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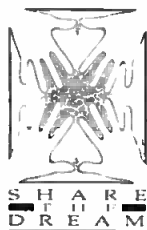
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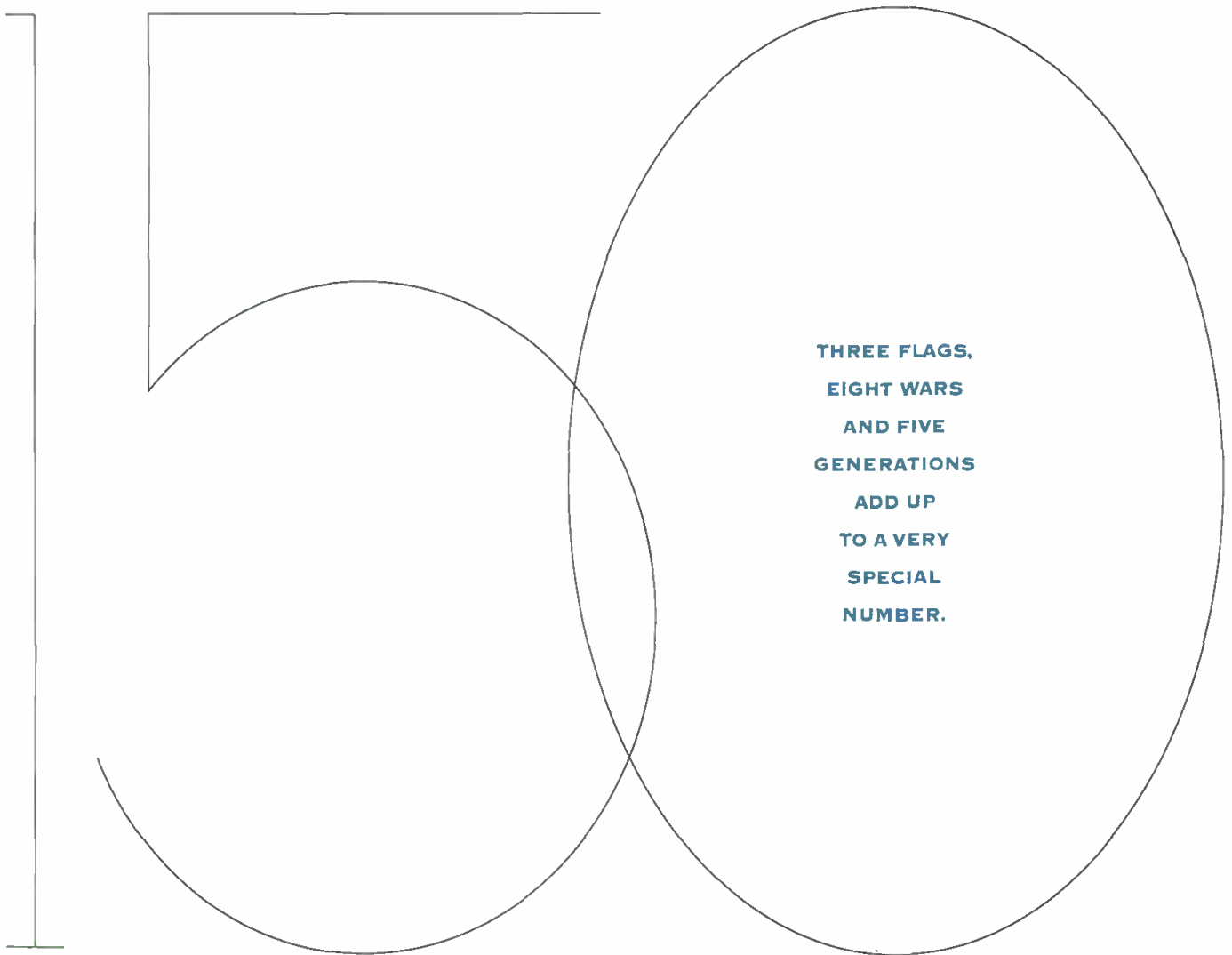
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Top of the Week



Heavy opposition stalls cable markup on Markey draft; Dingell intervention expected to restart bill this week

By Randy Sukow

A solid bloc of Republicans and at least four Democrats stopped House Telecommunications Subcommittee Chairman Edward Markey's (D-Mass.) bid to mark up a strong cable reregulation bill last week.

But Markey is expected to pass his draft cable bill or a compromise similar to it this week when the subcommittee resumes, possibly as early as Tuesday (April 7).

John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, is believed to have asked all subcommittee Democrats to support the cable bill to avoid the public spectacle of a subcommittee fight.

By passing the legislation quickly through subcommittee, the battleground on several unresolved issues over cable rate regulation and program access will likely be transferred to the full committee markup later this year.

Cable bill advocates late last week also attempted to persuade defecting subcommittee Democrats to their side by floating several amendments designed to sting cable and Hollywood foes of cable reregulation. Most significant among the possible amendments—planned by Dennis Eckart (D-Ohio) and Jim Cooper (D-Tenn.)—was a repeal of the FCC's financial interest and syndication rules.

Word of the fin-syn amendment drew an immediate protest from Motion Picture of America President Jack Valenti. "I urge you with all the passion I can summon NOT to support such an amendment," Valenti wrote in a memo to subcommittee members last Thursday (April 2). "I simply don't understand why such an amendment, which fires a shot right at the heart of the U.S. television production community, is germane to the cable bill."

"They're trying to throw out some kind of punishment for Hollywood. That's fine, but I don't know what it does to pass a cable bill," said a Re-



Markey before the Dingell rescue (with Representative Matt Rinaldo)

publican Hill staffer. "Think about the fin-syn battle of years before. The last thing people up here want is fin-syn."

Other amendments that could be looming include: a sunset of the current cable-telephone crossownership prohibition; broader definitions for over-the-air and wired networks, possibly extending the current network regulations affecting ABC, CBS and NBC to Fox and several cable networks, and a ban on cable-operator ownership of personal communications networks.

"Cable needs competition and consumers need protection from rate-gouging until that competition exists," said Markey in a statement announcing the markup delay last Thursday. "I intend to use these next few days to insure that when the members cast

Continues on page 15.

This Week



Beer, wine ad warnings debated (p. 11)

CABLE STALL / 4

Cable reregulation, held up in the House Telecommunications Subcommittee last week, appears to be on its way to passage.

THIS LABEL'S FOR YOU... / 11

The issue of health warnings in TV-radio beer and wine ads came before a Senate committee, where members expressed concern about First Amendment violations.

SWEPT OUTSIDE / 26

Kids' viewing declined during the February sweeps versus a year ago. One observer blamed the weak numbers on warm winter weather.

USA completes purchase of Sci-Fi Channel (p. 37)



CONNECTED IN N.Y. / 36

New York cable operators unveiled an interconnect ad service, set to launch Oct. 1 under the broadcast-like moniker

WNYI, that will reach 3.5 million households.

SCI-FI BUY / 37

USA Network purchased the Sci-Fi Channel at a cost estimated at over \$75 million.

NO SWETZ AT KATZ / 38

Katz Communications last week announced the resignation of Ken Swetz, president of the Katz Radio Group, and his replacement by former Katz executive Gordon Hastings.

GRP DROP / 40

Part of the reason for weak TV revenue may lie in gross rating point declines for network and spot television since 1985, which more than

offset increases for cable and syndication.

PAC LIST / 43

Cable PAC's contributed over \$300,000 to the re-election campaigns of House members last year. Rep. Matthew Rinaldo (R-N.J.) led the PAC pack at \$21,642.

FUJI ON PAS / 46

Fuji TV Japan has signed up for a full-time transponder on PAS-I, enabling it to deliver video from Europe to Japan.

SPECIAL REPORT: ADVERTISING / 48

CAB's Thomas McKinney and TVB's Ave Butensky, in a joint interview, discuss TV advertising.

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DISNEY DEALS KCAL-TV TO PINELANDS

Definitive agreement would create 6th VHF combination in New York and L.A.

By Geoffrey Foisie, Mike Freeman and John Gallagher

Is Disney getting out of the TV station business or expanding its station portfolio? The answer was not clear following last week's agreement combining the operation and ownership of WWOR-TV New York and KCAL-TV Los Angeles. The definitive agreement would give Disney 45% ownership of WWOR-TV parent company Pinelands, to which Disney would contribute KCAL-TV. The two-station group would take in roughly \$275 million in revenue, \$40 million in cash flow and would cover 12-2/3% of all TV households, making the enlarged Pinelands the seventh largest group owner, just after Fox.

Disney would be the largest shareholder of Pinelands and would nominate four of the nine-member board. The merger agreement also gives it special voting influence over proposed acquisitions above a certain amount.

The 10% decline in Pinelands' stock price the day after the announcement suggests that some investors think Disney's 45% constitutes negative control of Pinelands, effectively blocking anyone else from bidding for the group owner. But the merger agreement apparently indicates that in the case of an outside offer, Disney would, as in other matters, have to vote its Pineland shares either "...as recommended by the Pinelands board or proportionately with the public stockholders." And Ed Hatch, who follows Pinelands for UBS securities, said the New York-Los Angeles combination makes Pinelands a more attractive acquisition candidate than before.

Pinelands had already had discussions with most of the likely merger candidates, according to Pinelands Chairman and CEO Larry Fraiberg

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It feels like we've hit a home run.

I know that sounds

like an exaggerated

comparison to a

lot of you in the

industry, but to me it's

right on. Ever since the show launched

six months ago, I've been paying a lot of



attention to the critics. The ratings. All

those things they tell

you never to watch.

And it feels really

great to be doing this well.

Thanks to all the stations

that helped us get this far, this fast.

**THE
MAURY POVICH
SHOW**™



and President and Chief Operating Officer Michael Alexander (BROADCASTING, Feb. 17). The Disney deal began to move about four months ago following conversations between Disney Chairman Michael Eisner and investment banker Steven Rattner of Lazard Freres.

Disney itself could pursue an offer for the rest of Pinelands if approved by the company's independent directors; otherwise, it cannot extend its voting control beyond 45%.

But the 36-page merger agreement places current operating control squarely with Fraiberg, giving him authority over "all programing selection and scheduling."

There are other ways in which the merger agreement curtails Disney's potential influence. As long as Disney or its affiliates own 10% of Pinelands' stock, it cannot "seek to affect or influence the control" of the group owner outside of its votes on the board and is prohibited from making any stockholder proposal in opposition to the board's majority opinion or acting in concert with any other shareholder group.

Rich Frank, president of Walt Disney Studios, said it was "possible" that either he or Walt Disney Studios Senior Vice President Randy Reiss would be nominated to the Pinelands board—only two of Disney's four nominations can be from its own ex-

ecutive ranks—and Pinelands has "reasonable" approval rights over the other two nominees. Frank added the studio might create first-run programming or become a major supplier of off-network syndicated programming for the two stations.

Of particular interest is whether, under common ownership, the two stations would adopt common programming strategies, particularly in prime time. Currently, WWOR-TV has emphasized original programming, whereas KCAL has a



three-hour prime time news block. Although neither has done especially well, KCAL's prime time news block has improved slowly but steadily since its introduction two years ago.

In the most recent February sweeps, the 8-11 p.m. (PT) news block averaged a 3.8 rating/6 share

(NSI, Feb. 6-March 4), ranking sixth or seventh in the market. Its 10 p.m. newscast comes in second among the three independents.

Of significance, according to Reiss, has been KCAL's ability to sell "trombo" advertising packages, which offer advertisers commercial airtime for all three hours at what he says is a guaranteed combined 12 rating. Declining to divulge the amount of revenue the prime time newscasts generate, Reiss would say only that the newscast, in which the studio is rumored to have invested \$30 million to start up two years ago, passed its break-even point last season and is making a "substantial" profit.

Meanwhile, WWOR's prime time dropped an average 26% from year-ago sweeps with a bottom-ranked 2.5/4 average in New York. In access, even the station's high-priced sitcoms like *The Cosby Show* (6.7/11, -15% from year-ago share) and *Who's the Boss?* (8.0/14, -13%) declined.

The proposed merger is subject to, among other things, FCC approval and a vote of Pinelands' shareholders, set for sometime this summer. A still potential stumbling block is that a challenge to WWOR-TV's license is pending before U.S. District Court in Washington. Pinelands, in fact, can walk away from the merger if the company receives a better offer, but as of last week, none was visible. ■

QUIET, FOR NOW, ON THE CLUTTER FRONT

The din over ad clutter, raised several decibels earlier this year by reports that non-program time was trending up strongly, may be on the verge of abating.

According to Marcella Rosen, executive vice president, NW Ayer, NBC and CBS have said they will not increase non-program time, and ABC, which has the lowest commercial load, says it may try to decrease it further. "It's not an absolute promise, but it's a step in the right direction," says Rosen.

A CBS spokesman told BROADCASTING that the network "will not increase the amount of non-program time." NBC and ABC executives were not available for comment.

The issue of ad clutter erupted anew when two advertising associations released a study showing that the networks in the past eight years had upped non-program time in prime time from an average of less than 10 minutes in 1983 to more than 13.5 minutes in 1991.

Daytime clutter was up, too, the study said.

The data can be looked at another way, says one media buyer, who requested anonymity. According to the ad executive's analysis of the study, non-program time in prime time increased only 1% over 1990. "I don't think the clutter issue is as severe as some make it. The primary reason my compatriots are making it an issue is grandstanding," the buyer says.

The network comments, Rosen acknowledges, mean only that they will try to adhere to an average load. That might not prevent them from removing a unit from one program and adding one to another.

What needs to be addressed, according to Jerry Dominus of J. Walter Thompson (and formerly CBS) is not the size of commercial load but network disclosure of the load. He places the clutter issue not at the top of the list but among many others he says are important to know when making a buy. —SDM



Networks have suggested a willingness to put a cap on clutter

New York's Most Honored Prime Time News

"The Channel 11 News at Ten"

WINNER OF 5 EMMYS:

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- * Outstanding Single Hard News Story
- * Outstanding Weathercast
- * Outstanding Coverage of an Anticipated Single Breaking News Story
- * Outstanding Graphics



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THE ONES TO WATCH
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NBC REASSURES AFFILIATES WITH PROGRAM PROJECTS

Station executives to form task force to examine daytime issues; annual meeting has more businesslike tone than in the past

By Steve Coe

Looking to calm visiting affiliates over NBC's slide out of first place in the prime time rankings and its more recent refusal to renew several key, but older-skewing series, NBC trotted out an impressive list of May sweeps programs and, according to several affiliates, impressed the group with its fall projects.

Affiliates arriving in Los Angeles last week for the annual meeting came with basically two concerns, according to Warren Littlefield, president, NBC Entertainment, who spoke to BROADCASTING after the meeting. "First, they were concerned about the May sweeps, because sweeps performance is critical to their bottom line. So we put together a five- to six-minute reel called 'magnificent May.'" Second, he said, affiliates are concerned about NBC's position heading into fall without several past proven performers including *Matlock*, *In the Heat of the Night* and *Golden Girls*.

Among the 80 hours of original programming that will be featured during May are two four-hour miniseries, *Trial* and *Cruel Doubt*, one-hour series finales from *The Cosby Show*, *Night Court* and *Golden Girls*, as well as hour-long season-ending episodes of *Cheers* (with guest Johnny Carson) and *A Different World*. In addition, the network will air the *Academy of Country Music Awards*, a two-hour *Best of Saturday Night Live* special and the theatrical "Bird on a Wire."

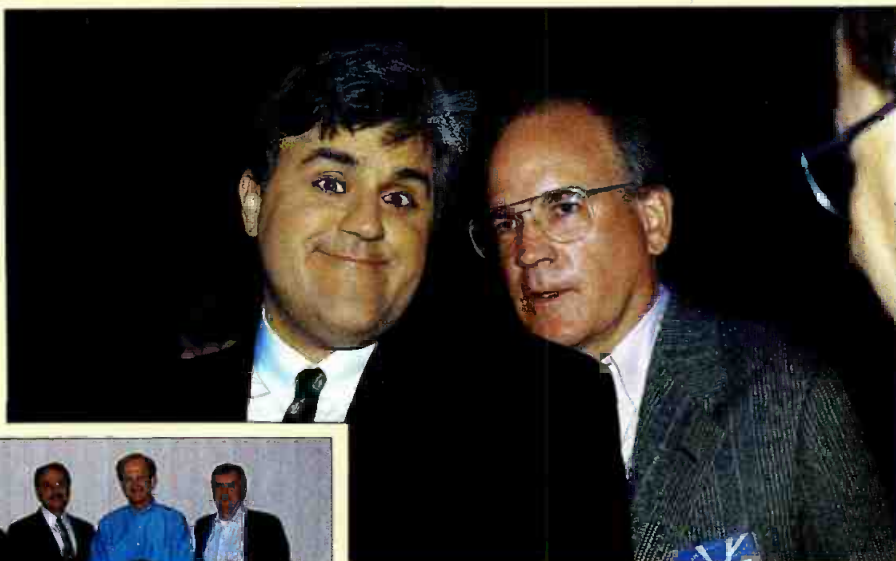
Affiliates were treated to a more businesslike meeting than in the past, with business meetings, entertainment updates and four breakout sessions that focused on the 7-10 p.m. West Coast time shift, the network's problems in daytime, trying to be more advertiser-friendly, and new sources of revenue.

According to several affiliates, there were not many decisions made, but the affiliate body did decide to form a

task force to examine daytime issues. The group will comprise affiliates to be chosen by the board with participation by John Miller, executive vice president, advertising and promotion, and daytime and children's programming, NBC Entertainment. In addition, in an effort to become more advertiser-friendly, it was decided to hold regional dinner meetings with affiliates

in the comedy lineup have the same theme, a concept that NBC has tested

Wright also apparently appeased affiliates' concerns over the problem of selling time in local markets while the pay-per-view package is offered commercial-free. "He basically apologized to affiliates for the wording used in the selling of the triplecast but explained that the audience was so



Jay Leno and NBC President Bob Wright at a reception during the NBC affiliate conference in Los Angeles last week.



The new NBC affiliate board: (seated) F. Robert Kalthoff, KBJR-TV Duluth, Minn.; Jane Wallace, KXAN-TV Austin, Tex.; new affiliate Chairman Jim Waterbury, KWWL-TV Cedar Rapids-Waterloo, Iowa; Jack Connors, WICS-TV Springfield, Ill.; (standing) Alan Frank, WDIV-TV Detroit; John Spinola, WBZ-TV Boston; Wayne Barnett, WTMJ-TV Milwaukee, and Ken Elkins, Pulitzer Broadcasting, St. Louis.

and their advertisers, to be hosted by Bob Wright, president and chief executive officer of NBC. NBC executives also pointed to the network's plan to deliver by satellite its fall schedule announcement on May 19 to affiliates, who will invite their local advertisers to see the lineup at the same time that Madison Avenue is briefed.

The affiliates also discussed the West Coast prime time shift, which affiliates and network executives agree needs further examination before a decision can be made, and "seamlessness," in which programs

small purchasing the pay-per-view that it shouldn't affect the broadcast advertising," said one affiliate.

As for the fall season, Littlefield said affiliate concerns about the loss of several veteran shows are based more on perception than reality. "The shows that we dropped from the schedule experienced a 13% dropoff from last year, while the shows we put in our sophomore class like *Seinfeld*, *Fresh Prince*, *Blossom* and *Nurses* were up 22% from last year. These are the shows that have been carrying us and they are our future."

COMMERCE COMMITTEE HEARS ALCOHOL AD LABELING ARGUMENTS

The debate over whether beer and wine ads on TV and radio should carry health warnings heated up again in the Senate last week, with Senator Strom Thurmond (R-S.C.) leading the charge. Still, the bill (S. 644) likely faces a tough battle.

"If you are interested in children, how can you be against this bill?" asked Thurmond at a Senate Commerce Committee hearing. He may not have liked the answer, since several Senate Commerce Committee members expressed skepticism about the bill.

"If parents don't instill responsibility, all the warning labels won't do anything," said Senator John Breaux (D-La.). Fellow Commerce Committee member Conrad Burns (D-Mont.) said absent scientific evidence linking alcohol abuse to advertising, he had reservations about the bill and feared possible First Amendment violations.

Also testifying was Rep. Joe Kennedy (D-Mass.), who has sponsored a companion bill, H.R. 1443. Kennedy took issue with the argument that warning re-



Brewers spend \$700 million annually on TV-radio, says Beer Institute

quirements violate First Amendment rights. "The Supreme Court has firmly held that commercial speech does not enjoy the same level of First Amendment protection as other forms of speech.... Besides, this legislation is about more speech, not less speech, since it does not restrict the content or amount of advertisements allowed."

Taking issue with that was New York University law professor Burt Neuborne, who, testifying on behalf

of the ad industry, said the bill would "have a chilling effect on free speech because it would compel advertisers to say something bad about their products," and this bill would "physically usurp" the property rights of advertisers. "The real issue the bill's sponsors are overlooking is that the abuse of alcohol is a behavioral problem that these warnings will not correct," he said.

Testifying for the NAB, Wayne Vriesman, vice president, Tribune Broadcasting Co., argued labels would drive advertisers off the air and further encourage the migration of sports and other programming to pay cable. —JF

TCI, NEWS CORP. BUY STAKE IN REISS

Investment gives them majority interest in firm, expands MSO's presence in PPV

By Sharon D. Moshavi

In a move that could have major implications for the pay-per-view industry, News Corp. and Telecommunications Inc. have invested in Reiss Media Enterprises, a PPV programming and distribution company. In turn, Reiss Media is acquiring Group W Satellite Communications' 50% interest in the PPV network Request Television, giving it a 100% stake.

News Corp. and TCI, purchasing their stakes from a group of original investors, of which Warburg, Pincus Capital Co. is the largest, will have a majority interest in Reiss. Its holdings, in addition to Request, include Reiss Media Entertainment, a program producer and distributor, and Wowow, a Japanese pay network co-owned with Japanese Satellite Broadcasting.

The deal is further evidence of the growing closeness between TCI and News Corp. TCI was the first MSO to distribute FoxNet, a satellite-fed version of the Fox network, to those subscribers without access to a broadcast affiliate. TCI also was one of three investors that put up \$175 mil-

lion in a private placement News Corp. organized last fall. "TCI and News Corp. will be doing a lot of business together," predicts analyst Jessica Reif of Oppenheimer & Co.

News Corp. has an "excellent relationship with TCI," and both share a belief in the future of PPV, says Strauss Zelnick, Twentieth Century Fox president and chief operating officer, adding that he expects the Reiss investment "to represent the extent of our U.S. pay-per-view interests."

Over the past year, TCI has become an active promoter of PPV, and gained a relationship with Request through its recent acquisition of United Artists, which offers the PPV network in 1.7 million homes. In its other systems, TCI is just beginning a roll-out of the addressable technology that makes PPV possible. TCI is readying itself for the three-channel pay-per-view Olympics in July. Not all of those channels, though, will remain dedicated to PPV. TCI President and Chief Executive Officer John Malone told analysts in New York last week that TCI is committed to creating one PPV channel in each system by

year's end, although it sees the real potential for PPV growth coming with the advent of multiple channels.

Jeffrey Reiss, chairman of Reiss Media Enterprises, says the participation of TCI and News Corp. will allow Reiss and the PPV industry to travel on "a course of faster growth." Request, which currently has two PPV channels, wants to add more channels to meet the demand for PPV that compression is expected to bring. Ed Bleier, president, Warner Bros. Pay TV, said he welcomes the alliance as long as it "is evenhanded to all cable systems and all studios."

Other studios already have an ownership stake in PPV. Viewer's Choice, the other main PPV network, is owned by Warner, Disney and 10 MSO's. Paramount and MCA have a joint investment in TVN, a backyard-dish PPV service. Paramount, MCA and Fox have all refused to distribute product via Viewer's Choice.

In explaining its sale of its Request stake, Group W Satellite Communications says it has decided to focus its efforts on its core ad-supported cable services. ■

STUDS

MARKET / STATION	HH	ADULTS 18-34	ADULTS 18-49	MARKET / STATION	HH	ADULTS 18-34	ADULTS 18-49
New York / WNYW	+50%	+200%	+180%	Sacramento / KXTV	+42%	+760%	+675%
Los Angeles / KTTV	+71%	+129%	+86%	Phoenix / KNXV	-11%	+25%	+8%
Chicago / WFLD	+38%	+82%	+129%	Denver / KDVR*	+50%	+150%	+75%
Philadelphia/ WPHL	+100%	+300%	+233%	Indianapolis / WTTV*	+40%	+115%	+110%
San Francisco / KPIX	EVEN	+89%	EVEN	Portland, OR / KPDX	+60%	+200%	+114%
Boston / WFXT	+100%	+160%	+100%	Milwaukee / WCGV	+33%	+67%	+50%
Wash. DC / WTTG	+27%	+120%	+36%	Cincinnati / WSTR	+17%	+117%	+50%
Dallas / KDAF	+40%	+56%	+100%	Kansas City / KSHB*	+86%	+122%	+88%
Detroit / WXON*	+8%	+111%	+67%	Charlotte / WCCB	+57%	+118%	+100%
Houston / KRIV	+20%	+85%	+122%	Nashville / WXMT	EVEN	+100%	+200%
Atlanta / WGNX*	+25%	+25%	EVEN	Columbus, OH / WTTE	+33%	+17%	+25%
Cleveland / WOIO*	+80%	+1500%	+175%	Grand Rapids / WXMI	+50%	+56%	+50%
Seattle / KCPQ	+80%	+300%	+225%	Norfolk / WGNT	+500%	+450%	+700%
Tampa / WFTS	+60%	+150%	+67%	San Antonio / KABB	+38%	+100%	+45%
Minneapolis / KITN	+100%	+400%	+200%	Salt Lake City / KSTU	+117%	+243%	+200%
St. Louis / KDNL	+17%	+44%	+31%	Memphis / WPTY	+33%	+50%	+33%

Source: NSI (*ARB), Feb. '92 vs. Feb. '91



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Score another sweeps victory for STUDS, this season's runaway hit! In 96% of its markets, STUDS smashes the competition with huge gains in Household, Adult 18-34 and 18-49 shares. No other show has come so far, so fast. That's because no other show has the power to turn on viewers like STUDS.

CORE5!

MARKET / STATION	HH	ADULTS 18-34	ADULTS 18-49	MARKET / STATION	HH	ADULTS 18-34	ADULTS 18-49
OK City / KOCB	+200%	+250%	+300%	Lansing / WSYM*	+17%	+18%	+11%
Albuquerque / KGSW	+150%	+550%	+350%	Fargo-Vly City / KTHI	+500%	+1250%	+700%
Dayton / WKEF	+29%	+54%	+8%	Montgomery / WHOA*	+200%	+650%	+800%
Flint / WEYI	+17%	+44%	+50%	Monterey / KCBA	+267%	+550%	+567%
Fresno / KSEE	EVEN	+41%	+50%	Tallahassee / WTLH	+67%	+133%	+100%
Toledo / WNWO*	EVEN	+100%	+60%	Amarillo / KFDA*	+13%	+125%	+60%
Roanoke-Lyn / WJPR*	EVEN	+33%	EVEN	Bakersfield / KERO*	+300%	+2600%	+2000%
Green Bay / WGBA	+100%	+133%	+150%	La Crosse / WLAX	+100%	+150%	+140%
Shreveport / KMSS	+25%	+50%	+40%	Rockford / WQRF	+60%	+1000%	+175%
Honolulu / KITV	+160%	+380%	+350%	Boise / KTRV	+158%	+257%	+242%
Paducah / KBSI	+100%	+300%	+300%	Wichita Falls / KSWO*	-12%	+75%	+50%
Las Vegas / KVVU	+13%	+143%	+71%	Lubbock / KLBK*	+123%	+260%	+192%
Huntsville / WZDX	+125%	+375%	+333%	Anchorage / KYES	EVEN	+33%	EVEN
Madison / WMSN	+29%	+87%	+45%	Lake Charles / KVHP*	+180%	+383%	+280%
Evansville / WEHT*	+50%	+163%	+71%	Meridian / WTZH*	+20%	+320%	+114%
El Paso / KCIK	+75%	+29%	+17%	Casper-Riverton / KFNB	+300%	+750%	+400%



STUDS



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NETWORKS COME UP SHORT ON FOOTBALL GOAL

Team owners give little ground in rebate, contract negotiations over TV rights

By Steve McClellan

National Football League team owners, meeting in Dallas last week to address network concerns over current TV rights agreements and to vote on a proposed two-year extension of current deals, gave the networks far less than they were hoping for.

At stake was a proposed \$200-million-plus rebate from current rights agreements, valued at \$3.6 billion over four seasons starting in 1990. In addition, the networks were hoping for a two-year extension that would pay each team about \$32 million or so annually, about \$9 million less than each team was to receive in 1993, the last year of the initial contract.

What the networks got instead was an agreement by each team to accept \$1 million less for the 1993 season, or \$40 million, for a total price rollback of \$28 million.

And the league opted to shelve until the end of this year a proposal to extend the current TV pacts two years through the 1995 season. Linked to that proposal is the network request for further financial relief from current payment schedules, which if accepted would be applied to 1993 payments.

According to a league spokesman, the owners want to wait as long as



Each NFL team will accept \$1 million less for the 1993 season, saving the networks \$28 million

possible before negotiating rights agreements for future seasons in hopes of an upturn in the economy.

NFL Commissioner Paul Tagliabue had hoped to persuade a minimum 21 of 28 team owners needed to grant the networks the relief they sought, as well as the two-year contract extension. But only 18 teams agreed, three short of the "super majority" needed to revise the agreements.

It has been widely reported that the teams against the revisions had already committed to spend the money they expected to receive under the initial agreements.

Network executives were disappointed with the team owners' decision to shelve debate on the contract extension and further financial relief. "We are extremely disappointed that we couldn't agree to new terms on an extension of our relationship," said Dick Ebersol, president, NBC Sports.

Neal Pilson, president, CBS Sports, said the proposal to "modify" current rights payments and extend contracts is a "sound business opportunity for both the league and the networks."

Other network officials said the owners' decision would simply put the networks in a stronger bargaining position when the next round of contract negotiations comes up, especially if they continue to take losses on the last two years of the contract.

One bright note: the owners agreed to scuttle plans to expand the 1992 regular season to 18 weeks, which would have meant that regular season play would extend into January. The networks applauded that move because they already have a difficult time selling post-Christmas regular season games. The regular season will continue to be 17 weeks. ■

TCI, US WEST TEAM IN EUROPE

Tele-Communications Inc. expanded its growing interest and involvement in telephone companies yet further last week by entering a new joint venture with a US West subsidiary to explore cable and telephone opportunities in Europe. The nation's largest MSO also reached an agreement with the subsidiary, US West Cable Communications, to hold the telco's interest in United Communications International.

The UCI deal, which is subject to approval, gives TCI and US West each 50% ownership of the interest previously held by US West, or approximately 45% apiece. United International Holdings, a partnership that acquires and manages media investments domestically and abroad, will retain the remaining 10% of UCI. UCI owns interests in cable TV systems in Sweden, Norway and Hungary, representing a base of more than one million households.

The dealmaking marks the latest teaming between TCI and US West, which have already gotten together

on at least two other projects. The companies last December entered into a 50-50 partnership to jointly operate telephone and cable in the United Kingdom. They are also involved in a project, along with AT&T, which will begin testing video-on-demand and multi-channel PPV in Denver, possibly as early as June.

Last week's dealmaking was a natural extension for TCI and US West, which already share about 1.3 million cable homes abroad, said Mark Sena, senior vice president, Communications Equity Associates. Expanding further into Eastern and Western Europe makes sense, he said, given the cable opportunities in France, Germany, Hungary, Spain, Portugal, Czechoslovakia, the former Soviet Union and elsewhere.

TCI had made another big move into the telephone business in February by purchasing a 49.9% stake in Teleport Communications Group Inc., a company that provides alternative optical fiber access to long-distance carriers, major businesses and others. ■

MARKEY CABLE MARKUP

Continued from page 4.

their votes, they fully understand the impact of those votes on cable subscribers."

Most of Markey's dismay was directed at Democrats who agree with parts of his draft but were not willing to vote for the entire package. Among those believed to be on that list last week were James Scheuer (N.Y.), Ralph Hall (Tex.), Richard Lehman (Calif.) and Bill Richardson (N.M.).

One Democrat, Thomas Manton (N.Y.), stated his opposition to the Markey draft from the outset, urging support instead for H.R. 1303 (a House bill that dates back to 1990): "Last Congress this subcommittee crafted a workable, balanced and bipartisan measure that protected the consumer, promoted competition and did not unduly burden the cable industry with onerous reregulation."

The subcommittee could not get past opening statements last Tuesday and Wednesday (March 31 and April 1) before adjourning for the rest of the week. The stage was set for the stalemate on March 25 when Markey publicized the provisions of a draft cable bill that was to be used as the vehicle for last week's markup. The draft closely resembles the Senate cable bill passed overwhelmingly in January (S. 12) with must carry/retransmission consent and strong rate-regulation and program-access provisions.

Soon after the draft was circulated, the subcommittee's 10 Republicans (at the urging of the Bush administration) lined up solidly against it, and enough Democrats opposed specific details in the plan to presage difficulties for the draft in the subcommittee (BROADCASTING, March 30).

Markey and ranking subcommittee Republican Matthew Rinaldo (N.J.) were meeting privately throughout last week to attempt a compromise that would retain some sense of Markey's tough reregulation and at the same time be acceptable to the Bush administration.

Rinaldo, in his opening statement, called for "a responsible, practical bill that can be signed into law...The subcommittee could probably very easily pass a strong, comprehensive bill along the lines of S. 12. Let me assure the chairman and every member of the committee, that bill will be vetoed."

Rinaldo's assessment was later

confirmed in a joint statement by Commerce Secretary Barbara Hackman Franklin and Attorney General William P. Barr, stating that they "would recommend a veto" if the Markey draft were presented to Bush.

The absence of a provision for telephone company entry into the cable television business topped the administration's list of objections to the Markey plan. Franklin and Barr also condemned rate-regulation, program-access and must-carry proposals.

RETRANS ON TRACK

Must carry/retransmission consent is apparently heading for approval in the telecommunications subcommittee, with support even from several opponents of the Markey draft, including Republicans Jack Fields (Tex.) and Norman Lent (N.Y.), ranking Energy and Commerce Committee member, as well as Democrats Lehman and Hall.

Retransmission consent's greatest hazard appears to be H.R. 4511, sponsored by House Judiciary Committee Chairman Jack Brooks (D-Tex.), Copyright Subcommittee Chairman William Hughes (D-N.J.) and ranking minority subcommittee member Carlos Moorhead (R-Calif.).

The Judiciary Committee may attempt to replace retransmission consent with the provisions of H.R. 4511 when it considers the cable bill in sequence. H.R. 4511 would grant broadcasters a transition period extending into the early 2000's to charge

cable systems a 3-cents-per-subscriber-per-month license fee for their signals. Repeal of the compulsory license would follow the transition period.

"We are not rejecting your proposal," National Association of Broadcasters President Eddie Fritts told Hughes during Copyright Subcommittee hearings on H.R. 4511. Fritts asked for more time to fully evaluate the measure. At the same time, he said NAB was not moving from its solid support for retransmission consent.

The Copyright Subcommittee heard similarly lukewarm responses to the bill from most of the other witnesses during the two days (April 1-2) of hearings, including Valenti, National Cable Television Association President Jim Mooney and Community Antenna Television Association President Steve Effros.

Valenti asked for a shorter transition period before repeal of the compulsory license and a fee for local signals. Effros and Mooney both questioned whether retransmission of broadcast signals is, in Mooney's words, "a compensatable event."

Effros also opposed H.R. 4511's redefinition of the local signal area from a 50-mile radius of the metropolitan area to the Area of Dominant Influence. Under the ADI definition, for example, cable viewers in Annapolis or Columbia, Md. (between Baltimore and Washington), would not receive Washington stations, while viewers as far away as West Virginia would. ■

INTERFACE, BROADCASTING HALL OF FAME PLAN JOINT APPEARANCE OCT. 21

On Oct. 21, in Washington's Omni Shoreham hotel, BROADCASTING magazine and the Federal Communications Bar Association will present the sixth annual "Broadcasting/Cable Interface," a telecommunications seminar examining the key policy issues of the decade. Leading government officials and industry executives will detail the state of the art and the business for television, cable, DBS, MMDS, telephone and other Fifth Estate industries.

That same evening, BROADCASTING will present its second annual "Hall of Fame" dinner and ceremony. Last December, in the first of these events, BROADCASTING inducted 60 leading executives and stars into the Hall of Fame. An additional 20 will be added this year.

Registration fee for the Interface seminar is \$375 (\$325 for FCBA members). Individual tickets for the Hall of Fame dinner are \$425. Those attending both events will receive a package discount of \$100 (\$700 for the pair). Tables of 10 are priced in three tiers: \$7,000, \$5,500 and \$4,000. For information contact: (in New York) Joan Miller, 212-340-9866 (in Washington) Pat Vance, 202-659-2340.

LANDSLID

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E VICTORY.

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Source: NII GAA Rating
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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

LOS ANGELES

PRICE CAP

With the networks examining various ways to keep programing costs down, NBC has settled on one particular tack to stem the costs of made-for-television movies. An NBC executive acknowledged that the network has put a \$250,000 ceiling on the salary paid to a star in a two-hour made-for-television movie.

"That's one of the ways we're trying to cut costs," said the executive. That figure [\$250,000] was what the salary was a few years ago." One agent expressed skepticism about the long-term success of such a standard. "Whether that holds up or not remains to be seen," said the agent. "Once they decide they have to have a certain star and are willing to go beyond that ceiling, the policy will break down."

FIRST-RUN FORAY

Columbia Pictures Television is reportedly preparing its most serious foray into first-run syndication with a slow talk show rollout featuring Cristina Saralegui, who has hosted *El Show de Cristina* on the Spanish-language Univision broadcast network. According to a station source in Miami, where the bilingual Saralegui produces her show for Univision, at least three of the CBS O&O stations—in New York, Los Angeles and Miami—are committed to testing the strip this fall in "noncritical" morning and daytime time periods. A Columbia spokesman declined comment.

DEBUT DATES

ABC will be the first of the networks to announce its fall schedule on May 12. NBC will follow on May 19 and Fox's presentation will take place on May 26. CBS, apparently fearing losing a competitive edge, would only say its presentation will take place "sometime at the end of May."

THE RIGHT MOVE?

Based on demographic ratings from the February sweeps, KRON-TV San Francisco executives are encouraged that the decision to shift the station's prime time start back an hour to 7 p.m. was the right one. The station was up an average of five rating points combined in the key adult demographic categories in prime time, according to an analysis by the station's research department. By comparison, other NBC stations (KNBC-TV Los Angeles; KING-TV Seattle, KGW-TV Portland) on the West Coast were down an average of three rating points combined among those demos. In late night, KRON-TV showed a three-rating-point jump in the key demos, while the other West Coast affiliates cited above were down about two rating points. Where KRON suffered was with the expanded late newscast. The 10-11 p.m. program was down a full rating point from February 1991. But station officials note that prime time and late-night advertising accounts for roughly 30% of an affiliate's revenue, while late news accounts for about 8%. They also expect improvement when the newscast is shortened to 35 minutes later this month, and when *Tonight* will move up to 10:35 p.m.

DAY-TO-DAY DELAY

ITC Distribution has apparently informed New York station reps that despite the "enthusiastic response" by stations to its planned fall 1992 strip, *Day-To-Day Live*, it is holding the series back for a midseason 1992-93 launch. Word also has it that producer Earl Greenburg has pulled out of the talk show/home shopping series project to pursue another home shopping venture.

WASHINGTON

WORKING THE HILL

Hubbard Broadcasting, the lead partner in United States Satellite Broadcasting's DBS venture, has been increasingly active in trying to preserve a strong program-access provision in cable rereg legislation working its way through Congress. The provision would effectively guarantee DBS operators such as USSB and Hughes and other multichannel cable competitors an opportunity to carry popular cable programing services, which many deem critical to success.

Hubbard has helped build a

broad bipartisan base of support for program access on Capitol Hill, but has had some disappointments. It has, for instance, been unsuccessful in convincing House Telecommunications Subcommittee member Bill Richardson (D-N.M.) to drop his opposition to program access, despite the clout that comes from having three TV stations in his home state.

SAFE STERN

Infinity Broadcasting petitioned the FCC last week for a declaratory ruling that its *Howard Stern Show* falls under the commission's definition of a safe harbor—beyond the reach of indecency sanctions—because children do not tune in to the program, despite its morning drive hours, according to Mass Media staff attorney Roger Holberg. Infinity supports its no-children claim with Gallup poll and ratings research. The FCC notified Infinity in late 1990 that it may be liable for indecency sanctions for a December 1989 Stern broadcast, but has yet to levy a fine. The petition may be an effort to head off a fine, or set up a new challenge of indecency enforcement before the U.S. Court of Appeals in Washington.

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PREMIERES SEPTEMBER 14



BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Take a Letterman

With the flurry of rumors continuing that late-night talk show host **David Letterman** is considering jumping ship from NBC to Fox Broadcasting Co., one New York station source suggested that Fox Inc. might be considering shifting its sights from a deal for an FBC show to one with Twentieth Television, the studio's syndication division. A syndicated late-night talk show with Letterman would be able to clear the Fox-owned stations and would likely achieve better U.S. coverage than the 130-plus Fox affiliates alone could provide a network-cleared strip.

"Fox and Letterman could make more money, and Letterman could better fulfill his desire to take [Jay] Leno [on NBC's *The Tonight Show* full time as of May 25] and Arsenio [Hall] head-on at 10:30 or 11:30 [p.m.]," the source said.

Goodman going private

Look for changes at New York-based program distributor Goodman Entertainment Group, formed several years ago in association with ACAMA Films, Los Angeles. According to GEG President **David Goodman**, "we are taking ourselves private." Goodman says GEG will continue to have "long-term distribution agreements" with ACAMA. Goodman also said he was forming an in-house barter sales division, to be headed by Howard Mendelson, for-

merly of Guber-Peters Television and Barris Industries. GEG, a smaller distributor, has been buffeted by the soft syndication market. The company will give up distribution of the CNBC produced *K-TV*, news and information show for kids and teens. The show, though well received by stations, did less than a 1 rating in the February sweeps. GEG is in arrears on payments to CNBC to the tune of about \$150,000. "That's being worked out," Goodman says, acknowledging that certain "belt tightening" measures are being taken to weather the tough times, including a couple of staff cuts. GEG also canceled its stand for the upcoming MIP-TV, although a company executive will attend the show. "It's a difficult environment, but I think we'll come out of this fine," Goodman says. GEG plans to renew the weekly *Wide World of Kids* and a new strip, *Parole Board*, now cleared in 48% of the country.

Loni's back

WKRP's **Loni Anderson** may return to series television in the fall in *Mom*, a half-hour comedy for Fox. Signed last week, Anderson will play a four-time-widowed mother with no money who tries to raise her three gorgeous daughters to follow in her gold-digging footsteps. The project, written and produced by Jeff Stein, is being produced by Twentieth Television.

Search continues

CBS Television Stations President **Johnathan Rodgers** apparently isn't rushing his search to fill the vacant general manager post at WCBS-TV New York, but **Rick Blangiardi**, who recently departed as GM of KING-TV Seattle, is the latest name surfacing in New York broadcast circles as among the several leading candidates for the high-profile post.

Current cooperation

A *Current Affair* is striking up a relationship with its British cousin, the News Corp.-owned Sky Television. *Affair* Executive Producer **John Terenzio** and Sky's head of news, **John O'Loan**, have agreed to share information on story development and possibly co-produce stories. The Sky liaison for *Affair* will be **Joanne Sawicki**, the executive in charge of a Sky news magazine, not unlike *Affair*, called *Newsline*. Several years ago, *Affair* had a bureau in London tied to the Sky Channel facilities there, but it was eventually shut down. Terenzio said he thought the earlier effort didn't work because *Affair* was working with Sky's foreign news desk and not the magazine. Terenzio also said he was opening two new bureaus stateside, in Miami and San Antonio, and expanding the Los Angeles bureau, due to the number of stories for the broadcast emanating from California, Texas and Florida.

Founder and Editor
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Broadcasting

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

Lawrence B. Talshoff, chairman.
David Perason, publisher.

Editorial

Donald V. West, senior vice president and editor.

Mark K. Miller, managing editor.

Harry A. Jessell, senior editor.

Kira Greene, **John S. Eggerton**, assistant managing editors.

Washington

Randall M. Sukow, **Peter D. Lambert**

(technology), **Joe Flint**,

Patrick Watson, assistant editors.

Janet Sullivan, **John Gallagher**,

staff writers.

Marsha L. Bell, editorial assistant.

David R. Borucki, art director.

Denise P. Smith, **Kenneth Ray**, production.

New York

475 Park Ave. South 10016, 212-340-9860.

Editorial Fax: 212-340-9874;

Advertising Fax: 212-340-9869

Geoffrey Folale, bureau chief.

Stephen McClellan, chief correspondent.

Rich Brown, **Sharon D. Moshavi**,

assistant editors.

Peter Viles, staff writer.

Hollywood

1680 N. Vine St., 90028, 213-463-3148.

Fax: 213-463-3159

Steve Coe, assistant editor (networks).

Mike Freeman, assistant editor (syndication).

Advertising

New York

212-340-9860

Lawrence W. Oliver, advertising director.

Leslie Lillian Levy, marketing services director.

Joseph E. Ondrick, East Coast regional

sales manager.

Randi T. Schatz, sales manager.

William C. Schenck, account executive.

Joan Miller, executive secretary.

Barbara Sonnenfeld, sales assistant.

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.

Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340

Dorla Kelly, sales service manager.

Mitzi Miller, classified advertising manager.

Carrie Autio, classified sales representative.

Advertising Representatives

Lewis Edge & Associates, Southern regional

and East Coast equipment; 609-683-7900.

Fax: 609-497-0412

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

Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager.

212-545-5435

Circulation

Michael Borchetta, subscription promotion director.

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

□ 212-545-5432 □ Fax: 914-878-7317

Production

Harry Stevens, production manager.

Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Market Place

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

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Publishing Division

John J. Bent, senior VP-general manager.

Neil Periman, senior VP-group publisher.

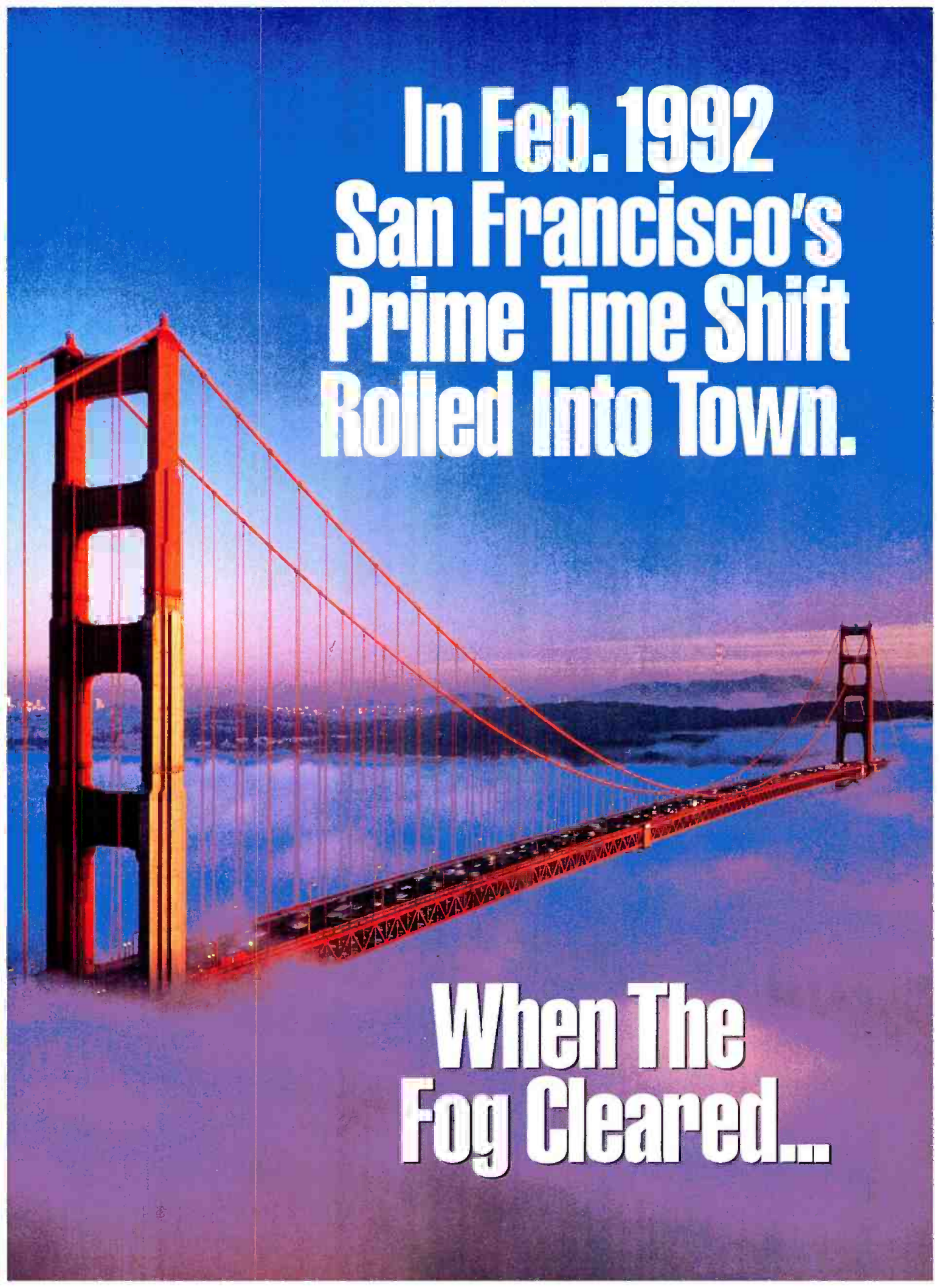
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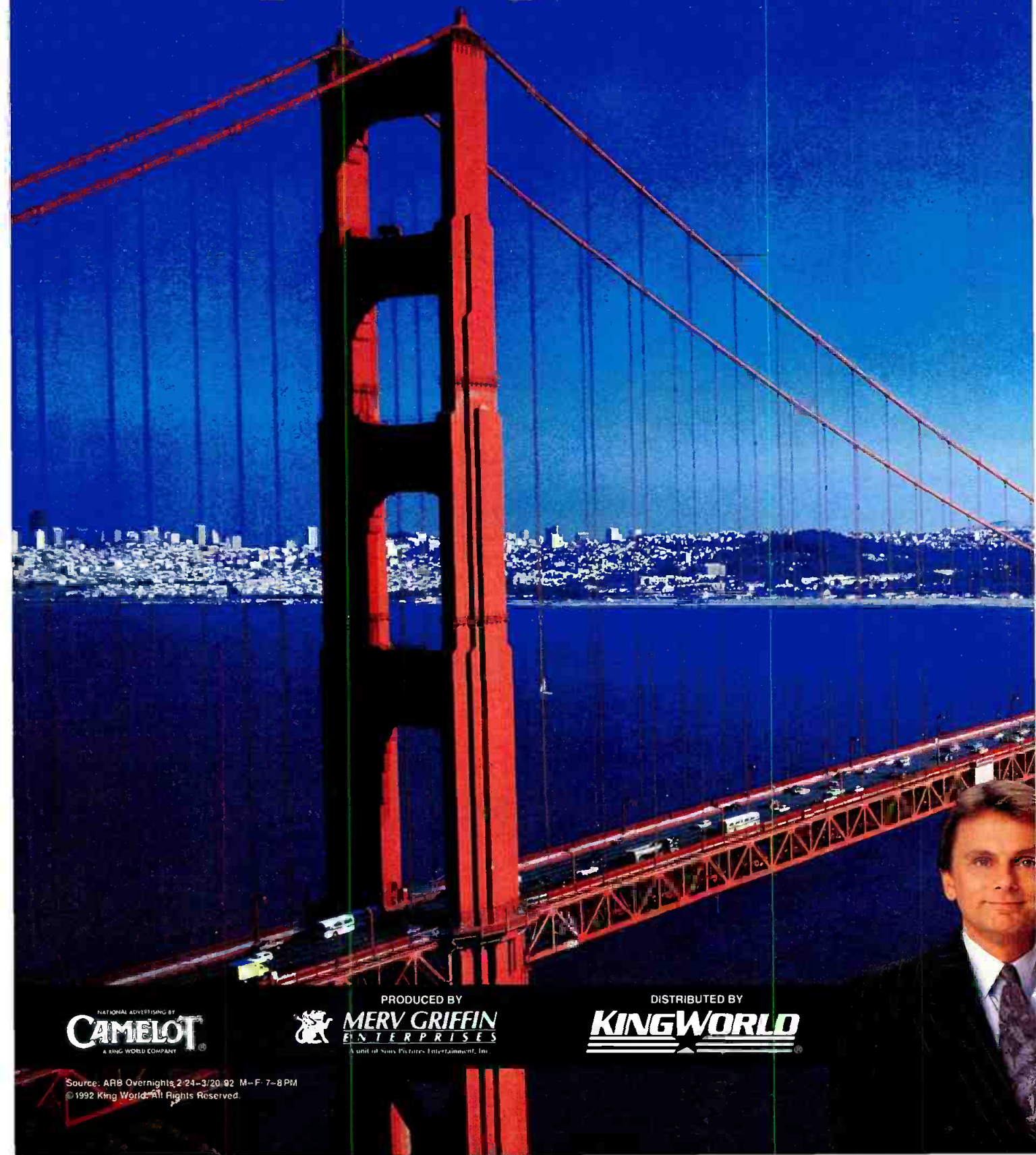
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A photograph of the Golden Gate Bridge in San Francisco, taken at sunset or sunrise. The bridge's iconic orange-red towers and suspension cables are silhouetted against a sky with soft orange, pink, and blue hues. The bridge spans across the water, with the city lights visible in the distance. The overall mood is serene and iconic.

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■ H O U R ■



Television

WARM WINTER CUTS INTO KIDS' VIEWING

Children's 2-11 demo ratings were down for most animated strips during sweeps

By Mike Freeman

Despite the robust upfront ad sales market for children's programming, the recently completed February sweeps rating period, according to Petry Television research, exhibited a rare decrease in the number of children watching television in early fringe and morning time periods.

In the lucrative 3-5 p.m. time period, the PUT (people using television) levels for the 2-11 demographic decreased 12% from February 1991. A slight 5% decline was recorded in 7-9 a.m. time slots with a 19 PUT rating from the most recent sweeps, down one rating point from the year-ago sweeps.

Dick Kurlander, vice president and director of programming, Petrym, blamed the rare downturn on unseasonably warm winter weather through most of the country. "It definitely seemed like one of the warmest winters on record, so it's more than likely that some kids found it less confining outdoors than in front of a TV set," Kurlander concluded.

As for the individual program ratings in the kids 2-11 demographic category, across-the-board losses were common for the major syndicators. Buena Vista Television's *Darkwing Duck* finished atop the ranks with a 9.9 rating/35 share (NSI) among the kids group, but was two share points lower than programming in its time period one year ago. Warner Bros. Domestic Television Distribution's *Tiny Toon Adventures* averaged a second-ranked 8.9/35, but was down three share points from February 1991.

In the third, fifth and sixth rankings, Buena Vista's *Tailspin* (8.6/37, flat from February 1991), *Chip 'N' Dale's Rescue Rangers* (7.5/36, up two share points) and *DuckTales* (6.2/35, flat) accounted for the remaining programs within the two-hour



Higher temperatures meant lower numbers for turtles, rabbits and other animated creatures



Disney Afternoon block. Group W Productions' *Teenage Mutant Ninja Turtles* was the fourth-ranked series among kids 2-11 with a 7.8/35, but it was down a dramatic five share points from a year ago.

Filling out the seventh- to tenth-

ranked spots were Warner Bros.' *Merrie Melodies* (4.8/26, flat), Claster Television's *James Bond Jr.* (4.5/26, down 10 share points), *Casper and Friends* (3.1/9, up two share points) and Zodiac Entertainment's *Widget* (2.2/15, down five share points). ■

WNYW-TV PD POST AXED; OTHER FOX O&O'S MAY FOLLOW SUIT

By Steve McClellan

In a move tied to the expansion of the Fox network, the company's flagship owned station, WNYW(TV) New York, has merged two key departments, programming and promotion, and has eliminated the program director's position. There are indications that other stations in the group may follow suit.

The moves at WNYW are similar those made by a number of other affiliates and independents around the country as program costs have risen and as promotion has come to be seen

as as important to a show's success as the show itself.

As a Fox-owned station, WNYW(TV) has had much less need for key syndicated product in recent years. According to Carolyn Wall, the station's vice president and general manager, the station hasn't bought a major movie package in three years, and only two key off-network sitcoms, *Golden Girls* and *Roseanne*, in the last several years.

"The two departments are so closely linked it just seemed logical to merge them," said Wall. She said that in certain respects the station hopes to

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Philadelphia Inquirer
The Record (Bergen County, NJ)
Respekt (Czechoslovakia)
Reuters
Rocky Mountain News (Denver)
Seattle Times
Tennessean (Nashville)
Time Magazine
U.S. News & World Report
USA TODAY
Wall Street Journal
Washington Post
WABC-TV (New York City)
WCBS-AM Radio (New York City)
WNBC-TV (New York City)
WNYW-TV (New York City)
WPIX-TV (New York City)
WWOR-TV (New Jersey)
WXIA-TV (Atlanta, GA)
WXTV-TV (Secaucus, NJ)

Technological convergence drives today's newsroom – and is recasting the role of the newsroom manager.

The Freedom Forum Media Studies Center, formerly the Gannett Center for Media Studies, sponsors a two-day seminar for newsroom managers called "Newsroom Technology: The Next Generation." The seminar provides a broad overview of how news executives can best manage changing technologies to improve news gathering, editing and delivery.

"The Next Generation" draws speakers from the media industries and scholars who explain the issues and forecast trends in newsroom technology.

Selected managers are from newspapers, newsmagazines, television, news services and other news operations from the United States and other countries, meeting together for a unique personal experience.

For example, news seminar sessions have included Tom Brokaw of NBC News rating the new technology-driven journalism; Elliot Jaspín, a Pulitzer Prize winner and former Media Studies Center Fellow, using the personal computer as an investigative tool; former Fellow and television producer Adam Clayton Powell III charting the future course of fiber optics; Hal Buell of the Associated Press describing the digitized darkroom; and Kathleen Criner of ANPA on managing the use of electronic databases.

"The Next Generation" also has site visits to major New York media organizations and hands-on connections in the Center's Technology Laboratory, featuring more than a dozen newsroom systems.

"The Next Generation" gives newsroom managers the exceptional opportunity to explore today's emerging technologies and prepare for tomorrow's specialized newsroom.

For further information please contact:



**The Freedom Forum
Media Studies Center**

Columbia University
2950 Broadway, New York, NY 10027

achieve locally what the Fox network has succeeded in doing nationally. "It comes down to creating a personality, a distinction and a memorability in the mind of the viewer," said Wall.

Two key areas of focus are promoting the news, where the station, once unchallenged, now has strong competition from independent rivals, and early fringe, where the station has just launched a new teen-targeted talk show, *Jane*, produced in-house.

Wall said that, besides the program director's position, no other job cuts are expected as a result of the reorga-

nization.

"There may be a couple of shifts, but there are no other planned job staffing changes," she said. The station has about 300 employees.

The program director was Joe Weber, whose last day was Friday (April 3). With the change, said Wall, "one department head became a reality instead of two. It was one of those tough decisions that had to be made."

"I understand what they're trying to do," Weber said of the reorganization. Fox has offered Weber the opportunity to look around the company

for other possible job opportunities. "Nothing has come up yet," he said. "I'm looking to the outside as well."

It's expected that other Fox-owned stations will make similar moves. Managers at Fox O&O's KTTV(TV) Los Angeles and WTTG(TV) Washington refused to comment on whether they were contemplating similar moves.

But one company insider said: "You'll see it happen at other O&O's, and probably at some other Fox affiliates, within the next year. It really makes sense." ■

CBS, ABC WEIGH IN WITH FALL CONTENDERS

CBS has fewest shows in development of any of the networks

By Steve Coe

On the heels of the release of Fox's and NBC's development slates two weeks ago, CBS and ABC made theirs known to advertisers last week. While CBS released its slate to the press, ABC gave out its projects only to advertisers.

The CBS crop consists of fewer projects than any other network including Fox. With a total of only 23 projects (13 comedies and 10 dramas) CBS is banking on the A-level production and acting talent involved in the shows.

In addition to projects in the works from producers currently with series on CBS, like Diane English and Linda Bloodworth-Thomason, the network has lured producers such as David Kelley (*L.A. Law*), Cheri Eichen, Bill Steinkellner and Phoebe Sutton (*Cheers*) and Janis Hirsch (*Anything but Love*). Acting talent involved with some of the shows includes Bob Newhart's return to series work, John Ritter, Shelley Long, Dudley Moore, Ryan O'Neal, Kathy Baker and Tom Skerritt.

In addition to their prospective series projects, the networks also announced their long-form plans for next year. Despite the industry trend away from miniseries longer than four hours, CBS's long-form list consists of four projects of five hours or more: *Scarlett*, the 8-hour adaptation of the recently published sequel to "Gone with the Wind"; *Return to Lonesome*

Dove, a six-hour sequel; *Sinatra*, a five-hour biography, and *Queen*, a six-hour production based on the life of Alex Haley's grandmother.

The ABC development slate boasts 36 projects, including 10 in the reality or sketch-variety form. Among the 10 drama projects are shows from Steven Spielberg, Joshua Brand and John Falsely, John Sacret Young, Ron Koslow and the Paltrow Group. Of the 16 comedy shows being looked at, Barry

Kemp, Jeff Franklin, Danny Arnold and Neal Marlens and Carol Black are among those contributing.

ABC

Comedy Development

■ *A New Day* (Lorimar) stars Cindy Williams as the mother of a family that is thrown into disarray when she

OTV EARLY MORNING BLOCK TO TEST IN APRIL

Nearly eight months since introducing its Overnight Television Network programing block to the first-run syndication marketplace, David Sams Industries is finally slating an April through May broadcast test of a 90-minute early morning entertainment block. Word has it that OTV has been cleared in more than two dozen markets, with seven new major markets signed for the April 11 test: KCOP(TV) Los Angeles, WPHL-TV Philadelphia, WSBK-TV Boston, WXON-TV Detroit, WTHR-TV Indianapolis, WTTA-TV Tampa and WTLK-TV Atlanta.

Renee T. Kenneth, vice president of programing and talent development, said that "most of the markets" are committing 1-2:30 a.m. to the block, which consists of *Overnight Zoo!*, *Meet Your Match* and *National Dateline*. Initially, Kenneth says, stations can pick up the test block on 10-minute national/10-minute local barter splits, but plans call for a full-time OTV series to be offered later this summer on 8/8 barter splits. She added that all the national advertising has been sold for the test, but declined to identify the major sponsors.

According to a prepared statement by Sams, who is a former sales executive at King World and creator of the ill-fated *Rollergames*, the purpose of the two-month test is to reach the 18-34 male and female demographics in the major metered markets. The metered market research would then be presented to prospective stations, in hopes of a full national rollout late this summer.

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brings home a teenage boy to live with them. William Bickley and Michael Warren are executive producers.

■ **Camp Bicknell** (ABC Productions), starring Paul Scherrer and Elena Stiteler, is about a house at which all the kids in the neighborhood congregate to get away from their problems. Matthew Carlson is executive producer.

■ **Delta** (Universal) stars Delta Burke as a woman starting her life over as a country-western singer. Barry Kemp is executive producer.

■ **Graham** (Reeves) stars Griffin Dunne as the host of a kids show who has a 10-year-old co-host. Jill Gordon is executive producer.

■ **Hangin' with Mr. Cooper** (Lorimar) stars Mark Curry as a former aspiring professional basketball player who returns to his neighborhood and takes a job as a teacher. Jeff Franklin is executive producer.

■ **Hard Hats** (Disney) is described as an ensemble romantic comedy about an unmarried construction worker. Danny Arnold is executive producer.

■ **Home Free** (Universal) stars Matthew Perry as a 22-year-old *Rolling Stone* reporter who lives at home with his widowed mother. Tim O'Donnell and Richard Gurman are executive producers.

■ **Laurie Hill** (Disney) is about a woman who balances her roles as working woman, wife and mother. Neal Marlens and Carol Black are the creators and executive producers.

■ **Road Warriors** (HBO Productions) stars Colin Quinn and Mario Joiner, as the two MTV comedians go on the road doing comedy along their way. Executive producer of the comedy-reality show is Pete Segal.

■ **The Circle Game** (ABC Productions) stars John Bedford Lloyd and Catherine Hicks in a domestic comedy. Elliot Shoeman and Matthew Carlson are executive producers.

■ **The Jackie Thomas Show** (Lorimar) stars Tom Arnold in a look behind the scenes at the production of a comedy series. Tom and Roseanne Arnold and Brad Isaacs are executive producers.

■ **True Blue** (HBO Productions)

stars Leo Burmeister as a veteran policeman who has his hands full trying to be a good cop, father and husband. Larry Levin is executive producer.

■ **What's Going On Down There?** (Viacom and ABC Productions) is described as *Leave It to Beaver* meets *Wayne's World*. Mitchell Kriegman is executive producer.

■ **Where I Live** (Disney) stars Doug E. Doug as a 17-year-old inner-city youth who introduces the audience to a host of colorful characters. Michael Jacobs is executive producer.

■ **Woof** (New World) stars Ben Savage and Jon Cryer and mixes live action and animation to create the world of a 9-year-old's imagination. Sy Rosen and Zev Braun are executive producers.

Comedy-Variety

■ An untitled half-hour project set in a multicultural neighborhood. Produced by Quincy Jones Entertainment.

■ **Bust a Move** (Eddie Murphy Productions and Paramount), weekly house party with sketches and music. Eddie Murphy is executive producer.

SYNDICATION UPDATE

CLUSTER CLEARANCES

Claster Television's fall 1992 animated weekly, *Conan the Adventurer*, has been sold in 59 markets—19 of the top 20—representing 70% U.S. coverage. Top-10 stations signed to carry the series are WPIX-TV New York, KCOP-TV Los Angeles, WPWR-TV Chicago, WTXF-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WDCA-TV Washington, D.C., KTXA-TV Dallas, WXON-TV Detroit and KTXH-TV.

In other news, Claster's animated strip, *James Bond Jr.*, has been sold in 11 new overseas territories.

GOING FOR GOLDWYN

Samuel Goldwyn Television's fall 1992 half-hour, *Why Didn't I Think of That?*, has been cleared in 55 markets, representing 60% of the country. Clearances include WABC-TV New York, KABC-TV Los Angeles, WMAQ-TV Chicago, WGBS-TV Philadelphia, WUSA-TV Washington, D.C., KTVT-TV Dallas and KPRC-TV

Houston. The planned 26 half-hours (and 26 weeks of repeats) are being offered on 3½-minute national and 3½-minute local barter basis.

ROSENBERG UPPED

MCA TV in New York has named Steven R. Rosenberg senior vice president of sales, reporting to Jim Kraus, executive vice president of sales and marketing. Rosenberg has been with MCA since February 1986, most recently as vice president, Eastern regional manager.

INFATUATED WITH 'INFATUATION'

Genesis Entertainment has cleared its new relationship strip, *Infatuation*, in 64 markets representing 60% of the U.S. Among the new stations signing up for the half-hour game show, hosted by Bob Eubanks, are WWOR-TV New York, WGBS-TV Philadelphia, KXAS-TV Dallas, WATL-TV Atlanta, WUAB-TV Cleveland, KOMO-TV Seattle, WZLZ-TV Miami, WJZ-TV Baltimore and KUSI-TV San Diego. Other previous sales include

KCAL-TV Los Angeles, KPHO-TV Phoenix and KDNL-TV St. Louis. The Hills/Eubank Co. Group, in association with Genesis, will produce 26 weeks of original episodes, with Genesis offering the strip on a four-minute local/three-minute national barter basis.

TROLL TALK

Capitalizing on what DIC Enterprises claims is a national frenzy for "Troll" dolls, the Los Angeles-based animation house has concluded a deal with Russ Berrie & Co. to base a half-hour cartoon special on the Russ Berrie "Troll Kidz" characters. The special, titled *The Troll Super Heroes*, is going to be distributed by Chicago-based Bohbot Communications for a Thanksgiving 1992 airdate. DIC President Andy Heyward estimated that national sales for "Troll Kidz" characters netted \$44 million in sales during 1991. In addition to the half-hour special, DIC says it is developing a similar half-hour series for distribution sometime in the near future.

From Broadcasting[®] and Focal Press

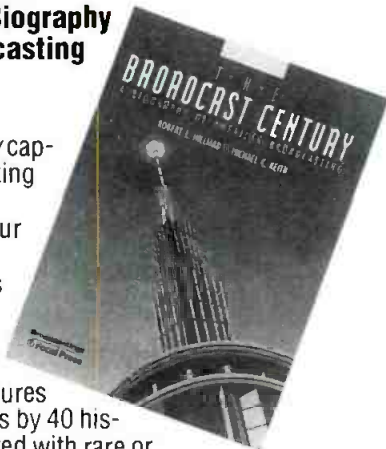
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☐ THE BROADCAST CENTURY: A Biography of American Broadcasting

Robert Hilliard & Michael C. Keith

The Broadcast Century captures all that broadcasting has been, is, or will be. Within the context of our culture, politics and economics, it balances authoritative scholarship with fascinating anecdotes and insights. The book features personal retrospectives by 40 historical figures. Illustrated with rare or previously unpublished photographs.

March 1992 • 304pp •
hardcover 240-80046 X • \$39.95

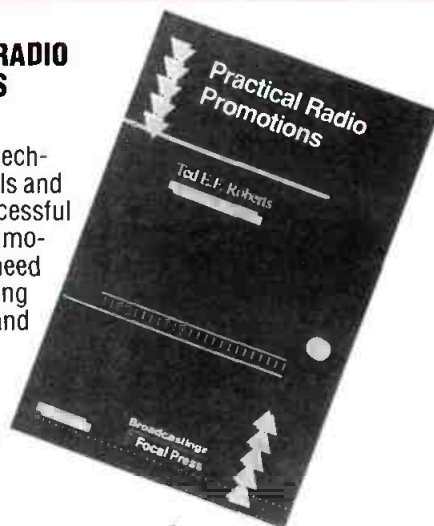


☐ PRACTICAL RADIO PROMOTIONS

Ted E. F. Roberts

This book details the techniques, methods, goals and ethics of creating successful and efficient radio promotions. It stresses the need to establish links among programming, sales and public relations.

April 1992 •
112pp est. •
paper 240-80090-7 •
\$12.95

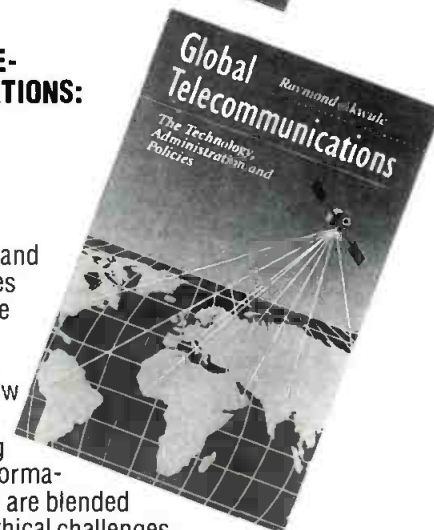


☐ GLOBAL TELECOMMUNICATIONS: The Technology, Administration and Policies

Raymond Akwule

Telecommunications and computer technologies now shape the way the world's population receives information. This book explains how to understand and manage the exploding global demand for information. Technical details are blended with discussions of ethical challenges, and national and international policies.

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hardcover 240-80032 X • \$32.95

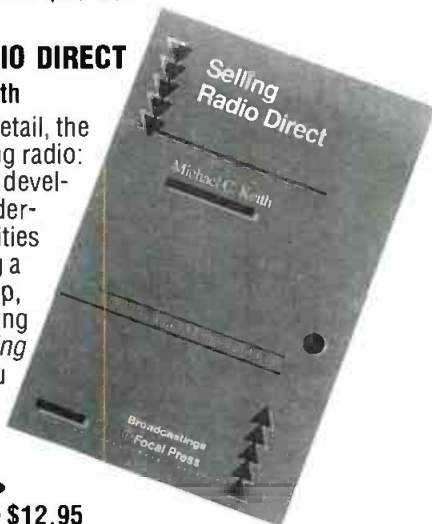


☐ SELLING RADIO DIRECT

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This book covers, in detail, the fundamentals of selling radio: researching a market, developing new clients, understanding the complexities of a rate card, building a solid client relationship, and efficiently managing your sales effort. *Selling Radio Direct* gives you the tools to become a successful radio salesperson.

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Broadcasting's Ratings Week Mar 23-29

	ABC	CBS	NBC	FOX
MONDAY	9.0/15	18.2/29	12.5/20	NO PROGRAMING
8:00	62. FBI: Untold Str. 9.7/16	14. Evening Shade 16.0/26	20. Fresh Prince 15.1/24	
8:30	48. Amer Detective 10.8/17	12. Major Dad 16.3/25	26. Blossom 14.0/22	
9:00		4. Murphy Brown 19.3/29	24. Cheers 14.3/22	
9:30	75. ABC Theatre—Neil Simon's Broadway Bound 8.4/14	6. Designg Wmn 18.6/29	38. Seinfeld 12.7/20	
10:00		3. Northern Exposure 19.6/34	67. Night Court 9.3/16	
10:30				
TUESDAY	16.4/27	12.3/20	11.2/18	NO PROGRAMING
8:00	9. Full House 17.0/27	30. Rescue: 911 13.8/22	40. In the Heat of the Night 12.4/19	
8:30	5. Home Improvmt 19.2/30			
9:00	1. Roseanne 23.8/37		50. Law and Order 10.6/16	
9:30	7. Room for Two* 18.3/29	45. CBS Tuesday Movie—Quiet Killer 11.5/19	50. Reasonable Doubts 10.6/19	
10:00	57. Civil Wars 10.1/18			
10:30				
WEDNESDAY	10.6/18	12.7/21	13.5/22	NO PROGRAMING
8:00	40. Wonder Years 12.4/21	64. Davis Rules 9.5/16	9. Unsolved Mysteries 17.0/28	
8:30	42. Doogie Howser 11.8/19	71. Brooklyn Bridge 9.0/15		
9:00	49. The Young Indiana Jones Chronicles 10.7/17	35. Jake and the Fatman 13.0/21	21. Seinfeld 15.0/24	
9:30			38. Night Court 12.7/20	
10:00	71. Homefront 9.0/16	16. 48 Hours 15.8/28	62. Quantum Leap 9.7/17	
10:30				
THURSDAY	10.0/17	10.6/17	15.0/24	12.2/19
8:00			31. Cosby 13.6/22	22. Simpsons 14.8/24
8:30	65. ABC Thursday Night Movie—Best Friends 9.4/15	52. NCAA Basketball Championship 10.5/17	28. A Diffmt World 13.9/22	52. Drexell's Class 10.5/17
9:00			9. Cheers 17.0/26	42. Beverly Hills 90210 11.8/18
9:30			28. Wings 13.9/22	
10:00	46. Primetime Live 11.2/20	69. NCAA Basketball Championship 9.2/19	17. L.A. Law 15.7/27	
10:30				
FRIDAY	14.6/26	10.2/19	8.7/15	6.5/11
8:00	23. Family Matters 14.5/26		70. World Figure Skating 9.1/16	78. America's Most Wanted 8.0/14
8:30	26. Step By Step 14.0/24	55. NCAA Basketball Championship 10.3/19	67. I'll Fly Away 9.3/16	89. Hidden Video 5.2/9
9:00	37. Dinosaurs 12.8/22			90. Hidden Video 2 4.6/8
9:30	47. Baby Talk 10.9/19		79. Nightmare Cafe 7.6/14	
10:00	8. 20/20 17.7/32	73. NCAA Bskt Chp 9.6/18		
10:30				
SATURDAY	7.7/14	11.1/21	11.4/21	7.3/13
8:00	81. Who's the Boss? 7.3/13	37. NCAA Basketball Championship 12.8/23	44. Golden Girls 11.6/21	76. Cops 8.3/15
8:30	80. Billy 7.5/13		57. Powers That Be 10.1/18	61. Cops 2 9.9/18
9:00	84. Perfect Strang. 6.0/10		32. Empty Nest 13.5/23	87. Marilyn: Something's Got to Give 5.4/10
9:30	81. Growing Pains 7.3/13	65. CBS Saturday Movie—The Dream Team 9.4/18	36. Nurses 12.9/23	
10:00	73. The Commish 8.9/17		57. 1st Person with Maria Shriver 10.1/20	
10:30				
SUNDAY	13.8/22	17.1/27	8.9/15	8.8/14
7:00	77. Life Goes On 8.2/14	2. 60 Minutes 21.2/35		87. True Colors 5.4/9
7:30			54. World Figure Skating 10.4/17	84. Parker Lewis 6.0/10
8:00	17. Am Fun Hme Vid 15.7/24	19. Murder, She Wrote 15.3/23		55. Roc 10.3/16
8:30	33. Am Fun People 13.3/20			24. In Living Color 14.3/21
9:00	13. ABC Sunday Night Movie—Something to Live For: The Alison Gertz Story 16.2/26	14. CBS Sunday Movie—Highway Heartbreaker 16.0/25	81. NBC Sunday Night Movie—Coupe de Ville 7.3/12	34. Married w/Childn 13.2/20
9:30				57. Herman's Head 10.1/16
10:00				86. Sunday Comics 5.5/9
10:30				
WEEK'S AVGS	11.8/20	13.4/22	11.5/19	8.7/14
SSN. TO DATE	12.1/20	13.9/23	12.4/20	8.0/13

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Contributions received as of March 26th. Recent contributors in italics.

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■ **Main Street** (Garth Ancier Productions and ABC Productions) is described as a comedy-variety show with a mid-America voice and a blue-collar personality. Garth Ancier and Buddy Sheffield are executive producers.

■ **N.N.C.** (*Network News Corp.*) (Moffitt-Lee Productions) blends actual news footage with comedy. John Moffitt and Pat Tork Lee are executive producers.

Drama

■ **Charing Cross** (Reeves) stars Nigel Terry and Ione Skye in a series set in the year 1350. Gil Grant is executive producer.

■ **CC Riders** (Lorimar) stars Robert Urich as a prosecuting attorney. Robert O'Connor is executive producer.

■ **Class of '61** (Amblin Entertainment and Universal) stars Clive Owen and Dan Futterman as college roommates in 1961. Steven Spielberg is executive producer.

■ **Country Estates** (Disney) stars Tom Irwin, Barbara Williams and Perry King. Paul Witt and Tony Thomas are executive producers.

■ **Going to Extremes** (Lorimar) stars

Robert Duncan McNeill and Daniel Jenkins and is set at a medical school in the Mediterranean.

■ **New Year** (Columbia and Paltrow Group) stars Stacy Keach in an ensemble drama about a power struggle between the old guard and a new breed. Bruce Paltrow, John Tinker and Tom Fontana are executive producers.

■ **Partners** (Spelling) stars Jack Warden and Dan Gauthier and is set in a medical school where old and new worlds collide.

■ **Philadelphia Heat** (Reeves) stars James McCaffery and Frank Converse as it follows firefighters in action and at the firehouse. Gil Grant, Chuck Bangert and Lou Gorfain are executive producers.

■ **Rio Shannon** (Warner Bros.) stars Blair Brown as the mother of a Cleveland family that moves out West. John Sacret Young is executive producer.

■ **Running Delilah** (ABC Productions) stars Kim Cattrall and Diana Rigg in a romantic comedy set against intrigue. Ron Koslow is executive producer.

■ **Sirens** (ABC Productions) stars Jane Brook and A.J. Johnson in a cop ensemble comedy. Ann Lewis Hamil-

ton is executive producer.

Game and Reality

■ **Flash Back** (Blank-Bodi Productions) is a game show featuring movie clips and trivia. Susan Winston and Dan Funk are executive producers.

■ **Shields of Honor** (Paul Stojanovich and Lorimar) is hosted by John Bunnell and takes a look at the people behind the badges. Paul Stojanovich is executive producer.

■ **Missing Persons** (Cannell) is hosted by Joe Cortese and looks at solving cases involving missing persons. Stephen Cannell is executive producer.

■ **Getting Over** (New Screen Concepts) is hosted by Tony Danza, who interviews people living in troubled areas. Lou Gorfain and Chuck Bangert are executive producers.

■ **Inside the Jury Room** (Marstar Productions and ABC Productions), hosted by Jason Robards, looks at the trial and then jury deliberations. Nancy Jacoby is executive producer.

■ **Police File** (Grosso-Jacobson Productions) looks at actual crimes pulled from police files. Sonny Grosso and Larry Jacobson are executive producers.

CBS

Comedy

■ **Love Is Hell** (ShukovskyEnglish Productions) is a romantic comedy starring Jay Thomas and Susan Dey. Diane English and Joel Shukovsky are executive producers.

■ An untitled Linda Bloodworth-Thomason project starring Markie Post and John Ritter. Produced by Mozark Productions, the romantic comedy is set against the backdrop of politics. Linda Bloodworth-Thomason and Harry Thomason are the executive producers.

■ **Splitting the Difference** (CBS Productions and Grant-Tribune Productions) features two mismatched women who share the same job and apartment. Sheldon Bull is the executive producer.

■ **Have Mercy** (Lorimar) stars Daniel Hugh Kelly and Heather Locklear as an ex-con and his ex-sister-in-law who inherit equal shares of a faded New York hotel. Andrew Nichols and Darrell Vickers are executive producers.

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■ *Our Song* (Twentieth Television) stars George Hamilton and Lauren Tom as a wealthy San Francisco assemblyman and the nanny he hires for his precocious daughter. Janis Hirsch is executive producer.

■ *Good Advice* (TriStar Television) stars Shelley Long and Treat Williams as professionals who share office space in a building with other professionals. Danny Jacobson is the executive producer.

■ *Bob* (Paramount) stars Bob Newhart as the creator of a comic superhero character who sells the rights to the character but later winds up in a creative partnership with an artist who has tarnished the reputation of the superhero. Cheri Eichen, Bill Steinkellner and Phoebe Sutton are the executive producers.

■ *Dudley* (Twentieth Television) stars Dudley Moore as a man who is convicted and put on probation as a result of a savings and loan scandal. As an answer to his mounting financial problems, Moore's character moves his two ex-wives and three children under one roof. Bill Persky and Sam Bobrick are the executive producers.

■ *Better Days* (Disney) stars Peter Dobson and Becky Herbst as members of a "Father Knows Worst" family in Rhode Island. Paul Junger Witt, Tony Thomas and Don Reo are the executive producers.

■ *Just One of the Girls* (Lorimar) stars Tiffani-Amber Thiessen as one of many girls who attend an all-girl's school who are forced to adjust when a teenage boy is admitted. Kim LeMasters and Jeff Franklin are executive producers.

■ *1775* (Reeves), set in colonial America, stars Ryan O'Neal as the father of three teenage girls. Joseph Saretzki and Martin Rippa are the executive producers.

■ *Topper* (King World) is based on the feature film about a private investigator whose partners happen to be ghosts. John Landis, Bob Weiss and Leslie Belzberg are the executive producers.

■ *Letting Go* (Columbia) stars Judith Light as a recently divorced woman who tries to juggle the demands of her job and her three children. Gina Wendkos is the executive producer.

Drama Development

■ *Picket Fences* (Twentieth Television) stars Tom Skerritt and Kathy

Baker as a small-town sheriff and his wife, the town's doctor. David Kelley is the executive producer.

■ *Polish Hill* (Warner Bros.) stars Pam Giddley and Robin Givens as two police detectives with radically different personalities. John Wells is the executive producer.

■ *Johnny Bago* (Papazian-Hirsch Entertainment) is an action-adventure featuring a character who travels the backroads to escape the mob and his ex-wife. Frank Marshall, Peter Seaman and Jeffrey Price are the executive producers.

■ *McBride and Groom* (Universal) stars Debrah Farentino and Charles Shaughnessy as a formerly married couple who are teamed to write a newspaper column. Jeff Reno and Ron Osborne are the executive producers.

■ *Beauty* (Reeves) stars Karen Allen and looks at the lives of the men and women who work in one of the world's largest cosmetics firms. Joe Dougherty is the show's executive producer.

■ *The Hat Squad* (Cannell) stars Newton Serrano and Billy Warlock as

a rainbow coalition of orphaned young men who, along with their foster father, make up a special unit of the police squad. Stephen J. Cannell is executive producer.

■ *Planet Busters* (Trilogy Entertainment and RHI Entertainment) is a science fiction action series. Pen Densham, John Watson and Richard Lewis are the executive producers.

■ *Fast Forward* (Warner Bros.) centers on a detective gunned down in 1992 who awakens 30 years later thanks to technology and is teamed with his by-the-book detective son. Danny Bilson and Paul De Meo are the executive producers.

■ *Remedy for Murder* (Viacom) stars Dick Van Dyke as a renowned diagnostician who moonlights as a medical consultant to the police department. Fred Silverman and Dean Hargrove are the executive producers.

■ *Michaela Quinn: Medicine Woman* (CBS Productions) stars Jane Seymour as a strong-willed woman recently graduated from medical school who moves out west in the 1860's. ■

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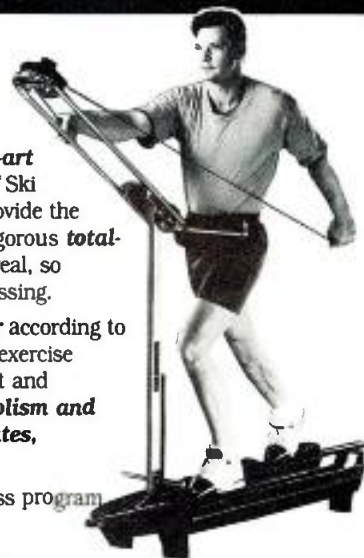
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Broadcasting Cable

N.Y. OPERATORS SET UP AD DELIVERY SYSTEM

45 systems will link to offer satellite-fed WNYI; hope to compete with local broadcast

By Rich Brown

In a brash attempt to capture some of the ad dollars traditionally allocated to broadcasters in the New York area, cable operators in the region last week unveiled a multi-million-dollar ad system with the broadcast-like title of WNYI.

It was no accident that the new satellite ad delivery system, developed by New York Interconnect and executed by Cable Networks Inc., carries a name that positions itself as the new broadcast station in the market.

"For television advertisers, WNYI will become New York's newest television station serving a market where advertiser-supported cable networks capture a significant percentage of total TV viewing," says Paul Freas, president, TKR Cable Company, and chairman of the board of New York Interconnect. "It sounds like a television station; it will look like a television station and we confidently expect it will perform like a television station."

WNYI, which launches on Oct. 1, will link more than 45 cable systems representing more than 3.5 million households in 22 counties throughout New York, New Jersey and Connecticut. The interconnect will enable advertisers to reach a multi-cable system buy covering the entire market with just one contract.

Unlike local TV stations, which do not have the ability to segment their signal, WNYI will also give advertisers the opportunity to target their ads to one or more of the four regions that make up the total area. Standalone zones include New York City (928,000 households); Long Island (642,000); New Jersey (1,368,000) and Westchester-upstate New York-Fairfield County, Conn. (635,000 households).



At the signing (l-r): Bill Lambert, president, Texscan Inc.; Paul Freas, president, TKR Cable, and chairman, New York Interconnect, and Eglon Simons, general manager, WNYI

The system will initially enable advertisers to deliver commercials to particular local breaks on one or more of 10 different cable networks. Those networks, chosen because of their

WNYI
NEW YORK INTERCONNECT

'I think the money will generate pretty quickly. If they deliver their promise, they're home free.'

Jean Pool
Senior VP and director of local broadcast
J. Walter Thomson

broad carriage in the region, include CNN, ESPN, USA, MTV, Lifetime, TNT, MSG, Discovery, Nickelodeon and CNBC. Advertisers will be able to buy on one or several networks, and

the system will accommodate additional networks as needed.

Initial reaction to WNYI in the advertising community appears positive. Jean Pool, senior vice president and director of local broadcast for J. Walter Thomson, says the system is likely to eliminate any current billing problems.

"From the buyer's perspective, they'll just be adding a station in New York," says Pool. "I think the money will generate pretty quickly. If they deliver their promise, they're home free."

Operators in the region have invested unspecified millions of dollars in implementing the system, which has been put in place by Utah-based Texscan. Two years in the making, the system uses an S-VHS format and is designed to adapt to such future technical advances as compressed digital technology.

Egdon Simons, general manager of the newly created WNYI division of CNI, says the benefits to advertisers are as follows:

■ The ability to buy specific geographic zones or combinations, which should be valuable to politicians; franchise and movie advertisers; advertisers with limited product availability or advertisers looking to test ad copy in one market. By 1993, the system will be able to "tag" ads to the point where distinct regionally customized messages can run at the end of commercials.

■ Spots will run within 24 hours of tape delivery, and advertisers need to supply just one tape to an uplink center.

■ Spots will run simultaneously on all systems in the zone. That marks a

significant departure from most interconnects, which run spots randomly.

■ Single zone invoicing, catering to constant advertiser demand for more simplified paperwork and improved back-room operations.

The launch of WNYI will not affect pricing, according to Simons. He said it will also allow area operators to sell daytime and early fringe time periods in addition to the prime time slots that currently make up most system sales.

CNI has signed an exclusive five-year agreement to represent New York Interconnect, and initially will have 15% of the total inventory representing a few hundred spots per day (CNI

previously had no minimum inventory under a "soft" New York Interconnect). New York Interconnect hopes to increase revenue 25%-30% in the first year over the \$15 million they collect now, while broadcasters collect a \$1 billion share of the market (BROADCASTING, Feb. 3).

The 19 participating operators are Adelphia, Cablevision, Comcast, Continental Cablevision, C-TEC, C-TEC/Homelink, Gateway Cable, McLean Hunter, Monmouth Cable Partners, Paragon, Sammons, Staten Island Cable, Storer Cable, Time Warner, TKR, UA-TCI, US Cable, US Cablevision and Vision Cable. ■

USA COMPLETES PURCHASE OF SCI-FI CHANNEL

Koplovitz to serve as president; expects 10 million households in time for fall launch

By Rich Brown

USA Network last week spent an estimated \$75 million to \$100 million to complete its long-anticipated purchase of the Sci-Fi Channel, the basic cable network set to launch this fall with 10 million subscribers.

USA President and Chief Executive Officer Kay Koplovitz, who will also serve as president of the Sci-Fi Channel, says part of the reason for buying the network was its compatibility with USA programming. USA already has rights to such sci-fi product as *Swamp Thing* and *Lost in Space*, and through one of its parent companies, Paramount, has access to the *Star Trek* feature-length series and other theatrical titles.

Like all startup cable networks, Sci-Fi Channel will be facing an uphill battle against limited channel capacity, the continued ad slump and the threat of cable reregulation. But network founders Mitchell Rubenstein and Laurie S. Silvers, who will be staying on board as vice chairmen, have lined up through Waller Capital at least 100 affiliates representing more than 5 million homes in the last two years. Koplovitz says that number is expected to rise to 10 million in time for the launch. She would not offer any projections beyond that.

Sci-Fi will be based in New York and will share administrative functions with USA. As planned, USA executives will handle the distribution and

sales of the new channel, while new teams will be hired for Sci-Fi's programming, marketing and merchandising efforts. All remaining functions will be integrated into current USA functions.



Koplovitz would not specify what percentage of Sci-Fi programming would be original when the network debuts its lineup of science fiction, fantasy and horror programming this fall. She says Sci-Fi already has "thousands" of hours of product in its library, including all 1,225 episodes of *Dark Shadows* and the cult British sci-fi series *Dr. Who*. The network will launch with a prime time presentation of *Star Wars*.

Koplovitz says she anticipates that some of the Friday night science-fiction series currently seen on USA—such as *Beyond Reality* and *Ray Bradbury Theater*—will eventually have appearances on the new channel, although not immediately. Koplovitz also says that Sci-Fi will acquire Paramount's syndicated *Star Trek* and *Star*

Trek: The Next Generation series within a couple of years.

The Sci-Fi Channel will also enter the increasingly crowded kids category with animated programming on weekday mornings and possibly on weekday afternoons and weekends, according to Dave Kenin, executive vice president for programming, USA. The channel already owns some animated programming—including a cartoon version of *Star Trek*—and will be looking for animated product overseas in the coming weeks, he adds.

Most time periods on the Sci-Fi Channel will be stripped wherever possible, says Kenin. But the network might also feature prime time movies during the week, he says, and he is optimistic about closing deals for such classic science-fiction film libraries as AIP and Republic Pictures.

Koplovitz says the new channel will target the science-fiction audience of 12- to 34-year-olds. Key advertising categories will include consumer electronic and travel sponsors.

USA's plans for Sci-Fi include original movies and the development of some characters specifically designed for the network. At least one original series in the works is *News of the Future*, which would report on science news with a tongue-in-cheek attitude. USA is also exploring merchandising opportunities tied to the new channel.

USA's programming plans for the network also include computer integration, interactive series and games based on the virtual-reality format. ■

Broadcasting Radio

HASTINGS IN, SWETZ OUT AT KATZ RADIO

Olds named executive VP and GM in new alignment; says structure to remain unchanged

By Peter Viles

In a shakeup that took the radio industry by surprise, Katz Communications last week announced the resignation of Ken Swetz, long-time president of Katz Radio Group, and then went outside the company to find his replacement, former Katz executive Gordon Hastings.

The second-in-command at KRG, Executive Vice President Stu Olds, was raised to the new position of executive vice president, general manager, responsible for day-to-day operations of all four KRG companies, duties Swetz had performed since 1984.

Hastings returns to Katz after a seven-year absence during which he owned, operated and then sold three radio stations in upstate New York. He worked for Katz's radio and TV groups in various capacities from 1972 to 1985.

"In the past, Gordon was a significant contributor to the success of both Katz Radio and Katz Television," Peter Goulazian, president and chief operating officer of Katz Communications, said in a statement. "We know that Gordon will bring new vision and a dimension of exciting leadership to our radio operation."

Rumors of Swetz's departure surfaced Friday (March 27), but Katz did not confirm his resignation until the following Monday. The company's short statement announcing Hastings's appointment made no mention of Swetz or his 23-year career at Katz.

A hard-nosed businessman known for his direct, competitive style, Swetz helped build Katz into one of the two dominant radio rep firms. When he joined the company in 1968, it represented just a few dozen stations; now Katz represents more than 1,500 stations and handles about \$500 million of the estimated \$1.1 billion spent each year on national spot radio adver-



IN: Gordon Hastings, as KRG president



UP: Stu Olds, to executive VP, general manager



OUT: Ken Swetz, as KRG president

tising. In 1990 Swetz joined three other Katz executives in a leveraged buyout of Katz Communications.

"There's no need for me to write my own epitaph," Swetz told BROADCASTING. "Nobody's had it better than me. I walk away tall and proud."

Swetz, 50, declined to comment on the reasons for, or timing of, his resignation. In a letter to Katz personnel and clients, he wrote: "I'm tired of being a boss. I'm tired of having a boss. I'm now going to find out how long it will take before I get tired of being my own boss."

As for the future, Swetz said, "I've conducted myself financially in such a manner that I don't have to do much of anything unless I want to. I'm going to smell the flowers and get my golf game back to the way it used to be. After that, I don't know."

Several industry observers speculated that Swetz may have lost some of his enthusiasm when Goulazian, then head of Katz Television Group, was named president of Katz Communications in December 1991, a move that made Goulazian, rather than Swetz, the likely successor to 64-year-old Chairman James Greenwald. Swetz flatly denied that Goulazian's promotion was a factor in his departure.

Swetz's resignation comes at a time when both Katz and its main competi-

tor, the Interep Radio Store, are struggling to reverse a decline in national radio advertising.

Several Katz clients said they were surprised by the suddenness of Swetz's departure but are comfortable with the new team.

"While I'm sorry to see Ken Swetz go, I think they made an excellent choice by deciding to bring Gordon Hastings back," said Gary Edens, chairman and chief executive officer of Edens Broadcasting.

"I think Ken Swetz did a great job over the years, but times change and situations change," said Jim Morley, executive vice president of NewCity Communications. "I'm delighted more than anything else to see Stu Olds taking more control of the destiny and direction of Katz."

Olds said Katz clients probably will not notice any immediate changes. The structure and staffing of the four radio companies—Banner Radio, Christal Radio, Eastman Radio and Katz Radio—will remain unchanged, he said.

"The Katz Radio Group, despite a terrible business climate, has never been in better shape from a personnel, structure, staffing and systems standpoint," Olds said. "We look forward to Gordon Hastings bringing us fresh new innovative ideas that will make us even bigger and better."

CLEAR CHANNEL TO BUY EDEN COMBOS

Clear Channel Communications, continuing its aggressive expansion schedule, announced last week it had signed a letter of intent to buy Edens Broadcasting's AM-FM combos in Tampa, Fla., and Richmond, Va., for \$18.5 million.

The four stations—WRBQ-AM-FM in Tampa and WRVA(AM) and WRBQ(FM) in Richmond—have combined annual billings of about \$12 million. Cash flow from the Richmond properties is estimated by industry sources at \$2 million to \$2.3 million, while the Tampa stations are said to be losing money.

"These are all good, solid, strong properties," said Mark Mays, Clear Channel vice president and treasurer. "It's an extremely good deal for us."

WRVA is a 50,000-watt full-service station that led the Richmond market in the fall '91 Arbitron survey with a 12.2 share (total week, persons 12+), while WRBQ is a contemporary hit radio station that ranked fourth with a 9.3 share.

The Tampa stations both broadcast top-40 format and have not recently ranked among the market leaders.

With those four stations and three other purchases now awaiting FCC approval, Clear Channel would expand its holdings to 12 FM's, 11 AM's and six TV stations.

The purchase of WRBQ-AM-FM in Tampa would also move Clear Channel into its largest radio market yet. Tampa-St. Petersburg-Clearwater ranks 21st, while Richmond ranks 55th.

Edens at one point last year appeared close to an agreement to sell its Richmond stations to Robert F.X. Sillerman's Force II Communications, but the deal fell through.

-PV

RIDING GAIN

GOOD NEWS, BAD NEWS

Final figures from February show that local radio advertising revenues climbed 4% from 1991, while national spot revenues dropped 17.1% and network revenue dropped 4.4%, the Radio Advertising Bureau reported last week. Year-to-date figures show local revenue up 2.6% and national down 11.3% for a combined drop of 0.3%, while network revenue is off by 5.6%. The brightest spot in the report: local revenue in the Southwest, up 6.9% in February. The darkest spot: national revenue in the West and Southwest, down by 25.2% and 22.1%, respectively.

COMO IS 80

Singer Perry Como turns 80 this spring, and Melcor Broadcasting will mark the occasion with a two-hour musical program in which Como will talk about his life, career and music. The syndicated program airs the weekend of

May 16-18, and Melcor reports its station list for the program is at 61 and growing.

YOU CAN CALL ME...

WNSR(FM), New York's "Mix 105," has changed its call letters to WMXV to better reflect the station's format. The "MX" is for "mix" and the "V" is for "variety," the station says. The old call letters, in use since 1986, identified the station as "New York's Soft Rock."

MUSIC SOCIETY

The International Radio and Television Society launched its new music division last week with a seminar at New York's Variety Arts Theatre. WCBS-FM personality Cousin Brucie Morrow, chairman of the new division, moderated a discussion of music trends in the '90s. Among the panelists was singer and songwriter Garland Jeffreys, who unveiled his latest video.

CLOSED!

WAVA(FM), Washington, D.C. from Emmis Broadcasting Corporation to Salem Communications Corporation for \$20,000,000.

Elliot B. Evers initiated this transaction and represented Salem in the negotiations.

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Business

TV SPOTS: LESS SUPPLY TO DEMAND

Fourth in a five-part series

BROADCASTING analysis of gross rating points shows network and spot declines likely to continue

By Sharon D. Moshavi

The weak increases in television industry revenue over recent years are not simply a matter of changing advertiser attitudes and smaller pocketbooks. As research by BROADCASTING reveals, television is offering less product to buy.

Despite an increase in commercial units and the growth of cable, national television gross rating points have declined in the last five years. The next five years may continue that decline, according to BROADCASTING estimates (see chart).

Total television commercial time, measured in 30-second units, increased 88% from 1980 to 1985, and 42% from 1985 to 1990. That did not translate to continued GRP growth (defined as annual average rating times number of spots). GRP's did increase 4.3% from 1980 to 1985, but reverted back to 1980 levels in 1990.

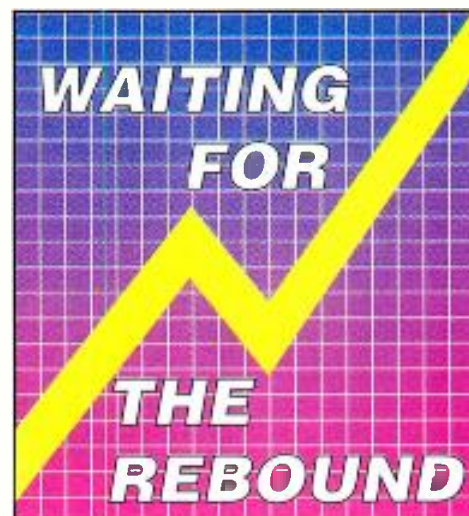
The GRP decline seems to be largely a result of ratings declines in two of the four categories: network and spot television and unit declines in the latter. Although cable and syndication ratings and units have increased, they have not been enough to offset a decline in total television viewing levels. According to Nielsen Television Index, household TV viewing decreased from 50 hours in 1985 to 48 hours and 29 minutes in 1990.

Network television has had the most consistent GRP decline, down 17.5% from 1980 to 1985 and decreasing another 18.2% in another five years. Network ratings were the sole reason for the GRP decline, as they decreased throughout the decade, a total of 28% from 1980 to 1990. During that time period, the networks increased com-

mercial units 15%, helping maintain revenue growth.

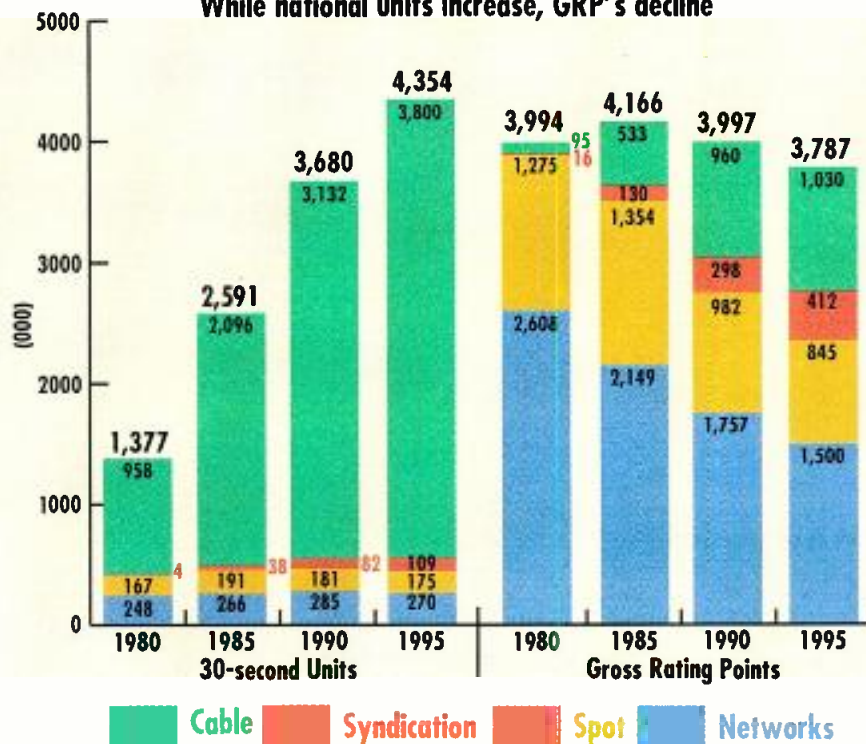
Spot television GRP's, on the rise until the middle of the 1980's, have declined 27% since 1985, not only due to lower network affiliate ratings, but also a reduction in 30-second units set aside for national spot. BROADCASTING tabulates that spot units decreased by 5% from 1985 to 1990. The reasons appear to be twofold: an increase

Continues on page 42.



RECESSION IN IMPRESSIONS

While national units increase, GRP's decline



Note: Syndication numbers include Fox. Figures are BROADCASTING estimates, which make use of data provided by Arbitron, Nielsen, Wilkofsky & Gruen, ASTA, CAB, TVB, CBS, MTV.

Changing Hands

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

KCAL(TV) Norwalk (Los Angeles), Calif. □ Sold by Walt Disney Corp. to Pinelands Inc. in exchange for stock for estimated value of \$200 to \$210 million (see "Top of the Week"). KCAL is independent on ch. 9 with 141 kw visual, 28.2 kw aural and antenna 3,184 feet above average terrain.

WRVA(AM)-WRVQ(FM) Richmond, Va., and WRBQ-AM-FM St. Petersburg-Tampa, Fla. □ Sold by Edens Broadcasting to Clear Channel Communications for \$18.5 million. Sale of stations last year, with WWDE-FM Hampton (Norfolk), Va., to Force II Communications for \$28 million did not close ("Changing Hands," March 4, 1991). **Seller** is headed by Gary Edens, and is also licensee of WWDE-FM Hampton (Norfolk), Va.; KOY-AM-FM Phoenix, and KKLQ-AM-FM San Diego. **Buyer** is headed by L. Lowry Mays, and recently purchased WPTY-TV Memphis. ("Changing Hands," Feb. 3). Clear Channel is licensee of eight AM's, eight FM's and six TV's. WRVA is fulltimer with AC format on 1140 khz and 50 kw. WRVQ has CHR format on 94.5 mhz with 200 kw and antenna 455 feet above average terrain. WRBQ(AM) is fulltimer with contemporary hit format on 1380 khz with 5 kw. WRBQ-FM has CHR format on 104.7 mhz with 100 kw and antenna 555 feet above average terrain. *Broker: Blackburn & Company Inc.*

WSTC(AM)-WQQQ(FM) Stamford, Conn. □ Sold by Chase Broadcasting of Stamford Inc. to Q Broadcasting for \$4.15 million. **Seller** is subsidiary of Chase Communications, headed by Roger M. Freedman and Arnold Chase, and recently sold WPTY-TV to Clear Channel Communications for \$21 million (see WRVA(AM)-WRVQ(FM) Richmond, Va., above). Chase is also licensee of three AM's, three FM's and five TV's. **Buyer** is headed by Stuart Subotnick, who is also executive vice president of Metromedia Co. WSTC is fulltimer with AC, news-talk format on 1400 khz and 1 kw. WQQQ has oldies format on 96.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Frank Boyle & Co.*

WIIIM-TV Iron Mountain, Mich.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$162,000 □ 2

FM's □ \$635,000 □ 3

AM-FM's □ \$22,820,000 □ 3

TV's □ \$205,000,000 □ 1

Total □ \$228,617,000 □ 9

1992 to Date:

AM's □ \$12,454,255 □ 40

FM's □ \$46,170,546 □ 58

AM-FM's □ \$54,510,089 □ 28

TV's □ \$231,783,000 □ 13

Total □ \$344,917,890 □ 139

For 1991 total see Jan. 27, 1992 BROADCASTING.

(Green Bay-Appleton, Wis.) □ Sold by John R. Powley to Danny Hood Evangelistic Association for \$500,000. Terms: \$50,000 cash at closing and \$450,000 10-year promissory note at 10%. **Seller** has no other broadcast interests. **Buyer** is headed by Danny Hood, and has no other broadcast interests. WIIIM-TV is independent on ch. 8 with 316 kw visual, 63 kw aural and antenna 1,000 feet above average terrain.

KQST(FM) Sedona, Ariz. □ Sold by American Aircasting Corp. to Rocket Radio Corp. for \$495,000. **Seller** is headed by Alma C. and Dick Gilbert, wife and husband. Dick Gilbert is former disc jockey and station owner. **Buyer** is headed by John L. Low Jr., and has no other broadcast interests. KQST has AC format on 100.1 mhz with 500 w and antenna 751 feet above average terrain.

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TV SPOTS

Continued from page 40.

in local units sold and syndication's move away from cash to barter deals, taking away units that were once sold as spot television.

Syndication commercial units and GRP's grew dramatically throughout the 1980's, thanks to the increase in syndicated product and the increased use of barter as well as the creation of the Fox network. Although syndication remains the smallest of the four national advertising categories, it exhibited the most growth in GRP's, growing 129% in the last half of the 1980's. Units rose 115% during that time period.

Cable television GRP's and units have grown significantly, due mostly to the increasing number of channels, rather than ratings gains by individual networks. GRP's grew 80% from 1985 to 1990, and the number of available units increased nearly 50%.

The year 1995 will also bring changes in the fortunes of the four categories. On the network side, increased concern from advertisers about clutter is likely to bring the commercial load down slightly, and another 10% decline in overall network ratings is forecast as well, conspiring to

further lower network GRP's. The spot market is also expected to continue its shrinkage in both units and ratings, due to continued affiliated station ratings declines and loss of additional units to barter syndication. Not included in this estimate is erosion that may come from spot cable. Technological changes will help spot cable become a factor in coming years (see page 52).

Syndication, on the other hand, is expected to continue its GRP growth, through expansion into new dayparts, mainly prime time, and through

growth from Fox as it expands from five to seven nights. Cable will continue its GRP and unit growth as well, due not so much to increased ratings by individual channels but to the addition of a handful of new advertising-supported channels.

The chart projects that in 1995, the number of units will actually pass the number of GRP's. Thus, the proliferation of channels will not just erode network ratings, but will cause slower growth for the other categories, including existing cable networks. ■

Next week: conclusion.

TV REVENUE UP IN FEBRUARY

Total television revenue was up in February, according to an unaudited survey of more than 200 stations by the Television Bureau of Advertising. The Olympics provided a big boost, with affiliate revenue up 12.6%; local up 16.5%, and national up 7.8%. Distortion from the Olympics was also revealed by the fact that companies with few CBS affiliates did worse than the average. Gannett, for instance, said television revenue in February was up 7%, Pulitzer said broadcasting revenue was up 4%, while Multimedia said revenue declined almost 1%.

Independent TV stations also had lower revenue for February despite comparisons with war-affected February 1991. Local revenue was down 3.4% for independents, while national was down 0.4%, for a total decline of 2.1%. Total revenue for all reporting TV stations was up 13%, while national and regional spot was up 6.4%, for a total gain of 10.1%. Compared with two years ago, February's local numbers were higher, in nominal dollars, while spot was still lower. —CF

NETWORKS TO FUND TEST OF OUT-OF-HOME VIEWING

By Steve McClellan

For the first time, ABC, CBS and NBC are jointly funding a Nielsen-conducted research project that will document out-of-home viewing throughout the broadcast day. While the networks hope the project will lead to reporting of out-of-home viewing on a regular basis in the Nielsen Television Index, some ad agency executives contacted last week questioned the need or even the validity of including out-of-home data in what has traditionally been an in-home-only measurement service.

The survey, based on a randomly selected sample of 3,500 viewers nationwide, will measure out-of-home viewing in October and November. Viewers will complete a one-week diary of their viewing both inside and outside the home.

The final report, to be mailed to all

NTI customers next February, will provide so-called total viewing to in-home ratings indexes for all network programs. For example, if the survey determines that 5% of the total viewing of *The Cosby Show* comes from out-of-home viewing, then the index for that program would be 105.

According to NTA President Peter Chrisanthopoulos, the networks hope to get Nielsen to measure out-of-home viewing on a quarterly basis. He said that roughly 20 million viewers a week are out-of-home television viewers, and with network audiences declining, and a stagnant advertising economy, the networks are making every effort to identify uncaptured television viewers.

What impact, if any, the out-of-home survey will have on the rates advertisers pay is unclear. Agency executives contacted last week were skeptical about the need and value of

such data. "They are grasping at straws," said Jon Mandel, senior vice president of national broadcast. "I'd rather see them spend their money looking at commercial ratings, not program ratings. That's the real issue."

Betsy Frank, executive vice president, Saatchi & Saatchi, said that periodically the networks will serve up special-order data on particular shows, such as *Monday Night Football* or *Late Night with David Letterman*, where out-of-home viewing is a factor. "We've taken such data into account," she said. "But now you're talking about giving it the same credibility and weight as in-home viewing, and I think that is a significant leap of faith. There are a lot of unknowns about viewing outside the home, and it would be premature to say we would want or accept that information as part of the verified audience." ■

Washington

CABLE INDUSTRY PACS A PUNCH ON HILL

Political action committees contributed more than half a million dollars to lawmakers last year; representatives received \$321,313; senators, \$274,149

By Harry A. Jessell

The political action committees of the National Cable Television Association and several cable companies last year contributed \$321,313 to the re-election campaigns of members of the House of Representatives, according to filings with the Federal Elections Commission.

The House is considering legislation that would reregulate cable (see story, "Top of the Week"), and the industry fears that the chamber may use the Senate's S. 12 as its model. Approved last January by a 73-18 vote, S. 12 is viewed by cable as unduly harsh in the degree of its regulation.

The cable PAC's last year also gave \$274,149 to senators, bringing their total congressional contributions for 1991 to \$595,462.

Included in the consolidated cable figures are the PAC's of the National Cable Television Association, Tele-Communications Inc., Turner Broadcasting System, Cablevision, Comcast, Viacom, Storer and Time Warner. NCTA gave the most: \$366,400. Time Warner was a distant second, handing out \$66,500.

Much of the House money went to members of the Energy and Commerce Committee and its Telecommunications Subcommittee, who oversee communications issues and will take the first cuts at any legislation. They received \$163,363 from the cable PAC's.

Matthew Rinaldo of New Jersey, the ranking Republican on the Telecommunications Subcommittee, was the top recipient of cable PAC money, taking in \$21,642.

Federal law limits PAC contribu-

tions to \$5,000 per campaign (primary, general and any run-off).

PAC's are often only the tip of the campaign-giving and influence-buying iceberg. Congressmen and federal candidates vying for their seats may accept contributions of up to \$1,000 per campaign from individuals. Some lawmakers who have refused PAC money, like House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), have no problem amassing sizable campaign war chests through individual contributions.

Cable executives are generous indi-

vidual contributors. House Energy and Commerce member Edolphus Towns (D-N.Y.), for instance, received more than \$20,000 at a New York fundraiser last June hosted by Time Warner.

House Telecommunications Subcommittee member Bill Richardson (D-N.M.), who has emerged as a key supporter in the battle over cable legislation in the subcommittee, accepted \$2,750 last December from four top executives of Tele-Communications Inc.—J.C. Sparkman, Robert Thomson, Fred Vierra and James Carlson. ■

WHO GOT HOW MUCH FROM CABLE PAC'S

Amounts members of the House Energy and Commerce Committee received from the cable PAC's:

Barton, Joe (R-Tex.)	\$10,000	Moorhead, Carlos (R-Calif.)	7,000
Bilirakis, Michael (R-Fla.)	3,000	Oxley, Michael (R-Ohio)	2,500
Bilely, Thomas (R-Va.)	11,000	Richardson, Bill (D-N.M.)	6,000
Bruce, Terry (D-Ill.)	1,400	Rinaldo, Matthew (R-N.J.)	21,642
Bryant, John (D-Tex.)	5,000	Ritter, Donald (R-Pa.)	6,850
Callahan, Sonny (R-Alaska)	2,500	Rowland, J. Roy (D-Ga.)	2,500
Collins, Cardiss (D-Ill.)	750	Schaefer, Daniel (R-Colo.)	7,000
Dingell, John (D-Mich.)	6,250	Scheuer, James (D-N.Y.)	6,000
Eckart, Dennis (D-Ohio)	4,000	Sharp, Phil (D-Ind.)	1,500
Fields, Jack (R-Tex.)	3,471	Sikorski, Gerry (D-Minn.)	1,000
Hall, Ralph (D-Tex.)	1,500	Slattery, Jim (D-Kan.)	2,000
Harris, Claude (D-Ala.)	1,500	Studds, Gerry (D-Mass.)	500
Holloway, Clyde (R-La.)	500	Swift, Al (D-Wash.)	8,000
Kostmayer, Peter (D-Pa.)	2,000	Tauzin, Billy (D-La.)	1,000
Lehman, Richard (D-Calif.)	500	Towns, Ed (D-N.Y.)	6,500
Lent, Norman (R-N.Y.)	6,500	Upton, Fred (R-Mich.)	3,000
Manton, Thomas (D-N.Y.)	6,500	Waxman, Henry (D-Calif.)	6,000
McMillan, Alex (R-N.C.)	1,500	Wyden, Ron (D-Ore.)	1,000
McMillen, Thomas (D-Md.)	5,500		

Note: Totals represent the consolidated contributions by the NCTA PAC and the company PAC's of Turner, TCI, Time Warner, Cablevision, Comcast, Viacom and Storer.

FCC TO END FREEZE ON AM APPLICATIONS

New AM rules take effect April 19; concern over interference requirements remains

By Joe Flint

The FCC will end its two-year-old freeze on AM applications and modifications to existing facilities and make its new AM rules effective midnight, April 19, 1992. The freeze had been part of the commission's overall effort to improve AM service, which included the expansion of the AM band from 1605 kHz to 1705 kHz.

While broadcasters were pleased with the additional spectrum and the prospect of alleviating interference on the AM dial, many think the commission may have taken things too far when it simultaneously adopted stringent new interference requirements with which existing AM stations will have to comply when they apply for their next technical change.

Of specific concern is the requirement that many stations reduce by 10% the interference they cause when they upgrade transmission facilities or propose other major changes. Broadcasters and engineering consultants have called the 10% requirement counterproductive and feel that rather

ANSWER, PLEASE

The FCC issued orders to nine AM stations asking their licensees to explain why their licenses should not be revoked, since all have been off the air without authority for at least one year. Cited were WAGF(AM) Dothan and WKII(AM) Parrish, both Alabama; KOKY(AM) Jacksonville and KBRN(AM) Springdale, both Arkansas; WAPR(AM) Avon Park and WFRK(AM) Coleman, both Florida; WDAT(AM) Amory, Miss.; WPSC(AM) Pageland, S.C., and WORL(AM) Oak Ridge, Tenn.

LIGHT FINE

The FCC fined WSKS-FM Milledgeville, Ga., \$20,000 for failure to light an antenna tower and then failing to inform the Federal Aviation Administration that the lights were not working.

SIKES CHANGING MIND ON VIDEO DIALTONE

FCC Chairman Alfred Sikes said last week that after high-definition television allocations are granted, broadcasters will be required to return one of their two broadcast channels. At a press gathering last week, Sikes said he "wants to make crystal clear that spectrum be returned to a reserve. That is the unsung benefit."

As for the new radio ownership limits that are under attack by Capitol Hill, Sikes said there will possibly be "some adjustments." It is expected that any adjustments will be to reduce the 30-station cap.

Sikes also said he is starting to change his attitude regarding video dialtone: "I have begun to change my attitude toward telcos—they should do more than what is outlined in the common carrier [rules]." Sikes said he would "like to put telcos in a position to provide video carriage." He said of the current situation: "Market allocation rules are very corrupting."

Asked about the commission's relationship with the White House, Sikes said: "I'm sure if the White House develops heartburn over what we are doing, we will hear about it. Some have visions of the Johnson or the Nixon White House calling over here all the time. That does not happen; we are insulated." As for the occasional tug-of-war over the FCC between the White House and Capitol Hill, Sikes said that "all sorts are trying to influence; I don't mind that."

Sikes also reiterated his doubts about the National Association of Broadcasters' proposal to freeze applications for new stations on the FM band.

-JF

than encouraging stations to make interference reduction changes, it will discourage them.

That being the case, don't look for a rush of applications. Several reconsideration comments were filed at the commission regarding the new rules, and until the commission responds to those comments, the applications for facility modifications will probably remain few and far between. Many are also concerned that the lift of the freeze sends a message that the commission has already made up its mind to stick with its interference reduction requirements. An FCC staffer says that is not necessarily the case.

"The thaw [on the freeze] does not prejudice that the FCC is adopting the right course upon reconsideration," says Barry Umansky, deputy general, National Association of Broadcasters. Umansky did say the lifting of the freeze is "a good sign that existing broadcasters will be able to populate and migrate the expanding band and have better technical standards."

John Ludin, vice president, duTreil, Lundin & Rackley Inc., who has voiced concerns about the 10% reduc-

tion requirement (or "ratchet clause," as engineers refer to it), says he did not expect much activity initially.

Another concern of broadcasters, according to Ben Dawson, partner, Hatfield & Dawson Consulting Engineers, is that the commission's new nighttime interference calculation procedure will allow increases in actual interference to occur because of the methodology of the calculations.

As an example, Dawson points to KMPC(AM) Los Angeles, which he says has a very low nighttime interference level from other co-channel stations in markets such as Seattle and San Antonio and stations in Mexico. Under the new rules and formulas, Dawson says, interference levels from KDRN(AM) Las Vegas are at 10½ millivolts, which is four to five times greater than what it would be under current methodologies. What that means, according to Dawson, is stations could increase individual interference contributions they make to KMPC by substantial amounts. Says Dawson: "There is no real increase; it is just because of the computation that will allow for a real increase." ■

TELCO AMMUNITION

Advertising rates of daily newspapers without head-to-head competition rose much faster and higher than those of papers facing competition, according to a national study released last week by the Bell operating companies as part of their campaign to block legislation that would restrict them from selling advertising in competition with newspapers. The study, prepared by a firm headed by former CBS executive William Lilley, shows monopoly papers raised classified ad rates between 26% and 45.6% faster than competitive papers, and daily retail rates between 12% and 21.7% faster.

If permitted to offer "electronic Yellow Pages," said C. Richard Yarbrough, vice president, BellSouth, the Bells could be "viable competitors" to newspapers and help hold down rates. The debate of the newspaper-backed legislation restricting the telcos is not about the First Amendment or antitrust, he

added, "it's about newspapers protecting their monopoly on advertising."

MODEST PROPOSAL

Could House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) be having a change of heart about the FCC's new radio ownership rules? When the rules were first changed three weeks ago, Markey vowed to introduce legislation to reinstate the 12 AM-12 FM caps and the duopoly rule (no more than one AM or FM in a market). However, in a letter to a Boston-based broadcaster, Markey, while still arguing that the commission went too far, said he planned to introduce legislation to "modify modestly the commission's existing multiple-ownership rule." The question is: How modest is modest? House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has expressed his disdain for the 30-30 numbers. He is also said to have thought that 18-

18 is too high. The Report & Order for the new radio rules is due out April 12.

SPEARFISH WAIVER

The FCC waived its one-to-a-market rule and will allow Duhamel Broadcasting—licensee of KOTA-AM-TV Rapid City, S.D.—to acquire KEZV(FM) Spearfish, S.D. FCC Commissioner Andrew Barrett dissented, saying that "the facts presented do not satisfy either our top 25 television markets/30 broadcast voices test, or our failed broadcast station test, and the balance of the facts in this case do not support the grant of a one-to-a-market waiver." The waiver, Barrett said, "presents serious diversity and competition issues." Barrett concluded: "There are not a sufficient number of separately owned broadcast voices remaining in the Rapid City market for me to feel that diversity is not impacted significantly. The cite to competing newspapers and cable systems does not alleviate my concern."

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As a trademark, the term Xerox should always be used as an adjective, followed by a noun. And it is never used as a verb. Of course, helping us protect our trademark also helps you.

Because you'll continue to get what you're actually asking for. And not an inferior copy.



The Document Company



Technology

FUJI LEASES PANAMSAT FOR NEWSGATHERING

Move will allow both parties to gain a more global foothold

By Peter Lambert

The competition among Japanese and other television networks to provide global news coverage of the world heated up a notch last Wednesday, April 1, when Fuji TV Japan lit up a full-time transponder aboard Alpha Lyracom's Pan American Satellite, PAS-1, over the Atlantic Ocean.

The 36 MHz North American transponder will allow Fuji TV to deliver video from Europe to Japan using only two satellites (PAS-1 and an Intelsat bird over the Pacific) and only one down- and uplink (between Fuji's bureaus in either New York or Los Angeles).

In addition to leasing the last available full-time video capacity available on the satellite, PanAmSat is providing end-to-end transmission coordination and video monitoring through its Homestead, Fla., teleport, into which Alpha Lyracom has put more than \$4 million since late 1990. Terms of the contract were not divulged.

So serious is Fuji about covering Europe that, in a two-day period in late March, PanAmSat took 900 orders for video feeds uplinked from mobile and fixed sites in Europe. For now, the PAS-1 capacity gives Fuji a path out of Europe. Via two transponders on PAS-1, NHK (Japan Broadcasting Co.) backhauls news out of Europe and distributes programming to Japanese viewers there.

"The whole world is a melting pot, not just the United States," said Jack Albert, vice president of broadcast services for Alpha Lyracom, noting that CNN, the BBC and other programmers already distribute programming worldwide and that PAS-1 now delivers six hours of Yugoslavian programming to viewers in North America. Al-



Alpha Lyracom Vice President Jack Albert and Fuji TV's Denjiro Nakaide

pha Lyracom expects that global emigration, exemplified by the fact that Brazil contains the largest Japanese population outside Japan, will continue to drive demand for global program distribution, as well as global news coverage.

The trans-Atlantic capacity completes the Europe-to-Japan link for Fuji and NHK, which, along with Tokyo Broadcasting System, last year took full-time Intelsat Pacific Ocean Region leases following the dissolution of JISO, a consortium lease by Japanese broadcasters including Nippon Television and TV Asahi.

In a related development, Salt Lake City-based Keystone Communications last week launched its K2 Skylink service over the Pacific Ocean. Created and operated in conjunction with KDD Overseas Communications

of Japan (a subsidiary of the Japanese telephone company), K2 Skylink offers end-to-end transmission from the U.S. to Tokyo and other Pacific Rim destinations.

For Alpha Lyracom, the deal laid another brick in its plans to interconnect the globe, plans that will include the addition of satellites over the Pacific and Indian oceans. The move brings its European news coverage into the realm of instantaneous, global coverage. Some, if not all, of the PAS-1 contracts include options on PAS-2 (to go into service over the Pacific in March 1994), PAS-3 (over the Atlantic by August 1994) and PAS-4 (over the Indian Ocean in early 1995). The Indian Ocean bird would provide a direct link from Europe to Japan with no downlink between, he said. ■

WHEN THE NEWS BREAKS FAST

THE PROS CALL ALPHA LYRACOM



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THE TWO SIDES OF TV ADVERTISING

This might as well be designated national television advertising week. It starts off with the annual conference of the Cable Television Advertising Bureau in New York, followed by the annual convention of the American Association of Advertising Agencies in Naples, Fla., and ends

with the annual meeting of the Television Bureau of Advertising in Las Vegas. To put the current state of the industry in perspective, BROADCASTING presents below the first-ever meeting between the new heads of the CAB and TVB. That is followed by a review of the impending boom in spot

cable. In addition, this week's Business department has the fourth part of BROADCASTING's series on television advertising, "Waiting for the Rebound" (page 40). This latest installment examines the diminishing supply of television advertising's product: gross rating points.



CAB President Thomas McKinney (l) and TVB President Ave Butensky

TV'S TWO BUREAU CHIEFS TALK ABOUT SELLING

In this interview, BROADCASTING presents the first platform on which the new presidents of both the Cabletelevision Advertising Bureau and the Television Bureau of Advertising have met to discuss and debate television advertising. CAB's Thomas McKinney, appointed last fall, and TVB's Ave Butensky, appointed in January, found much to agree on. But prompted by BROADCASTING's Geoffrey Foisie and Sharon D. Moshavi, the two also scored points for their respective constituencies and occasionally took a shot at the other's.

Are you optimistic that the current recession in television advertising is going to be over soon?

McKinney: Well, generally, I'm optimistic about everything, and so I think the economy will turn around and I think television will turn around. It's still the best medium to use for advertisers. By far it's the best. So I feel very,

very confident, and there's already a pocket of information that shows some of it is advancing. So, yes, we're very optimistic.

The numbers so far are really comparisons against unusual circumstances. Last January there was the war and this February there was the Olympics. So we still haven't really seen clean comparisons. Even a lot of the January and February numbers were below those of 1990, at least on the broadcast side.

Butensky: If you want to look at sales figures for the month of February, the automobile industry is showing gains—and if new housing starts and other business is an indication of what's around the corner, then I would say that it's starting to look better all the way around.

In the next few years compression will lead to more channel capacity, more channels, more viewer options and more advertiser options. How does TVB view that part of the future?

Butensky: The audience is going to find those programs and

those commodities that they're most interested in, and the advertiser will follow along. That's the way it's always been, and there's nothing that's really going to change that. You're going to see people testing new arenas and trying to find out whether certain things are going to bubble, whether they're going to work. But the fact that the pie's going to continue to get thinner and thinner is not surprising.

How are broadcasters going to react to that trend toward micromarketing?

Butensky: As to what each broadcaster might do, and as to what each sales rep might do, only time is going to tell. I don't think there's a game plan that says chapter and verse what we'll do, but rather we'll look at the innovations as they come along and some guys will be more advanced than others. But clearly the signal is to get ahead of the curve, look for the opportunities and progress on that basis.

What about compression for cable? Is that going to be good for cable as it exists now?

McKinney: Is there room for other program services? I think that we will find that there will be more room for program services. Will those program services be ad-supported? It's really hard to tell. Again, it depends on how focused and how narrow you get; but I think there are clearly some advertisers out there who would love to own in some fashion a channel that is directed clearly at their particular audience. And so I think that in an overall scheme, a 150-channel environment is going to be a positive step for television. Does it worry me? How much can we cut this pie up? Where will it come from? Will it take more from cable than broadcasting? I'm not really sure of the answers, but I think that what it does is make the television environment more exciting. We take a look at what's happened in magazines, and we can look at the times when *Life* and *Look* were the guys. And it's really analogous to television, when we talk about CBS and NBC being the guys. And, suddenly, all these special interest magazines came along, and the world changed. Did it kill off those other guys? Well, I guess one could argue that *Life* is still around, but it's not the same, and *Time* isn't the same anymore. The fact is that you can survive in that kind of environment and the others can prosper. So I think that while it will have impact, it does not mean death for anybody, necessarily.

You were talking about an advertiser having a channel. Will it be a Saatchi & Saatchi channel, or a General Motors channel, and how involved would the advertisers get in the program?

McKinney: Go back to the early days of television. Advertisers were clearly involved in programing. Will that occur again? I think there's a possibility. I wasn't really thinking in those terms, though—I was thinking in terms of an industry. Will there be, for instance, a network that is devoted strictly to tennis, for instance? And if so, then there are clearly advertisers within that industry who would gear in and be the big supporters of something like that. Are you talking huge audiences? No. But you're talking, you know, a really targeted sort of audience. So I think that those kinds of things could survive. Would the advertisers play a big role in terms of what's on there? Yeah, I think they would.

So far, what has come through in this discussion is that in many respects you have similar perspectives, as well as some common concerns. BROADCASTING had a recent story about promotion, and although no one really seems to know what promotion is or how much money is going to it, it's generally accepted that a fair amount of the money going to it over the past decade probably came out of the TV budget.

Would it ever make sense for you to get together to form a joint association that would, say, take on promotion spending?

McKinney: That's an interesting question. No, I have not thought about a joint association. I'm trying to hold on to my job. I think the whole promotion idea is a key one for the future. I think the move in that direction was for added value, but I think advertisers are starting to recognize that what they're doing with a lot of these promotions is reducing the price of their products and in the long run getting less money for it. I think there's probably a move on the advertising front to go back to pure advertising, and I think that we'll see a trend back in that direction.

Butensky: Most advertisers are sophisticated. They know that promotions are nothing more than a short-term fix. The trap is that if you continue to do this for long periods of time, you run into a rut; your pricing is affected. People expect to have 20% off, 50% off, all the time, and you get away from the central core of the business. I mean, they'll tell you—to a man—that certainly it's more effective in the long term and more valuable to them to put the money in advertising. But nevertheless, the temptation is there because in this big world of competition, an advertiser needs to...get its sales up and they'll throw in promotions here and there that will give an immediate hit to the business, fully understanding that as soon as they get out of that thing they want to go into something else and go into advertising, which has got more long-term values.

Apparently, this has been about a decade-long trend.

Butensky: Oh sure. I think it fluctuates up and down, depending on who needs the hit and who doesn't.

What about when you go to sell against one another? Are you your biggest competitors? What are you aggressively selling against?

Butensky: I look at television as one big pie. Our mission is to make that pie as big as possible. Once you do that, internal marketing will come into play: station A versus station B; rep A versus rep B; affiliate versus independent. But I think the overall strategy is to increase the size of that pie. If you truly believe that television is the most effective way to market a product, then you've got to go to those people who don't use television, who even in this day and age still haven't found the formula for how to make the right commercial, how to say what they've got to say, with proper picture and sound. Those are the people you want to talk to; those are the people you want to convince that their best interest is putting their money into television because in the long run and in the short run they're going to recoup the biggest gains. So that's the target.

McKinney: Well, we do not necessarily sell against anybody. What we do is pretty much the same thing, talking about why one ought to use cable and because the world has changed and why it's important in that mix. I go in and talk about increasing the cable pie so that we can get enough money into the pool and then of course the different networks or reps can go in and get their piece in terms of our selling against anybody. On an overall basis, we never take the negative approach to something.

But are each of you your biggest competitor? If you don't get those dollars, who's going to get them?

McKinney: Again, I don't think of anybody as my biggest

competitor; I try and go in and get money from whomever. If they're buying a magazine, I go in and try and get some of that money. If they're buying radio or broadcast television, I go in and try to get some of that money. So I don't look at broadcast television as my primary competitor. I look at the pool of money that's being spent out there—we're talking about a pool that, depending on whose numbers you're using, is \$130 billion on up—and cable television is getting somewhere around \$3 billion of that right now. So I go in and try to get a piece of that money.

*"Our job is to let advertisers know
[of the ability of] America's
television stations to deliver the
message precisely to the target they
want to reach."*

TVB's Ave Butensky

Of course, both of you are relatively new to running your organizations. But I've seen research pieces put out in the past by TVB that question whether cable is really doing a good job of delivering, for instance, A and B counties. Is that likely to continue?

Butensky: I think when you want to sell something you want to put your best foot forward; you want to put down what your advantages are over whatever your competition may be. But there are billions of dollars out there that neither broadcast nor cable get; the major area of influence is in that area. In the earlier days of television, the divisive line, if you want to call it that, was between affiliated stations and independent stations. I mean, a buyer would go in and buy a couple of affiliate stations, and then they would put some money on an independent station to lower their cost per thousand; they'd buy significantly lower numbers, but it would give them a good mix and a good balance. Well, today some marketers do the same thing. Some of them do it on the basis of the effective numbers, and some of them do it on the basis of emotion, and some of them do it on a basis of what they believe makes sense. Our job is to put our best foot forward and to let the advertisers know exactly what our position is for America's television stations in terms of its value, its ability to reach larger numbers of people, its ability to disburse frequency among the quintiles and its ability to deliver the message precisely to the target that they want to reach.

Why do agency executives then complain that [you two] spend too much time knocking each other and not talking about your own advantages?

Butensky: Well, I'm not personally aware, since I've come to TVB, of agency executives accusing us of spending a lot of time worrying about what cable is doing. I mean, if there is an issue we'll get into that. But when we're talking to advertisers and agencies, we want them to tell us what their hot buttons are. We want to address their concerns and to motivate these guys to look at us favorably and to put more of their dollars on our television stations because we think it's smart; we think it's good business.

I don't think we're crossing swords and spending a lot of

time fighting each other while the advertisers are picking up their shekels and going elsewhere. That's not the game we want to play. It's not that there's a common enemy out there, but there is a lot of money out there and we want to find a way to get it.

If I'm a TV station owner, how worried should I be about spot cable?

Butensky: I think spot cable is another slice of that pie in the competition, but I think if you have confidence in what you are able to do, if you've got good programming, if you've got good performance and you can attract an audience, I think you'll continue to do well and continue to grow. And I think the way to do that is, as I said, to put your best foot forward and to sell what you've got and to sell it aggressively and to make sure that your message gets through to the decision-makers so that they fully understand exactly what your value is.

In some ways, though, it really was not feasible for many agencies to buy spot cable before. They're making certain changes, such as electronic insertion of spots, and CAB has just published an estimate saying that in 1992 local and spot cable will generate about \$900 million, which is a nice piece of change. Couldn't that alone put a lid on the growth rate of spot broadcast television?

Butensky: The fact that cable comes in and siphons money is no more than that money being siphoned off by other media. Yes, it is a new area to contend with. You used to sell A versus B versus C. Now you have to add D, E and F as well. But that does not prohibit your ability to progress.

Do you agree with that, Thom? Do you think spot cable can grow without it coming at the expense of broadcast?

McKinney: Sure. To answer your question the way it was asked: Yes, I think it can grow and prosper without having a major impact on television stations. Because if we talk about the technology and the kinds of things spot cable promises, it means that it creates new advertising categories and the whole pie can grow. I think it's going to have some impact, but what impact that is, I really don't know.

If nothing else, I hear you saying, Ave, that the station business is really going to require an aggressive operator, whereas five years ago spot television could ride the wave.

Butensky: That's true. I think perhaps we've not been as focused as we should have been, while cable, for example, has come in with a very aggressive program that has captured the imagination of advertisers both emotionally and otherwise. We have to put the business of America's television station back on a pedestal—back to its rightful place. It's been somewhat diminished over the last several years for a number of reasons. With an aggressive program—that is, putting your credentials on the table and marketing your wares in concert with agencies and with advertisers—I think you have a great chance of winning.

Well, Thom, Ave has just been saying that cable has been doing a good job and now broadcasting really has to reclaim some of the share. Is it possible also to say that cable still is not getting its share of dollars compared to the gross ratings points it delivers?

McKinney: No question. We've got a lot of work to do. One of the areas we think is very important to the future of the business is electronic transfer of information. Because, when you think about the number of channels that you have on cable, you have to make it easy for an advertiser to buy and to administer. If it costs them more to buy cable from

an agency standpoint, they're not going to buy it. Also, the amount of money we get on the spot level now is peanuts. We probably generate about \$150 million in spot cable at this point in time compared to a pie, depending again on whose numbers you're using, of \$9 billion to \$11 billion. So if we double or treble our income revenues from spot cable, we're not even making a dent in the pie. So we've got a lot of work to do in terms of getting advertisers to appreciate and understand how target marketing really works at that level, both geographically and demographically, to get the cable operators to harness that energy and move in the same direction.

Butensky: One of the illusions of the business is that only cable can deliver very thin slices of a specific market. But over-the-air television can do the same thing with program selection, demographic selection and so forth, and I think we need to play up the fact that the audiences are readily available on these television stations and they're readily available in large quantities. What is perceived to be a niche exclusive to cable is not necessarily the case, and explaining that is part of the task ahead.

Thom, what about local cable? There are complaints that the sample sizes are too small, that there are no demos. How is cable going to get that information? One person suggested to us that cable operators are the ones who need to pony up the money to create an organization or system for this.

McKinney: Obviously, at the research level, meters are very important to measuring cable. The diary process will not work anymore; when you start to talk a 35-, 40-channel environment, it just won't work. It's true that the cable operators now have to pony up that money. Up until the last couple of years, though, it was sort of like the chicken-and-egg problem. You know, how do I pay for this research, which is expensive and yet I'm not generating that kind of money...Early on there was fear that we have these small numbers and so we ought to be afraid of those small numbers, when the real world says you don't have to be afraid of those small numbers if you have a quality audience. So now it's about quantifying who that smaller audience is. You know there's an argument that people who watch a 10-rated show are better than people who watch a 2-rated show. That is the most ridiculous thing I ever heard of. If I get an impression there, it doesn't matter, as long as I've made that impression.

Ave, do you agree with that?

Butensky: I think a rating is a rating is a rating, and unfortunately, up to now, some advertisers tend to draw a line in the sand and say "I won't go below a certain point," but they will lose that line when it comes to looking at cable. What I find unfortunate about those decisions is they tend to look at cable as something different, something not a part of television. I think that's wrong; I think it's part of television. I think when a viewer sits at home and sits with that zapper and turns from channel 2 to channel 4 to CNN, ESPN and back and forth, they're watching television.

To suggest that there's a different standard for one channel versus another channel in terms of how you do business is something that we need a stronger education on. I know the argument about the demographics and so forth, but as I say, I think if you look closely enough, all the demographics are very clearly on the side of over-the-air television stations; there are more of them. I know there are more of them.

McKinney: I don't disagree with the fact that we are television, but you buy different programs for different reasons and for different advertisers, and I think the same is true with networks. If an advertiser tries to approach television today the way they did five years ago, or 10 years ago, they're making a terrible mistake because it's not the same playing field. I mean, why are there so many different brands of soda? Why are there so many different brands of auto? Because people demand them. So if you're going to look at reaching those people, you have to think that same way. And all of these things have succeeded.

Ave, what research will point out your advantages?

Butensky: My biggest concern at the moment is that I think a lot of advertisers ignore the geographical variations in their business. They may tend to take an easy way out sometimes, either because they don't have specific information as to where their business is geographically, or they choose to ignore that information and are influenced to buy on a national basis.

We're looking to provide research for advertisers that helps them find out where their business is on a geographic basis. If we're successful in that area, if advertisers accept that kind of research—and we're talking to a number of research companies right now—and that research becomes readily available, it will help advertisers clear up part of a mystery as to where their business is. So it's not just the demographics, which are important, it's not just that very thin sliver of a particular person, it's also where that person may live in a specific market.

"Spot cable promises [to create] new advertising categories and the whole [advertising] pie can grow."

CAB's Thom McKinney

Both of you keep talking about the billions of dollars that are out there. What are some names of these people who are going to advertise on TV, who could really increase their budget a lot?

McKinney: Well, the categories that come to mind for us are magazine advertisers. When you start to talk about \$3 billion, I could probably name almost any advertiser and it would be a target still for cable at the spot level, at the network level, at the local level.

Again, when you're coming from a base like ours, you've got a lot of room. If I've got a 24 share of the audience, why then don't I have the 24 share of the revenues that were spent out there. I know it doesn't always work that way, but it ought to be close.

Butensky: There are quite a number of large categories that spend a very small percentage of their business in television. Banks are an example, and across the country they tend to be top-heavy spenders on local newspapers. And they are unlike supermarkets, since they tend to advertise more on an image basis. I'm not going to suggest I'm going to convert them overnight, but I certainly think there's a lot of room for improvement in that particular category.

The difficulties of TV stations have affected your organization, Ave. What are you offering as a new strategy to build back membership?

Butensky: TVB, for its long history, has tried to be many things to many people. It represented television, the total spectrum of television. Interests that used to be common are no longer common. It decided to concentrate on American television stations, and the network people have formed their own organization; that certainly frees our hand in going after money on a local television basis.

TVB also provided market services in stations across the country and for economic reasons chose not to do that. I think our mission is very clear. If we're right, if we do what we say we can do, if we truly make a dent in those billions of dollars out there—and if this business grows the way we think it will grow—those people who want to get in on the information part of this will come back to us and say "How do I get into this thing?" I'm not beating on anyone's door today and saying, "I know you left last month; I want you to come back." What I am saying is: "Here is the game plan. If this game plan fits, you'll make the right decisions." When we enter our TVB conference coming up

April 10, at that time, for members and nonmembers alike, we are going to launch some more specifics on this program; we're going to tell them exactly how we're going to go from point A to point B to point C.

Thom, are there things your members can do more of to help their business?

McKinney: Yes, I think that one of the areas that we have really got to concentrate on is program promotion, and we have to do a lot of that. Cable has penetrated into very solid upscale households. What we have to do now is make sure they use the programming and that we have good programming.

You've got Ave coming after you.

McKinney: He's not coming after me, he's coming after money. And that's what he should be doing. That's what a lot of people are doing. A lot of things are going on in the marketplace, and we have to be just as aggressive and just as in tune with all of the changes. We have to keep our ears to the ground, the air and everyplace else. ■

CABLE MOVING TO DIGITAL AD INSERTS

System promises distribution efficiency, but buyers also want demonstration of value

By Rich Brown

The cable industry is closer than ever before to developing an "electronic highway" to sell and transmit spot ads on systems throughout the country, but that does not necessarily mean that the national cable spot business is ready to take off.

Ad agency executives say digital ad

insertion is a positive step, but it is just one of a number of steps that need to be taken before national cable spot will be able to take a much bigger piece than its current sliver of the advertising pie.

"I think we'll beat a path to their door, but they've got to play by the same rules that we use to buy spot television," says David Verklin, se-

nior vice president, corporate media director, Hal Riney & Partners. "We need to know what a rating is; we need to know how many people are watching a given spot; we need to be able to post-evaluate to determine that the audience purchased was the audience delivered, and we need to be able to easily process the billing paperwork and the actual tapes. If those four ar-

DIGITAL COMPRESSION: CABLE AI

Most, if not all, advertisers and cable operators wish to gain the ability to target demographically defined audiences among about 50 million cable subscribers across the United States. How soon that dream will be made possible by technological leaps in digital video compression and storage technologies remains debatable. But experts agree that multichannel, digital ad insertion is on the horizon.

In preparation, by June of this year Cable Television Laboratories hopes to narrow down a mountain of possibilities and issue a document recommending technical parameters to which a host of system designers and manufacturers might build.

An industry task force on the subject was scheduled to discuss progress toward defining those requirements during this week's Cable Advertising Bureau's 11th annual conference, April 5-7 in New York.

Since Boulder, Colo.-based CableLabs asked early this year for proposals to create systems to allow cable operators to insert ads in dozens of channels simultaneously (BROADCASTING, Jan. 20), 46 manufacturers

and system integrators responded. They represent an array of established ad insertion system builders, traditional suppliers of other cable technology and startup companies, said Scott Bachman, CableLabs director of technological development.

According to Bachman and several manufacturers, two general segments of a system must be developed: (1) a national highway and reservation system through which advertisers can send an ad, specifying which headends are to receive it, and, (2) headend equipment able to store and access thousands of spots for insertion into fixed positions in specific channel schedules.

Assuming "some propensity for demographic profiles per headend," said Bachman, "you gain much finer geographic segmentation of demographics" with such a system.

At the center of both parts of that system stands digital compression. Advertisers would deliver digitally compressed spots nationally via the reservation highway to specific headends, where they would be stored in compressed form and inserted at specific times ac-

eas can be reconciled, I think the revenue potential for spot cable is great."

Verklin and other agency executives are encouraged by the progress being made in implementing digital ad insertion (see box), but they also point to what they describe as nagging problems in the spot cable business.

"Electronic distribution is going to happen, and that's wonderful and we all need that," says Howard Nass, senior vice president, corporate director, local broadcast, Foote, Cone & Belding. "But going beyond that, in making the medium competitive with over-the-air television, they've got to figure out a way to position it that is consistent, reliable and in which everybody uses the same methodology."

The biggest concern for agencies remains the difficulty in determining the precise delivery of a specific spot on a local cable system, according to Nass. He says a second major concern that is not likely to be addressed by the new ad insertion technology is the pricing of local cable spots.

"They've got to come to grips with the ratings, and they've got to come to grips with the cost so that it bears some sort of relationship to the cost of over-the-air television," says Nass. "There is definitely a reason to buy local cable, but they've got other problems that they've got to come to grips with."

Local and spot cable is expected to

reach more than \$900 million this year, a small fraction of the \$9 billion spot TV business. That share of the pie is expected to grow to more than \$1.4 billion a year by 1995, according to figures in the Cabletelevision Advertising Bureau *Fact Book*. Technological advances such as digital ad insertion might account for some of that growth.

"It's going to be an instant boon because it's going to take all of the muss and fuss out of spot cable," says Bob Williams, president of National Cable Advertising. He says that, contrary to the aforementioned concerns of agency executives, technological advances are likely to create serious revenue potential that in turn will push the industry to improve audience measurement. Also, the cost of automation will be absorbed by operators and is likely to result in lower spot cable prices.

"Electronic distribution is most definitely going to help," says Bonita LeFlore, senior vice president, director of local broadcast, Ayer Inc. "Whether or not it is going to immediately add revenue to the local cable industry dramatically, I'm not quite sure."

Agencies and advertisers are eagerly awaiting the dawn of electronic cable spot distribution because it will allow for more flexibility, says LeFlore.

"Part of the anxiety on the part of the national advertiser is that, if there are many revisions and changes or last-minute buys or cancellations, local cable systems do not have the capacity to move as fast as over-the-air broadcasters do," says LeFlore.

LeFlore agrees with a number of other agency executives that a national system of digital ad insertion will not solve other problems involving the viewing potential of local cable and the cost of local cable in comparison to other media.

"But even if there were strong viewing numbers and the costs were in line with the rest of the marketplace, people still wouldn't use local cable if the commercial distribution was so inferior to everything else," she says. "All three elements have to take place, and this is the first one to move in the right direction."

Verklin suggests that digital ad insertion could reduce the price of local cable spots because it will automate what is currently a labor-intensive system.

"The cable business, by and large, realizes certain needs," says John Reed, senior vice president, media services, Ingalls, Quinn & Johnson. "They spent the 1980's looking for acceptance for the product. Now we get into some of the more mundane aspects of making the whole thing work better."

INSERTION'S ENABLING TECHNOLOGY

cording to a digitally based playback system. Only at insertion would they become decompressed and converted to analog.

Creating the national highway and reservation system, including delivery facilities for the advertisers, is part of the CableLabs challenge. And digitization could be the means to "mark" an ad to be received and stored at a headend, as well as to deliver insertion instructions.

At the headend, creating videotape library management systems to handle inserting as few as four 30-second spots across even 30 channels (120 total spots) per hour would be cost- and space-prohibitive.

But digital compression means both taking up less physical space—on a disc or in random access memory—and reducing access time. Although his company's ad insertion products have provided "full random access since day one," says Dominic D'Allessandro of Arvis Corp., operators using tape storage face "time constraints," such as two- to eight-second prerolls. A compressed digital system could reduce those prerolls

to fractions of seconds.

As for projections on just how soon digital ad insertion can become a reality, one manufacturer said competition in compression development must first be settled. By the middle of this year, a separate CableLabs study could make a decision between two fundamentally different general approaches taken by a number of compression proponents, discrete cosine transform and vector quantization (BROADCASTING, Oct. 28, 1991). Each approach will yield different storage and access results.

And until one or the other wins favor in the cable industry, he said, it will be difficult to finalize ad insertion system requirements.

In either case, the technology will almost certainly not stop at cable ad insertion. "We're trying to guide the development of a platform for digital ad and program insertion," said Bachman. "The first applications certainly will be spot insertion, but we could have video on demand and other applications in programming."

—PDI

Date Book

■ Indicates new listing or changed item

THIS WEEK

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

April 5-8—Association of National Advertisers, Inc. business-to-business marketing communications conference. Bonaventure Resort and Spa, Fort Lauderdale, Fla. Information: (212) 661-5950.

■ **April 6-June 15**—"Finding Your Place in the Entertainment and Media Professions: Working from the Inside," course sponsored by *UCLA Extension*. Bunche Hall, UCLA, Los Angeles. Information: (310) 825-9064.

April 7—Newsmaker luncheon sponsored by *International Radio and Television Society*. Speakers: Jack Valenti, president and CEO, Motion Picture Association of America; James Mooney, president and CEO National Cable Television Association; Jim Rosenfeld, chairman and COO, John Blair Communications. Waldorf-Astoria Hotel, New York. Information: (212) 867-6650.

April 7-Sept. 20—Tribute to Bob and Ray, sponsored by *The Museum of Television and Radio*. Museum, New York. Information: (212) 621-6600.

■ **April 8**—"Life After Television," seminar sponsored by *National Academy of Television Arts and Sciences*, Washington D.C. chapter. WDCA-TV, Bethesda, Md. Information: Dianne Bruno. (301) 587-3993.

■ **April 8**—Demonstration of a recordable compact disc system and discussion on microphone construction sponsored by *Society of Broadcast Engineers, Chapter 15 New York area*. Times Auditorium, New York Times Building, New York. Information: David Bialik. (212) 594-1380.

April 8—*The Radio and Television News Directors Foundation* annual banquet honoring Allen H. Neuharth, chairman of the Freedom Forum and former chairman and CEO of Gannett, Inc., and James L. Snyder, former vice president of news for Post-Newsweek stations. Mayflower Hotel, Washington. Information: (202) 659-6510.

April 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lloyd Warner, senior vice president, sales and marketing, Group W Satellite Communications, Copacabana, New York. Information: (212) 768-7050.

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

■ **April 9**—Career Day sponsored by *Advertising Club of Metropolitan Washington*. Gannett Corporate Headquarters, Rosslyn, Va. Information: (301) 656-2582.

■ **April 9**—"Redlining? What's Happening to the Mass in Mass Media?" colloquium sponsored by *Emerson College*, the *Emerson Communication Industries Management Program*. The Ad Club of Boston and *The New England Newspaper Association*. Boston Center for Adult Education, Boston. Information: (617) 578-8800.

April 9—The 1992 *Ohio State Awards* banquet and ceremony. National Press Club, Washington. Information: Phyllis Madry. (614) 292-0185.

April 9-10—"Cable Television Law 1992: Cable Faces Congress, the Courts and Competition," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5700.

■ **April 10**—"Surviving as an Independent Producer," seminar sponsored by *Center for Communication*. The Center, New York. Information: (212) 836-3050.

April 10—"Communicating with Juries," forum sponsored by the *Annenberg Washington Program in Communications Policy Studies*, *Northwestern University*. Washington. Information: Nicole Nolan. (202) 393-7100.

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

MAJOR MEETINGS

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.

formation: (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 22-23—*Fox-TV* affiliates meeting. Los Angeles. Information: (213) 203-3036.

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 trade show. 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. 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 Orleans. 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 Center, 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. 14-16, 1993—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

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Open Mike

NOT FAR ENOUGH

EDITOR: While First Amendment considerations are serious enough, the FCC's continuing campaign against indecency on television and radio raises an even more daunting administrative problem. If what is art is in the eyes of the beholder, certainly what is indecent on television and radio must be in the eyes and ears of the viewers and listeners. Can FCC staff members or five commissioners make that determination for all viewers and listeners? Obviously they cannot.—*Reuben Lozner, Chevy Chase, Md.*

LOVED IT

EDITOR: I read with great interest your editorial in the March 16 edition titled "Let It Be."

We are group operators of radio stations in markets that are very much "over-radioed." However, in spite of that, our stations are doing well, given the circumstances of the existing economic conditions. Your comments saluting Chairman Sikes for his behind-the-scenes work and patient approach to the duopoly policy are well founded. It never ceases to amaze me how congressmen can consistently get on their high horses and pontificate to an industry they know absolutely nothing about.

Your solution in suggesting that Congressmen Markey and Dingell should have to go work at a small radio station so they can learn what this business is all about is also well structured, and we applaud you for your courage in addressing this issue. Chairman Sikes and the FCC commissioners took a difficult issue and responded in fairness to the plight of many broadcasters who are suffering severe economic hardship. I think the commission has finally learned that "more is not better," and for members of Congress to continue to deliver lectures on or about a business of which they know very little is laughable. I loved your line about "Markey and Dingell are liv-

ing on another planet."

I hope that somehow, through this entire process, one or both of these gentlemen could find a way to talk to someone in our industry and really understand the issues that we're faced with and the economic adversity that many small—as well as large—operators are facing in the 1990's. I find it difficult to have great concern for comments from congressmen who for the most part can't even balance their own checking accounts.

Kudos to you for addressing this issue head on! Now let's hope somebody can educate these two congressmen before they do further damage to an industry that's already suffering.—*Dex Allen, Commonwealth Broadcasting of Northern California, San Diego.*

HATED IT

EDITOR: Over the years, I have agreed with a very high percentage of your editorials—agreed with them and admired them for their style.

Your "Let It Be" commentary is certainly the exception.

Central to how mistaken you are (in my opinion) is the fact that the editorial supports only the 30-30 part of the FCC's new radio ownership ruling. Hell, that's no problem to those of us who are local owners. Make it 50-50, and it still won't hurt us.

What will, however (to use Markey's language), "drive some broadcasters out of business or into bankruptcy" is that part of the ruling that tells the big national chains that they can gobble up multiple stations in individual markets. That feasting—which they can afford to practice much more readily than can most local owners—is precisely what will give them the kind of semi-monopoly that will make competition so difficult for the rest of us.

Why in the world can't you see that? Why can't Chairman Sikes see it?

Markey and Dingell happen to be

totally correct. And if, as you urge, the two congressmen were to "get into the radio business," they would indeed learn what it's like to "deal with overpopulation of the spectrum." But, unless they were part of a big national chain, they certainly wouldn't see duopolies and LMA's as the salvation that would keep them in the radio business.—*Robert S. Kieve, president, Empire Broadcasting Corp., San Jose, Calif.*

YES, BUT...

EDITOR: I, along with the rest of the industry, read with interest your articles about the new radio ownership caps. I find it interesting that such a major change was done with so little public input (such as a Notice of Inquiry or Notice of Proposed Rulemaking). Nonetheless, I thought I'd comment.

The major concern among the industry seems to be the 25% share cap on co-owned stations serving the same market. This is somewhat similar to the TV reach limit of 73.3555(d)(2). It appears, however, much easier to determine "reach" than "share." Reach can be determined by coverage contours and census counts, although the FCC has based it on ADI's. Share seems to vary with methodology. Is the FCC to become the "ratings police"?

It seems that our major goal is to have a diversity of voices. If the voices of one owner are more popular, that owner should not be punished by being forced to divest of co-owned stations (which had been proposed, but so far not accepted). Can we not apply a limit somewhat similar to television? If we are aiming to use the 25% number, we could require that any place the city grade contours of two co-owned stations overlap, there must be city grade signals from at least six separately owned stations. Listeners in this area would then have eight signals, 25% of which would come from one owner. If we were to eliminate the "separately owned" portion of the requirement, an eight-station market

could have four owners, each with two signals. The limitations would be based on actual signal contours, not some definition of market. In larger markets, one owner could own three stations with overlapping city grade contours if there were at least nine city grade signals available in the area where all three stations overlap, and six city grade signals available in any areas where only two overlap.

The restriction on LMA's is also quite interesting. Mass Media Bureau Chief Roy Stewart is quoted as saying: "You program it, you own it." Where does this place Unistar, which provides programming to several stations in this area? When does a program supplier become someone with attributable ownership? Are not owners free to buy their programming from whomever they wish? It appears the only danger with LMA's would be in price controls through domination of the local market. I don't think programming is the major concern with LMA's.

Is the 30-30 limit based on something? We've been creeping up from the 7-7-7 limit of when I started in radio up to 12-12-12 (with the 25% reach limit on TV) to the new 30-30-12 limit. Is this based on the increased number of stations? Should we just limit one owner to a certain percentage of the total number of stations (or total reach) instead of having to constantly adjust for inflation?

Finally, although there are the unreasonable assumptions I've pointed out, I do believe the FCC decision was in the right direction. By allowing duopoly, local stations can provide more programming choices to their service areas at lower cost by combining administrative costs. Group owners now may find it economical to set up their own satellite distributed networks to feed their 30 or 60 stations with high-quality specialized programming. In each case, more programming options are available to the consumer.

These are interesting times!—
Harold Hallikainen, president, Hallikainen & Friends, San Luis Obispo, Calif.

REPLY REQUESTED

EDITOR: Through most of 1991 and since the sale of the broadcast station at which I was employed, I sought

work in the broadcast industry. My track record is outstanding and my references impeccable. My experience is both deep and successful.

My efforts included two ads in BROADCASTING, which brought fair reaction. Most important, however, and the reason for this letter, is that I sent my resume in response to more than 70 help wanted ads in BROADCASTING. Eight—count them—eight broadcasters acknowledged receipt of my resume. The other 60-plus did not have the professional courtesy to even respond.

What has happened to the industry that I served for more than 30 years? While employed at the National Association of Broadcasters and at Cosmos Broadcasting, every piece of correspondence, solicited or not, received a reply from me. Professional courtesy required at least a response, and Vince Wasilewski in Washington and Charles Batson in South Carolina would have accepted no less.

I am now chief operating officer for a small conglomerate with no interest in broadcasting. Since Jan. 1, 18 people have applied for a job with me. All have received a response.

I urge owners and managers to remain "professional" and not allow broadcast standards to fall—on the air or off.—*Charles T. Jones Jr., chief operating officer, Consolidated Agency, Albuquerque, N.M.*

POINT-COUNTERPOINT

EDITOR: Although I'm certain March 16 "Monday Memo" author Ray Shapiro's credentials as one of the "founding fathers" who pioneered "reach and frequency" are valid, for a person of his stature to say that radio should be bought on a cost-per-point basis is much like Patrick Henry seeing no problem with the Communist Manifesto instead of the Constitution. He simply knows better.

The fact is there could be no more contradictory media buying technique than cost per point versus reach and frequency, and for a man of Mr. Shapiro's stature to ignore this statistical reality is blasphemous.

Buying radio on strictly a cost-per-point/gross impression basis totally negates a station's cume (or ability to deliver buyers) in favor of that station's ability to hold a group of listeners for a longer period of time,

since share is nothing more than a computation of time...not listeners. When buyers buy ratings points they are merely dealing (in Mr. Shapiro's words) in the currency of time, not audience.

To use cost-per-point and gross rating point criteria would therefore preclude audience size and therefore delude the buyer (and his/her client) into thinking they bought something they simply did not.

For advertisers to use the television technique of cost per point seriously distorts the importance of smaller audience stations with high time spent listening over those with high cume but lower time spent listening.

The truth is you need to use both share (translated into gross rating points) and cume when creating a media buy, and that mandates the use of reach and frequency. To buy a market any other way in both radio and TV is nothing more than a lazy antiquated technique designed to save an agency time and effort and create a larger profit margin rather than a good media buy.

As a matter of fact, it wouldn't be a bad idea if TV would use reach and frequency as a standard buying technique so buyers could get a more accurate picture of how many different viewers (as well as how often) a schedule delivered instead of "gross impressions," which is nothing more (as it is in radio) than the same people counted over and over again.

And one final point. For Mr. Shapiro's edification, "qualitative" has nothing to do with either cost-per-point or reach and frequency. It is a totally different analytical animal.—*John A. Piccirillo, general manager, WALY(FM) Altoona, Pa.*

ERRATA

Theodore Baehr, chairman and chief executive officer of Good News Communications, **did not say: "The devil has stolen television and is running full steam ahead"** as reported in the Feb. 3 issue of BROADCASTING. **Those remarks**, made at a panel during the National Religious Broadcasters convention in Washington, **should have been attributed to the Rev. William B. Hull** of Iowa-based radio and TV program producer Hope Communications.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Sales manager: Resourceful, resilient, demanding, focused, experienced leader. Call John Barger, KRIO-FM, San Antonio, TX, 512-340-1234, at NAB/LV call 702-252-7777. EOE.

Group broadcaster seeks general managers for acquisitions. Expansion plan targets markets 50+ where identified GM's have successful experience. Opportunity to share in value created. Letter (with any ideas regarding acquisition opportunities) and resume to Box L-1. EOE.

HELP WANTED SALES

Gainesville/Ocala, FL, 100,000 watt CHR searching for CHR seller who knows agency/direct sell. Established list with guarantee. Need strong follow through, energetic presentation, professional demeanor, desire to move up. New Arbitron market #111. Need 2+ years experience. Fax resume to Jay Joyce, WMMZ, 904-622-1501. Females and minorities encouraged. EOE.

SM's and AE's: Winners only! We are expanding and restructuring sales organization at this rapidly growing Class C AC in the #76 market, McAllen-Brownsville. Top dollar for top producers. Resume, references, track record in first letter to General Manager, 901 E. Pike, Weslaco, TX 78596. EOE.

Radio sales person: Classic Rock FM 1-95/WIXV Savannah, GA wants creative self starter with experience in radio. EOE. Send resume to Jerry Stevens, GM, PO Box 876, Savannah, GA 31498.

Radio A/E needed for AC/FM on fringe of DC market. Must have minimum one year experience w/references. Successful candidate will be a closer, not a gopher. Secure position for go-getter with energy and common sense. First year earnings of 30-50K possible, plus fringes. Send resume to Somar Communications, Box 2470, LaPlata, MD 20646. Minorities encouraged to apply. EOE.

Account executive: Experienced marketing professional for Raleigh/Durham, NC. Contemporary Jazz format. Our upgrade means sales expansion. Can you plan how to reach and surpass your goals? Write Todd Pitera, Sales Manager, WNND-FM, 2000 Regency Parkway, Ste. 295, Cary, NC 27511. EOE.

WHP-AM/WRVV-FM, "The River" has immediate openings for advertising account executives. Join Harrisburg's highest power AM/FM combination in brand new state of the art facilities. Sales experience preferred. Training included. Send resume to General Manager, 600 Corporate Circle, Suite 100, Harrisburg, PA 17110. EOE.

HELP WANTED TECHNICAL

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

Engineer, Orlando: Significant experience necessary. Good hands-on repair ability, knowledge of FCC compliance. Remotes, normal studio and transmitter maintenance. Decent equipment that needs attention. Knowledge of current audio trends. Tom Owens, WDIZ, 2180 West SR#434, #2150, Longwood, FL 32779. 407-682-7676. EOE.

Would you like to work in rural Alaska? KYUK AM/TV is looking for an engineer with 4-5 years experience, especially transmitters. Television experience is a plus. Must be willing to relocate to an isolated area, some travel required to Alaska bush communities. Write or fax: Joe Seibert, Pouch 468, Bethel, AK 99559; fax 907-543-3130. EOE.

HELP WANTED NEWS

News director: WXTK/WUOK-The Talk of Cape Cod is seeking a news director. If you have a minimum of 5 years experience, talk format a plus, please send resume, tape and writing samples to General Manager, WXTK/WUOK, 278 South Sea Avenue, West Yarmouth, MA 02673. EOE.

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.

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.

\$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.

Bill James — your next GM. 15+ years radio management. Can do all! Sales/programming/management. Cost effective. Great track record. 804-232-5197.

Innovative enthusiastic full charge general manager... with years of experience in major and medium markets as group manager, combo station manager/sales manager, single station manager/sales manager, sales promotion manager, program director, air talent is seeking a new management opportunity with a professional organization in a good quality of life community. I am exceptional at creating value added promotion. I have strong sales and programming skills. I am loyal and stable. I'm looking for a long term employment with realistic challenge and strong growth potential. Reply to Box E-55.

One of best: Called "one of the top ten medium/small market broadcasters in the country." Currently top 50-75 market completing 8th successful turnaround or startup, nowhere to #312+ six months; station being sold. Turnkey. All formats. Group or right single. Considering all opportunities. Call 214-994-7738.

Young, hungry, currently employed CRMC with proven sales management performance record and great references seeks a GSM or LSM position in Philadelphia, Trenton, or Ocean/Monmouth markets. You give me the opportunity. I'll give you a loyal, hard working, results oriented team builder! Reply to Box L-2.

22 years broadcasting experience! Seeking opportunity as GM or OM in Michigan, Ohio, Kentucky, Tennessee or surrounding area. Reply to Box L-4.

Today's financial climate requires someone you can trust and who cares about your station and bottom line. Someone to lead. I am that person. Over nine years as GM at the same station. Sales, programming, budgets, decisions. I do it all and would like to discuss putting my knowledge and energy to work for you. Reply to Box L-3.

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.

Talented talk host: Experienced, dedicated, informed. Seeking new opportunities. Have been hosting national show w/big name guests. Rick: 1-800-257-6556.

Format music personality: Special event programming and conceptual skills (excellent questioner). Multiple format experience... ISO new creative opportunity. Transferable skills, unlimited possibilities. John, 703-751-1073.

SITUATIONS WANTED ANNOUNCERS

Energetic young announcer seeks PBP position in Southeast or Southwest. Experience in sports, programming, sales and news, Country, AC, and AOR. Any shift, available immediately. Reply to Box L-5.

Dependable experienced announcer seeks stable position at small or medium market station. Excellent references. Any shift. Prefer nights. Mike, 904-255-6950 or Reply to Box L-6.

SITUATIONS WANTED NEWS

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

Top sportscaster: 25 year veteran has worked national and major markets. Especially good with P-B-P and talk shows. Wanting to relocate. Lee Burdorf 316-722-1499.

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

General manager: KGNS-TV, NBC affiliate, Laredo, TX, seeking a sales oriented GM. Excellent opportunity for someone who is currently a strong local or general sales manager. Send resume and state present salary to: First Allied Corp., 270 Commerce Dr., Rochester, NY 14623. EOE.

News director for award winning small market affiliate. Right in the middle of news expansion and ratings growth, our news director gets promoted to a sister station! If you are energetic, innovative and can help us continue our winning ways, send your resume, news philosophy and salary requirements to Art Daube, VP/GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE. No phone calls, please.

Local sales manager top 50th market. Experience as local sales manager preferred. Must have successful track record in local sales. Knowledge of Conquest, Yellow Pages, Cable Marshall Marketing helpful. Must be a motivator. Send resume to: General Sales Manager, WGH/Piedmont 8, HP-8, High Point, NC 27261. AA/EOE.

Growing group of radio & television stations in Gulf South is looking for proven management & sales management leaders. We want competitive people who can sell, train, motivate, create and understand bottom line management. EOE. Reply to Box L-7.

GSM/LSM: "On-the-move" Fox affiliate in top 50 SE market looking for very motivated sales and marketing executive. "Spots & dots" sales mentality need not apply. Must be able to manage large sales staff and bring marketing and promotional skills to the job. Don't expect to play a lot of golf. Need hardworking, creative people who love to compete and reap the rewards. Major broadcast group provides lots of opportunity. Moving fast, so act now! 3-5 years experience. M/F EOE. Reply to Box L-8.

Local sales manager: CBS affiliate in the 38th market seeking individual with strong leadership, motivational, and training skills to manage local sales staff. Candidate should have a successful track record in new business development. Local television sales and management experience required. Send resume, reference and salary requirements to Dave Davis, General Sales Manager, WTKR-TV, 720 Boush St., Norfolk, VA 23510. No phone calls. EOE.

Controller: WDTN division of The Hearst Corporation has an opening for a controller. Responsibilities include directing accounting, budgets and employee benefits. Computer aptitude and good communication skills required. CPA preferred. Women and minorities are encouraged to apply. Send resume/salary requirements to Personnel Dept., WDTN, Box 741, Dayton, OH 45401. EOE.

National sales manager: KRRT-TV, San Antonio's Fox affiliate and part of the Paramount Stations Group, has an opportunity for individual with 3 years of national sales/management experience. Candidates must have understanding of marketing a station, events and promotions. Applications should be directed to Tom Hurley, GSM, KRRT-TV, 6218 NW Loop 410, San Antonio, TX 78238. EOE.

HELP WANTED SALES

Account executive: WTVO-TV (NBC) seeks driven, result-oriented, creative thinker to expand established account base with new business development. Send or fax 815-963-0201 resume, cover letter and references to Tim Sharky, General Sales Manager, WTVO, PO Box 470, Rockford, IL 61105. EOE.

Experienced account executive position at CBS affiliate in St. Louis. Contact Jim Theiss, Local Sales Manager, 314-444-3306. KMOV is an equal opportunity employer.

Account executive: Strong NBC affiliate with prominent group ownership is seeking a proven developmental salesperson with ambition to upgrade to top 50 market. Established list for the right person. Send resume by April 24, 1992 to: Personnel Director, WGAL8, PO Box 7127, Lancaster, PA 17604-7127. No calls unless you are that good! WGAL8 is an equal opportunity employer.

Southeastern medium market affiliate needs experienced account executive for senior list. Must have ability to generate new business and sell special promotions. Top pay, great lifestyle, terrific opportunity. EEO. Reply to Box L-9.

HELP WANTED MARKETING

WBTV marketing group: Work with Charlotte's leading broadcaster to market the station into the 90's. Qualified candidates must have minimum 2-3 years experience in television marketing; strong writing, editing and production skill. Salary and responsibility based on qualifications and previous experience. No phone calls accepted. Send resume and tape to: Cathy L. Cloud, Jefferson-Pilot Communications, One Julian Price Place, Charlotte, NC 28208. EOE/MFH.

WBFF TV Fox 45 in Baltimore: We are looking for a dynamic, sales driven, experienced TV marketing director. Applicant will handle marketing efforts of highly successful Kids Club projects. (Spot TV & print). Will also be responsible for creating event oriented revenues through special projects. Minimum of 5 years TV sales and marketing experience. Knowledge of print & sales promotion a plus. Send cover letter, resume & references to: Robert A. Epstein, General Sales Manager, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. WBFF is an EOE.

HELP WANTED TECHNICAL

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.

Director, engineering, KQED-TV, San Francisco. San Francisco's new facility seeks highly motivated individual who will be responsible for providing technical leadership and directly managing engineering maintenance department. 5 years experience in management as a chief engineer in a medium or large market required with strong studio, transmitter, digital and computers experience. General license required and SBE certification and BSEE desired. Please send resume/cover letter by 4/29/92 to KQED. Attn: Human Resources, 2601 Mariposa St., San Francisco, CA 94110-1400. EEO.

TV maintenance technician: Requires self-starter having experience in maintaining cameras, VTRs, VHF transmitter and satellite equipment. FCC license preferred. Send resume to: Marty Peshka, Maintenance Supervisor, WTNH, 8 Elm Street, New Haven, CT 06510. EOE.

Our organization has several positions for qualified engineering personnel at our various locations throughout the country for all levels of expertise including chief. Applicants should have as a minimum SBE certification, and 2-5 years experience in a technical (not operations) capacity, supervisory experience a plus. We are building a dynamic organization within our group of stations, and will accept resumes from qualified individuals who want to join a stable, well run organization where growth and creativity are a must. If you feel you would be willing to relocate to one of our facilities kindly mail resumes to the attention of: Edwin Karl, Director of Engineering, Northstar Television Group, 33 Pine Street, Rehoboth, MA 02769. I will be at NAB for interviews... No phone calls, please. Northstar Television Group is an EOE M/F.

ENG maintenance engineer: Must be highly qualified in Beta SP, U-Matic, ENG/EFP camera, and Newstar computer and field equipment maintenance. 3 to 5 years experience and an FCC General Class Radio-Telephone license or SBE certificate required. Must be physically able to lift equipment weighing 60 lbs. Note: Applications will be considered for a potential opening no earlier than July 1, 1992. No phone calls, please. Send resume to Chief Engineer, WIS, PO Box 367, Columbia, SC 29202. EOE.

South Texas educational station has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., Attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

Chief engineer: KBVO-TV is seeking to fill the position of chief engineer. Must have UHF transmitter experience plus satellite and state-of-the-art production facilities. Degree in electronics technology and/or SBE certification preferred with minimum three years experience as chief engineer. Close date: 4-15-92. EOE. No phone calls, please. Send resume to: KBVO-TV, Attn: Steve Beard, General Manager, PO Drawer 2728, Austin, TX 78768.

Maintenance technicians with minimum two years experience in broadcast TV cameras (tube and chip), 3/4 video tape, monitors and TV sets. Positions are in Philadelphia area, required weekend work, day/night shifts. Send resume and salary requirements to: TV Project, 12-B, The Ellipse, Suite 220, Mount Laurel, NJ 08054. EOE M/F.

Chief engineer: Industry leader, CBS affiliate, 40's market, southwest location, seeks take-charge manager, experienced, technically sound, good with people. BS/BSEE preferred. Applications will be kept confidential. Send resume to KWTW-9, Attn: Ellen Bushyhead, PO Box 14159, Oklahoma City, OK 73113. EOE.

HELP WANTED NEWS

Photographer/anchor: Opportunity available for creative individual in a cable news operation. Must have good photography, editing and on camera skills. Must be able to work well under pressure. Send resume and salary requirements to: Personnel Director, Headline News Local Edition, PO Box 1117, Wilson, NC 27894. EOE.

News producer: Top 25 market network affiliate. Excellent writing skills; creative thinking journalist; good people skills; able to juggle live and SNG field reports. Minimum of three years producing experience. Letter, resume and writing samples to Box E-56. EOE.

General assignment reporter: With strong live field experience. Excellent writing skills, able to make deadlines, yet deliver in a personable, friendly manner. Minimum of three years experience. Tapes, resume & writing samples to Bob Feldman, News Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. No calls please! EOE.

Executive producer: Help lead news department and oversee five daily newscasts. Aggressive NBC affiliate seeking manager who's smart, creative and exacting. Resumes and philosophy to: Rob Puglisi, News Director, KSNW-TV, PO Box 333, Wichita, KS 67201. EOE.

West Texas affiliate seeks a staff meteorologist. On-air experience required; degree and seal preferred. Experience with Triton Computer Weather System essential. Candidates will do daily five, six and ten pm weathercasts. Send tape, resume and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Anchor/reporter, Alaska's dominant news organization needs a talented, aggressive journalist to join the award winning team that's been number 1 in the market for six years. Salary mid 20's. Serious inquiries only to John Tracy, News Director, KTUU-TV, 630 West 4th Ave., Anchorage, AK 99501. EOE.

Managing editor: Top-rated CBS affiliate looking for strong number two person to oversee news operation. Exceptional writing ability, news judgement and interpersonal skills required. Ideal candidate has a minimum four years of producing, assignment desk or management experience. Send resume, news philosophy and salary requirements to: Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

WGME-TV, a CBS affiliate, is seeking a consumer reporter: must have 2-3 years consumer reporting experience. Send resume, non-returnable tape and 3 paragraph letter explaining your philosophy on consumer reporting. Send to Steve Schwaib, WGME-TV, Box 1731, Portland, ME 04104 by April 10, 1992. EOE M/F.

Director/technical director/weekend supervisor: Number one rated CBS affiliate is seeking a director/technical director/weekend supervisor to work with GVG 300 switcher and GVG DPM700 DVE. Responsibilities include directing live newscast, public affairs programs and special events, as well as staff supervision and studio maintenance. Applicants should have experience in directing, audio, studio and ENG camera, lighting and general studio operations. Send resume, tape and salary requirement to: Matt Heffernan, Production Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls, please. M/F/EOE.

Co-anchor: NBC affiliate seeks experienced and skilled co-anchor to complete our evening news team. Applicants must have significant anchoring/reporting experience with a minimum of three years on-air work. Resume, cover letter and VHS air-check to: Anchor Search, Box 860, Erie PA 16512. EOE.

WGMC-TV, Greater Media Cable: Accepting resumes for future openings in news. Positions include reporters, photogs, technical, etc. BS Comm/Journalism required. Minimum 1-2 yrs experience. Knowledge of Worcester, MA helpful. Send resumes only: WGMC-TV, Greater Media Cable, c/o Personnel, 95 Higgins Street, Worcester, MA 01606. No phone calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV production: Show us you can shoot, write, edit, direct, run master control and still beg for more. A great job in Philadelphia ADI for enthusiastic self-starter. Experience a must. Rush resume to Mary McKee, WHSP-TV, 4449 N. Delsea Drive, Newfield, NJ 08344. Or Fax 609-691-2483. EOE M/F.

Writer/producer/reporter: Full-time, temporary position. May-August in Philadelphia ADI. News/public affairs experience essential. No beginners. Deadline-conscious applicants send resume & tape to, Mary McKee, WHSP-TV, 4449 N. Delsea Drive, Newfield, NJ 08344. Or Fax 609-691-2483. EOE M/F.

Artist: To design and execute still and animated on-air news and sports graphics for daily newscasts and special segments. Experience required with Quantel paintbox and short lead-time broadcast design and production. Must be creative and work well under deadline pressure. Evening shift. Letter, resume and non-returnable 3/4" or broadcast Beta tape (no calls) to Edward B. Schimmel, Asst. News Director, WPVI-TV, 4100 City Avenue, Suite 400, Philadelphia, PA 19131. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced GM/GSM will operate and invest \$100,000 in your station. 25 years in radio and TV is the answer to shrinking industry economies and a need for dynamic sales person. Reply to Box L-10.

SITUATIONS WANTED NEWS

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

Meteorologist with college on-air experience and internship at medium market station. Would consider part-time position. Call Pete 815-397-1104.

Meteorologist: A.M.S. TV seal, degreed, 3 years TV experience, 7 years radio, team player ready for medium/large market. Matt 203-869-3877.

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

Attractive Black female: 4 yrs experience reporter/anchor. Currently in top 100 market. Ready to relocate. Write PO Box 2991, West Monroe, LA 71294.

Meteorologist. Still workin'. Still lookin'. Looking for a number two position in a larger market. Stu 817-776-4844.

MISCELLANEOUS

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

Are you good enough? No-nonsense critiques of video/audio tapes. Over 100 years experience in news and sports. Creative Communications Associates 401-434-3291 for rates and information. Offices in Providence, Washington DC, Detroit and London.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast journalist wanted to teach undergraduate courses in broadcasting and teach/advise in graduate program as tenure track assistant or associate professor. Doctoral degree plus professional experience. Teaching experience desired. Send letter of application, vita/resume and names, addresses and telephone numbers of three references by May 15, 1992 to Prof. Don Reed, Chair, Personnel Committee, School of Journalism & Broadcasting, Oklahoma State University, Stillwater, OK 74078. Ethnic minorities and women encouraged to apply. EOE.

Faculty position: Edinboro University of Pennsylvania invites applications for the following faculty position available Fall 1992. The University, a member of the state system of higher education, is located 15 miles south of Erie, PA. Enrollment consists of approximately 7,400 undergraduate and 800 graduate students. Our 585 acre campus is located in scenic northwestern Pennsylvania, approximately 100 miles from the educational and cultural centers of Cleveland, OH, Buffalo, NY, and Pittsburgh, PA. Department of speech and communications studies: #120-0395-Electronic Mass Communication/Broadcasting — Full-time tenure track instructor/assistant professor. Responsibilities: Courses in speech communication with emphasis on sales, advertising, marketing, promotions, as well as broadcast/communication rules and regulations. Qualifications: Master's degree in Electronic Media, Communication/broadcasting plus 10 graduate credits and three years teaching or equivalent experience. Salary ranges: The salary ranges will be in accordance with an approved pay plan and will be based upon the candidate's credentials and the University's needs. Instructor \$24,603-\$32,971; assistant professor \$29,905-\$40,076. In addition to the specific responsibilities, faculty members are expected to perform other duties as assigned in compliance with the collective bargaining agreement. Application procedure: Qualified applicants should submit a letter of application to Dr. Robert Weber, Dean, School of Liberal Arts, Edinboro University of Pennsylvania, Department BR, Edinboro, PA 16444, specifying position # and title, a detailed resume, names/addresses/telephone numbers of three current references, and copies of transcripts. Fluency in the English language for final candidates will be assessed. Applications should be in-hand by April 27, 1992. Edinboro University of Pennsylvania has a special mission to serve disabled students: interest or experience with such a population should be included in the application. Edinboro University of Pennsylvania is an affirmative action/equal opportunity employer and encourages applications from the disabled, women and minorities.

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TELEVISION

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

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

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

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$150 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**For subscription information
call 1-800-323-4345.**

Give.

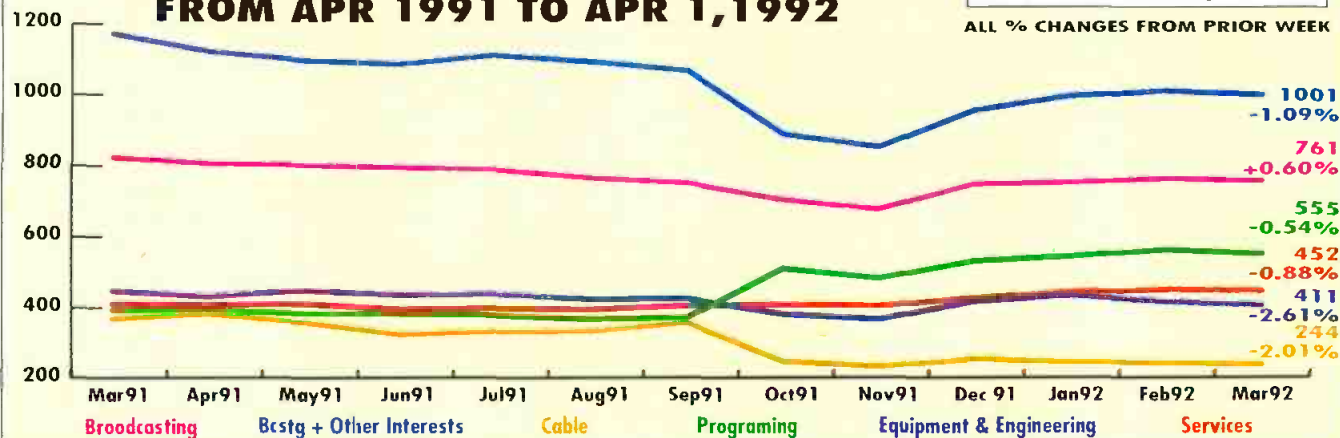


**American Heart
Association**

WE'RE FIGHTING FOR
YOUR LIFE

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 1, 1992



TOP 10 NETWORK ADVERTISERS FOR 1991 (000)



Source: Arbitron Company

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.

BROADCAST EDUCATORS GATHER IN LAS VEGAS

The Broadcast Education Association (BEA) is expecting approximately 500 attendees for its 37th annual convention, a four-day (April 10-13) gathering set to begin this Friday morning in Las Vegas.

Five hundred is considered average registration for BEA, which is held annually in conjunction with the National Association of Broadcasters convention and equipment exhibition (April 12-16).

The association's goal is to assist college professors teaching broadcasting communications. Most of the attendees will be professors, although 60 students have also preregistered for the event.

The first day of events will be taken up mainly by business meetings, including the BEA board meeting, scheduled for 11 a.m.-5 p.m. at the North Room 120 in the newly redesigned Las Vegas Convention Center.

Among the more eye-catching sessions this year are: "multicultural" programming (April 10); the possibility of future strategic alliances with foreign companies (April 12); TV cameras in the court (April 11), and the controversy over when to release rape victims' names (April 12).

A Sunday session—cosponsored with NAB—on the future of broadcast television in light of last year's gloomy FCC "Pepper Report" (BROADCASTING, July 8, 1991) will be held immediately following the BEA awards luncheon at the Las Vegas Hilton. Other social events at the Hilton: a Saturday "get-acquainted" breakfast; an opening reception Saturday night, and a "Friends of BEA" cocktail party Sunday night.

Friday, April 10

9-11 a.m. □ BEA Publication Committee meeting, N105. BEA Scholarship Committee meeting, N106.

11 a.m.-5 p.m. □ BEA board meeting, N120.

3-7 p.m. □ Registration desk open, lobby.

4:15-5:30 p.m. □ Concurrent sessions: "Competitive Papers on Multicultural Issues," N240. Moderator: Phillip Jeter. "Broadcast Education for Better Intercultural Understanding in the 20th Century," N241. Moderator: K. S. Sitaram. Panelists: K. V. Nagaraj, Satoshi Isii, Tapio Varis, Hans Hansen. Respondent: K.S. Sitaram. *Competitive Papers, Division: Production*, N119. Moderator: Nikos Metallinos.

5:30-6:30 p.m. □ Pre-convention staff meeting, N106. Convener: Robert Musburger. Participants: board convention program committee, academic host and volunteer staff, coordinators of Textbook Fair, placement, AV equipment and interns, Louisa Nielsen, Claudia Muller, '93 convention program coordinator.

5:45-7 p.m. □ Concurrent sessions: *Business Meeting, Division: News*, N240. Chair: Roger Hadley. Production panel session, "Integrating Media Production Courses," N119. Moderator: Robert Finney. Panelists: Tom Burrows, Art Nomura, Sharyn Blumenthal, John Caldwell or Mike Pounds, Larry Ward, Lynne Gross or Kevin O'Brien. *Competitive Papers, Division: Management-*

/Sales, N241. Moderator: Doug Ferguson.

6:30-7:30 p.m. □ Pre-convention division chairs meeting, N105. Convener: Robert Musburger. Participants: Division and interest group chairs; 1992 and 1993 convention program chairs; board convention program committee.

Saturday, April 11

8 a.m.-5 p.m. □ Registration desk open, lobby.

8-9 a.m. □ Get-acquainted reception—continental breakfast, N107. Sponsors: Indiana University and University of Houston.

9 a.m.-noon □ BEA placement center, N208. Coordinators: Clay Waite, Radford University; Alice Tait, Central Michigan University.

9-10:15 a.m. □ Concurrent sessions. *Production Showcase: Student Humor/Music Video*, N119. Coordinator: Medoff/Hueth/MacLeod. Business Meeting: History, N218. Chair: B. R. Smith. "Primary Forces in the Development of New Technologies in Communication," N240. Division: C&C, N241. Moderator: David Tucker.

10:30-11:45 a.m. □ Concurrent sessions. "News Production," N119. "Encouraging Multiculturalism Across the Curriculum," N240. Moderator: Dyhanna Ziegler. Panelists: Jannette Dates, Mercedes de Uriarte. Respondent: Allen Kennedy. "Historical Perspectives on Networks," N241. Moderator: B.R. Smith. Panel-

ists: Robert McGaughey, Cary O'Dell, Mitchell Shapiro, Joe S. Foote. *Competitive Papers Division: Two-Year*, N217. Moderator: John Walsh. *Business Meeting Division: International*, N218. Chair: Raj Kumar.

Noon-5 p.m. □ **Textbook & Instructional Material Fair**, Level 1 Hallway (N115). Coordinators: Rebecca Hayden, Wadsworth Publishing; Haney Howell, Winthrop.

Noon-1:15 p.m. □ **Concurrent sessions. Poster Sessions, Divisions: C&C/Gender**, N119. Coordinators: David Tucker. Presenters: Robert Clark Smead, Eubanks, McIntyre, Urdiales. *Business Meeting, Division: Production*, N217. Chair: Suzanne Williams. *Business Meeting, Interest Group: Writers*, N218. *Competitive Papers, Division: Research*, N240. Moderator: Joey Reagan. *Panel Session, Division: Law*, N242. Moderator: Dom Caristi.

1:30-2:45 p.m. □ **Concurrent sessions. "Faculty Competition,"** N119. *Business Meeting Division: Multicultural*, N218. Chair: Dyhanna Ziegler. *"Cameras in Federal Courts: How's It Going,"* N241. Moderator: Val Limburg. Presenters: Dom Waggoner, Mark Allen, Bob Henderson, John Lippman. *Competitive Papers, Division: International*, N242. Moderator: Raj Kumar. *Business Meeting, Interest Group: New Technology*, N217. Convener: Howard Gross.

3-4:15 p.m. □ **Concurrent sessions. "The Scholarly Legacy of Sydney W. Head,"** N119. Moderator: Mitchel Shapiro. Presenters: Donald Browne, Christopher Sterling, TBA. Respondent: Kenneth Harwood. *"Cross Pollination in Broadcast Education: Workshops for Sharing Teaching Resources and Ideas,"* N240. Moderator: Val Limburg. Presenters: Price Hicks, ATAS; Joyce Tudy, IRTS; Ed Lambeth, Gannett; Valarie Hyman, Poynter Institute. *Competitive Papers, Division: News*, N241. Moderator: Roger Hadley. *Business Meeting, Division: Student Media Advisors*, N217. Chair: Robert Eubanks.

4:30-5:45 p.m. □ **District meetings:** District 1, N218; District 2, N217; District 3, N119; District 4, N240; District 5, N241; District 6, N242.

6-7:30 p.m. □ **BEA cocktail reception**, N107.

Sunday, April 12

8 a.m.-5 p.m. □ **Registration desk open**, lobby.

8 a.m.-5 p.m. □ **BEA placement center open**, N208.

8-9:15 a.m. □ **Concurrent sessions. Publisher's Showcase**, N241. Coordinators: Clay Waite, Radford University; Alice Tait, Central Michigan University. *"Fundraising for a Student Operation,"* N240. Moderator: Robert Eubanks. Presenters: Michael Adams, Robert Clark, Robert Eubanks, Dave Spiceland. Respondent: Peter Orlik. *Business Meeting, Division: Two-Year*, N217. Chair: Neil Mullin. *"Television Criticism: Behind the Scenes,"* N119. Moderator: Geoffrey Hammill. Presenters: Suzanne Williams, Sharon Evans, Richard Bartone, Lynn Spangler. *Competitive Papers, Division: History*, N242. Moderator: Lee Scanlon.

9 a.m.-5 p.m. □ **Textbook & Instructional Materials Fair**, Level 1 Hallway (N115). Coordinators: Rebecca Hayden, Wadsworth Publishing; Haney Howell, Winthrop College.

9:30-10:45 a.m. □ **Concurrent sessions. Production Showcase—"Portable Video,"** N119. Coordinator: Lynne Spangler. *Competitive Papers, Division: Gender*, N240. Moderator: Elizabeth Leebron. *"Strategic Alliances: Future Possibilities for Domestic/International Mergers,"* N241. Moderator: Michael Wirth. *Panel Session, Division: Two-Year*, N242. *Business Meeting, Division: Research*, N217. Chair: Joey Reagan.

11 a.m.-12:15 p.m. □ **Concurrent sessions. "Live Demonstration—Mid-Based Systems,"** N119. Moderator: Warren Pease. *Business Meeting, Division: Gender Issues*, N217. Chair: Elizabeth Leebron. *"Inclusion of Telecommunication & Computers in Traditional RTV/MC Curricula,"* N240. Moderator: Barry Litman. Panelists: Kathy Krendl, Alison Alexander, Alex Tan, Michael Wirth, Douglas Boyd, Bon Browne. *"Getting Better Answers to Media Problems: Refining Our Measures,"* N241. Moderator: Bill Christ. Panelist: Shu-Ling Everett, Douglas Ferguson, J. D.

BROADCAST EDUCATION BEA ASSOCIATION

Rayburn. Respondent: Barry Sapolsky. *Panel Session, Division: Writers*, N242.

12:30-2:45 p.m. □ **BEA awards luncheon**, Las Vegas Hilton, Ballroom C.

2:45-3:45 p.m. □ **Special presentation: NAB-BEA Panel—"Saving Free TV—Pepper Report,"** Las Vegas Hilton, Ballroom C. Moderator: Jerry Udwin.

4-5:15 p.m. □ **Town Meeting on Mass Media Curricula, "What's in a Name: Who Are We?"** N107-108. Moderator: Robert Musburger. Panelists: Charles Warner, Mike Kittross, Charles Sherman.

5:30-6:45 p.m. □ **Concurrent sessions. "The Rise of Mass Media Transnational Corporations and International Partnerships: Issues for the '90s,"** N242. Moderator: Richard Gershon. *"Media Researchers Talk About University Curricula, Internships and Careers,"* N240. Moderator: Gary Corbett. Panelists: Craig Marshall, Mike Naples, Gale Metzger, Mike Mellon, Teddy Renolds, Dave Bender, Jack Honomichi. Respondent: Ed Cohen or Joey Reagan. *"To Name or Not to Name: Release of Rape Victim's Name by the Media,"* N241. Moderator: Dan Kaiser. Panel: Lynn Wahl Wilson, Don Brown, Stan Hopkins, Lynn Marks. Discussant: Roger Hadley. *Business Meeting, Division: Manager/Sales*, N236. Chair: Charles Warner. *Special preview showing of documentary, "Color Adjustment,"* N119.

7-9 p.m. □ **Past Chairs/President's reception**, Las Vegas Hilton, Embassy Salon.

Monday, April 13

8-9:15 a.m. □ **Concurrent sessions. "Selection of Local TV News Stories,"** N233. Moderator: David Byland. Presenters: John McManus, Max Utsler, John Spain, Nancy Valenta. *"Maximizing Profits in a 400-Channel World,"* N235. Moderator: Doug Ferguson. *"Can Public Radio Stations and RTVF/JOUR Departments Work Together?"* N119. Moderator: Karen Kearns. Panelists: Frederic Leigh, Ken Mills, Catherine Stifter, Flawn Williams. *"Spectrum Management: Who Gets What, How, and Why?"* N240. Moderator: Dale Hatfield. Panelists: William Maher, Douglas Webbink, Lex Felker, Carson Agnew.

9 a.m.-noon □ **BEA Placement Center open**, N208.

9:30-10:45 a.m. □ **Concurrent sessions. "Current Issues in Law and Policy,"** N233. Moderator: Jerry Haines. *"Gender Issues in the Broadcast Industry and Academe,"* N235. Moderator: Charles Warner. Panelists: Nancy Widmann, Betsy Leebron, Steve Berger, Susan Eastman, Ken Harwood, Maria Carrington. *Business Meeting, Division: C&C*, N119. Chair: Robert Musburger.

11 a.m.-12:15 p.m. □ **NAB Research Grant recipients**, N233.

12:30-1:30 p.m. □ **Post convention chairs meeting**, N106. Convener: J. William Poole, 1992-93 BEA board chair. Participants: incoming and outgoing division, special interest group chairs; 1992 & 1993 convention program chairs; board convention program committee.

For the Record

As compiled by BROADCASTING from March 23 through March 27 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KQST(FM) Sedona, AZ** (BALH920311HC; 100.1 mhz; 500 w; ant. 751 ft.)—Seeks assignment of license from American Aircasting Corp. to Rocket Radio Corp. for \$495,000. Seller is headed by Alma C. Gilbert, and has no other broadcast interests. Buyer is headed by John L. Low Jr., and has no other broadcast interests. Filed March 11.

■ **KHOZ(AM) Harrison, AR** (BAL920318EA; 900 khz; 1 kw-D)—Seeks assignment of license from New Century Broadcasting Co. to Omni Communications Inc. for \$12,000. Assignment will include KHOZ-FM Harrison, AR. Seller is headed by general partner John R. Rodriguez, and has no other broadcast interests. Buyer is headed by W.J. Wheeler, and was previously 24.5% general partner of assignor. Assignee is 50% general partner in licensee of KXIX(FM) Sheridan, AR. Filed March 18.

■ **KZHE(FM) Stamps, AR** (BAPLH920316HE; 100.1 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of CP from La Pastiche Inc. to A-1 Communi-

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

tions for \$85,000. Seller is headed by James N. Mason, and has no other broadcast interests. Buyer is headed by Troy Alphin, and has no other broadcast interests. Filed March 16.

■ **WTCF(FM) Carrollton, MI** (BTCH920316HJ; 100.5 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control of Mid-America Broadcasting Inc.; transfer is recapitalization of licensee through issuance of 11,000 shares of stock at \$1 per share. Transferor, John J. Carroll Jr., is transferring 17.7% of his 51% interest to transferees Robert L. Friedle and Rich-

ard J. Doud Jr. Three principals will each have 33.3% voting stock. John J. Carroll Jr. is 33.6% stockholder of licensee of WIOS(AM)-WKJC(FM) Tawas City, MI. His father, John J. Carroll Sr., is 64.4% stockholder. Filed March 16.

■ **WJDS(AM)-WMSI(FM) Jackson, MS** (AM: BTC920312HN; 620 khz; 5 kw-D, 1 kw-N; FM: BTCH920312HO; 102.9 mhz; 100 kw; ant. 1,800 ft.)—Seeks transfer of control from Capstar Communications Inc. to Capstar Media of the Southeast Inc. for \$42.5 million (see WSSL-AM-FM Greenville, SC, below). Filed March 12.

■ **KGCX(AM) Sidney, MT** (BTC920318ED; 1480 khz; 5 w-U)—Seeks transfer of control of KGCX Inc. as gift; estimated value of station is \$170,000. Transfer will include KGCH-FM Sidney, MT. Transferees, Olaf and Borghild Folkvord, husband and wife, are transferring their 50% of licensee to son-in-law and daughter, Ted and Kay Tescher. Principals have no other broadcast interests. Filed March 18.

■ **WRXS(AM) Ahoskie, NC** (BAL920318EC; 970 khz; 1 kw-D)—Seeks assignment of license from Ahoskie Radio Inc. to WRCS-AM 970 Inc. for \$150,000. Seller is headed by Gardner H. Altman Sr., and recently sold WQDK(FM) Ahoskie, NC ("For the Record," Feb. 17). Buyer is headed by James R. Wiggins, and has no other broadcast interests. Filed March 18.

■ **KKCW(FM) Beaverton (Portland), OR** (BALH920312HP; 103.3 mhz; 100 kw; ant. 1,654 ft.)—Seeks assignment of license from Force II Inc. to Capstar Media of Oregon Inc.; assignment represents merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman ("Broadcasting," March 23). Included in merger is KODA(FM) Houston; KJQY(FM) San Diego; WSIX-FM Nashville; WJDS(AM)-WMSI(FM) Jackson, MS, and WSSL-AM-FM Greenville-Spartanburg, SC (see individual stations). Force II, headed by Norman Feuer, purchased station in January from Trumper Communications for \$21 million ("Changing Hands," Jan. 20). Feuer has approximately 6.9% voting stock of Noble Broadcast Group, licensee of 7 AM's and 10 FM's. Capstar Media is headed by R. Steven Hicks and Sillerman. Besides interests in Force II and Capstar, Sillerman has attributable interests in class B nonvoting stock of Group W Radio Acquisition Corp., licensee of nine AM's and eight FM's. He owns 100% of shares of licensee of WHMP-AM-FM Northampton, MA. He is also sole shareholder of company that is 50% general partner of licensee of WNEW(AM) New York. Feuer and Hicks will hold executive positions at CF Media. Sillerman will be president and CEO. Filed March 12.

■ **WSSL-AM-FM Greenville, SC** (AM: BTC920312HH; 1440 khz; 5 kw-U; FM: BTCH920312HI; 100.5 mhz; 100 kw; ant. 1,240 ft.)—Seeks transfer of control from Capstar Communications Inc. to Capstar Media of the Southeast Inc. for \$42.5 million. Transfer includes WSIX-FM Nashville and WJDS(AM)-WMSI(FM) Jackson, MS (see individual stations). Transfer is part of merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman ("Broadcasting," March 23; see KKCW(FM) Beaverton [Portland], OR, above). Filed March 12.

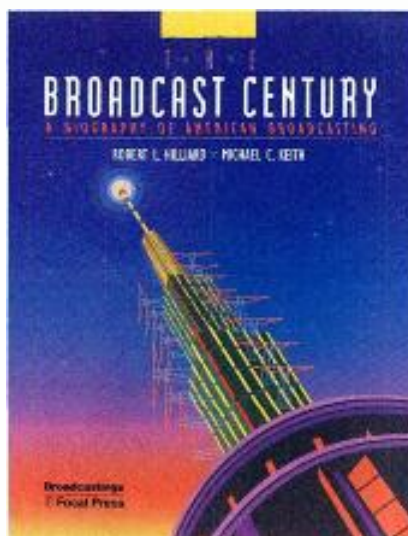
■ **WWPD(FM) Marion, SC** (BALH920312HD; 94.3 mhz; 3 kw; ant. 499 ft.)—Seeks assignment of license from Marion Christian Radio Inc. to Winfas of Belhaven Inc. for no consideration; station is being reassumed by previous owners. Seller is headed by L.E. Willis, who is owner of licensees of WXSS(AM) Memphis, TN; KDFT(AM) Desoto, TX (pending sale to daughter Celestine Willis, see "For the Record," Dec. 16); KSNE(FM) Marshall,

BROADCASTING, FOCAL PRESS JOIN FORCES

BROADCASTING, owned by Cahners Publishing Co., and Focal Press, an imprint of Butterworth-Heinemann Publishers, have announced a co-sponsored book publishing program serving broadcast and cable professionals. Focal Press publishes professional books and textbooks on broadcasting, video and audio, cinematography, photography and theater. Both Cahners and Butterworth-Heinemann are subsidiaries of Reed Publishing (U.S.A.) Inc.

Focal Press, assisted by BROADCASTING staff, will publish and distribute the program's books. Initial titles, now available, include "The Broadcast Century" by Robert Hilliard and Michael Keith, "Selling Radio Direct" by Michael Keith and "Practical Radio Promotions" by Ted Roberts. The program will be fully launched at the National Association of Broadcasters convention in Las Vegas, April 12-16.

The new 1992 Focal Press catalog is available free upon request by writing: Focal Press Catalogs, 80 Montvale Avenue, Stoneham, Mass. 02180; phone: 1-800-366-2665 (catalogs and orders only); fax: 617-279-4851. Professionals interested in writing books for the program are invited to contact Focal Press Acquisitions Editor Philip Sutherland at the above address or at 617-438-8464, extension 241.



KLRG(AM) North Little Rock, KFTH(FM) Marion and KMZK(FM) Loneoke, all Arkansas; WSFU-FM Union Springs, WVCA(FM) Selma, and WAYE(AM) Birmingham, all Alabama; WBOK(AM) New Orleans; WCLN(AM)-WMXS(FM) Clinton, WESL(AM) East St. Louis, IL (pending sale); WSRG(AM) Durham, WBXB(FM) Edenton (pending sale), WVRS(FM) Warrenton and WGSP(AM) Charlotte (pending sale), all North Carolina; WIMG(AM) Ewing, NJ (pending sale); WPCE(AM) Portsmouth (pending sale) and WMYA(FM) Cape Charles (Virginia Beach), both Virginia; WTJH(AM) East Point, GA; WURD(AM) Philadelphia; WPZZ(FM) Franklin and WWCA(AM) Gary (pending sale), both Indiana, and WKSQ(AM) Orangeburg, WPPD(FM) Marion and WKWQ(FM) Batesburg, all South Carolina. Buyer is headed by Roger R. Ingram and Larry W. Nichols, and recently purchased WKJA(FM) Belhaven, NC, from Ernestine Willis Cuffee, daughter of L.E. Willis ("Changing Hands," March 30). It is licensee of WKOO(FM) Jacksonville, NC, and WYYD(FM) Amherst, VA. Filed March 12.

■ **WSIX-FM Nashville** (BTCH920312HL; 97.9 mhz; 100 kw; ant. 1,140 ft.)—Seeks transfer of control from Capstar Communications Inc. to Capstar Media of the Southeast Inc. for \$42.5 million (see WSSL-AM-FM Greenville, SC, below). Filed March 12.

■ **KODA(FM) Houston and KJQY(FM) San Diego** (KODA: BALH920312HK; 99.1 mhz; 95 kw; ant. 1,920 ft.; FM: BALH920312HM; 103.7 mhz; 36 kw; ant. 580 ft.)—Seeks assignment of license from Command Communications Inc. to Capstar Media of Texas Inc. for \$45 million. Assignment is part of merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (see KKCW(FM) Beaverton (Portland), OR, above). Filed March 12.

■ **WMNV(FM) Rupert, VT** (BALH920316HQ; 104.1 mhz; 1.5 kw; ant. 249 ft.)—Seeks assignment of license from Radio Rachel to Family Broadcasting Inc. for \$55,000. Seller is headed by Peter Morton and Mary Morton, and has no other broadcast interests. Buyer is headed by Alexander D. McEwing, and is licensee of WGLY-FM Waterbury, and permittee of WGLV(FM) Hartford and LPTV W39AS Burlington, all Vermont. Filed March 16.

■ **WYRV(AM)-WJHT(FM) Cedar Bluff, VA** (AM: BAL920311GZ; 770 khz; 5 kw-D; FM: BALH920311HA; 107.7 mhz; 550 w; ant. 751 ft.)—Seeks assignment of license from Cedar Bluff Broadcasting Inc. to Raslor Corp. in bankruptcy settlement for price yet to be determined. Seller is headed by Richard A. Money, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by T. Acie Rasnake, and has no other broadcast interests. Filed March 11.

Actions

■ **KISK(FM) Lowell, AR** (BAPH920121HH; 101.9 mhz; 50 kw; ant. 492 ft.)—Granted assignment of CP from Whitman Broadcasting Corp. to Zenith Broadcasting Corp. for \$390,000. Seller is headed by Douglas R. Whitman, who is general manager of KKIX(FM) Fayetteville, AR. Buyer is headed by Edwin B. Alderson Jr., who owns 35% stock of Noalmark Broadcasting Corp., licensee of KELD (AM)-KAYZ(FM) El Dorado and KKIX(FM) Fayetteville, both Arkansas; KKTZ-AM-FM Kilgore, TX, and KYKK(AM)-KZOR(FM) Hobbs, NM. Action March 16.

■ **KWCD(FM) Grover City, CA** (BALH920109GE; 107.3 mhz; 4.2 kw; ant. 807 ft.)—Granted assignment of license from WESTCOM Communications Inc. to R & L Broadcasters Inc.; purchase agreement to be filed as amendment. Seller has no other broadcast interests. Buyer is headed by Rod B. Funston, and has no other broadcast interests. Action March 11.

■ **KVRE(AM) Santa Rosa, CA** (BAPL900524EA; 1150 khz; 5 kw-D, 500 w-N)—Granted assignment of license from Cardinal Communications Inc. to First Down Promotions Inc. for \$25,000. Seller is headed by Joseph Stamler and has no other broadcast interests. Buyer is headed by John A. Paye, Don Hogue and Danielle Donahue, and has no

other broadcast interests. Action March 12.

■ **KSSS(AM)-KVUU(FM) Colorado Springs** (AM: BAL920128EA; 740 khz; 3.3 kw-D, 1.5 kw-N; FM: BALH920128EB; 99.9 mhz; 87.4 kw; ant. 2,200 ft.)—Granted assignment of license from Radio Ventures Inc. to Dick Broadcasting Co. for \$1.275 million ("Changing Hands," Jan. 27). Seller is headed by Larry Lakoduk, and is licensee of KICT-FM Wichita, KS. Buyer is headed by James A. Dick Jr., and is also licensee of WIVK-AM-FM Knoxville and WKDA(AM)-WKDF(FM) Nashville, both Tennessee; WKRR(FM) Greensboro-Winston-Salem, N.C., and WVOK(AM)-WZRR(FM) Birmingham, Ala. Action March 11.

■ **WTGI-TV Wilmington, DE** (BALCT910329KE; ch. 61; 3,000 kw-V; ant. 958 ft.)—Dismissed app. of assignment of license from Delaware Valley Broadcasters Ltd., debtor-in-possession, to National Minority TV Inc. for \$4 million. Seller is headed by Dan Slape, and has no other broadcast interests. Buyer is headed by Paul F. Crouch (33.3%), Phillip Aguilar (33.3%) and P. Jane Duff (33.3%). Crouch has interests in Trinity Broadcasting Network and its affiliates, licensees of 2 AM's, 1 FM and 15 TV's. Action Oct. 11, 1991.

■ **WHKX(FM) Lafayette (Tallahassee), FL** (BAPLH920113GF; 99.9 mhz; 50 kw; ant. 328 ft.)—Granted assignment of CP from Rowland Capital Broadcasting Co. to Marcus Communications Corp. for \$700,000 ("Changing Hands," Jan. 20). Seller is headed by Brian Rowland, who has interests in WGUJ(FM) Marco, FL; WAIA(FM) St. Mary's, WBGA(FM) Waycross and WIKX(FM) Leesburg, all Georgia. Buyer is headed by Leonard Marcus, who has no other broadcast interests. Action March 18.

■ **WDUN(AM) Gainesville, GA** (BTC920129GE; 550 khz; 5 kw-D, 2.5 kw-N)—Granted transfer of control within WDUN Radio Inc. for no cash consideration; John W. Jacobs Jr. is transferring 136 shares of stock to son John W. Jacobs III, reducing his share from 60% to 41.3% and increasing his son's share from 40% to 58.7%. John W. Jacobs III is also sole stockholder of licensee of WMJE(FM) Clarksville, GA. Action March 10.

■ **WMJM(AM)-WFAV(FM) Cordele, GA** (AM: BAL910221GE; 1490 khz; 1 kw-U; FM: BALH910221GF; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Silver Star Communications-Albany Inc. to Radio Cordele Inc. for \$350,000. Seller is headed by John Robert E. Lee, and is licensee of WJIZ(FM) Albany, GA. Lee is also 51% owner of Silver Star Communications-WJAZ Inc., which owns WJYZ(AM) Albany, GA, and 61% of Suncoast Communications, which owns WVVO(AM)-WDXX(FM) Charleston, SC. Buyer is headed by John Wesley Brooks, and has no other broadcast interests. Action March 9.

■ **KCFI(AM) Cedar Falls, IA** (BAL920129EA; 1250 khz; 500 w-U)—Granted assignment of license from Larry W. Edwards, receiver, to Cedar Valley Broadcasting for \$275,000. Seller also has interests in licensee of WMT-AM-FM Cedar Rapids, IA, and KWSN(AM)-KRRO(FM) Sioux Falls, SD. Buyer is headed by Donald Timmerman; shareholders Janet M. and Donald L. Rabbitt, husband and wife, together own 93% of licensee of KWOA-AM-FM Worthington, MN. Action March 11.

■ **KFMO(AM) Flat River, MO** (BAL920127EC; 1240 khz; 1 kw-U)—Granted assignment of license from Greater Missouri Broadcasting Inc. to MKS Broadcasting Inc.; purchase agreement will be filed as amendment in near future. Seller is headed by Randel and Joan Boesen, who also own KDKD-AM-FM Clinton, MO, and KMMJ(AM) Grand Island, NE. Buyer is headed by Manning L. Steinmetz, and has no other broadcast interests. Action March 16.

■ **KTVQ(TV) Billings, MT** (BALCT911129KU; ch. 2; 100 kw-V, 10.2 kw-A; ant. 670 ft.)—Granted assignment of license from SJL of Montana Associates Ltd. to KTVQ Communications Inc. for approximately \$6.8 million; actual price will be contingent upon cash flow multiples as of Dec. 31. Seller is headed by George D. Lilly, who has interests in WSTM-TV Syracuse, NY; KSNW(TV) Wichita, KSNG(TV) Garden City, KSNC(TV) Great Bend and KSNT(TV) Topeka, all Kansas; KSNK(TV)

McCook, NE, and WJRT-TV Flint, MI. Buyer's stock is 100% owned by Evening Post Publishing Co., ultimate licensee of KIVK(TV) Nampa, ID; KOAA-TV Pueblo, CO, and KPAX-TV Missoula, KRTV(TV) Great Falls and KXLF-TV Butte, all Montana. Action March 16.

■ **KELK(AM)-KLKO(FM) Elko, NV** (AM: BTC911231EK; 1240 khz; 1 kw-U; FM: BTCH911231EL; 93.5 mhz; 3 kw; ant. -314 ft.)—Granted transfer of control within licensee Elko Broadcasting Co. in stock sale; price will be determined after review of records and appraisal property. Transferors are D. Ray and Virginia L. Gardner, husband and wife. Transferees are Paul G. Gardner and Ketra D. Gardner. Paul Gardner is general manager of stations. Action March 17.

■ **KPAH(FM) Tonopah, NV** (BALH920129GH; 92.7 mhz; 280 w; ant. 970 ft.)—Granted assignment of license from Roughrider Broadcasting Inc. to Western Adventures Radio Network for \$240,000. Seller is headed by Marc Ratner, and has no other broadcast interests. Buyer is headed by Dimitrios Karambellas, and has no other broadcast interests. Action March 16.

■ **WVNV(FM) Malone, NY** (BAPH920109GJ; 96.5 mhz; 2.4 kw; ant. 110 ft.)—Granted assignment of CP from North Country Broadcasting Co. Inc. to L.C.C. Media Inc. for \$38,369. Seller is headed by Mitchell Tackley, and has no other broadcast interests. Buyer is headed by James M. Coughlin Jr., and is also licensee of WICY(AM) Malone, NY. Action March 9.

■ **WKZF(FM) Bayboro, NC** (BALH911226HR; 97.9 mhz; 3 kw; ant. 312 ft.)—Granted assignment of license from Atlantic Broadcasting Inc. to Carolina Community Broadcasting Inc. for \$375,000 ("Changing Hands," Jan. 6). Seller is headed by John Wiggins, who is also selling WULF(AM)-WKXH(FM) Alma, GA (see "For the Record," Jan. 13). He recently purchased KDXR(FM) Borger (Amarillo), TX ("Changing Hands," Dec. 23, 1991). Wiggins also has interests in WFFN(FM) Florence, SC, and WNKX(FM) Centerville, TN. Buyer is headed by Jay Meisenhelder. Shareholder Ross H. Fleischman is also 47% shareholder of licensee of WHSM-AM-FM Hayward, WI, and 5% shareholder of licensee of KJFM(FM) Louisiana, MO. Action March 11.

■ **WTLW(TV) Lima, OH** (BTCCT911108KK; ch. 44; 1,243 kw-V; ant. 678 ft.)—Granted transfer of control within licensee American Christian Television Services Inc. for no cash consideration; transfer is filed to reflect board member changes. Licensee is headed by James Bassett. Vice president Ronald Mighell is also director of Dominion Broadcasting Inc., permittee of TV ch. 40 in Toledo, OH. Action March 16.

■ **KBZQ(FM) Lawton, OK** (BAPH911125HV; 95.3 mhz; 6 kw; ant. 300 ft.)—Granted assignment of CP from William R. Fritsch Jr. to Broadco of Texas Inc. Broadco of Texas is licensee of KMGZ(FM) Lawton, OK (see below), in which William R. Fritsch Jr. is minority stockholder. Broadco and Fritsch agree to assign to each other CP's for operation of their respective FM stations at Lawton, OK, such that upon consummation Broadco will hold CP to operate KMGZ as Class A on 95.3 mhz, and Fritsch will hold CP to operate KBZQ as Class A on 99.5 mhz. In addition, Broadco and Fritsch will enter into a Joint Venture Agreement in which Broadco agrees to rent transmitter site and studio space to Fritsch for \$335,868 over five years. Broadco is headed by Dennis R. Yelton. Action March 9.

■ **KMGZ(FM) Lawton, OK** (BALH911125HW; 95.3 mhz; 3 kw; ant. 295 ft.)—Granted assignment of license from Broadco of Texas Inc. to William R. Fritsch, Jr. (see KBZQ(FM), above). Action March 9.

■ **KKGR(AM) Gresham, OR** (BAL920130GV; 1230 khz; 1 kw-U)—Granted assignment of license from Gresham Radio Inc. to Pacific Northwest Broadcasting Corp. for \$82,000. Application is being filed contingent upon grant of KMUZ(FM) Camas, WA, from Pacific Northwest Broadcasting (see KMUZ(FM) Camas, WA, below). Seller is headed by Martin F. Malarkey and Gregg K. Clopper. Clopper has interests in KENI-AM-FM Anchorage,

KVOK (AM)-KJJZ(FM) Kodiak and KBCN(AM)-KINQ(FM) Fairbanks, all Alaska. Buyer is headed by Richard L. Schwary, and is licensee of KMUZ(FM). Action March 17.

■ **WCOJ(AM)** Coatesville, PA (BTC920128EC; 1420 khz; 5 kw-U)—Granted transfer of control from Chester County Broadcasting Co. to Liberty Cable Inc.; all of shares of transferor are owned by Lenfert Communications Inc., headed by H.F. Lenfert. Lenfert has agreed to sell to Liberty Cable, which owns class B stock of Lenfert Communications, enough shares to increase Liberty Cable's voting power in Lenfert Communications to 50%. Chester Communications also owns cable systems serving communities in Pennsylvania. Buyer is headed by Peter R. Barton and John C. Malone. Malone is president of Tele-Communications Inc., major multiple-system operator. He is also a director of Turner Broadcasting System Inc., owner and operator of WTBS(TV) Atlanta. Action March 16.

■ **WPGR(AM)** Philadelphia (BAL911120EA; 1540 khz; 50 kw-D)—Granted assignment of license from Kiss Ltd. to All Star Radio Inc. for \$800,000. Seller is headed by Kenneth O'Keefe, and is licensee of WYXR(FM) Philadelphia; WPIT-AM-FM Pittsburgh; WXKS-AM-FM Everett-Medford, MA; WRFK(FM) Kanapolis, NC; WHTT-AM-FM Buffalo and WKQG(AM)-WPXY-FM Rochester, both New York. General partners in Kiss Ltd. are also general partners in WNUA(AM) Chicago. Buyer is headed by Marina Kats, and has no other broadcast interests. Action March 13.

■ **WAGS(AM)** Bishopville, SC (BAL920127ED; 1380 khz; 1 kw-D)—Granted assignment of license from Carr Radio Inc. to The A.L. Group for \$22,000. Seller is headed by Sheryl B. Carr, and has no other broadcast interests. Buyer is headed by general partners Argent D. Landrum (51%) and Arie H. Landrum (49%), and has no other broadcast interests. Action March 10.

■ **WRHA(FM)** Johnsonville, SC (BAPH920121HF; 105.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Cynthia B. Merrithew, for estate of William Burckhalter, to The Waccamaw Neck Broadcasting Co. for \$20,823. Buyer is headed by Frankie R. Pittman, and has no other broadcast interests. Action March 18.

■ **WEMT(TV)** Greenville, TN (BALCT911226KJ; ch. 39; 3,020 kw-V; 302 kw-A; ant. 2,628 ft.)—Granted assignment of license from East Tennessee Broadcasting Corp. to Television Marketing Group of Tri-Cities Inc. for assumption of debt. Sale includes WLMT(TV) Memphis and its satellite station WMTU(TV) Jackson, TN (see below). Seller is wholly owned subsidiary of M.T. Communications, headed by Mike Thompson. Buyer is subsidiary of Chesapeake Bay Holding Co., headed by Richard J. Davis, former Lt. Governor of Virginia. Action March 19.

■ **WMTU(TV)** Jackson, TN (BALCT911226KI; ch. 16; 588 kw-V; 58.8 kw-A; ant. 592 ft.)—Granted assignment of license from Jackson Investment Corp. to Television Marketing Group of Jackson Inc. for assumption of debt. Station is satellite of WLMT(TV) Memphis (see below). Action March 19.

■ **WLMT(TV)** Memphis (BALCT911226KG; ch. 30; 2,500 kw-V; 250 kw-A; ant. 1,000 ft.)—Granted assignment of license from West Tennessee Broadcasting Corp. to Television Marketing Group of Memphis Inc. for assumption of debt. Sale includes satellite station WMTU(TV) Jackson and WEMT(TV) Greenville, both Tennessee (see above). Seller is wholly owned subsidiary of M.T. Communications, headed by Mike Thompson. Buyer is subsidiary of Chesapeake Bay Holding Co., headed by Richard J. Davis, former Lt. Governor of Virginia. Action March 19.

■ **KLSF(FM)** Amarillo, TX (BTCH900222GL; 96.9 mhz; 100 kw; ant. 668 ft.)—Dismissed app. for transfer of 85 shares of ownership stock from Ad-

comm of Great Falls Inc. to Stephen Marriott for \$1,000. Stock includes interest in KORQ-AM-FM Abilene and KMND(AM)-KLSF(FM) Midland, both Texas, and KEIN(AM)-KLFM-FM Great Falls, MT. Seller is headed by Stephen M. Adams (see KEIN(AM)-KLFM-FM Great Falls, MT, above). Buyer has 44% interest in California Radio Inc., licensee of KDJQ(FM) Red Bluff, CA, and 44% interest in Golden Bear-1 Broadcasting Inc., proposed assignor of KZHT-FM Provo, UT. Action March 18.

■ **KTSM-AM-FM-TV** El Paso, TX (AM: BTC920106KF; 1380 khz; 5 kw-D, 500 w-N; FM: BTCH920106KG; 99.9 mhz; 87 kw; ant. 1,820 ft.; TV: BTCCT920106KE; ch. 9; 316 kw-V; 42.7 kw-A; ant. 1,910 ft.)—Granted transfer of control of licensee Tri-State Broadcasting Co., from Ameritrust Texas N.A., Independent Executor of Estate of Karl O. Wyler Sr., to El Paso Community Foundation for no monetary consideration; assignment is part of will. Licensee is headed by Janice Windle, and has no other broadcast interests. Action March 16.

■ **KVIV(AM)** El Paso, TX (BAL911205EA; 1340 khz; 1 kw-U)—Granted assignment of license from Samuel Kobren, receiver, to Dunn Broadcasting Co. for \$25,000. Seller has no other broadcast interests. Buyer is headed by John M. Dunn (100%), and is also licensee of KAMA(FM) El Paso, TX. Dunn is also vice chairman of Southwest Indiana Public Broadcasting Inc., licensee of public stations WNIN-FM-TV Evansville, IN. Action March 13.

■ **KVIV(AM)** El Paso, TX (BAL910114EC; 1340 khz; 1 kw-U)—Dismissed app. of assignment of license from Bruce Crow to Sun Valley Communications Inc. for \$250,000. Crow is receiver for Dunn Broadcasting Co., headed by John Dunn, and has no other broadcast interests. Buyer is headed by Michael Venditti (50%), KDW Trust (50%) and Michael Don Werlinger. Venditti has 50% interest in application for new AM at Hamby, TX. Lundgren,

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trustee for KDW Trust, is president of Parity Radio Corp. of Texas, applicant for new FM at Tahoka, TX. Action March 13.

■ **WPTG(FM) West Point, VA** (BTCH920109HB; 107.9 mhz; 3 kw; ant. 253 ft.)—Granted transfer of control of West Point Broadcasting Corp. Inc. to Gilbert L. Granger and Thomas M. Smith for \$25,000. Seller is headed by R. Tyler Bland Jr., and has no other broadcast interests. Buyers own licensee of WMBG(AM) Williamsburg, VA. Action March 9.

■ **KMUZ(FM) Camas, WA** (BTCH920130GU; 94.7 mhz; 3 kw)—Granted transfer of control of Pacific Northwest Broadcasting Corp., from Richard L. Schwary to Albert C. Angelo, et al. Schwary is reducing his voting stock interest from 62.5% to 33.3%, relinquishing control that will then be held equally by shareholders (each 33.3%). Certain shareholders have redeemed shares in licensee, consideration being original stock price (\$3,000) plus repayment of loans (\$15,000). Licensee is also purchasing KKGR(AM) Gresham, OR (see above). Action March 17.

■ **WTTN(AM) Watertown, WI** (BAL920131EA; 1580 khz; 1 kw-D, 7.8 w-N)—Granted assignment of license from WTTN Inc. to Watertown Radio Inc. for \$315,719, assumption of debt. Seller is headed by William Haig, and has no other broadcast interests. Buyer is headed by Charles P. Mills, who is permittee of LPTV at Lafayette, IN. Action March 18.

■ **KWIV(AM)-KATH-FM Douglas, WY** (BAL920127EA; 1470 khz; 1 kw-D, 500 w-N; FM: BALH920127GP; 99.3 mhz; 813 w; ant. 530 ft.)—Granted assignment of license from Jackalope Radio Inc. to Fireside Broadcasting Co. for \$50,000. Seller is headed by Delois M. Kath. She and Gregg D. Jones, 70% shareholder of licensee, have interests in KASL(AM) Newcastle, WY. Kath also has interests in KATH-FM Douglas and KGOS(AM)-KERM(FM) Torrington, WY. Jones has interests in KCSR(AM)-KQSK(FM) Chadron, NE. Buyer is headed by Brett Reese, and has no other broadcast interests. Action March 9.

NEW STATIONS

Applications

■ **Rio Grande, OH** (BPED920320MD)—University of Rio Grande seeks 90.9 mhz; 2.4 kw; ant. 100 m. Address: 218 N. College Ave., Rio Grande, OH 45674. Applicant is headed by Michael Thompson, and has no other broadcast interests. Filed March 20.

Actions

■ **Garrison, KY** (BPH910524MB)—Granted app. of Henson Media Inc. for 98.3 mhz; 2.609 kw; ant. 150 m. Address: 2335 Bonnycastle Ave., Louisville, KY 40205. Applicant is headed by Edward Henson Jr., and has no other broadcast interests. Action March 13.

■ **Garrison, KY** (BPH910523MI)—Dismissed app. of James Philip Gray for 98.3 mhz; 1.2 kw; ant. 56 m. Address: 10 Trinity Place, Fort Thomas, KY 41075. Applicant is permittee of new FM (99.5 mhz) at Ripley, OH. Action March 13.

■ **Searsport, ME** (BPH910501ME)—Granted app. of Searsport Broadcasting Partnership for 101.7 mhz; 6 kw; ant. 72 m. Address: P.O. Box 564, Union, ME 04862. Applicant is headed by general partners Peter P. Dalton, Daniel B. Spears, James J. Pomfret and Howard L. Soule, and has no other broadcast interests. Action March 19.

■ **Searsport, ME** (BPH910503MR)—Dismissed app. of Jonathan L. Leveen for 101.7 mhz; 1.61 kw; ant. 191 m. Address: 59 Mechanic St., Camden, ME 04843. Applicant is permittee of WAVX(FM) Thomaston, ME. Action March 19.

■ **Bridgman, MI** (BPH900509MK)—Granted app. of Dunes Broadcasting Inc. for 97.5 mhz; 3 kw; ant. 100 m. Address: 728 Superior St., South Haven, MI

49090. Applicant is headed by Arlene M. Anderson, and has no other broadcast interests. Action March 6.

■ **Bridgman, MI** (BPH900510MS)—Dismissed app. of Dybedock & Associates Inc. for 97.5 mhz; 3 kw; ant. 100 m. Address: 1455 Budd Blvd., Kankakee, IL 60901. Applicant is headed by Howard S. Dybedock, who has interests in licensee of WEFM(FM) Michigan City, IN. Action March 6.

■ **Kirtland, NM** (BPH910226MB)—Granted app. of 3207 Espacio St., Farmington, NM 87401. Applicant is headed by Jeff Thomas and Joella Thomas, and has no other broadcast interests. Action March 17.

■ ***Fort Ann, NY** (BPED880127MA)—Granted app. of Christian Theater of the Air Inc. for 91.7 mhz; 1 kw; ant. 364 m. Address: 43 George St., Fort Ann, NY 12827. Applicant is headed by Michael Juliano, and has no other broadcast interests. Action March 19.

■ **Abilene, TX** (BP900625AH)—Dismissed app. of Abilene Community Radio for 1340 khz. Address: P.O. Box 7147, Amarillo, TX 79114. Applicant is headed by Charles K. Adams, who has interests in licensee KQIZ-AM-FM Amarillo, TX. Action March 18.

■ **Abilene, TX** (BPH900626MG)—Dismissed app. of Abilene Community Radio for 100.7 mhz; 100 kw; ant. 388 m. Address: P.O. Box 7147, Amarillo, TX 79114. Applicant is headed by Charles K. Adams (see Abilene, TX, above). Action March 9.

■ **Castle Rock, WA** (BPH910822MA)—Returned app. of Castle Rock Broadcast Partners for 107.1 mhz; .72 kw; ant. 540 m. Address: 33692 Santiam Hwy., Lebanon, OR 97355. Applicant is headed by general partners M. Heather McDaniel and Bettie Sue Ratter. McDaniel has interests in licensee of KFIR(AM) Sweet Home, OR, and is 95% owner in partnership of licensee of KSKD(FM) Sweet Home, OR. Action March 18.

FACILITIES CHANGES

Applications

AM's

■ **Honolulu KZOO(AM)** 1210 khz—March 10 application of Polynesian Broadcasting Inc. for CP to relocate TL to site of KGU and KQM for Ahui Street, 721 m. (.45 mi) SW of Honolulu; 21 17 41 - 157 51 49.

■ **Elizabeth, NJ** WJDM(AM) 1530 khz—March 13 application of Radio Elizabeth Inc. for CP to increase power to 1 kw day (670 watts ch).

FM's

■ **Jonesboro, AR** KJBR(FM) 101.9 mhz—March 16 application of Pattenon Brothers Inc. for mod. of CP (BPH-870220IB as reinst.) to change antenna supporting-height structure.

■ **Mountain Home, AR** KPFFM(FM) 105.5 mhz—March 9 Mountain Home Radio Station Inc. for CP to change: ERP: 33.4 kw (H&V); ant.: 180 m; TL: proposed site is 4 km northeast of Three Brothers Church which is on State Route 5 in Three Brothers, Baxter County, AR; change class to C2 (per MM docket #90-598).

■ **Davis, CA** KQBR(FM) 105.5 mhz—March 10 application of KYLO Radio Inc. for mod. of CP (BPH-910729IB) to change ERP: 2.96 kw (H&V); ant.: 141 m.; SC: 38 39 26 - 121 43 12; TL: 4.3 km SE of Central Woodland, CA, at 106 degrees true.

■ **Los Bando, CA** KHTN(FM) 104.7 mhz—March 13 application of Exelor Communications for CP to change ant.: 150 m.; TL: comm. site 7.7 km 10.2 m. to Atwater, Merged Co., CA. 1.6 miles S of Hwy 140 and .3 miles E of Crane Rd.

■ **Orland, CA** KXHM(FM) 106.5 mhz—March 13 application of Tri-Counties BCasting Group Inc. for mod. of CP (BPH-880714ND) to change ERP: 25 kw (H&V); ant.: 63 m.; TL: 6.5 km at 2710 true from Paskenta, CA; change freq. to 106.7 mhz; (per MM

docket #91-177); change to class B1 (per MM docket #91-177).

■ **Riverside, CA** KUCR(FM) 88.1 mhz—March 12 application of University of California for mod. of CP (BPED-880406ML) to change ERP: .155 kw (H&V), ant.: 328 m., TL: Box Springs Mt. comm. facility, 9.3 km ENE of Riverside.

■ **Tarpon Springs, FL** WYFE(FM) 88.9 mhz—March 6 application of Bible Broadcasting Network Inc. for CP to change ERP: 100 kw (H&V); ant.: 155 m.; TL: 9026 Denton Ave., Hudson, Pasco Co., FL; change to class C1.

■ **Dublin, GA** WQZY(FM) 95.9 mhz—March 9 application of State Broadcasting Corporation for mod. of CP (BPH-890614ID) to change ERP: 88 kw (H&V), ant.: 312 m., class: C2, TL: proposed site is 4.3 km west of town of Kite on GA Route 151 in Johnson.

■ **Hayden, ID** KKCH(FM) 94.5 mhz—Feb. 28 application of North Idaho Broadcasting Company for CP to make changes: ERP: 100 kw (H&V), change channel to 233C (per docket #91-254).

■ **Manchester, IA** KMCH(FM) 94.7 mhz—March 9 application of Susan I. Coloff for mod. of CP (BPH-880308MG) to change ERP: 25 kw (H&V); change class to C3 (per MM docket #89-521).

■ **Osakis, MN** KBHL(FM) 103.9 mhz—March 16 application of Christian Heritage BCasting Inc. for CP to change ERP: 6 kw (H&V), ant.: 100 meters.

■ **Tupelo, MS** WAFFR(FM) 88.3 mhz—March 6 application of American Family Association for CP to change height of structure from 152 m. AGL (274 m. AMSL) to 154 m. AGL (276 m. AMSL).

■ **Helena, MT** New FM 103.1 mhz—March 16 application of Hi-Line Radio Fellowship Inc. for mod. of CP (BPED-901109MH) to make changes: ERP: 30 kw (H&V); ant.: 209 m.; TL: antenna to be located atop Orth Hill, 11 miles north of Helena; class C.

■ **Rose Hill, NC** WBSY(FM) 104.7 mhz—March 9. Dublin County Broadcasters for mod. of CP (BPH-880616MS) to change ERP: 2.8 kw (H&V); ant.: 78 m.; TL: west of US 117, 4.2 km north of Rose Hill.

■ **Aberdeen, SD** KQAA(FM) 94.9 mhz—March 13 application of CO Broadcasting Corp. of Aberdeen for mod. CP to change: ant.: 165 m.; TL: .5 miles NW of Bath Corner; change class to C1.

■ **Germantown, TN** WODZ-FM 94.3 mhz—Aug. 22, 1991 application of Ardan Broadcasting Corp. of TN for CP to make changes: ERP: 50 kw (NV), ant.: 144 m.; TL: 1.1 km E of US Rt 78, Mineral Wells, Desoto CO, MS; change to channel 231C2 (per docket #87-619), employ directional antenna. Pet for recon filed 1-24-92; petition for limited reconsideration dismissed as moot 3-12-92.

TV

■ **Seattle** KHCN(TV) ch. 45—March 11 application of Allen E. Horn for mod. of CP (BPCT-840809KL) to change ERP (vis): 78.5 kw; ant.: 304 m.; TL: Columbia Seafirst Center, 701 5th Avenue, Seattle; antenna: Micro Communications 955166 47-36-17 - 122-19-46.

Actions

FM's

■ **Centre, AL** WKYD(FM) 105.9 mhz—Granted app. of Cherokee Broadcasting Corporation (BMPH-911118ID) for mod. of CP (BPH-880204MJ) to change TL: Rte 1, Box 198A, Cherokee County, Leesburg, AL. Action March 18.

■ **Berryville, AR** KTHS-FM 107.1 mhz—Dismissed app. of KTHS-KSCC Inc. (BMLH-900502KE) for mod. of license to increase ERP: 2.3 kw H&V, (per docket #88-375). Action March 16.

■ **Yellow Springs, OH** WYSO(FM) 91.3 mhz—Dismissed app. of Antioch University (BPED-910116MW) for CP to change ERP: 50 D.A. Max (H&V); ant.: 148 148 m.; TL: 3.5 km at 144.6 degrees to Moraine, approximately .8 km due west of West Carrollton Road, Montgomery County, OH; change to class B. Petition for reconsideration is granted and application is reinstated nunc pro tunc 9-23-91. Action March 16.

SIDNEY COHEN

Leaving behind the relative security of one of the most successful first-run syndicators of the 1980's, Sid Cohen, 58, entered into self-imposed semiretirement in 1990 to spend more time with his children and on outside interests, including traveling, skiing and scuba diving. A year later, however, MGM Worldwide Television Group Chairman David Gerber presented Cohen with a unique startup opportunity. So much for semiretirement.

Gerber is highly regarded in Hollywood circles for keeping MGM's network production division afloat during the tumultuous regimes of Kirk Kerkorian, Giancarlo Parretti and currently Alan Ladd/Credit Lyonnais. Many in the industry are holding their bets, however, on whether Cohen, president, domestic television distribution, MGM Worldwide Television Group, can meet Gerber's mandate of reviving MGM's syndication division as a major supplier of first-run and off-network programming.

Early returns are positive, however. In assuming the presidency of MGM's domestic sales division, Cohen immediately made his mark with the off-network sales launch of *In the Heat of the Night*. At a time when the back-end potential for hour dramas was not inviting, Cohen canvassed station programmers to deliver a radically different, advertiser-supported barter plan.

Cohen appears to have correctly calculated the risk/reward factors of such startup opportunities frequently in a 34-year sales career.

When he was hired to work under syndication president Charlie MacGregor at Warner Bros. Domestic Television Distribution in 1968, Cohen had made the big leagues after nearly a decade of selling "garden variety" B-movies. Cohen earned a varied experience selling Warner Bros.' film and cartoon libraries, in addition to such off-network series as *The Waltons*.

From there Cohen hit the Hollywood fast track, joining Paramount Domestic Television under Chairman Barry Diller. Rich Frank (now head of Walt Disney Studio's TV operations)



headed up TV. It was an environment some industry watchers tagged "The Harvard Business School of Entertainment."

In 1979, Paramount had just decided to make its biggest foray in the first-run syndication business; Cohen was presented with his initial challenge: selling *Entertainment Tonight* in first-run syndication. At the time, the problem with selling a day-and-date show nationally was that most medium and smaller market stations didn't have the satellite dish technology. So Cohen and the sales staff developed a co-op marketing plan in which Paramount rebated a portion of *ET*'s first-year license to stations to defray the expense of installing a satellite downlink. Not only did *ET* become a major first-run sales and ratings hit, the innovative plan opened up the entire marketplace to fledgling day-and-date strips for syndication.

It was that acumen for first-run sales that brought Cohen to the atten-

tion of King World Productions heads Roger and Michael King in 1984, the year after the company's syndication launch of yet-to-be hit game show *Wheel of Fortune*. Cohen, who started as senior vice president of sales, was given the responsibility of expanding the sales staff to tackle renewals of *Wheel* and sell stations on an updated version of the NBC game show *Jeopardy!*

Cohen opened regional sales offices in Chicago, Dallas and Atlanta, bringing in another six station sales executives. Once *Jeopardy!* was sold in nearly 200 markets for its first season in 1985, its teaming (in many markets) with *Wheel* established both as the top-rated programs in syndication, still

the case seven years later.

Perhaps Cohen's crowning achievement was his part in cultivating King World's strong relationship with the CapCities/ABC station division and then-General Manager Dennis Swanson, whose Chicago station, WLS-TV, was testing the waters with then-unknown talk show host Oprah Winfrey. The national distribution of *The Oprah Winfrey Show* became an immediate critical and ratings success in 1986.

Is there another semiretirement in Cohen's near future? "I really do love the business," he says. "Quite frankly, be-

cause of the energy here [Los Angeles], I still have to find time to go to the Virgin Islands or somewhere else in the Caribbean. I can always carry a cellular phone with me to discuss business, but it's a little bit of a stretch when I'm 70 feet underwater." ■

President, domestic television distribution, MGM Worldwide Television Group, Culver City, Calif.; b. June 23, 1933, New York; BS, marketing and advertising, University of Rhode Island, 1955; U.S. Army, first lieutenant, Korea, 1955-57; account executive, Maidenform Inc., New York and Boston, 1958-61; sales representative, Heritage FM Group, New York, 1961-62; account executive, Allied Artists, New York and Los Angeles, 1962-64; account executive, Official Films, Los Angeles, 1964-66; western sales manager, American International Films, Los Angeles, 1966-68; western division manager, Warner Bros. Domestic Television Distribution, Burbank, 1968-79; VP, feature planning and sales development, Paramount Domestic Television, Hollywood, 1979-84; president, domestic television distribution, King World Productions, 1984-90; present position since September 1991; divorced; children: Melissa, 20; Stephen, 17.

Fates & Fortunes

MEDIA

Thomas E. Gallagher, senior corporate partner, Gibson, Dunn & Crutcher law firm, New York and Los Angeles, joins The Griffin Group investment firm, Los Angeles, as CEO.

Dave J. Uhrich, from Commonwealth Associates, Warrenton, Va., joins TV3 Broadcasting Group Limited, London, as VP, operations.

Ardie Gregory, general sales manager, WWMX(FM) Baltimore, named station manager.

Sharon Maloney, national sales manager, WGBO-TV Joliet, Ill. (Chicago), joins WXTX(TV) Columbus, Ga., as general manager.

Henry J. Ferris Jr., general manager, Eastern Massachusetts suburban cable systems, Cablevision, named general manager, Cablevision of Boston.

Bridget L. Baker, legislative assistant, U.S. Senator Ted Stevens (R-Ark.), joins CNBC, Burbank, Calif., as regional VP.

Bill Thomas, consultant, WERC (AM)-WMJJ(FM) Birmingham, Ala., joins parent company Ameron Broadcasting Inc. there as president and CEO.

L. Steven Goldstein, VP and general manager, WCCO(AM) Minneapolis, joins WGMS(AM) Bethesda, Md. (Washington), soon to be WTEM(AM), as general manager.

Tom Smith, general manager, Oklahoma region, Multimedia Cablevision, Wichita, Kan., named senior VP, marketing and new business development. **Terry Gorsuch**, Illinois regional manager, Multimedia Cablevision, named VP, regional manager, Oklahoma region.

Terry Connelly, VP and general manager, WKRC-TV Cincinnati, joins WSYX(TV) Columbus, Ohio, in same capacity.

Richard Harbison, general sales manager, WTWO(TV) Terre Haute, Ind., named VP and general manager.

HISTORY MAKER



Kay Koplovitz, USA Network president and chief executive officer, was the recipient of the annual Women in Business Making History Award from the women's business council of the New York Chamber of Commerce. Koplovitz has headed USA since the network's inception in 1980.

SALES AND MARKETING

Sue Kroll, VP, marketing, Turner Network Television, Atlanta, named senior VP of marketing.

Patrick Cline, station manager, KFOG(FM) San Francisco, joins KRQR(FM) there as general sales manager.

Dan Haight, senior account executive, KMEL(FM) San Francisco, named local sales manager.

Dan Casey, research director, KCAL(TV) Norwalk, Calif. (Hollywood), named director of research, planning and marketing.

Shari Valentine, account executive, WGBO-TV Joliet, Ill. (Chicago), named national sales manager.

Deborah C. Smith, local sales manager, WFXT(TV) Boston, named general sales manager.

Beth Bibby, director of major account sales, WXKS-FM Medford, Mass. (Boston), named sales manager.

PROGRAMMING

Alan R. Morris, director, affiliate marketing services, ABC Television Network, New York, named VP and director, affiliate marketing services.

William G. Hooks, senior VP, affiliate operations, Home Box Office Inc., named managing director, HBO Asia, Singapore.

Bob Jones, former president, NATPE, joins Audience Research & Development, Dallas, as VP, sales for programming, syndication and cable.

Jay S. Trager, VP, transmission services, Orion Satellite Corp., joins Public Broadcasting Service, Alexandria, Va., as chief operating officer and general manager, PBS National Datacast.

Edward R. Horwitz, VP, Cosgrove/Meurer, joins Telepictures Productions, Burbank, Calif., as executive producer, first-run programming and prime time reality programming.

Don DeMesquita, senior VP, corporate communications/publicity, Sony Pictures Entertainment Television Group, Culver City, Calif., named senior VP, corporate communications, Sony Pictures Entertainment.

Ted Kavanau, president, Television Innovations, joins Channel America, New York, as acting president, succeeding **Bob Mauro**, who resigned to return to CBS-TV.

Becky Brenner, operations director, KMPS-AM-FM Seattle, joins Broadcast Programming radio programming company there as programmer and consultant.

Appointments at NBC and Cablevision's Olympics TripleCast, New York/Barcelona, Spain: **Janice Platt**, freelance producer, NBC and CBS Sports, New York, named associate coordinating producer; **Norman Grossfeld**, former producer and director, Television Program Enterprises and Leach Entertainment, and **Bruce Bernstein**, freelance producer, HBO and ABC Sports,

named directors of studio show.

Appointments at Discovery Networks, Bethesda, Md.: **Bruce Thomas**, from CBS's marketing division, New York, named VP, marketing and sales development, New York; **Lila Reinhard**, from The Monitor Channel, returns as VP, affiliate marketing; **Amy Abbey**, senior manager, affiliate marketing, named director, affiliate marketing; **Linda Isaac**, from Showtime Networks, Atlanta, named director, affiliate marketing, The Learning Channel, and **Hunter Williams**, coordinator, educational services, named outreach manager, educational TV.

Michael E. Dingley, formerly with The Discovery Channel, joins WETA-TV Washington as associate director of broadcasting.

Len Spagnoletti, director of sales, KNBC-TV Los Angeles, joins Television Program Enterprises, New York, as director, West Coast station sales.

Nathaniel Fuchs, from National Westminster Bank USA, New York, joins Showtime Networks Inc. there as director, human resources development. **Lisa Hammer**, manager, trade and industry relations, Showtime, New York, named director, trade and media relations.

Michele Roberts, regional director, Southeast region, American Movie Classics, Atlanta, named VP, Southeast region.

Jay Barchas, VP, affiliate sales and marketing, The Learning Channel, and **Stephen Van Valin**, regional manager, Northeastern states, QVC Network Inc., join Video Jukebox Network Inc., Miami, as directors, affiliate sales and marketing.

Bill Grothe, staff attorney, BMI, New York, named director and senior attorney, licensee relations, Red Bank, N.J.

Andrew Reimer, director of programming, Action Pay Per View, Santa Monica, Calif., named VP, programming.

Shawn Sites, senior VP, Burson-Marsteller, joins dick clark productions inc., Burbank, Calif., as VP. **Tom Stepanchak**, production coordinator, dick clark productions inc., Princeton, N.J., named associate producer.

Kevin Paradis, account executive, Unistar Radio Networks, named West-

BG&H PUBLIC RELATIONS PIONEERS DOWN SOUTH

Bender Goldman & Helper, an entertainment public relations firm, has expanded its operations with the opening of a Miami office to be headed by Lea Sloan as senior vice president and managing director of Bender Goldman & Helper/Miami. "Our primary goal is to offer a high level of specialized expertise to Florida's entertainment and tourism businesses," said Sloan. She comes to BG&H/Miami from Shaw/Spelling Associates public relations in Los Angeles, where she was vice president. The new office anticipates servicing Caribbean, Central and South American-focused marketing activities and is located at 6787 Collins Avenue, Suite 16, Miami Beach 33141. The phone number is (305) 865-5113.



ern regional manager, sales, Valencia, Calif.

John Lee, manager of production, Buena Vista Television, joins Busby Worldwide, Des Moines, Iowa, as VP, production.

NEWS AND PUBLIC AFFAIRS

Mary Alice O'Rourke, domestic producer, *NBC Nightly News with Tom Brokaw*, New York, moves over to NBC's *Today* there as supervising producer.

Roberta Baskin, formerly with WJLA-TV Washington and, more recently, *Now It Can Be Told*, joins CBS News, Washington, as correspondent.



Baskin



Kennard

Cinny Kennard, senior reporter, WFAA-TV Dallas, joins CBS News, Los Angeles, as correspondent.

Douglas J. Fisher, correspondent, Associated Press, Providence, R.I., named South Carolina news editor, Columbia, S.C.

Shawn Briggs, from KTVI(TV) St. Louis, joins KAKE-TV Wichita, Kan., as executive news director.

Appointments at WMTW-TV Poland Springs, Me.: **Jeannine Lauber**, from WTVG(TV) Toledo, Ohio, and **Dan-**

iel Plante, from KDFW-TV Dallas-Fort Worth, named 6 and 11 p.m. anchors. **Zach Berkowitz**, from WHSV-TV Harrisonburg, Va., named meteorologist.

Tina Tyus, morning anchor and reporter, WRBL(TV) Columbus, Ga., joins WSAV-TV Savannah, Ga., as reporter and back-up anchor.

TECHNOLOGY

Colleen Lehane, from WGBH-TV Boston, joins KAET(TV) Phoenix as assistant manager of engineering.

Steve Tullo, former account manager, Sony Broadcast, Lanham, Md., joins BTS Broadcast Television Systems, Ramsey, N.J., as regional sales manager, Pennsylvania and West Virginia.

Michael Ferguson, from Cable Technology Associates, joins Pioneer Communications of America Inc., Upper Saddle River, N.J., as regional sales manager, cable systems division.

Raymond Kibitlewski, formerly with Cardion, Woodbury, N.Y., joins ITS Corp., McMurray, Pa., as sales engineer.

Appointments at KGUN(TV) Tucson, Ariz.: **Marty Glos**, maintenance supervisor, named chief engineer, succeeding **Harry Charles**, who retired. **Cynthia Ramirez**, commercial producer, named production supervisor.

H. Frederick Koehler, president and CEO, Trio-Tech International, joins Varian Associates Inc., San Carlos, Calif., as VP and general manager, power grid and X-ray tube products.



WOMEN'S WORK

American Women in Radio and Television held its 17th National Commendation Awards luncheon last month at the Waldorf-Astoria Hotel in New York. Among those on hand were (l-r): Faith Daniels, NBC's *A Closer Look*; Mary Alice Williams, NBC's *Sunday Today*; Catherine Crier, CNN's *Crier & Co.*; Jan Kiley, AWRT national president and director of research, Midwest Television; Anne Sward Hansen, *As the World Turns*; Lynn Sherr, ABC's *20/20*; Katherine Couric, NBC's *Today* and honorary chair, and Donna F. Cantor, executive director, AWRT.

PROMOTION AND PR

Donald A. Ciaramella, VP, The Lippin Group, New York, named senior VP and co-general manager.

Appointments at Turner Broadcasting System and Turner Network Television, Atlanta: **Patricia T. Smith**, design director, TBS, named VP, creative services; **Catherine L. Helean**, creative services director, WTVD(TV) Durham, N.C., named director, on-air promotions, TBS; **Joan-Ellen Delaney**, senior East Coast publicist, Fox Broadcasting Co., and **Karen Flanzbaum**, director of publicity and promotion, Avenue Entertainment, Los Angeles, named senior unit publicists, TNT.

Tony Fox, director, public relations, Comedy Central, New York, named VP, media relations.

John Kukla, executive producer, promotion, WAGA-TV Atlanta, named advertising and promotion manager.

Carolyn Marshall Miller, publicist, WNET(TV) Newark, N.J. (New York), joins Children's Television Workshop (CTW), New York, as program publicist. **Linda Lehrer**, director of publicity, *Adam Smith*, joins CTW as corporate publicist.

Amanda K. Lynch, media secretary, Della Femina McNamee Inc., joins DDF&M Public Relations, Pittsburgh, as media assistant.

ALLIED FIELDS



Arthur R. Taylor, former president and chief operating officer of CBS Inc. and, more recently, dean of Fordham University's Graduate School of Business Administration, has been elected the 10th president of Muhlenberg College, Allentown, Pa. He additionally is chairman of Arthur Taylor & Co. investment firm and founded The Entertainment Channel, now the Arts & Entertainment Network, where he was chairman and president. Taylor assumes his new position Aug. 1, 1992.

New trustees appointed at Museum of Television and Radio, New York: **Candice Bergen**, actress; **Thomas Carter**, Thomas Carter Company, Burbank, Calif., and **Martin S. Davis**, chairman, Paramount Communications Inc., Burbank, Calif.

William N. Shafer, VP, Western TV station services, Arbitron, Los Angeles, retires after 37 years with company. **Jill Joyce**, media buyer, Campbell-Mithun-Esty, Chicago, joins Arbitron there as account executive, advertiser/agency services.

Clark W. Davis, formerly with

Shamrock Broadcasting, Los Angeles, Reeves Telecom, New York, and Great Trails Broadcasting, Dayton, Ohio, forms Clark W. Davis Broadcast Consulting, Dayton.

The late **Harry C. Barfield**, former president and general manager, WLEX-TV Lexington, Ky., and **Phyllis Knight**, retired broadcast personality, WHAS-AM-TV Louisville, Ky., named to Kentucky Journalism Hall of Fame at ceremony to be held April 9 at University of Kentucky.

Timothy Gunn, 12-year veteran of WNET(TV) Newark, N.J. (New York), resigned to join National Video Resources (NVR), New York, as director.

DEATHS

Lawrence J. Lynch III, 48, TV syndication executive, died of lung cancer April 1 in Tarzana, Calif. Lynch had stints with Telecom Associates, Blair Television, Colbert Television Sales and Columbia Pictures Television before helping establish Kelly Entertainment in 1986 where he was president. Most recently, Lynch was senior VP, TV distribution for Orion Television. He is survived by his wife, Kristina; two sons; daughter, and step-daughter.

Robert Montiegel, 52, producer and reporter, died March 23 in Washington of multiple blunt force trauma. His death is under investigation by D.C. police. Montiegel joined National Public Radio in 1973 as senior producer, arts and humanities programs. Most recently he could be heard on WAMU(FM) and WETA-FM, both Washington, where he freelanced as producer, reporter and announcer. He is survived by his brother and sister.

Mark C. Moreno, 33, retired assignment editor, ABC News, Washington, died of AIDS there March 27. Moreno began working for ABC while attending Georgetown University, from which he graduated in 1980. He is survived by his companion, De W. Davies; his mother, Edna, and two brothers.

William Sears, 80, former sports announcer and TV producer, died March 25 in Tucson, Ariz. In early 1950's, Sears did play-by-play announcing for Philadelphia Phillies and Eagles. Survivors include his wife, Marguerite, and two sons.

Monday Memo

“How can I produce good local programming that’s affordable?”

With the ever-changing industry landscape, the need for broadcasters to develop local programming is becoming more critical. The reasons are obvious. With a multichannel universe, localism is the only way stations can distinguish themselves. The escalating price of syndicated product is driving profit margins in the wrong direction. But with all the cry for localism, few stations have actually made it a reality. In fact, much of the success of today’s major syndicated product came at the expense of local programming. Stations canceled their local shows because the cost of producing their shows became too high for the payback. Syndicated shows were a better deal. It was only in the last decade that just about every market had at least one local morning talk show and a *PM Magazine*. Weekly issues programs, usually in a talk format, abounded.

Now the same syndicated product that once rescued stations from the high cost of local programming has a stiff license fee along with a barter commitment. However, the difficulties stations face in developing successful local programming are more demanding than ever. The fact is, a local station’s product faces the same challenges that studios face when launching a new syndicated show. With a failure rate of up to 90% in the syndicated realm, this is a daunting task. Stations have fewer resources to support a show, so the task seems even more challenging. The question on everyone’s mind is: “How can I produce good local programming that’s affordable?”

First, stations must adopt the same strategies used by studios to identify time periods, develop counterprogramming and create innovative marketing plans. Further, on the production end, stations must be willing to radically change how they fill above-the-line and below-the-line staff.

Start with the time period. You must select one in which you can produce a local product that will counter-program your competitors. Be realistic. It’s probably not a great idea to try to produce a local talk show against the syndicated giants. Unless you’re a station group with major markets, you’re not going to be able to afford to book the kind of guests that can compete against Oprah, Sally, Phil, Geraldo and Maury. Look for time periods that are underserved. You may be able to groom a program in a morning slot and then upgrade it upon its success. Others to look at: late night (following a strong newscast), early morning and various weekend slots.

News is an obvious area for expansion into other time periods. The infrastructure is already in place: editing bays, computers, sets. Generating more product usually entails adding only a little more staff while being able to amortize news costs over more dayparts. Clearly, local news is the most important and exclusive franchise stations still have. Some stations have identified an underserved daypart in Saturday or Sunday mornings and have abandoned animation in favor of local newscasts. The success of these programs has been astonishing. It’s amazing nobody did it sooner.

Hire the best talent, producers, writers and staff possible. It’s a fact that there are many highly experienced people from the industry who are now unemployed. Local stations can attract a high caliber of talent. Know what positions you can afford to fill with a college intern and which need a seasoned pro. These days, any producer or writer should be schooled in the promotability and marketability of material, especially in attracting the key demographics. The viewing audience’s, particularly the younger audience’s, fascination with TV wore off long ago. It’s got to be a good story, a good guest, a good show. You’ll be competing against the talents of King World, Paramount, Fox and every other studio.

Be willing to revise how you do production. Consider part-timers, weekend and night editing shifts to maximize existing production schedules. This is a key in making the show affordable. For instance, when KGW-TV premiered its Saturday morning news, it also premiered the idea of the technical director also directing the show. This is no big deal in a small market, but it was in the 27th market. The cameras on this show, while not yet robotic, have no camera operators. There is no floor director. Talent receives all cues through the IFB (remote control system). The master control operator directs the live weather portions of the taped replay in the second hour. Again, probably not a big deal for small market stations. It was a very big deal for us.

Finally, talk to your sales and marketing departments for ideas on promotions that provide both good program material and the opportunity to bring new advertising dollars to the station. This is the real beauty of successful local programming. A local show can tie in with local retailers in contests, point-of-purchase promotions and segment sponsorships. A syndicated show, no matter how good the ratings are, just can’t do that for your station. ■



*A commentary by Brenda Buratti,
program director, KGW-TV Portland, Ore.*

Broadcasting In Brief

In a surprise move, **Twentieth Television** put Fox Broadcasting Co.'s *Cops* on the syndication block, signing a rare two-year, straight cash licensing deal with WNBC-TV New York. A Twentieth spokeswoman said the NBC O&O has committed 7 p.m. to *Cops*, replacing Tribune Entertainment's *Now It Can Be Told* next fall.

Jack Rollins resigned as co-executive producer of NBC's *Late Night with David Letterman*, effective April 30.

Palmer Communications Inc. rejected last year's estimated \$70 million proposal by Hughes Broadcasting Partners II Ltd. to buy **WHO-AM-TV Des Moines, Iowa, and KFOR-TV Oklahoma City** ("Changing Hands," Nov. 18, 1991), and is **taking the stations off the market.**

The FCC is investigating Saga Communications-owned WNOR(FM) Norfolk for an April Fool's Day hoax. Apparently, the station broadcast that Mount Trashmore—a landfill in Norfolk—was going to blow up because of a methane buildup. The broadcasts led to complaints from local police departments, whose lines were flooded with calls. The Virginia Beach Emergency Communications Division subsequently determined no emergency existed and tried unsuccessfully to get the station to stop the broadcasts. Reportedly, the station continued the broadcasts until a police request. Shortly after, the morning team admitted they knew of the complaints and made a public apology. The station, according to the FCC's Norfolk Field Office, could be facing a \$25,000 fine or, more drastically,

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending March 22. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune	14.1/218/96
2. Jeopardy!	12.0/206/94
3. Oprah Winfrey Show	10.9/213/97
4. Star Trek	9.9/244/98
5. Entertainment Tonight	8.5/185/95
6. Married...With Children	8.3/173/95
7. Current Affair	7.9/174/93
8. Warner Bros. Vol. 29	7.2/125/93
9. Cosby Show	7.1/201/94
10. Donahue	6.8/220/97
11. Inside Edition	6.5/127/82
12. Sally Jessy Raphael	6.3/205/97
13. Hard Copy	6.0/168/91
14. Wheel Of Fortune-wknd	5.9/136/68
15. WKRP in Cincinnati	5.7/232/98

loss of license. Saga said it has suspended the station's general manager, program director and the four morning team personalities.

Sales of Cannell Distribution's off-network drama, Wiseguy, have been completed with ABC O&O KGO-TV San Francisco and extended with WWOR-TV New York, which triggered the show early this season despite its slated premiere in fall 1992.

Group W Productions has proclaimed its half-hour romance strip, **That's Amore, a firm go for a fall 1992 premiere**, with production slated to begin in July in Los Angeles. To date, sales of the Italian-based game show format have surpassed 70% U.S. coverage.

Radio-Television News Directors Association President **David Bartlett** wrote to House Telecommunications Subcommittee Chairman **Edward Markey** last week to complain about the subcommittee's decision to exclude C-SPAN cameras from the subcommittee cable bill markup (see page 4).

Westwood One reported a net loss of \$7.24 million, or 42 cents

1991 PEABODY WINNERS CHOSEN

The University of Georgia College of Journalism and Mass Communication announced the winners of its annual George Foster Peabody Awards for distinguished service to broadcasting and cable. The awards will be presented June 1 during the Broadcast Pioneers luncheon at the Waldorf-Astoria, New York.

■ The radio winners: National Public Radio for coverage of the Clarence Thomas confirmation hearings, *Horizons* and *The Case Against Women: Sexism in the Court*; KCRW(FM) Santa Monica, Calif., and NPR for *Joe Frank: Work in Progress*; WNCN-FM New York, for *New York City Musicbox*; Zouk Productions and American Public Radio for *The Miles Davis Radio Project*.

■ The TV winners: WRAL-TV Raleigh, N.C., for environmental reporting; KSTP-TV St. Paul for *Who's Watching the Store?*; NBC News for *Brian Ross Reports on BCCI*; CBS News for *60 Minutes: Friendly Fire*; KTLA-TV Los Angeles, for *Rodney King: Videotaped Beating*; Cable News Network for coverage of the Soviet coup; CBS-TV and Shukovsky Productions for *Murphy Brown*; HBO Sports and Black Canyon Productions for *When It Was a Game*; Falahey-Austin Street Productions for *I'll Fly Away* and *Northern Exposure*; WNET-TV New York for *Dance in America: Everybody Dance Now!*; NBC Productions in association with Carson Productions and Cardboard Shoe Productions for *Late Night with David Letterman*; HBO for *America Undercover: Heil Hitler! Confessions of a Hitler Youth*; Lucky Duck Productions for Nickelodeon and MTV Networks for *Nickelodeon Special Edition: It's Only Television*; Turner Multimedia for *Coup D'Etat: The Week That Changed the World*; Central Independent Television, Nottingham, England, PBS and WETA-TV Washington for *Soviets: Red Hot*; ABC News and NHK, Japan, for *Pearl Harbor: Two Hours That Changed the World*; Discovery Channel for *People of the Forest: The Chimps of Gombe*; KARK-TV Little Rock, Ark., for *Arkansas' Timebomb: Teen Pregnancy*; Armed Forces Radio and Television on its 50th anniversary; CBS Sports for *The Masters*.

A Personal Award goes to Peggy Charren, founder of Action for Children's Television, for her commitment to improving children's television for 25 years.

SHOWTIME TO OFFER NEW PAY CHANNEL, FLIX

Showtime Networks Inc. last week unveiled details of Flix, a low-priced premium cable channel designed to reverse the continuing decline in pay TV subscribers.

Showtime's announcement marked the latest in a series of efforts to revitalize the pay business, which has been flat since late 1990. Home Box Office has been going its own route, testing a multiplex system that essentially offers subscribers three versions of HBO or Cinemax for the price of one. And Tele-Communications Inc. has in the last year begun rolling out Encore, its own version of a low-priced premium channel designed to complement and boost other pay TV services.

"The flatness in the category is a structural problem and not a product problem," said Winston H. (Tony) Cox, Showtime Networks Inc. chairman. "By and large, most people who are disconnecting or not buying a premium service are saying something like 'it costs too much.'"

Flix, a 24-hour movie channel scheduled to launch in August 1992, will be promoted as a complement to existing pay TV services. The channel will be offered free to subscribers with three or more premium channels and will carry a 95-cent suggested retail price when purchased by households with two premium channels. Those homes with one premium channel will pay a suggested retail price of \$3.95 for Flix. The highest suggested retail price will be the \$5.95 charged basic-only subscribers.

Cox said the company had wanted to use Flix as a way of rewarding just those valued customers in existing pay households, but operators pushed for the basic-only option as a way of bringing in short-term profits during a weak economy.

Each month, Flix will offer more than 60 different unedited movies from the 1960's through the 1990's, with an emphasis on titles from the 1970's and 1980's. The channel will present more than 250 movies in its first year, including programing from Showtime.

-RB

per share, for the three months ending Feb. 29. For the corresponding period in 1991, Westwood One reported a net loss, before extraordinary gain, of \$9.16 million, or 62 cents per share. Westwood reported first-quarter revenue of \$30.63 million, a 5% increase over 1991's first-quarter of \$29.3 million. The company reported an operating loss of \$3.89 million, a 39% reduction from the first-quarter '91 operating loss of \$6.37 million.

An FCC survey of 141 TV stations and 27 cable systems shows that the majority of stations are complying with the new children's programing commercial limits. Initial results show that at least 95% of the one-hour segments clearly complied with the regulations restricting total commercial time to 10½ minutes per hour on weekends and 12 minutes on weekdays. The survey was conducted Jan. 11-17. The stations and systems in the sample were not notified of the audit.

The Family Channel has renewed seven original prime time series for

fall 1992 at a cost of \$125 million, according to the basic cable network. The Family Channel will begin production in June on a new series for the fall, *African Skies*, starring Glenn Ford and Catherine Bach.

NAB will launch a new conference and exhibition at its 1993 con-

vention called **"MultiMedia World: Merging Video, Audio & Computers."**

After making a success of himself in the big city, **Garrison Keillor is going home to Lake Wobegon.** Keillor announced last week that he is leaving New York to return to his native Minnesota, and he is taking his radio variety show, *American Radio Company*, with him.

Republican presidential candidate **Patrick Buchanan earned \$438,200 from CNN and \$32,100 from The McLaughlin Group** in 1991, according to his personal financial disclosure statements.

Gerald Le Febvre, director of strategic development at Luxembourg-based multimedia conglomerate CLT, last week suddenly announced his intention to leave the company this spring. CLT, Europe's second-largest media company with holdings in six European networks, confirmed that Le Febvre will be leaving his post to join the French cable consortium Rhone Telecable.

The Jane Whitney Show, which debuted last week on 13 stations, got off to a mixed start, with a three-day average (Tuesday-Thursday) of 2.2/13, according to Petry Television. It performed best on WSB-TV Atlanta (3.5/17, Arbitron) and worst on KDFI-TV Dallas (0.9/3 Nielsen). At WCVB-TV Boston, where the show originates, the three-day average was 2.0/9. Warner Bros. is distributing the show.

FCC READY TO GET SPECIFIC ON HDTV

The FCC is expected to move away from generalized discussions on high-definition television and get into specifics at its meeting this Thursday (April 9). According to commission staffers, the Second Report and Order on HDTV expected to be issued this week will "get down to the hard-core issues."

Still, the commission is said to be planning to put out a notice for further comments with specific suggestions on some highly sensitive HDTV issues. These include conversion dates by which all broadcasters must make the change to HDTV-only broadcasts (and return one of their two channels) and how much programing and how long licensees will be required to simulcast on two channels.

FCC Chairman Alfred Sikes acknowledged at a press briefing last week that the "fine-tuning will be difficult, and these decisions will probably have to be revisited in a few years."

One subject not expected to emerge for discussion is the table of allotments that will not only apportion new channels to each community but also randomly match particular channels to NTSC channels listed on the table. That is expected to happen at the June meeting.

-JF

Editorials

GOOD NEWS BAD NEWS

The broadcaster cause continued to advance on Capitol Hill last week, as cable's continued to languish. Except for the threat of a threat from the Judiciary Committee, retransmission consent seems to be a Teflon idea whose time has come. And even the Judiciary alternative (H.R. 4511) holds out second revenue stream potential for broadcasters, if perhaps less certainly than S.12 or the Markey draft ("The Cable Television Consumer Protection and Competition Act of 1992") being worked on in the House.

But what a rollercoaster this last week was for cable. At midweek the markup was postponed when cable managed to woo away enough Democrats from Markey's majority (Representative Ed Markey, D-Mass., chairman of the House Telecommunications Subcommittee) to prevent his moving an S.12-tough measure. Cable thought it had enough votes to pass a less onerous bill, but that wasn't to be at the moment. Representative John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, not one to stand by while his subcommittee chairman was being sacked, whipped the wayward Democrats back into line, at least long enough to assure Markey a face-saving passage in subcommittee this week.

The real decisionmaking now shifts to Mr. Dingell and the full committee, a marginally more cable-friendly venue. But there are few miracles to be hoped for on the Hill. It's no longer a question of will it be bad but of how bad it will be. Only a sustainable presidential veto could save the day.

Too bad. Cable's excesses are many, but it doesn't deserve to be put under the thumb of municipal government. It should indeed share with broadcasters the value-added it gains from their signals, but it shouldn't have its own programing annexed by others. Yes, there is a "substantial governmental and First Amendment interest in promoting a diversity of views provided through multiple technology media," but not by hobbling one of those media with a Denver boot.

COALS TO NEWCASTLE

If Congressman Joe Kennedy II (D-Mass.) had his way, beer advertisers would probably be required to advise consumers not to buy beer. At least that appeared the case last week as he spoke in support of an alcohol ad labeling bill introduced by Senator Strom Thurmond (R-S.C.) and mirroring one that Kennedy had introduced earlier.

Not to knock the legs from under the label-backers'

grandstand, but broadcasters already carry alcohol warnings, to the tune of \$1 billion-plus. Their message is clear, unmistakable and memorable: "Drinking and driving don't mix," "Friends don't let friends drive drunk," "Know when to say when." By contrast, penalizing beer manufacturers by requiring them to underwrite and conduct a government anti-alcohol campaign within their own commercials would simply drive those dollars—more than a billion—to other forms of promotion. There is no evidence such a redirection of resources would have any effect on alcohol abuse, but it is certain that having taken that advertising hit, broadcasters would be hard pressed to support their present level of public service commitment to the problem.

A billion dollars is a high price to pay to assuage the Kennedy conscience. Fortunately, wiser heads were present at last week's hearing on the new bill. If parents don't instill responsibility, said Senator John Breaux (D-La.) in questioning whether such legislation addressed the real problem, all the warning labels in the world won't do any good. Bingo.

CONFIDENTIALLY SPEAKING

The Senate Rules Committee voted down Senate Special Independent Counsel Peter Fleming's request that it: (1) force NPR reporter Nina Totenberg to turn over records regarding her reporting of the Anita Hill-Clarence Thomas story; (2) make NPR news vice president William E. Buzenberg provide testimony, and (3) enforce a subpoena of Totenberg's phone records.

The decision was the right one, but the counsel's ongoing investigation remains an underlying threat and just one of an increasing number of government "requests" for confidential information. It is a troubling trend.



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