (BPH910219MK)—Granted app. of John Linder for 98.9 mhz; 6 kw; ant. 98 m. Address: 126 Ridge Lane, Mankato, MN 56001. Applicant has interests in licensees of KLKK(FM) Clear Lake, KRIT(FM) Clarion and KKSJ(FM) Eddyville, all Iowa, and KTOE(AM)-KDOG(FM) Mankato-North Mankato, KMHL(AM)-KKCK(FM) Marshall and KKRC(FM) Granite Falls, all Minnesota. Action March 3.

■ **Laurel, MT** (BPH910419MB)—Granted app. of Jubilee Radio Network of Montana for 101.7 mhz; 100 kw; ant. 301 m. Address: 5630 Billy Casper Dr., Billings, MT 59106. Applicant is headed by general partners Ronald M. Bergland, Betty D. Bergland, Kimberly L. Weller and Madeline C. Elbert, and has no other broadcast interests. Action March 2.

■ **Ponca City, OK** (BPED910219MI)—Granted app. of The Love Station Inc. for 88.7 mhz; 11.5 kw; ant. 146 m. Address: 204 Warwick Rd., Ponca City, OK 74601. Applicant is headed by Doyle Brewer, who owns FM translator K272AA Ponca City, OK. Action Feb. 27.

FACILITIES CHANGES

Applications

AM's

■ **Cave Creek, AZ** KCCF(AM) 1100 khz—Feb. 26 application of Cave Creek Broadcasting Co. Inc. for mod. of CP (BP870929AP) to change TL: approx. 4.5 km NNE of Cave Creek, SW corner of section 9; make changes in antenna system and operate by remote control from 5227 N. 7th St., Phoenix AZ. 33 52 24 - 111 57 33.

■ **Pipestone, MN** KLOH(AM) 1050 khz—Feb. 27 application of Wallace Christensen for mod. of CP (BP-870327AJ) to augment standard radiation pattern.

■ **Lancaster, NH** WLGW(AM) 1490 khz—March 3 application of Michael W. Beattie for CP to change TL: 100 Bridge Street, U.S. Route 2, Lancaster. 44 29 41 - 71 35 37.

FM's

■ **Prairie Grove, AR** KDAB(FM) 94.9 mhz—Feb. 18 application of Vinewood Communications Ltd. for mod. of CP (BPH-900202MJ) to change ERP: 21 kw (H&V); ant.: 232 m.; change class to C2 (per MM docket #91-245).

■ **Los Altos, CA** KHQT(FM) 97.7 mhz—Feb. 26 application of San Jose Broadcasting Corporation for CP to change ERP: 3.2 kw (H&V).

■ **Santa Cruz, CA** KZSC(FM) 88.1 mhz—Sept. 18, 1991, application of Regents of Univ. of Calif. for CP to make correction to coordinates of BLED-800811AO: 37 00 10 - 122 03 05.

■ **Hayden, CO** KKM-FM 95.9 mhz—Feb. 19 application of Radio Colorado Northwest for mod. of CP (BPH-910225IA) to change TL: Chavez Peak, approx. 15.8 km ESE of Hayden.

■ **McDonough, GA** WMVV(FM) 90.7 mhz—Feb. 28 application of Mt. Vernon Baptist Church of Henry Co. Inc. for CP to change coordinates to 33 14 22 - 84 12 39.

■ **Peoria, IL** WBGE(FM) 92.3 mhz—Feb. 19 application of BBG Broadcasting Ltd. mod. of CP (BPH-880421ML) to change ERP: 6 kw (H&V); ant.: 45 m.; TL: 500 W Main Street; Peoria.

■ **Plymouth, IN** WNZE(FM) 94.3 mhz—Feb. 26 application of Community Service Broadcasters Inc. for mod. of CP (BPH-910308IA) to change TL: S. of St. Rd. 4, Pierce Rd., W. of U.S. 31, .2 km N. of Lakeville, St. Joseph Co., IN.

■ **Seymour, IN** WQKC(FM) 93.7 mhz—Feb. 25 ap-

plication of S.C.I. Broadcasting Inc. for mod. of CP (BPH-870302IG as mod.) to correct site coordinates: 38 58 22 - 86 10 03.

■ **Tell City, IN** WXSC(FM) 96.9 mhz—Feb. 21 application of Carolyn S. Hagedorn for mod. of CP (BPH-891206MH) to change TL: 2.4 km northeast of Cannelton, IN (Perry Co.), on existing WKCM-FM tower; change to directional antenna.

■ **Minneapolis, KS** KILS(FM) 92.7 mhz—Feb. 25 application of Belinda S. Ohlmeier for mod. of CP (BPH-900829MD) change ERP: 50 kw (H&V); ant.: 150 m.; change class to C2 (per MM docket #91-278).

■ **Springfield, MA** WNEK-FM 97.5 mhz—Feb. 21 application of Western New England College for CP to change frequency to 105.1 mhz; change channel to 286.

■ **Lapeer, MI** WWGZ-FM 103.1 mhz—Feb. 19 application of Covenant Communications Corporation for CP to change ERP: 6 kw (H&V); ant.: 100 m.

■ **Eden Prairie, MN** New FM 105.7 mhz—Feb. 19 application of Southwest Suburban Broadcasting Inc. for mod. of CP (BPH-871203MH) to change ERP: 2.8 kw (H&V); ant.: 69 m.; TL: Opus Center Bldg., Washington Ave., .8 km N. of U.S. 212, 2 km N. of Eden Prairie.

■ **La Crescent, MN** KQEG(FM) 102.7 mhz—Feb. 27 application of White Eagle Broadcasting Inc. for CP to change ERP: 3.6 kw (H&V); ant.: 263 m.; change frequency to 102.7 and class to C3 (per MM docket #91-1318).

■ **Columbus, MS** WACR-FM 103.9 mhz—Nov. 12, 1991, application of T & W Communications Corp. for mod. of CP (BPH-890328IF) to change ERP: 50 kw (H&V); ant.: 150 m.; TL: 4.3 mi. E of Ethelsville, Pickens County, AL. (Application is hereby reinstated and returned to pending status 3-2-92.)

■ **Belton, TX** KOOC(FM) 106.3 mhz—Feb. 24 application of Sheldon Communications Inc. for CP to change ERP: 11.5 kw (H&V); change class to C3 (per MM docket #91-276).

■ **New Braunfels, TX** KTSW(FM) 89.9 mhz—Feb. 28 application of Southwest BCasting of New Braunfels for mod. of CP (BPED-901003MF) to change community of license from New Braunfels, TX, to San Marcos, TX.

■ **Christiansted, VI** WIVH(FM) 90.1 mhz—March 2 application of Gospel Media Institute Inc. for mod. of CP (BPED-900207ME) to change ERP: 1 kw (H&V); ant.: 223 m.; TL: 3 km southeast of Christiansted, St. Croix.

TV's

■ **Los Angeles** KWHY-TV ch. 22—March 2 application of Harriscope of Los Angeles Inc. for CP to change ERP (vis): 832 kw; ant.: 877 m.; TL: Mt. Wilson antenna farm, Los Angeles County, CA; antenna: Andrew ATW8G4-HSS-22(DA)(BT) 34-13-36 - 118-03-59.

■ **Los Angeles** KNBC-TV ch. 4—March 3 application of NBC subsidiary for CP to change ERP (vis): 43.7 kw; ant.: 984 m.; TL: Mt. Wilson, 25 km northeast of Los Angeles County, CA; (34-13-32 - 118-03-52); antenna: Dielectric TDM-3A4 (TWO) (BT).

■ **Bloomington, IN** WTU(TV) ch. 30—March 3 application of Trustees of Indiana Univ. for CP to change ERP (vis): 832 kw; ant.: 216 m.; TL: 2897 South Sare Road, Bloomington; antenna: Andrew AGW17H4-HT01-30(BT); 39 08 32 - 86 29 43.

■ **Akron, OH** WBNX-TV ch. 55—March 2 application of Winston Broadcasting Network Inc. for CP to change ERP (vis): 5,000 kw; ant.: 357 m.; TL: .73 mi. southwest of intersection of Broadview and Ridgewood Roads, Parma, Cuyahoga County, OH; antenna: Jampro JSH-3255-BV; 41-23-02 - 81-41-44.

Actions

AM's

■ **Birmingham, AL** WAYE(AM) 1220 khz—Granted app. of Birmingham Christian Radio Inc. (BP-910829AF) for CP to change antenna system and change TL to corner of Mims Ave. SW and 14th

Street SW, Birmingham; 33 28 41 - 86 50 55. Action Feb. 27.

■ **San Martin, CA** KSJ(AM) 1120 khz—Granted app. of Jeffrey H. Eustis (BMP-910829AE) for mod. of CP (BP891031AD) to make changes in antenna system and change TL to SE corner of intersection of Laga's and Middle Streets, San Martin, CA, 37 06 08 - 121 36 48. Action Feb. 28.

■ **Belzoni, MS** WELZ(AM) 1460 khz—Granted app. of Humphreys Cnty Broadcasting Co. Inc. (BP-911213AA) for CP to correct coordinates to 33 10 24 - 90 28 51. Action Feb. 27.

■ **Newport, NH** WNTK(AM) 1020 khz—Granted app. of Koor Communications Inc. (BP-900405CD) for CP to increase pwr to 10 kw and make changes in antenna system. Action Feb. 27.

■ **Doylestown, PA** WBUX(AM) 1570 khz—Granted app. of Network Broadcasting Corporation (BP-900405CO) for CP to increase night power to 950 watts. Action March 4.

FM's

■ **Seima, AL** WDX(FM) 100.1 mhz—Dismissed app. of Holder Communications Corporation (BMLH-891220KE) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action March 4.

■ **Tuskegee, AL** WACQ-FM 99.9 mhz—Granted app. of Double H Broadcasting Inc. (BMPH-911105IE) for mod. of CP (BPH-880210MN) to change ERP: 2.95 kw H&V, ant.: 142 m.; TL: 35 km south of I-85 and county road 3, Macon County, Tuskegee. Action March 2.

■ **Kachina Village, AZ** KTDV(FM) 105.1 mhz—Granted app. of Desert West Air Ranchers Corporation (BMPH-890927IE) for mod. of CP (BPH-880601NC) to change TL: 27 miles WSW of Flagstaff, AZ; change class to C1. Action March 4.

■ **Bella Vista, AR** KBVA(FM) 106.5 mhz—Granted app. of Gayla Joy Hendren (BMPH-911106ID) for mod. of CP (BPH-880701MT) to change ERP: 37 kw (H&V); ant.: 173 m. Action March 3.

■ **Maumelle, AR** KOLL-FM 94.9 mhz—Granted app. of Southern Starr of Arkansas Inc. (BPH-911030IG) for CP to change community of license from Pinebluff, AR, Maumelle (per MM docket #90-493). Action Feb. 28.

■ **Bakersfield, CA** KUZZ-FM 107.9 mhz—Granted app. of Buck Owens Production Company Inc. (BPH-910424IF) for CP to change ERP: 5.95 kw H&V; ant.: 416 m.; TL: atop Mt. Adelaide, Kern County, CA; 26.55 km ENE of Bakersfield, on bearing of 74.37 degree T. Action March 3.

■ **Longmont, CO** KQKS(FM) 104.3 mhz—Granted app. of Western Cities Broadcasting Inc. (BPH-911009IC) for CP to change ERP: 58.34 kw (H&V); ant.: 370 m.; TL: 19 km SE of central Longmont at 297 ft. true. Informal object lid 11-18-91, denied 3-3-92, granted with condition. Action March 13.

■ **Kaneohe, HI** KBLZ(FM) 104.3 mhz—Dismissed app. of Kaneohe Radio Inc. (BMPH-901205IB) for mod. of CP (BPH-850712RG) to change ERP: 100 kw (H), 81 kw (V); ant.: 599 m.; TL: Palikea Ridge, .4 km SE of Palehua, Honolulu. Action March 5.

■ **Fort Wayne, IN** WLAB(FM) 88.3 mhz—Granted app. of Indiana Dist. Lutheran CH-MO Synod Inc. (BPED-901001ML) for CP to change ERP: 7 kw H&V; ant. 104 m.; TL 2602 Cass St., Fort Wayne; class B1. Action March 2.

■ **Burlington, KS** KSNP(FM) 95.3 mhz—Granted app. of Coffey County Broadcasting Company (BMPH-911021IG) for mod. of CP (BPH-890214MC) to make changes: ant.: 97 m. Action March 5.

■ **Herington, KS** KDMM(FM) 105.7 mhz—Returned app. of Marie Willis and Donald D. Willis (BMPH-911115ID) for mod. of CP (BPH-880712ML) to change ERP: 12.7 kw (H&V); ant.: 141 m.; TL: two miles west of US 56 and 77 and 1.5 miles north of Ramona Blacktop in Herington; change to class C3 (per MM docket #91-54). Action March 13.

■ **Benton, KY** WVHM(FM) 90.5 mhz—Granted

app. of Heartland Ministries Inc. (BPED-910826ID) for CP to change: ERP: 8 kw (V only). Informal objection filed 10-15-91, granted 3-2-92. Action March 2.

■ **Kentwood, LA** WXLT(FM) 94.1 mhz—Granted app. of Dowdy Broadcasting Company Inc. (BPH-911112IB) for CP to change TL: 8.5 km east of Clinton and 1 km N. of St. Johns Church in Feliciana Parish, LA. Action Feb. 28.

■ **Monroe, LA** KNLU(FM) 91.1 mhz—Granted app. of Northeast Louisiana University (BPED-910130MD) for CP to change ERP: 8.5 kw (H&V), ant.: 218.1 m.; change freq. to 91.1 mhz, change class to 216C2. Action March 5.

■ **Bar Harbor, ME** WPRG(FM) 99.1 mhz—Granted app. of Bar Harbor Comm. Ltd. (BMPH-911106IC) for CP to change ERP: 16.67 kw (H&V); ant.: 123 m.; TL: Mount Cromer; Gouldsboro Twn; Hancock County, ME; employ 6 bay circularly polarized, directional FM antenna. Action March 5.

■ **Saco, ME** WHYR(FM) 95.9 mhz—Granted app. of Vacationland BCsting Services Inc. (BPH-911016IB) for CP to change ERP: 6 kw (H&V); ant.: 100 m.; TL: 950 mi. south of intersection of Burnham Rd. and Broad Turn Rd, 900 mi. north of Saco in Cumberland County, ME. Action Feb. 27.

■ **Southbridge, MA** WQVR(FM) 100.1 mhz—Granted app. of Eastern Media Inc. (BPH-900517ID) for CP to change ERP: 1.74 kw H&V; ant.: 180 m.; informal objection filed 6-28-90. Action Feb. 27.

■ **Traverse City, MI** WCCW-FM 92.1 mhz—Granted app. of Fabiano-Strickler Communications Inc. (BPH-890417IC) for CP to change freq.: 107.5 mhz (per MM docket #87-529), ERP: .66 kw H&V, ant.: 214 m.; TL: south of Barney Road, .16 km east of Gray Road, 4 km west of Traverse City. Application grant rescinded and returned to pending status 8-16-90; informal objection filed 9-21-90; informal ob-

jection denied 2-20-92. Action March 5.

■ **Cabool, MO** KOZX(FM) 98.1 mhz—Granted app. of KVVC Broadcasting Inc. (BMLH-890320KB) for mod. of license to change freq.: 98.1 mhz (per MM docket #86-410). Action March 2.

■ **Marshfield, MO** KTOZ-FM 104.7 mhz—Granted app. of Ladco Communications Ltd. (BMPH-910812IU) for mod. of CP (BPH-880211MQ) to change ERP: 35.3 kw (H&V), ant.: 177 m., TL: County Rd 418, 1.75 km E of Hwy FF, near Fordland, Webster County, MO. Action March 6.

■ **Poplar Bluff, MO** KLUH(FM) 90.5 mhz—Granted app. of Christian Educational Advancement Inc. (BPED-901214MI) for CP to change ERP: .7 kw H&V, ant.: 42 m., TL: 1.63 km south of Poplar Bluff, 40 mi. west of Lone Star; change main studio location. Action March 5.

■ **Tarkio, MO** KTRX(FM) 93.5 mhz—Returned app. of KANZA Inc. (BMLH-911009KF) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action March 13.

■ **Havre, MT** KNMC(FM) 90.3 mhz—Granted app. of Northern Montana College (BPED-910222MC) for CP to change ERP: .375 kw H&V; class A. Action Feb. 27.

■ **Broken Bow, NE** KBBN-FM 98.3 mhz—Granted app. of Custer County Broadcasting Co. (BMLH-901018KC) for mod. of license to increase ERP: 3.42 kw H&V (per docket #88-375). Action March 5.

■ **Alamogordo, NM** KPSSA-FM 92.7 mhz—Granted app. of Cottonwood Communications Corp. (BPH-870820MJ) for CP to change freq.: 103.7 mhz, ERP: 50.2 kw H&V; ant. 408 m.; TL: atop Cat Mtn. 31.44 km from Alamogordo P.O. on bearing of 8.96 degrees true, Alamogordo. SLRC: T.S.D. 33 10 45 - 105 53 53; class-C1, change station location to Alamogordo. (pet. for recon. granted 2-26-92). Action Feb. 26.

■ **Peru, NY** WXLU(FM) 88.3 mhz—Granted app. of St. Lawrence University (BMPED-910926IM) for mod. of CP (BPED-890113MM) to change antenna supporting structure height. Action March 3.

■ **Asheville, NC** WCQS(FM) 88.1 mhz—Granted app. of Western North Carolina Public Radio (BMPED-911230MI) for mod. of CP (BPED-881214MF) to change TL: High Top Mountain at end of Starnes Cove Road, Asheville. Action March 3.

■ **Moore, OK** KMSI(FM) 88.1 mhz—Granted app. of Creative Educational Media Corp. Inc. (BPED-910520IA) for CP to change ERP: 30.0 (V) kw only; and ant.: 181.9 (V) m. only; 9 (V) m. Action March 5.

■ **Butler, PA** WLER-FM 97.7 mhz—Dismissed app. of WBUT Inc. (BMLH-911115KB) for mod. of license to increase ERP: 4.6 kw (H&V) (per MM docket #88-375). Action March 13.

■ **Whitneyville, PA** WLIH(FM) 107.1 mhz—Granted app. of Good Christian Radio BCng Inc. (BMLH-910606KA) for mod. of license to increase ERP: 3.3 kw H&V (per docket #88-375). Action March 4.

■ **Claude, TX** KARX(FM) 95.7 mhz—Granted app. of Lucille Ann Lacy (BMPH-920109IC) for mod. of CP (BPH-900108NZ) to change ERP: 100 kw (H&V); ant.: 119.3 m.; TL: T.B.D.: 35 06 16 - 101 39 28. Action Feb. 21.

■ **Medical Lake, WA** KAAR(FM) 95.3 mhz—Dismissed app. of Sunbrook Communications II Ltd. (BPH-911028IK) for CP to change ERP: 14.4 kw (H&V); ant.: 145 m.; change freq. from 95.3 to 101.9; change to class C2 (per MM docket #89-130). Action March 5.

■ **Quincy, WA** KWWN-FM 96.7 mhz—Denied app. of Sans Inc. (BPH-910719IH) for CP to change main studio location: (move outside 1 MV-M contour). Action Feb. 26.

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TV's

■ **Eureka, CA** KZJA(TV) ch. 29—Granted app. of Sainte Sepulveda Inc. (BMPCT-911021KE) for mod. of CP (BPCT-850814KF) to change ERP (vis): 16.2 kw; ant.: 334 m.; TL: 1465 Fickle Hill Road, Arcata (Humboldt County) CA; antenna Jampro Antennas Inc. JAMS-829-SBPH(DA)(BT). Action Feb. 28.

■ **Cadillac, MI** WGKI(TV) ch. 33—Granted app. of GRK Productions Joint Venture (BPCT-920121KH) for CP (BPCT-840813KG) to change ERP (vis): 221.31 kw; ant. 311 m.; TL: 1066 West 23rd Road, 10.4 km southeast of Cadillac site in Osceola County, MI 44-08-53 - 85-20-45. Action March 5.

CALL LETTERS

Grants

Existing AM's

WTKN(AM) WRDJ Ashley N. Davis, Jr.; Daleville, AL
WXOL(AM) WLKE Sunbright Broadcasting Inc.; Oshkosh, WI

Existing FM's

KBSU-FM KBSU Idaho St. Bd. Ed. (Boise St. Univ.); Boise, ID
KFRQ(FM) KELT Rio Grande Partners Ltd.; Harlingen, TX
KHCR(FM) KWVB Prime Time Radio; Potos, MO
KRRM(FM) KRSR Alliance Broadcasting Dallas Ltd.; Dallas
KTTX(FM) KWHI-FM Tom S. Whitehead Inc.; Brenham, TX
KWRV(FM) KFTN Minnesota Public Radio; Sun Valley, ID
KYYG-FM KYNG-FM Calegon Broadcasting Inc.; Coos Bay, OR
WBDK(FM) WOMA Nicolet Broadcasting Inc.; Algoma, WI
WBPP(FM) WESI Signal Knob Radio Partners; Strasburg, VA
WCTW(FM) WQKZ Straus Commun. in the Hudson Valley Inc.; Catskill, NY
WDSP(FM) WZQF Bishop of Diocese of St. Petersburg, FL; Lecanto, FL
WFNN(FM) WLQE Marc Scott Communications Inc.; Villas, NJ
WIQB-FM WQB Mediabase Research Corp.; Ann Arbor, MI
WLET-FM WZLI Sonic Broadcasting. Ltd. Fund-I; Toccoa, GA
WMJC(FM) WCTO WGSN Radio Inc.; Smithtown, NY
WODZ-FM WFGI Ardman Broadcasting Corp.; Germantown, TN

ACTIONS

■ **Proceeding on Ways to Encourage Capital Investment in Broadcast Industry** Commission has begun proceeding to seek ways to reduce burden of government regulation on investment in broadcast industry. (Action by Commission March 12, by NPRM and NOI [FCC 92-96]; MM docket 92-51, Report DC-2074.

■ **FCC to Reexamine its 1965 Policy Statement on Comparative Broadcast Hearings** (GC docket 92-52; Report DC-2072, Action by Commission March 12 by NPRM [FCC 92-98].)

■ **Spousal Attribution** Eliminated spousal attribution policy by which media interests of one spouse are presumptively attributed to other in applying multiple ownership and crossownership rules. (MM

docket 91-122 by Policy Statement [FCC 92-60] adopted February 13 by Commission.)

■ **Sebastopol, CA** Denied appeal of dismissal of application of Beth Knight for new FM on channel 229A. (MM docket 90-248, by MO&O [FCC 92R-23] adopted March 2 by Review Board.)

■ **Pensacola, FL** Dismissed petition by Vernon C. Floyd for extraordinary relief to vacate ruling by Administrative Law Judge denying Floyd's motion for Summary Decision on site availability and false certification issues in proceeding for new FM station on channel 254C2. (MM docket 90-406 by MO&O [FCC 92R-22] adopted March 2 by Review Board.)

■ **Tampa, FL** Denied informal objection filed by Charles Harder; granted renewal application of Jacor Broadcasting of Tampa Bay Inc. for WFLA. (By MO&O [DA 92-255] adopted March 2 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Union Park, et al., FL** Designated for hearing six mutually exclusive applications for noncommercial educational FM's at Union Park, Conway, Mims, Oak Hill, and Lake Mary, FL. (MM docket 92-33 by Order [DA 92-224] adopted February 25 by Chief, Audio Services Division, Mass Media Bureau.)

■ **Chicago** Denied complaint regarding political programming policies, filed by Mr. Thomas J. Kelly against WBBM-FM, alleging violations of equal opportunity provision of Communications Act of 1934. (By Letter, March 12 [DA 92-292] by Chief, Political Programming Branch, Enforcement Division, Mass Media Bureau.)

■ **Hammond, LA** Affirmed decision of Administrative Law Judge and denied application of Pontchartrain Broadcasting Company Inc. for new UHF TV on channel 62. (MM docket 87-342 by Decision [FCC 92R-18] adopted February 13 by Review Board.)

■ **Jackson, MS** Revoked license of David R. Price for WOKJ(AM), Jackson; assessed forfeiture of \$20,000 for failing to illuminate towers during periods of darkness. (MM docket 91-136, by Decision [FCC 92R-21] adopted February 20 by Review Board.)

■ **St. Louis** Denied reconsideration of \$2,000 forfeiture order filed by EZ Communications Inc., licensee of KYKY(FM). (By MO&O [DA 92-267] adopted March 4 by Chief, Mass Media Bureau.)

■ **Billings, MT** Denied petition by Comanche Enterprises to deny application to assign CP of KPQD-TV to Big Horn Communications Inc. (By MO&O [DA 92-260] adopted March 2 by Chief, Video Services Division, Mass Media Bureau.)

■ **Laughlin, NV** Granted application of William E. Fitts for new FM on channel 228C; denied two competing applications. (MM docket 91-71, by ID [FCC 92D-20] issued March 4 by ALJ Walter C. Miller.)

■ **Lenoir, NC** Denied applications of Maria M. Ochoa, Gateway Media Limited Partnership and Foothills Broadcasting Inc. for new FM on channel 277A. (MM docket 90-430 by Initial Decision [FCC 92-19] issued February 28 by ALJ Walter C. Miller.)

■ **Huron, OH** Affirmed decision of Administrative Law Judge and granted application of Luipold Broadcasting Inc. for new FM on channel 241A; denied competing applications of Great Lakes Broadcasting Inc., Huron Communications Company Limited Partnership, and NCB Enterprises Inc. (MM docket 88-86 by Decision [FCC 92R-19] adopted February 19 by Review Board.)

■ **North Myrtle Beach, SC** Affirmed its decision to renew licenses of Ogden Broadcasting of South Carolina Inc., licensee of stations WGSN(AM)-WNMB(FM) North Myrtle Beach, SC, for short-term, and imposition of forfeiture of \$10,000 for violation of EEO rules. (By MO&O [FCC 92-83] adopted February 27 by Commission.)

■ **Goodlettsville, TN** Reopened record and remanded to ALJ proceeding involving ten competing applicants for new FM on channel 246C2 at Goodlettsville. (MM docket 88-487 by MO&O [FCC 92R-20] adopted February 20 by Review Board.)

■ **Caldwell, College Station and Gause, all Texas** Requested by May 4 supplemental information concerning proposed substitution of channel 236C2 for channel 236A at Caldwell, and subsequent modification of CP for station KHEN. (MM docket 91-58 by Request for Supplemental Information [DA 92-249] adopted February 27 by Assistant Chief, Allocations Branch.)

■ **Corpus Christi, TX** Notified Corpus Christi Media Partners Ltd., licensee of KRYS-FM, of apparent liability for forfeiture in amount of \$6,250 for willfully and repeatedly violating anti-lottery broadcast provisions of United States Code and Commission's Rules. (By Letter [DA 92-282] adopted March 9 by Chief, Mass Media Bureau.)

■ **Waco, TX** In response to request from Mr. Randy Rich, KXXV(TV), with respect to provision of free production services to political candidates, Mass Media Bureau found no evidence of discriminatory treatment of political candidates or of discriminatory application of station's policy to candidate, Chuck Scott. (By Letter, March 12 [DA 92-291], Chief, Political Programming Branch.)

■ **New Market, VA** Granted application of Commonwealth Audio Visual Enterprises Inc. for new FM on channel 277A at New Market; denied competing application of John D. Bomberger. (MM docket 91-12 by Initial Decision [FCC 92D-17] issued February 24 by ALJ Richard L. Sippel.)

ALLOCATIONS

■ **Dade City, FL** Effective April 20, amended FM table to allot Channel 241A to Dade City; filing window: April 21 May 21. (MM Docket 91-345, by R&O [DA 92-243] adopted February 27 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Charlton, Bloomfield and Melcher, all Iowa** Effective April 20, substituted Channel 287C2 for Channel 288A at Charlton and modified license of KELR-FM accordingly; substituted Channel 292C3 for Channel 292A at Bloomfield and modified license of KXOF-FM accordingly. MM Docket 89-264, by R&O [DA 92-242] adopted February 27 by Chief, Allocations Branch.)

■ **Mineral Wells and Winters, both Texas** Effective April 20, substituted Channel 240C1 for Channel 240A at Mineral Wells and modified license of KYXS-FM accordingly; substituted Channel 241A for Channel 240A at Winters. (MM Docket 90-555, by R&O [DA 92-237] adopted February 25 by Assistant Chief, Allocations Branch.)

■ **Clarksville, VA** Effective April 20, substituted Channel 252C3 for Channel 252A at Clarksville and modified license of WLCQ-FM accordingly. (MM Docket 91-323, by R&O [DA 92-238] adopted February 26 by Assistant Chief, Allocations Branch.)

■ **Felton, CA** Effective April 20, amended FM table to allot Channel 229A to Felton; filing window: April 21 - May 21. (MM Docket 91-311, by R&O [DA 92-232] adopted February 25 by Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Blacksburg and Roanoke, both Virginia, and Lewisburg, WV** Proposed amending FM Table by substituting Channel 287C3 for Channel 285A at Blacksburg and modification of license of WVUV-FM accordingly; substituting Channel 275A for Channel 288A at Lewisburg and modification of license of WKJ-FM accordingly; substituting Channel 285C3 for Channel 287 at Roanoke; ordered WKJ-FM to show cause why its license should not be modified; comments due April 27, replies May 12. (MM Docket 92-32, by NPRM and OSC [DA 92-228] adopted February 24 by Assistant Chief, Allocations Branch.)

■ **Independence, CA** Substituted Channel 223B for Channel 292A; modified CP of KDAY(FM) accordingly. (MM Docket 91-284, DA 92-226.)

■ **Goliad, TX** Allotted Channel 240A; filing window: April 21 - May 21 (MM Docket 91-174, DA92-230.)

Fifth Estater

MICHAEL HOWARD GERBER

Viacom first-run and international chief Michael Gerber has a mission—to make Viacom a “super force” in first-run syndication. To see it through, he knows he’ll have to do more than summon the powers of Zach Stone, the lead character of the company’s weekly series *Super Force*, part of a block of first-run action series.

But no one is more aware than Gerber that it will take one or more “franchise” strips to complete that mission. To that end, he is counting on a cast of characters that includes talk show host Montel Williams, who Gerber believes has franchise quality, and Dr. David Viscott, whose local talk show success the company hopes will translate nationally.

Gerber has spent a little more than half his career at Viacom, and all of it in the entertainment business.

After graduating from law school in 1969, he interviewed at Columbia Pictures Television. David Horowitz, then general counsel at CPT (who eventually went on to become a member of Warner Communications’ office of the president), tapped him for a business affairs slot.

Two years later, Horowitz picked Gerber to be his top assistant in the general counsel’s office at Columbia Pictures Industries. Those were heady days for Gerber, who at 27 was rubbing elbows daily with top Columbia management. It was also a somewhat precarious time. The company sustained losses over a three-year period totaling close to \$200 million and was almost forced into bankruptcy.

In 1974, Gerber left Columbia for Allied Artists, a small independent theatrical film company, where he learned the art of “creative” financing—that is, figuring out how to pay for projects once the deal was done.

“The streets are littered with small independent theatrical companies,” says Gerber. “You never have any money.” But the Allied experience was invaluable because Gerber learned how to put “all the little things together in very creative ways,” such as tax



shelters, joint ventures, and the divvying up of ancillary rights.

In late 1979, Allied filed for bankruptcy and its assets were acquired by

Lorimar. In those days, recalls Gerber, the ancillary rights were “precious few,” making it more difficult for Allied to recoup its costs. “The odds were against us every time we rolled the dice, and eventually it caught up with us,” he says.

Gerber resigned from Allied the day before the company filed for Chapter 11, but served as a consultant to the company before being contacted by an old friend from the Columbia days, Jerry Gottlieb. Gottlieb was running Viacom’s business affairs department and needed someone to head up East Coast business affairs.

In 1984, Gerber was named senior vice president, Viacom Enterprises, retaining business affairs duties and adding responsibilities for product acquisitions and production and development of first-run programs.

In 1988, Gerber was promoted again to president of the company’s first-run and acquisitions division and

two years later was given responsibility for international activities as well.

In the mid- and late-1980’s, Viacom’s corporate strategy for the Enterprises division was to focus primarily on feature acquisitions and off-network, somewhat at the expense of first-run. “First-run did not become a core business until the last two or three years,” says Gerber. “The cash flow was committed to other areas.”

But now, Gerber stresses, the money and corporate commitment are there to stake a major claim in the first-run business. Station sales for first-run and off-network are being consolidated, and will be overseen by off-network chief Dennis Gillespie, enabling Gerber to focus on development, production and marketing.

All that is needed now is the franchise show, and Gerber believes *Montel* will evolve into one. And just how does one go about finding the shows that capture the viewers’ fancy? Gerber offers two responses. “I believe everything begins and ends with the marketing side. There’s a school of thought that if you produce something great, people will watch. Sometimes that’s right, but I think you increase your odds if you know what they

want and develop to fill the need.”

Gerber also thinks that the odds are enhanced through “strategic alliances” with producers: Chris-Craft is a partner on *Montel*; the Katz consortium on *How’s Your Love Life?* and NBC on the Viscott project.

And there is a third, more visceral, response: “You can look at the research and look at trends, see what shows are working and which aren’t, but ultimately it comes down to your gut.” ■

President, first-run, international distribution and acquisitions, Viacom Enterprises, New York; b. Feb. 6, 1944, Brooklyn, New York; B.A. Economics, St. Johns University, and J.D., St. Johns University Law School, 1969; business affairs attorney, Columbia Pictures Television, 1969-71; assistant to the general counsel, Columbia Pictures Industries, 1971-74; corporate counsel and secretary, Allied Artists Pictures Corp., 1974-78; VP, corporate affairs, Allied, 1978-79; VP, business affairs, Viacom Enterprises, 1980-84; senior VP, 1984-87; president, first-run and acquisitions, 1988-90; present position since January 1990; m. Nadia Levy, Aug. 21, 1975; children: Dan, 15, and Jacqueline, 11.

Fates & Fortunes

MEDIA

Bruce Raven-Stark, president, KSL Media, joins KDBK(FM)-KDBQ(FM) San Francisco-San Jose as VP and general manager.

Joseph D. Mahaffey, vice chairman, United Meridian Corp., Houston, joins Heritage Media Corp., Dallas, owners of 10 radio and 6 TV stations, as executive VP and chief financial officer.

Kim Jones, sales manager, WNVZ(FM) Norfolk, Va., named general manager.

SALES AND MARKETING

Abenaa Abboa-Offei, network assistant, entertainment radio network, ABC Radio, New York, named manager of advertising and publicity, ABC Radio Networks.

Daniel T. Billy Jr., director of corporate marketing, WNET(TV) Newark, N.J. (New York), joins Public Broadcast Marketing Inc., New York, as VP.



Caroline Vanderlip, VP, marketing and affiliate relations, CNBC, Fort Lee, N.J., named senior VP, marketing and affiliate relations.

Michael C. Burrus, VP, operations and finance, Multimedia Cablevision Inc., Wichita, Kan., named executive VP.

Brad Raney, local sales manager, WKCH-TV Knoxville, Tenn., named national sales manager.

Curtis Walker, from KSBY-TV San Luis Obispo, Calif., and **Kevin Stuart**, from WBRE-TV Wilkes-Barre, Pa. (Scranton), join WKBW-TV Buffalo, N.Y., as account executives.

Shaun Waggoner, regional sales

manager, KFSO(FM) Visalia, Calif., joins KTHT(FM) Fresno, Calif., as general sales manager. **Josh Gingold**, local sales manager, KTHT, named regional sales manager.

Charlie Zinne, from KTVQ(TV) Billings, Mont., joins KULR-TV there as account executive.

Crista McCulloch, recent graduate, University of Wisconsin, Platteville, Wis., joins WKTS(AM) Sheboygan, Wis., as account executive.

Michael Elbrecht, senior account executive, Adelphia Cable Communications, Toms River, N.J., named advertising supervisor, Adelphia Cable, Charlottesville, Va.

Appointments at Saatchi & Saatchi Pacific, San Francisco: **Kim Chochon**, print operations, named assistant media planner; **Juanita Green**, administrative assistant, named to print operations, and **Chris Israel**, assistant media planner, named media planner.

Jim Hughes, account supervisor, Erlich Manes Associates, joins WFTY(TV) Washington as account executive.

Stephen L. Wilkerson, local sales manager, WHTM-TV Harrisburg, Pa., joins WLFL-TV Raleigh, N.C., in same capacity.

Wendy J. Figliuolo, broadcast buyer, International Communications Group, Los Angeles, joins KOGO (AM)-KBBY(FM) Ventura, Calif., as account executive.

Leslie Glick, media director, Aloysius Butler & Clark, Wilmington, Del., joins Letven/Diccico Inc. advertising and public relations, Horsham, Pa., as VP and media director.

Kathryn M. Mortensen, senior research analyst, senior research analyst, red and gold divisions, Blair Television, New York, named research manager for divisions.

Ruth Jones, account executive, WNVZ(FM) Norfolk, Va., named sales manager.

PROGRAMING

Ian Bradley, executive VP, TV, Grundy Australia, Sydney, named president, series and long-form drama, Grundy Worldwide, there. **Ric Burns**, general manager, Sky One, Murdoch Group, London, joins Grundy Australia, Sydney, as executive VP, TV.

Appointments at NBC-TV, West Coast, Burbank, Calif.: **Charles Barile**, senior talent manager, media services, named director, movies, miniseries, specials and media services; **Nancy Vanderbrug**, administrator, talent relations and media services, named manager, talent relations, and **Gail Joseph**, coordinator, media services, named junior talent manager, media services.

Earl Greenburg, president, Home Shopping Network Entertainment Inc., joins Katz/Rush Entertainment, Los Angeles, as president of new division focusing on hybrid transactional television.

Ryan Shiotani, manager, international TV distribution, Republic Pictures International, Los Angeles, named director, international TV distribution.

David Spiegelman, VP, domestic and ancillary sales, Carolco Television, joins New Line Television, New York, as VP, domestic television distribution.

Jody Hidey, manager, sales administration, ITC Domestic Television, Studio City, Calif., named director, contracts administration.

Maria Crenna Rastatter, director of development, Paramount Television, joins Lorimar Television, Burbank, Calif., as director, comedy development.

Jack Neal, executive producer, WCNY-TV Syracuse, N.Y., named director of programming.

Michael G. Murashko, Western sales director, Pandora International

Entertainment Group, joins Fries Entertainment, Los Angeles, as national sales manager.

Jim Ritts, executive VP and senior partner, Whittle Communications, Knoxville, Tenn., named president, business development, Whittle Educational Network.

Appointments at Group W's *Entertainment Report*, Los Angeles: **Monica E. Alvarado**, production secretary, named associate producer; **Janine Marie Sharell**, associate producer, named staff producer, and **Marjorie Levy**, production assistant, American Public Radio, named production assistant.

Kelly Kahl, research analyst, Lorimar Television, Burbank, Calif., named manager, network research.

Jon Kealoha, from KKBG(FM) Hilo, Hawaii, joins KSSK(FM) Honolulu as air personality.

Oliver Miede, director of programming, Healthlink Television, Lifetime Medical Television, Astoria, N.Y., named VP, program development and special projects.

Jim Zippo, morning announcer, Satellite Music Network's Pure Goldies format, Dallas, adds duties as program director.

Tim Trainor, formerly with VideoStar Connections and Private Satellite Network, joins Worldwide Television News, Los Angeles, as director of marketing and sales, Western region.

Nathaniel Fuchs, from National Westminster Bank USA, New York, joins Showtime Networks Inc. there as director, human resources development.

Laurie Leigh Benjamin, development and promotion consultant, KOSU-FM Stillwater, Okla., joins BMI, Dallas, as broadcast manager, Southwest.

Robert S. Zinn, partner, Davis, Graham & Stubbs law firm, Denver, joins Jones International Ltd., Englewood, Colo., as VP, legal affairs.

Appointments at The Jukebox Network, Miami: **John Robson**, director of production, programming and corporate communications, named director, programming/music; **Lou Robinson**, from EMI Records, named director, promotion/A&R; **Deborah Hawes**, supervisor of music, named manager/music, and **Max**

Grouse, box revenue analyst, named programming analyst.

Jill Koehn, program director, WISC-TV Madison, Wis., adds duties as program coordinator, parent company Morgan Murphy Group.

Don Brownlee, director of administration, Potomac Television/Communications Inc., Washington, named VP, administration.

Greg Tantum, assistant program director/director of networks, WIP(AM) Philadelphia, joins KFWB(AM) Los Angeles as program director.

NEWS AND PUBLIC AFFAIRS



Lagattuta

Bill Lagattuta, reporter and weekend anchor, KNBC-TV Los Angeles, and contributing correspondent, NBC News, joins CBS News, Los Angeles, as correspondent.

Rick Williams, general assignment reporter, WPVI-TV Philadelphia, named 6 a.m. co-anchor.

Appointments at WFLA-TV Tampa, Fla.: **Steve Udelson**, from WJLA-TV Washington, named assignment manager; **Doug Anderson**, day assignment editor, named assignment manager; **Linda Baynard**, editor, named satellite producer; **Wendy Foster**, producer-in-training, named producer, problem-solving unit; **Sundra Dix**, part-time overnight associate producer, **Amy Herdy**, part-time weekend assignment editor, and **Jennifer Noble**, independent producer, Cypress Productions, named associate producers, and **Donna Vann**, former media advisor, Hillsborough County Court System, named editor.

Dave Silverbrand, communications consultant, Maine State House of Representatives, joins WPXT(TV) Portland, Me., as news director.

Jim Hipps, reporter, KETK-TV Jacksonville, Tex. (Tyler), joins WAEV(FM) Savannah, Ga., as news director.

Appointments at WAHT(AM) Annville-Cleona, Pa. (Lebanon): **Jim Carr**, freelance writer and commu-

nications assistant, Consoli, Cohen, Ryan, Miller, Carr & Associates, New York, as weekend newscaster; **Beverly Michaels**, from WADV(AM) Lebanon, Pa., named news director and newscaster, and **Marilyn Bollinger**, from WADV(AM), named weekend newscaster and air personality.

Darlene McCarthy, from WLVI-TV Cambridge, Mass. (Boston), joins WHDH-TV Boston as general assignment reporter.

Tony Zarella, from WSVN(TV) Miami, joins WTAE-TV Pittsburgh as sports anchor and reporter. **Jack Martin**, weekend anchor and reporter, KARK-TV Little Rock, Ark., joins WTAE-TV as general assignment reporter.

Lorna Barrett, from WNEM-TV Bay City, Mich., joins WEWS(TV) Cleveland as noon and 6 p.m. co-anchor.

Terry Frieden, senior assignment manager, CNN, Washington, named executive producer, editorial planning. **Craig Broffman**, assignment manager, CNN, Washington, named chief assignment manager.

Andy Barton, from WBTB(TV) Charlotte, N.C., joins WVUE(TV) New Orleans as news director.

Pam Oliver, from WTVT(TV) Tampa, Fla., joins KHOU-TV Houston as sports reporter.

Mark Effron, news director, WFSB(TV) Hartford, Conn., adds duties for parent company Post-Newsweek Stations Inc. as VP, news.

Jay Crawford, from WYVN(TV) Martinsburg, W. Va., joins WTIC-TV Hartford, Conn., as sports reporter and weekend anchor.

Appointments at WSAV-TV Savannah, Ga.: **David M. Winstrom**, assignment manager, WRAL-TV Raleigh, N.C., named news director; **Lisa Carberg**, morning anchor, named evening co-anchor, and **Sherri Jackson**, from WGXA(TV) Macon, Ga., named health and medical reporter.

Julie Hogan, from KNDO(TV) Yakima, Wash., joins KJEO(TV) Fresno, Calif., as 6 and 11 p.m. anchor. **Kristen Sze**, from WICZ-TV Binghamton, N.Y., joins KNDO as general assignment reporter.

Frank Field, capitol correspondent, KULR(TV) Billings, Mont., based in Helena, Mont., named reporter.

ATAS COLLEGIATE WINNERS



The Academy of Television Arts & Sciences held its 13th Annual College Television Awards presentation and banquet at the Beverly Hilton Hotel on March 15. Emmy Award-winning producer-director-writer Garry Marshall (right) served as master of ceremonies. He is shown with the first place winners (right-left): David Mackay, University of Southern California; Ann F. Kim, University of Southern California; Stephen M. Wessells, Stanford University; Beth Collier, University of Central Florida; Skip Martin, Florida State University, and Cheng Long, Temple University.

A record 397 entries were judged by 157 ATAS members.

TECHNOLOGY

R. James Kelso, field technical coordinator, Cox Cable Communications, Atlanta, named technical operations manager, advertising sales.

Sidney Rivenbank, former sales representative, Professional Products, Bethesda, Md., joins JVC Professional Products Co., Norcross, Ga., as sales representative.

Andy Delle, from Varitel, rejoins The Post Group, Hollywood, as VP, engineering.

Frank Morgan, VP, marketing, MCL/Inc., Bolingbrook, Ill., named CEO. **Ron Adamson**, director of domestic commercial products, MCL/Inc., named VP, sales and marketing.

PROMOTION AND PR

Patrick Harrison, from Frederick & Nelson, joins KMTT(FM) Seattle as promotions director.

ALLIED FIELDS

ABC News picked up three honors in *Washington Journalism Review's* Reader Poll: **Peter Jennings**, best evening news anchor; **Brit Hume**, best White House correspondent; **Jeff Greenfield**, best critic of the news media, and *Nightline*, best TV news interview/discussion program. Other radio-TV winners: **Peter Arnett**, CNN, best foreign correspondent; **Katherine Couric**, NBC's *Today*, best morning news an-

chor/host, and **Charles Osgood**, CBS, best radio reporter.

Marc B. Nathanson, chairman, Falcon Cable TV, Los Angeles, elected to board of directors of National Cable Television Association.

DEATHS

Harrington Silva, 36, from Worldvision Enterprises, and his wife, **Suzanne Silva**, 28, died in automobile accident March 11 in Santa Monica, Calif. Harrington Silva joined Worldvision, New York, in 1980 as manager, international sales administration. He relocated to Los Angeles in 1984 when he was appointed to his most recent position, director of sales, Latin America. He is survived by two daughters, Suzette and Danica; his parents; three sisters and two brothers. Suzanne Silva was president of Trendar Inc., an international TV production and distribution company. She is survived by her parents, sister and brother. In lieu of flowers, donations may be sent to: Russell Whelchel, Harrington and Suzanne Silva Memorial Fund, NATPE Education Foundation, 10100 Santa Monica Blvd., Los Angeles 90067.

Tony Graham, 59, former broadcaster, Westinghouse Broadcasting Corp., died of colon cancer in New York March 13. Graham started career as air personality in West Virginia, and joined Westinghouse station KDKA(AM) Pittsburgh. He was elevated to program manager, with later stints at co-owned station in Los Angeles and Boston. In 1970 he was appointed national program manager for Westinghouse. He left broadcasting in 1973 to pursue career in graphic arts. He is survived by two sisters.

Louis Joseph Ripa, 81, owner and operator of KNBA(AM) Vallejo, Calif., died after lengthy illness Feb. 20 there. Ripa acquired radio station in early 1960's. He is survived by sister, Maria, and brother, Samuel, both of Holyoke, Mass.

Helen Deutsch, 85, writer, died in New York March 15. TV credits include *Jack and the Beanstalk* and *The General Motors 50th Anniversary Show*.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletesting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (Subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, NY 10199 and additional mailing offices. Postmaster, please send address corrections to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$85; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* is a registered trademark of Reed Properties, Inc., used under license. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Monday Memo

“Television can be a leading teacher and advocate for civic involvement.”

American political participation is at an all-time ebb, and the situation is particularly acute among youths. Television, with its pervasive reach and ability to serve both local and national needs, can be a leading teacher and advocate for lifelong civic involvement, beginning at an early age.

Only an estimated 29% of 18 to 24-year-olds voted in the 1988 presidential election; even fewer, 15%, in 1990. Research shows age, education, class and race all correlating with voter turnout. We are breeding an electorate that disenfranchises the young, poor and less educated.

The elections this fall and the mandate of the Children's Television Act of 1990 create a timely context for local and national television to help teenagers find their voice in American politics. Such programming can be both popular and effective.

I'm not talking simply about public service announcements urging young people to register and vote. Political involvement, in the broadest sense, is any action that solves community problems. When young people are empowered to lead at the school, neighborhood, local or national level, registration and voting will naturally follow.

Therefore, I'm envisioning television programs that demonstrate how young people's everyday lives are affected by legal, educational and social policies—whether or not they participate in the system that shapes those laws. Programs should spotlight youth leaders making a difference locally, nationally or internationally. They should make political involvement practical and relevant, linking it with teen interests—music, videomaking or school activities, for example.

Let's examine some political theorists' explanations of non-participation and opportunities for television to confront and counter them:

■ *People feel impotent within the political system.* The Kettering Foundation commissioned a study of Americans' attitudes toward the political process. “Citizens and Politics: A View from Main Street America” found that citizens feel individuals have little influence over political decisions. Most participate, even beyond the voting booth, when they feel their actions make a difference.

We can teach young people that avoidance doesn't change the system; it perpetuates it. Television can show real-life examples of teens struggling to defend democratic principles and rights. Sometimes the stories will be internationally newsworthy, others will be locally noteworthy:

KRON-TV5 San Francisco's *Home Turf* featured a young man who formed a union to defeat community skateboarding restrictions. They succeeded—by collecting signatures, publishing a newsletter and lobbying the city council.

Such stories generate strong community interest and support. Dramas, too, can suggest plans of action. A *Place at the Table*, an NBC Family Special on hunger in middle-class America, left young viewers with a practical, effective and sensitive plan for helping hungry children in their own schools.

■ *Young people aren't sufficiently rooted in the community to participate in politics.* Television, as a mass medium, can connect young people with their community, by exploring youths' concerns and interests. Of course, efforts to create a political voice for young people must acknowledge community diversity and pay special attention to disenfranchised racial and economic groups.

■ *People feel that they don't know enough about candidates or issues.* People interviewed for the Kettering study said they feel distant from their elected representatives. They called for

more substantive and productive public issue forums.

Inviting senators and representatives (and local candidates) to participate in televised *Teen Town Meetings* would offer them an opportunity to show personal commitment to “informational and educational” youth television. A network or cable service could present the presidential candidates in a similar forum.

■ *Most young people who are registered do vote, but few are registered.* Television companies, in partnerships with non-partisan voter registration organizations, can pursue effective campaigns combining public service announcements with registration drives at popular teen gathering spots. A strong role model is “Rock the Vote,” a non-partisan coalition from the rock music industry that advocates political involvement via PSA's, information on CD packages and voter registration booths at concerts.

On a national level, pro-voting messages could be incorporated into existing prime time programs, at no expense or disruption to the script. If Doogie Howser is old enough to lose his virginity, isn't he old enough to vote?

Television views young people in many roles—as an audience to be entertained, as a market to be wooed, as students to be educated. Now it's time to welcome and encourage youths as emerging citizens. ■



*A commentary by David Kleeman,
American Center for Children's Television*

In Brief

In one of the bitterest contests in memory, **John Quinn**, WJDM(AM) Elizabeth, N.J., last week **defeated Bill O'Shaughnessy** WVOX(AM)-WRTN(FM) New Rochelle, N.Y., in a runoff for district 2 of the NAB radio board. Quinn reportedly won the seat by just five votes, 92-87. The outspoken O'Shaughnessy, who had earlier served on the board, said he was "alright with the result. At least [the board] is going to have shorter meetings." Other radio runoff winners: T. David Luther, WBTM(AM)-WAKG(FM) Danville, Va., district 4; Raymond Saadi, KHOM(AM)-KTIB(FM) Houma, La., district 8, and J.D. Freeman, KMLE(FM) Phoenix, district 22. The NAB also announced winners of the TV board elections: Ralph W. Gabbard of WKYT-TV Lexington, Ky.; Kenneth L. Hatch, KIRO-TV Seattle; Amy McCombs, KRON-TV San Francisco; Harry J. Pappas, Pappas Telecasting, Visalia, Calif.; Tom Reiff, H&C Communications, Houston, and John C. Siegel, KBHK-TV

San Francisco. McCombs, Pappas and Siegel were incumbents.

Virtually assuring the continued dominance of its Thursday night lineup, **NBC has renewed Cheers for an 11th season.** All of the current cast is expected to return for the 1992-93 season. Finishing this season as the fourth-highest-rated series, *Cheers* is averaging a 17.8 rating/27 share in winning its 9-9:30 time period. Following an industry-wide trend, NBC has reportedly rolled back its license fee to Paramount by about 10% from the current level. Joining *Cheers* in the renewal column is **The Fresh Prince of Bel Air**, which will return for its third season. *Prince* is the highest-rated comedy among teens and is second overall among teens behind Fox's *Beverly Hills, 90210*. The two renewed series join *Blossom*, *Law & Order*, *Seinfeld* and *Wings* as NBC shows already renewed for next season.

TAUZIN INTRODUCES PROGRAM-ACCESS BILL

House Telecommunications Subcommittee member Billy Tauzin (D-La.) introduced what he claimed to be the toughest program-access legislation in Congress last week. The Cable Competition Act of 1992 "goes far beyond the Senate bill" (S. 12), Tauzin said.

Program-access provisions have been introduced in other pending House legislation, but the new bill adds more anti-discrimination provisions designed to insure that wireless cable, direct broadcast satellite and other emerging video transmission systems have access to current cable programming. Tauzin said the new bill was offered "with the notion of setting the tone of this cable legislation debate." The subcommittee is expected to mark up a cable bill in the near future.

One of the bill's cosponsors, Jim Cooper (D-Tenn.), said the House should build on the momentum of the Senate's 73-18 passage of the cable bill. "You cannot hope to have real competition in the marketplace without access to programming," Cooper said. Rick Boucher (D-Va.) and Claude Harris (D-Ala.) are also original cosponsors.

"The bill would have the effect of imposing comprehensive regulation on all cable program distribution agreements," National Cable Television Association President James Mooney said. "All sorts of curious ships sail under the flag of 'procompetition.' This is one of the most curious," Mooney said.

-RMS

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 8. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.8/224/98
2. Jeopardy!	13.3/214/98
3. Star Trek	13.2/246/98
4. Oprah Winfrey Show	12.6/225/99
5. Entertainment Tonight	8.4/187/96
6. Married...With Children	8.4/175/95
7. Current Affair	8.1/173/94
8. Wheel Of Fortune-wknd	7.9/191/82
9. Cosby Show	7.2/207/95
9. Donahue	7.2/223/98
11. Inside Edition	6.6/129/88
11. WKRP in Cincinnati	6.6/237/98
13. Sally Jessy Raphael	6.2/206/97
14. Hard Copy	6.0/171/92
15. Entertainment Tonight-wknd	5.3/186/95

Upcoming schedule changes include The Royal Family returning to the CBS lineup on Wednesday at 8, and NBC debuting **The Fifth Corner** on Friday at 10-11. The CBS change is effective April 8 with **Davis Rules** moving to 8:30 Wednesday and **Brooklyn Bridge** going on hiatus but scheduled to return in mid-April. NBC pulls **Nightmare Cafe** from its Friday lineup to make room for the action hour **The Fifth Corner**. **Brooklyn Bridge** will move to the Monday 8:30-9 slot for two weeks, April 13 and 20, with **Major Dad** going on brief hiatus.

With clearances covering more than 70% of the country, **Group W will roll out Vicki!** for the fall, the company announced last week. Top-three market clearances include WPIX New York, KCAL Los Angeles and WMAQ-TV Chicago. The hour strip talk show features former *Carol Burnett Show* alum Vicki Lawrence.

A federal judge in Philadelphia ruled that a company may sue Westinghouse Broadcasting for lost profits because its commercial did not run on a specified date. In a decision last week, Judge William

LANDMARK ADDS TRAVEL TO WEATHER

Landmark Communications, which purchased The Travel Channel last week for an estimated \$50 million, is likely to move quickly in applying any possible synergies with the company's other basic cable network, The Weather Channel.

Landmark's immediate plans include moving The Travel Channel's operations from New York to Atlanta. About a dozen of The Travel Channel's 35 employees will be kept during the transition and possibly longer, according to Michael Eckert, president of Landmark's Broadcast and Video Enterprises Division and CEO of The Weather Channel.

In addition to hiring a new Travel Channel president and programming chief, Landmark will hire about 60 people for the network and about 40 for a number of support departments—such as accounting, human resources and engineering—which will serve both networks, said Eckert.

Eckert said Travel Channel plans include dramatically improved programming (less barter, improved acquisitions and more internally produced shows) and improved distribution and marketing. The two cable networks will be sold together, he added.

The Weather Channel reaches 50.3 million homes; The Travel Channel reaches 17.5 million homes, about 60% of those fulltime. Privately held Landmark Communications' other holdings include KLAS-TV Las Vegas; WTVF-TV Nashville; WTAR(AM)-WLTY(FM) Norfolk, Va., and various newspapers and magazines.

—RB

Yohn Jr. said that Tristar Cosmetics had standing to seek \$80,000 because its spot did not run in *PM Magazine* which "was scheduled to air an information news segment...about skin care product containing 'Nayad' which was also an ingredient contained in the Tristar product scheduled to be advertised." While upholding the breach of contract suit, Judge Yohn denied the plaintiff's motion to also sue Westinghouse for negligence.

Columbia Tristar Television Distribution has cleared both its Columbia Gold and Columbia Showcase II movie packages in 36 markets. Both packages were picked up by WWOR-TV New York and KCOP-TV Los Angeles. WGN-TV Chicago picked up the Gold package, while WLS-TV Chicago acquired Showcase.

Genesis Entertainment has cleared *The Whoopi Goldberg Show* in 98 markets representing more than 80% of the country. The late-night talk show has been cleared in 29 of the top 30 markets and is set for a fall debut.

MCA TV has added 11 markets to its clearance list for *Kitty Kelley*, including KTVU-TV San Francisco, KTRK-TV Houston, KMOV-TV St. Louis and KFMB-TV San Diego. Recent clearances bring the number of stations to 16. MCA TV is offering the

strip in both hour and half-hour versions but so far no stations have opted for the abbreviated version.

The Byron Allen Show has been cleared in New York on WCBS-TV bringing total coverage for the show to 60%. The late-night half-hour comedy-talk strip is distributed by BYCA Television Distribution, a Byron Allen company.

All news **WTOP(AM) Washington has banned the word "Redskins" from its broadcasts and commercials,** citing sensitivity toward Native Americans who consider the NFL

nickname offensive. The station won't use the team names "Braves," "Chiefs" or "Fighting Irish" either, says VP-GM Michael Douglass, adding that the station's policy is still evolving, and more team nicknames may be added to the list of unmentionables.

Robert D. Hynes Jr., NBC's VP, Washington, will resign this fall. Hynes, who has been with NBC for over 20 years, will remain through the end of the current congressional session (see "Closed Circuit," page 18).

Viacom last week named **Rick Levy** senior VP of MTV Networks Worldwide Syndication. Levy will be responsible for barter sales of Viacom product and charged with expanding the company's barter program opportunities. The division handles sales for some outside product, including *Married...with Children*. Levy previously headed his own barter consulting firm, Levy TV.

Satellite carriers of TV programming to home dish subscribers sued the U.S. Copyright Office last week, challenging the office's ruling that home dish carriers are not entitled to compulsory license under copyright law. Southern Satellite Systems, Netlink, United Video, Eastern Microwave, PrimeTime 24 and the Satellite Broadcasting & Communications Association filed the complaint with the U.S. District Court in Atlanta, which last year ruled that PrimeTime 24 does qualify for compulsory license.

THE DAY THE MUSIC RETURNED

A heated dispute over tiering between Sammons Communications and MTV came to an end last week when the MSO agreed to restore the cable network on four of its systems.

The deal came more than two months after the MSO had dropped the network from some of its systems because it could not sell the basic cable network on an à la carte tier basis. MTV allows operators to tier the network, according to a network spokeswoman, but that generally means placing MTV in a tier with other popular cable networks.

Under the terms of the agreement, Sammons will have the option to tier the channel beginning in 1993, but it is believed that option will be on a limited basis. Neither company would offer specifics on the agreement.

The four systems—Vineland, N.J.; Bensalem, Pa.; Bristol, Tenn., and Johnson City, Tenn.—have been without MTV since Jan. 1. In recent weeks, a number of subscribers had mounted protests demanding that the service be restored to the systems' 109,000 households.

MTV will be restored as a basic cable network on all four of the Sammons systems by the end of 1992. Video Jukebox Network, which had replaced MTV on the systems, will also continue to be available to those subscribers.

—RB

Editorials

DINGELL'S WAY

Any general euphoria that the government was going to get off radio's back—at least in respect to the ownership limitations that restrict that medium from gaining critical mass—must be momentarily shelved. The FCC that voted 4-0 for new caps two weeks ago may vote on reconsideration to lessen the reach of its new policy. It's a case of raw political muscle running into rampant nonresolve.

The muscle, of course, belongs mainly to Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, who has unilaterally decided that 30 AM and 30 FM stations are too many to be assigned to one licensee. No matter that the national caps have almost never been met throughout broadcasting history; Big John just says no. In this case, he said no primarily to Commissioner James Quello, also from Michigan, who originally argued that a 50-50 cap would be about right. Newly born, Quello will lead the retreat on reconsideration, possibly in tandem with Commissioner Andrew Barrett, who abstained in the first place.

Whether Commissioner Ervin Duggan—the moderate who came up with the 30-30 limit—will go along with the revisionists is not yet clear. This week's word is that Chairman Alfred Sikes and Commissioner Sherrie Marshall are hanging tough.

Going beyond the national caps, there is already broadcaster willingness to accept new local limits that would allow 2-2 rather than 3-3 in the largest markets—that is, two AM's and two FM's instead of the three AM's, three FM's of the original rule.

In the end, radio may yet end up with a net gain, but only after a process that will have made the manufacture of sausage seem civilized.

THE YEAR OF LIVING DANGEROUSLY

In conjunction with the celebration of Freedom of Information Day (March 16), the Committee to Protect Journalists released its annual report on the price of practicing journalism worldwide in 1991. It has proved to be the most dangerous year for reporters since the committee began collecting data on such incidents 11 years ago. In all, 1,264 journalists were killed, abducted, detained, threatened, attacked, expelled or are missing. Of the 61 known killed, more than a third were broadcast journalists. Only one killing occurred in the U.S., where Fritz Dor, a Miami radio announcer for several Haitian programs, was shot to death. Many Americans take for

granted the relative safety of their press, in which stories attacking political figures and powerful businessmen aren't routinely rebutted with a knock on the door or a burst of gunfire from a speeding car.

In his preface to the report, Walter Cronkite provides appropriate perspective when he talks of those who risk their lives simply by picking up a pen or sitting at a typewriter. "The willingness of journalists in less open societies to take this risk in peacetime, in some instances on a daily basis, is truly remarkable. It's a phenomenon we in more privileged circumstances need to keep in mind."

POINT/COUNTERPOINT

There was good news and bad out of the appearance of FCC Chairman Al Sikes before the House Appropriations Subcommittee two weeks ago. The good news was that the chairman parried skillfully a challenge to the new radio ownership caps. When Rep. Bob Carr (D-Mich.) cited the FCC's own analysis that in a worst-case scenario under the new rules, 166 individuals could own every radio station in the country, Sikes pointed out that under current rules, 415 people could own all the stations, while something over 5,000 actually did. Point Sikes.

The bad news was that the proposed FCC user fees will fall more heavily on the Mass Media Bureau, and thus broadcasters and cable operators, than those proposed and appropriately abandoned last year. Carr was on point with his question on whether the fees were meant to improve service or to reduce the deficit. Carr said the committee's concern was that the fees might be "a general tax on a select people in this country." Touché.



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